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2. On average, how often do you shower/bathe per week?
3. On average, how often do you wash your hair per week?
3. On average, how often do you wash your hair per week?
3. On average, how often do you wash your hair per week?
4. On average, how often do you brush your hair per day?
4. On average, how often do you brush your hair per day?
4. On average, how often do you brush your hair per day?
5. On average, how often do you brush your teeth per day?
5. On average, how often do you brush your teeth per day?
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7. How often, if ever, does someone negatively comment about your cleanliness or hygiene habits?
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7. How often, if ever, does someone negatively comment about your cleanliness or hygiene habits?
8. Which, if any, of the following personal hygiene products do you use daily?
8. Which, if any, of the following personal hygiene products do you use daily?
8. Which, if any, of the following personal hygiene products do you use daily?
- 9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday
- 9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday
- 9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday
- 9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday
- 9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday
- 9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday

9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

9. Rate the importance of the following hygiene habits: - Important Summary

9. Rate the importance of the following hygiene habits: - Important Summary

9. Rate the importance of the following hygiene habits: - Important Summary

9. Rate the importance of the following hygiene habits: - Not important Summary

9. Rate the importance of the following hygiene habits: - Not important Summary

9. Rate the importance of the following hygiene habits: - Not important Summary

9. Rate the importance of the following hygiene habits: - Mean Summary

9. Rate the importance of the following hygiene habits: - Mean Summary

9. Rate the importance of the following hygiene habits: - Mean Summary

9. Rate the importance of the following hygiene habits: - Grid Table

10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

10. Do you agree or disagree with the following statements? - Agree Summary

10. Do you agree or disagree with the following statements? - Agree Summary

10. Do you agree or disagree with the following statements? - Agree Summary

10. Do you agree or disagree with the following statements? - Disagree Summary

10. Do you agree or disagree with the following statements? - Disagree Summary

10. Do you agree or disagree with the following statements? - Disagree Summary

10. Do you agree or disagree with the following statements? - Mean Summary

10. Do you agree or disagree with the following statements? - Mean Summary

10. Do you agree or disagree with the following statements? - Mean Summary

10. Do you agree or disagree with the following statements? - Grid Table

Household Income

Household Income

Household Income

Gender

Gender

Gender

Age

Age

Age

Region

Region

Region

Education

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Marital Status

Employment

Employment

Employment

Race

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

Metro status

1. How would you describe your own personal hygiene?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Not clean at all (1)	3	3	-	1	2	-	-	3	1	-	2	-
	*	1%	-	*	1%	-	-	*	*	-	*	-
Not very clean (2)	7	4	3	2	4	1	4	4	1	-	6	1
	1%	1%	1%	1%	1%	*	1%	1%	1%	-	2%	*
Somewhat clean (3)	220	125	94	81	67	71	95	125	28	56	80	56
	22%	26%	18%	27%	19%	20%	25%	20%	15%	26%	21%	24%
		B		DE			G			H		
Very clean (4)	771	351	420	212	272	287	272	499	149	154	288	180
	77%	72%	81%	71%	79%	79%	73%	79%	83%	73%	76%	76%
			A		C	C		F	I			
Don't know	4	1	3	1	1	2	3	1	1	2	2	-
	*	*	1%	*	*	1%	1%	*	*	1%	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Clean (Net)	991	477	514	293	339	359	366	624	176	210	367	237
	99%	98%	99%	99%	98%	99%	98%	99%	99%	99%	97%	100%
												J
Unclean (Net)	10	7	3	3	6	1	4	6	2	-	8	1
	1%	1%	1%	1%	2%	*	1%	1%	1%	-	2%	*
											I	
Mean	3.8	3.7	3.8	3.7	3.8	3.8	3.7	3.8	3.8	3.7	3.7	3.8
			A			C						
Standard Deviation	0.46	0.51	0.41	0.49	0.48	0.42	0.47	0.46	0.43	0.44	0.5	0.44
Standard Error	0.01	0.02	0.02	0.03	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.03

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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1. How would you describe your own personal hygiene?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Not clean at all (1)	3	3	-	-	3	3	-	-	-	3	-	1	2
	*	1%	-	-	1%	1%	-	-	-	*	-	*	1%
	B						*						K
Not very clean (2)	7	2	5	1	6	1	-	6	1	5	3	6	2
	1%	1%	1%	*	1%	*	-	3%	*	1%	1%	1%	1%
					C		*	E					
Somewhat clean (3)	220	53	166	109	110	101	24	55	40	102	118	177	43
	22%	19%	23%	20%	23%	21%	25%	25%	20%	18%	26%	21%	30%
							*				I		K
Very clean (4)	771	226	545	421	350	378	72	158	164	442	329	673	98
	77%	79%	76%	79%	75%	78%	74%	72%	80%	80%	73%	78%	68%
							*			J		L	
Don't know	4	1	3	4	-	1	1	1	1	1	3	4	-
	*	*	*	1%	-	*	1%	*	*	*	1%	1%	-
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Clean (Net)	991	279	712	530	461	478	96	213	204	543	447	850	141
	99%	98%	99%	99%	98%	99%	99%	97%	99%	98%	99%	99%	98%
							*						
Unclean (Net)	10	5	5	1	9	3	-	6	1	7	3	7	3
	1%	2%	1%	*	2%	1%	-	3%	*	1%	1%	1%	2%
					C		*						
Mean	3.8	3.8	3.8	3.8	3.7	3.8	3.8	3.7	3.8	3.8	3.7	3.8	3.6
				D			*		G			L	
Standard Deviation	0.46	0.5	0.45	0.41	0.51	0.46	0.43	0.51	0.41	0.46	0.46	0.44	0.57
Standard Error	0.01	0.03	0.02	0.02	0.02	0.02	0.04	0.03	0.03	0.02	0.02	0.01	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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1. How would you describe your own personal hygiene?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Not clean at all (1)	3	-	3	1	2	3	-	3	-
	*	-	26%	*	7%	*	-	*	-
			**		**		*		*
Not very clean (2)	7	-	7	7	-	7	-	7	-
	1%	-	74%	1%	-	1%	-	1%	-
			**		**		*		*
Somewhat clean (3)	220	220	-	180	11	166	16	144	31
	22%	22%	-	20%	40%	20%	36%	19%	32%
			**		**		E*		G*
Very clean (4)	771	771	-	699	14	660	29	600	64
	77%	78%	-	79%	53%	79%	64%	80%	68%
			**		**	F	*	H	*
Don't know	4	-	-	1	-	1	-	1	-
	*	-	-	*	-	*	-	*	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Clean (Net)	991	991	-	880	25	826	45	743	95
	99%	100%	-	99%	93%	99%	100%	99%	100%
			**		**		*		*
Unclean (Net)	10	-	10	8	2	10	-	9	-
	1%	-	100%	1%	7%	1%	-	1%	-
			**		**		*		*
Mean	3.8	3.8	1.7	3.8	3.4	3.8	3.6	3.8	3.7
			**		**		*	H	*
Standard Deviation	0.46	0.42	0.46	0.44	0.81	0.46	0.48	0.46	0.47
Standard Error	0.01	0.01	0.15	0.01	0.16	0.02	0.07	0.02	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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2. On average, how often do you shower/bathe per week?

	Gender			Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
0	2	1	1	2	1	-	1	1	2	1	-	-
	*	*	*	1%	*	-	*	*	1%	*	-	-
1	19	11	8	4	4	11	12	7	3	4	9	3
	2%	2%	2%	1%	1%	3%	3%	1%	2%	2%	2%	1%
							G					
2	38	18	19	10	10	17	20	18	7	9	10	11
	4%	4%	4%	3%	3%	5%	5%	3%	4%	4%	3%	5%
							G					
3	77	36	41	26	20	31	33	45	12	24	22	19
	8%	7%	8%	9%	6%	9%	9%	7%	7%	11%	6%	8%
										J		
4	105	35	70	30	24	51	44	61	13	27	29	35
	10%	7%	14%	10%	7%	14%	12%	10%	8%	13%	8%	15%
			A			D						HJ
5	99	42	58	32	26	41	39	60	18	22	36	23
	10%	9%	11%	11%	8%	11%	11%	9%	10%	10%	9%	10%
6	73	39	34	20	24	29	30	43	9	13	29	21
	7%	8%	7%	7%	7%	8%	8%	7%	5%	6%	8%	9%
7	428	199	229	105	164	159	147	281	80	81	171	96
	43%	41%	44%	36%	47%	44%	39%	44%	45%	38%	45%	40%
					C	C						
8	43	30	12	14	22	7	9	34	12	10	18	4
	4%	6%	2%	5%	6%	2%	2%	5%	6%	5%	5%	2%
		B			E			F	K			
9	23	16	7	6	14	3	3	21	2	6	12	4
	2%	3%	1%	2%	4%	1%	1%	3%	1%	3%	3%	2%
					E			F				
10	37	19	17	22	13	1	12	25	7	5	13	11
	4%	4%	3%	7%	4%	*	3%	4%	4%	3%	4%	5%
				E	E							
11	1	1	-	-	-	1	-	1	-	1	-	-
	*	*	-	-	-	*	-	*	-	1%	-	-
12	3	3	-	2	1	-	-	3	1	1	-	-
	*	1%	-	1%	*	-	-	*	1%	1%	-	-
13	5	3	2	3	1	1	4	1	2	1	1	1
	*	1%	*	1%	*	*	1%	*	1%	*	*	*
14	41	22	19	15	17	8	18	23	8	4	20	9
	4%	4%	4%	5%	5%	2%	5%	4%	4%	2%	5%	4%
											I	
15	5	4	1	3	3	-	1	5	2	2	1	1
	1%	1%	*	1%	1%	-	*	1%	1%	1%	*	*
16	2	2	-	2	-	-	-	2	-	-	2	-
	*	*	-	1%	-	-	-	*	-	-	*	-
18	2	2	-	1	1	1	1	1	-	1	2	-
	*	*	-	*	*	*	*	*	-	*	*	-
20	1	-	1	-	1	-	-	1	-	-	1	-
	*	-	*	-	*	-	-	*	-	-	*	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	6.4	6.7	6.2	6.7	6.9	5.8	6.1	6.6	6.6	6.1	6.7	6.1
		B		E	E			F			IK	
Standard Deviation	2.77	2.95	2.58	3.11	2.74	2.36	2.88	2.69	2.82	2.67	2.89	2.57
Standard Error	0.09	0.13	0.11	0.18	0.15	0.12	0.15	0.11	0.21	0.18	0.15	0.17

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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2. On average, how often do you shower/bathe per week?

	Children in Household			Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
0	2	1	1	2	-	1	-	1	-	1	1	2	-
	*	*	*	*	-	*	-	*	-	*	*	*	-
							*		G				
1	19	5	14	13	6	8	1	2	8	12	7	17	2
	2%	2%	2%	2%	1%	2%	1%	1%	4%	2%	2%	2%	1%
							*						
2	38	9	28	22	15	14	1	13	10	19	19	33	4
	4%	3%	4%	4%	3%	3%	1%	6%	5%	3%	4%	4%	3%
							*	F					
3	77	27	50	44	33	32	5	17	23	46	31	69	8
	8%	10%	7%	8%	7%	7%	5%	8%	11%	8%	7%	8%	6%
							*						
4	105	25	80	64	41	30	14	28	34	51	54	95	10
	10%	9%	11%	12%	9%	6%	14%	13%	17%	9%	12%	11%	7%
							E*	E	E				
5	99	31	68	55	45	36	15	27	21	54	45	86	13
	10%	11%	9%	10%	9%	7%	16%	12%	10%	10%	10%	10%	9%
							E*	E					
6	73	17	56	35	38	37	11	14	11	35	38	64	9
	7%	6%	8%	7%	8%	8%	11%	6%	5%	6%	8%	7%	6%
							*						
7	428	114	315	222	206	216	38	89	85	244	184	363	66
	43%	40%	44%	42%	44%	45%	40%	41%	41%	44%	41%	42%	46%
							*						
8	43	12	31	22	21	27	5	8	3	23	19	36	7
	4%	4%	4%	4%	4%	6%	5%	4%	1%	4%	4%	4%	5%
						H	*						
9	23	7	17	8	15	20	2	1	1	15	9	22	2
	2%	2%	2%	2%	3%	4%	2%	*	*	3%	2%	3%	1%
						GH	*						
10	37	13	23	21	15	25	2	10	-	12	24	30	7
	4%	5%	3%	4%	3%	5%	2%	4%	-	2%	5%	3%	5%
						H	*	H		I			
11	1	-	1	-	1	-	-	-	1	1	-	1	-
	*	-	*	-	*	-	-	-	1%	*	-	*	-
							*						
12	3	2	1	-	3	3	-	-	-	3	-	3	-
	*	1%	*	-	1%	1%	-	-	-	1%	-	*	-
							*						
13	5	1	4	2	3	2	1	-	2	-	5	4	1
	*	*	1%	*	1%	*	1%	-	1%	-	1%	*	1%
							*				I		
14	41	14	27	19	21	23	2	9	6	26	15	28	13
	4%	5%	4%	4%	5%	5%	2%	4%	3%	5%	3%	3%	9%
							*						K
15	5	2	3	1	5	5	-	-	-	5	-	5	-
	1%	1%	*	*	1%	1%	-	-	-	1%	-	1%	-
							*			J			
16	2	1	1	1	1	2	-	-	-	2	-	2	-
	*	*	*	*	*	*	-	-	-	*	-	*	-
							*						
18	2	2	1	2	1	2	-	-	1	1	2	2	1
	*	1%	*	*	*	*	-	-	*	*	*	*	1%
							*						
20	1	1	-	1	-	1	-	-	-	1	-	-	1
	*	*	-	*	-	*	-	-	-	*	-	-	1%
							*						K
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	6.4	6.6	6.4	6.2	6.7	6.9	6.2	6.1	5.6	6.5	6.3	6.3	7.1
					C	FGH	*						K
Standard Deviation	2.77	3.1	2.63	2.77	2.75	2.92	2.15	2.59	2.62	2.88	2.64	2.68	3.18
Standard Error	0.09	0.18	0.1	0.12	0.13	0.13	0.22	0.17	0.18	0.12	0.12	0.09	0.27

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. On average, how often do you shower/bathe per week?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
0	2	-	1	2	-	1	-	2	-
	*	-	10%	*	-	*	-	*	-
			**		**			*	*
1	19	16	2	10	4	14	2	9	4
	2%	2%	18%	1%	14%	2%	4%	1%	5%
			**		**		*		G*
2	38	34	3	30	2	26	5	26	4
	4%	3%	32%	3%	6%	3%	11%	3%	4%
			**		**		E*		*
3	77	75	3	68	2	61	4	52	10
	8%	8%	25%	8%	6%	7%	8%	7%	11%
			**		**		*		*
4	105	105	1	94	2	83	4	71	14
	10%	11%	6%	11%	6%	10%	8%	9%	15%
			**		**		*		*
5	99	99	-	86	3	85	5	73	10
	10%	10%	-	10%	12%	10%	11%	10%	10%
			**		**		*		*
6	73	72	1	63	3	59	4	43	10
	7%	7%	8%	7%	12%	7%	9%	6%	11%
			**		**		*		*
7	428	427	-	383	9	366	15	339	33
	43%	43%	-	43%	33%	44%	34%	45%	34%
			**		**		*		*
8	43	43	-	41	-	37	1	34	4
	4%	4%	-	5%	-	4%	2%	5%	5%
			**		**		*		*
9	23	23	-	21	2	20	-	19	1
	2%	2%	-	2%	6%	2%	-	2%	2%
			**		**		*		*
10	37	37	-	35	1	34	1	35	2
	4%	4%	-	4%	4%	4%	2%	5%	2%
			**		**		*		*
11	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
12	3	3	-	2	-	2	-	3	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
13	5	5	-	5	-	5	-	2	-
	*	*	-	1%	-	1%	-	*	-
			**		**		*		*
14	41	40	-	39	1	34	4	35	3
	4%	4%	-	4%	3%	4%	9%	5%	3%
			**		**		*		*
15	5	5	-	5	-	5	1	5	-
	1%	1%	-	1%	-	1%	2%	1%	-
			**		**		*		*
16	2	2	-	1	-	2	-	2	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
18	2	2	-	2	-	2	-	2	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
20	1	1	-	1	-	1	-	-	-
	*	*	-	*	-	*	-	-	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean (Incl. 0)	6.4	6.5	2.3	6.5	5.5	6.5	6.2	6.6	5.7
			**		**		*	H	*
Standard Deviation	2.77	2.73	1.59	2.76	2.93	2.75	3.51	2.79	2.48
Standard Error	0.09	0.09	0.5	0.09	0.56	0.1	0.52	0.1	0.25

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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3. On average, how often do you wash your hair per week?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
0	10	8	3	3	4	4	4	6	1	4	3	2
	1%	2%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%
1	83	24	59	24	19	40	43	40	12	16	37	18
	8%	5%	11%	8%	5%	11%	12%	6%	7%	8%	10%	8%
2	99	40	59	29	28	41	38	60	18	20	34	26
	10%	8%	11%	10%	8%	11%	10%	10%	10%	9%	9%	11%
3	160	57	104	50	45	65	63	98	32	30	64	35
	16%	12%	20%	17%	13%	18%	17%	15%	18%	14%	17%	15%
4	139	47	93	47	43	49	61	78	24	35	41	39
	14%	10%	18%	16%	13%	14%	16%	12%	13%	16%	11%	17%
5	107	46	61	44	35	28	44	63	14	21	42	29
	11%	9%	12%	15%	10%	8%	12%	10%	8%	10%	11%	12%
6	62	41	22	16	20	26	19	44	11	13	26	13
	6%	8%	4%	5%	6%	7%	5%	7%	6%	6%	7%	5%
7	284	172	112	59	123	102	80	204	50	61	109	64
	28%	36%	22%	20%	36%	28%	21%	32%	28%	29%	29%	27%
8	15	14	1	6	8	2	2	13	6	5	3	1
	1%	3%	*	2%	2%	1%	1%	2%	3%	2%	1%	1%
9	12	11	1	3	8	1	1	11	1	1	5	4
	1%	2%	*	1%	2%	*	*	2%	1%	1%	1%	2%
10	14	11	3	5	8	1	6	8	5	1	4	3
	1%	2%	1%	2%	2%	*	2%	1%	3%	1%	1%	1%
11	1	1	-	-	-	1	-	1	-	1	-	-
	*	*	-	-	-	*	-	*	-	1%	-	-
12	2	2	-	2	-	-	-	2	1	1	-	-
	*	*	-	1%	-	-	-	*	*	*	-	-
13	1	1	-	-	1	-	1	-	1	-	-	-
	*	*	-	-	*	-	*	-	*	-	-	-
14	11	7	4	5	5	1	7	4	2	1	7	1
	1%	2%	1%	2%	1%	*	2%	1%	1%	1%	2%	*
15	1	1	-	-	1	-	-	1	-	1	-	-
	*	*	-	-	*	-	-	*	-	*	-	-
18	2	2	-	1	1	-	1	1	-	-	1	1
	*	*	-	*	*	-	*	*	-	-	*	*
20	2	2	-	2	-	-	2	-	1	-	-	1
	*	*	-	1%	-	-	1%	-	1%	-	-	*
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	4.8	5.5	4.2	4.8	5.3	4.4	4.6	5	5	4.8	4.8	4.7
Standard Deviation	2.63	B	2.22	2.94	CE	2.3	2.92	F	2.78	2.5	2.68	2.57
Standard Error	0.08	0.13	0.1	0.17	0.14	0.12	0.15	0.1	0.21	0.17	0.14	0.17

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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3. On average, how often do you wash your hair per week?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
0	10	2	8	8	2	4	3	2	2	5	5	7	3
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%
							*						
1	83	13	71	44	39	27	11	21	25	31	52	54	29
	8%	4%	10%	8%	8%	6%	11%	9%	12%	6%	11%	6%	20%
			A				*		E		I		K
2	99	29	69	53	46	42	5	32	20	52	46	78	20
	10%	10%	10%	10%	10%	9%	5%	14%	10%	9%	10%	9%	14%
							*	EF					
3	160	56	105	98	62	65	15	37	43	92	68	148	12
	16%	20%	15%	18%	13%	14%	16%	17%	21%	17%	15%	17%	9%
				D			*		E			L	
4	139	43	97	80	59	48	16	40	35	77	62	121	19
	14%	15%	13%	15%	13%	10%	16%	18%	17%	14%	14%	14%	13%
							*	E	E				
5	107	34	72	68	38	43	17	33	14	53	53	91	15
	11%	12%	10%	13%	8%	9%	18%	15%	7%	10%	12%	11%	11%
				D			EH*	EH					
6	62	14	49	20	43	34	10	10	9	32	30	58	4
	6%	5%	7%	4%	9%	7%	10%	5%	4%	6%	7%	7%	3%
				C			*						
7	284	79	206	139	146	175	18	38	53	178	106	256	29
	28%	28%	29%	26%	31%	36%	18%	17%	26%	32%	23%	30%	20%
						FGH	*		G	J		L	
8	15	3	12	8	7	10	1	2	2	7	8	10	5
	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	3%
							*						
9	12	3	9	3	9	11	1	-	-	10	2	11	1
	1%	1%	1%	1%	2%	2%	1%	-	-	2%	*	1%	1%
						GH	*						
10	14	4	10	5	9	12	-	2	-	4	9	12	1
	1%	2%	1%	1%	2%	3%	-	1%	-	1%	2%	1%	1%
						H	*						
11	1	-	1	-	1	-	-	-	1	1	-	1	-
	*	-	*	-	*	-	-	-	1%	*	-	*	-
							*						
12	2	1	1	-	2	2	-	-	-	2	-	2	-
	*	*	*	-	*	*	-	-	-	*	-	*	-
							*						
13	1	-	1	1	-	-	-	-	1	-	1	1	-
	*	-	*	*	-	-	-	-	*	-	*	*	-
							*						
14	11	2	9	5	6	8	1	2	1	4	7	9	3
	1%	1%	1%	1%	1%	2%	1%	1%	*	1%	2%	1%	2%
							*						
15	1	-	1	-	1	1	-	-	-	1	-	1	-
	*	-	*	-	*	*	-	-	-	*	-	*	-
							*						
18	2	2	-	1	1	2	-	-	-	1	1	2	-
	*	1%	-	*	*	*	-	-	-	*	*	*	-
							*						
20	2	-	2	2	-	1	-	1	-	-	2	-	2
	*	-	*	*	-	*	-	*	-	-	*	-	1%
							*					K	
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	4.8	4.9	4.8	4.6	5.1	5.4	4.4	4.2	4.3	4.9	4.7	4.9	4.3
Standard Deviation	2.63	2.52	2.68	2.64	2.61	2.76	2.26	2.47	2.38	2.41	2.88	2.48	3.36
Standard Error	0.08	0.15	0.1	0.11	0.12	0.13	0.23	0.17	0.17	0.1	0.14	0.08	0.28

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. On average, how often do you wash your hair per week?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
0	10	9	-	9	-	7	1	6	-
	1%	1%	-	1%	-	1%	2%	1%	-
			**		**		*		*
1	83	80	4	68	6	63	6	63	8
	8%	8%	37%	8%	23%	7%	14%	8%	8%
			**		**		*		*
2	99	93	5	86	-	76	7	67	9
	10%	9%	46%	10%	-	9%	15%	9%	9%
			**		**		*		*
3	160	160	1	139	5	126	7	118	16
	16%	16%	9%	16%	17%	15%	15%	16%	17%
			**		**		*		*
4	139	139	-	130	2	114	5	100	20
	14%	14%	-	15%	6%	14%	10%	13%	21%
			**		**		*		G*
5	107	107	-	94	4	96	5	85	13
	11%	11%	-	11%	15%	12%	11%	11%	13%
			**		**		*		*
6	62	62	1	57	2	54	2	44	5
	6%	6%	8%	6%	6%	6%	3%	6%	6%
			**		**		*		*
7	284	283	-	251	8	249	11	220	20
	28%	29%	-	28%	29%	30%	24%	29%	21%
			**		**		*		*
8	15	15	-	15	-	12	1	11	2
	1%	2%	-	2%	-	1%	2%	1%	2%
			**		**		*		*
9	12	12	-	12	-	8	-	8	1
	1%	1%	-	1%	-	1%	-	1%	2%
			**		**		*		*
10	14	14	-	13	-	14	-	14	-
	1%	1%	-	1%	-	2%	-	2%	-
			**		**		*		*
11	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
12	2	2	-	2	-	2	-	2	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
13	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
14	11	10	-	10	-	10	1	11	-
	1%	1%	-	1%	-	1%	2%	1%	-
			**		**		*		*
15	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
18	2	2	-	2	-	2	-	2	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
20	2	2	-	1	1	1	1	1	1
	*	*	-	*	4%	*	2%	*	1%
			**		**		E*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean (incl. 0)	4.8	4.9	2	4.9	4.9	5	4.6	5	4.6
			**		**		*		*
Standard Deviation	2.63	2.61	1.39	2.61	3.87	2.61	3.56	2.69	2.59
Standard Error	0.08	0.08	0.44	0.09	0.75	0.09	0.53	0.1	0.27

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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4. On average, how often do you brush your hair per day?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
0	145	116	29	47	55	43	49	96	21	34	54	36
	14%	24%	6%	16%	16%	12%	13%	15%	12%	16%	14%	15%
		B										
1	309	143	166	106	109	93	126	182	53	60	111	85
	31%	29%	32%	36%	31%	26%	34%	29%	30%	28%	29%	36%
				E								
2	311	123	188	85	92	134	104	208	51	63	132	66
	31%	25%	36%	29%	27%	37%	28%	33%	29%	30%	35%	28%
			A			CD						
3	121	49	71	29	49	43	36	84	30	26	40	25
	12%	10%	14%	10%	14%	12%	10%	13%	17%	12%	11%	11%
4	37	12	25	6	14	17	15	21	7	11	9	10
	4%	2%	5%	2%	4%	5%	4%	3%	4%	5%	3%	4%
5	83	41	41	24	28	31	42	41	18	18	31	15
	8%	8%	8%	8%	8%	8%	11%	6%	10%	8%	8%	6%
							G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	1.8	1.6	2	1.7	1.8	2	1.9	1.8	2	1.9	1.8	1.7
			A			C			K			
Standard Deviation	1.37	1.44	1.26	1.35	1.4	1.35	1.46	1.31	1.41	1.42	1.34	1.32
Standard Error	0.04	0.07	0.06	0.08	0.07	0.07	0.08	0.05	0.11	0.1	0.07	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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4. On average, how often do you brush your hair per day?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
0	145	22	123	73	72	65	21	34	25	74	71	112	33
	14%	8%	17%	14%	15%	13%	22%	15%	12%	13%	16%	13%	23%
		A					EH*						K
1	309	95	214	151	158	161	29	70	49	151	157	263	45
	31%	33%	30%	28%	34%	33%	30%	32%	24%	27%	35%	31%	31%
						H	*				I		
2	311	87	224	165	147	146	24	65	76	193	119	278	33
	31%	31%	31%	31%	31%	30%	25%	30%	37%	35%	26%	32%	23%
							*		F	J		L	
3	121	48	73	74	46	59	12	23	27	69	51	106	14
	12%	17%	10%	14%	10%	12%	12%	10%	13%	13%	11%	12%	10%
		B					*						
4	37	10	26	21	16	17	1	6	12	22	14	30	6
	4%	4%	4%	4%	3%	4%	1%	3%	6%	4%	3%	3%	4%
							*						
5	83	23	60	51	31	34	10	22	16	43	40	71	12
	8%	8%	8%	10%	7%	7%	10%	10%	8%	8%	9%	8%	8%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	1.8	2	1.8	1.9	1.7	1.8	1.7	1.8	2	1.9	1.8	1.9	1.7
		B		D			*						
Standard Deviation	1.37	1.29	1.39	1.41	1.31	1.32	1.49	1.43	1.34	1.34	1.4	1.35	1.47
Standard Error	0.04	0.08	0.05	0.06	0.06	0.06	0.15	0.1	0.09	0.06	0.07	0.05	0.12

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. On average, how often do you brush your hair per day?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
0	145	141	3	120	3	115	7	92	21
	14%	14%	33%	14%	12%	14%	15%	12%	22%
			**		**		*		G*
1	309	302	5	266	13	249	17	230	30
	31%	31%	52%	30%	49%	30%	37%	31%	32%
			**		**		*		*
2	311	309	1	281	4	264	13	236	30
	31%	31%	14%	32%	15%	32%	29%	31%	32%
			**		**		*		*
3	121	120	-	114	4	109	2	106	5
	12%	12%	-	13%	14%	13%	5%	14%	5%
			**		**		*	H	*
4	37	37	-	33	1	31	1	29	4
	4%	4%	-	4%	3%	4%	3%	4%	4%
			**		**		*		*
5	83	82	-	76	2	68	5	61	5
	8%	8%	-	8%	7%	8%	11%	8%	6%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean (Incl. 0)	1.8	1.9	0.8	1.9	1.7	1.9	1.8	1.9	1.5
			**		**		*	H	*
Standard Deviation	1.37	1.37	0.7	1.37	1.36	1.36	1.45	1.35	1.32
Standard Error	0.04	0.04	0.22	0.05	0.26	0.05	0.22	0.05	0.14

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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5. On average, how often do you brush your teeth per day?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
0	11	7	5	3	1	8	10	1	3	3	3	2
	1%	1%	1%	1%	*	2%	3%	*	1%	2%	1%	1%
						D	G					
1	256	141	115	69	80	107	114	142	46	50	96	64
	25%	29%	22%	23%	23%	29%	31%	22%	26%	23%	25%	27%
		B					G					
2	592	251	341	170	217	205	197	395	94	135	218	145
	59%	52%	65%	57%	63%	57%	53%	63%	53%	64%	58%	61%
			A					F		H		
3	104	58	46	37	33	35	39	65	27	19	37	21
	10%	12%	9%	12%	9%	10%	10%	10%	15%	9%	10%	9%
4	12	6	6	5	5	2	2	10	5	2	4	2
	1%	1%	1%	2%	1%	1%	1%	2%	3%	1%	1%	1%
5	30	21	8	12	11	6	12	18	4	3	19	4
	3%	4%	2%	4%	3%	2%	3%	3%	2%	1%	5%	2%
			B								IK	
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	1.9	2	1.9	2	2	1.8	1.9	2	2	1.9	2	1.9
				E	E			F				
Standard Deviation	0.84	0.95	0.73	0.92	0.83	0.79	0.89	0.81	0.89	0.73	0.94	0.73
Standard Error	0.03	0.04	0.03	0.05	0.04	0.04	0.05	0.03	0.07	0.05	0.05	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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5. On average, how often do you brush your teeth per day?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
0	11	1	10	9	2	1	-	6	4	5	7	11	-
	1%	*	1%	2%	1%	*	-	3%	2%	1%	1%	1%	-
							*	E	E				
1	256	64	192	143	113	112	23	51	71	127	129	223	33
	25%	23%	27%	27%	24%	23%	24%	23%	34%	23%	28%	26%	23%
							*		EG				
2	592	172	420	307	285	292	56	134	110	339	253	505	87
	59%	60%	58%	57%	61%	60%	57%	61%	53%	61%	56%	59%	61%
							*						
3	104	36	68	56	48	55	14	16	18	62	42	93	12
	10%	13%	9%	10%	10%	11%	15%	7%	9%	11%	9%	11%	8%
							G*						
4	12	6	6	4	8	6	1	4	1	10	2	8	4
	1%	2%	1%	1%	2%	1%	1%	2%	*	2%	1%	1%	3%
							*						
5	30	5	25	17	13	17	3	8	2	9	21	22	8
	3%	2%	3%	3%	3%	3%	3%	4%	1%	2%	5%	3%	6%
							*				I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	1.9	2	1.9	1.9	2	2	2	1.9	1.7	1.9	1.9	1.9	2.1
						H	H*	H					
Standard Deviation	0.84	0.78	0.87	0.86	0.82	0.85	0.84	0.91	0.74	0.77	0.93	0.82	0.96
Standard Error	0.03	0.05	0.03	0.04	0.04	0.04	0.09	0.06	0.05	0.03	0.04	0.03	0.08

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. On average, how often do you brush your teeth per day?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
0	11	9	1	8	-	7	1	5	2
	1%	1%	10%	1%	-	1%	2%	1%	2%
			**		**		*		*
1	256	250	5	218	11	198	15	166	33
	25%	25%	51%	24%	40%	24%	33%	22%	35%
			**		**		*		G*
2	592	586	4	530	14	499	26	469	47
	59%	59%	39%	60%	53%	60%	57%	62%	50%
			**		**		*	H	*
3	104	104	-	96	1	96	1	81	9
	10%	11%	-	11%	3%	11%	2%	11%	10%
			**		**		*		*
4	12	12	-	12	-	10	1	11	1
	1%	1%	-	1%	-	1%	2%	1%	1%
			**		**		*		*
5	30	29	-	26	1	26	2	21	3
	3%	3%	-	3%	3%	3%	4%	3%	3%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean (Incl. 0)	1.9	1.9	1.3	2	1.7	2	1.8	2	1.8
			**		**		*		*
Standard Deviation	0.84	0.84	0.67	0.84	0.83	0.85	0.91	0.82	0.92
Standard Error	0.03	0.03	0.21	0.03	0.16	0.03	0.13	0.03	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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6. On average, how often do you floss per week?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
0	222	129	94	64	73	85	121	102	43	43	78	58
	22%	27%	18%	22%	21%	23%	32%	16%	24%	20%	21%	25%
		B					G					
1	90	46	43	29	38	23	25	64	17	21	37	15
	9%	10%	8%	10%	11%	6%	7%	10%	9%	10%	10%	6%
					E							
2	111	59	52	42	32	36	29	82	28	23	38	23
	11%	12%	10%	14%	9%	10%	8%	13%	15%	11%	10%	10%
							F					
3	105	49	56	44	33	28	43	62	20	25	41	20
	10%	10%	11%	15%	10%	8%	12%	10%	11%	12%	11%	8%
				E								
4	51	19	32	16	21	14	25	27	13	9	16	13
	5%	4%	6%	5%	6%	4%	7%	4%	7%	4%	4%	5%
5	103	44	58	33	35	34	32	71	19	19	39	25
	10%	9%	11%	11%	10%	9%	9%	11%	11%	9%	10%	11%
6	19	12	8	7	8	4	4	15	2	3	7	7
	2%	2%	1%	3%	2%	1%	1%	2%	1%	2%	2%	3%
7	235	97	138	45	80	110	70	165	28	51	101	55
	23%	20%	27%	15%	23%	30%	19%	26%	16%	24%	27%	23%
			A		C	CD		F		H	H	
8	2	1	1	-	1	1	-	2	1	-	1	-
	*	*	*	-	*	*	-	*	1%	-	*	-
9	5	2	2	1	1	2	1	4	-	-	-	5
	*	1%	*	*	*	1%	*	1%	-	-	-	2%
												I
10	10	5	6	2	3	5	3	7	1	4	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
12	3	1	3	1	2	1	3	1	-	2	-	1
	*	*	*	*	*	*	1%	*	-	1%	-	*
										J		
13	1	-	1	-	-	1	1	-	1	-	-	-
	*	-	*	-	-	*	*	-	1%	-	-	-
14	37	15	22	9	16	12	11	26	4	10	13	10
	4%	3%	4%	3%	5%	3%	3%	4%	2%	5%	4%	4%
15	1	-	1	-	1	-	1	-	-	-	-	1
	*	-	*	-	*	-	*	-	-	-	-	*
16	1	-	1	-	-	1	1	-	-	-	-	1
	*	-	*	-	-	*	*	-	-	-	-	*
17	1	1	-	-	-	1	-	1	-	1	-	-
	*	*	-	-	-	*	-	*	-	*	-	-
18	1	-	1	-	-	1	1	-	-	1	-	-
	*	-	*	-	-	*	*	-	-	*	-	-
19	1	1	-	-	-	1	-	1	1	-	-	-
	*	*	-	-	-	*	-	*	1%	-	-	-
20	4	2	2	2	2	1	1	3	1	-	2	2
	*	*	*	1%	*	*	*	*	*	-	*	1%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean (Incl. 0)	4	3.6	4.4	3.5	4.1	4.3	3.5	4.3	3.5	4.2	4	4.2
			A			C		F				
Standard Deviation	3.69	3.68	3.67	3.41	3.75	3.82	3.69	3.66	3.54	3.83	3.52	3.91
Standard Error	0.12	0.17	0.16	0.2	0.2	0.2	0.19	0.15	0.26	0.26	0.18	0.25

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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6. On average, how often do you floss per week?

	Total	Children in Household		Education		Employment Status				Marital Status		Race	
		Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
0	222	52	170	153	69	94	21	54	53	95	128	198	24
	22%	18%	24%	29%	15%	19%	22%	25%	26%	17%	28%	23%	17%
				D			*			I			
1	90	36	53	43	46	53	9	14	15	54	36	74	15
	9%	13%	7%	8%	10%	11%	9%	6%	7%	10%	8%	9%	11%
		B					*						
2	111	35	76	60	51	53	13	34	11	65	46	98	13
	11%	12%	11%	11%	11%	11%	13%	15%	5%	12%	10%	11%	9%
						H	H*	H					
3	105	35	71	52	53	52	14	24	15	57	48	85	20
	10%	12%	10%	10%	11%	11%	14%	11%	7%	10%	11%	10%	14%
							*						
4	51	17	35	28	23	21	8	15	8	30	22	46	5
	5%	6%	5%	5%	5%	4%	8%	7%	4%	5%	5%	5%	4%
							*						
5	103	28	75	49	53	56	12	19	16	50	53	86	17
	10%	10%	10%	9%	11%	12%	13%	9%	8%	9%	12%	10%	12%
							*						
6	19	9	11	6	13	12	3	5	-	11	8	15	5
	2%	3%	1%	1%	3%	2%	3%	2%	-	2%	2%	2%	3%
						H	H*	H					
7	235	54	182	110	126	106	16	41	72	155	81	204	31
	23%	19%	25%	21%	27%	22%	17%	19%	35%	28%	18%	24%	22%
			A		C		*		EFG	J			
8	2	-	2	-	2	1	-	-	1	1	1	2	-
	*	-	*	-	*	*	-	-	1%	*	*	*	-
							*						
9	5	-	5	1	4	1	1	-	2	2	2	2	3
	*	-	1%	*	1%	*	1%	-	1%	*	1%	*	2%
							*					K	
10	10	3	7	4	6	9	1	1	-	4	6	8	2
	1%	1%	1%	1%	1%	2%	1%	*	-	1%	1%	1%	2%
							*						
12	3	2	1	3	-	2	-	1	1	2	2	3	-
	*	1%	*	1%	-	*	-	*	*	*	*	*	-
							*						
13	1	-	1	1	-	-	-	1	-	-	1	1	-
	*	-	*	*	-	-	-	*	-	-	*	*	-
							*						
14	37	10	27	18	19	20	-	9	8	21	16	30	7
	4%	4%	4%	3%	4%	4%	-	4%	4%	4%	4%	4%	5%
							*						
15	1	1	-	1	-	-	-	1	-	-	1	1	-
	*	*	-	*	-	-	-	*	-	-	*	*	-
							*						
16	1	-	1	1	-	-	-	-	1	1	-	1	-
	*	-	*	*	-	-	-	-	*	*	-	*	-
							*						
17	1	-	1	1	-	-	-	-	1	-	1	-	1
	*	-	*	*	-	-	-	-	*	-	*	-	1%
							*						
18	1	-	1	1	-	1	-	-	-	-	1	1	-
	*	-	*	*	-	*	-	-	-	-	*	*	-
							*						
19	1	-	1	-	1	1	-	-	-	1	-	1	-
	*	-	*	-	*	*	-	-	-	*	-	*	-
							*						
20	4	3	1	2	2	2	-	2	1	3	1	3	1
	*	1%	*	*	1%	*	-	1%	*	1%	*	*	1%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean (Incl. 0)	4	3.9	4	3.6	4.4	4.1	3.2	3.8	4.4	4.3	3.6	3.9	4.4
					C	F	*		F	J			
Standard Deviation	3.69	3.74	3.67	3.72	3.61	3.74	2.6	3.78	3.87	3.69	3.67	3.66	3.83
Standard Error	0.12	0.22	0.14	0.16	0.17	0.17	0.26	0.26	0.27	0.16	0.17	0.12	0.32

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6. On average, how often do you floss per week?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
0	222	219	2	188	3	167	11	150	25
	22%	22%	19%	21%	12%	20%	25%	20%	26%
1			**		**		*		*
	90	87	2	81	2	75	4	68	8
	9%	9%	18%	9%	9%	9%	9%	9%	9%
2			**		**		*		*
	111	108	2	96	3	88	6	80	13
	11%	11%	17%	11%	12%	10%	14%	11%	14%
3			**		**		*		*
	105	104	1	95	6	90	6	82	7
	10%	11%	9%	11%	23%	11%	12%	11%	7%
4			**		**		*		*
	51	51	-	47	-	45	2	45	2
	5%	5%	-	5%	-	5%	4%	6%	2%
5			**		**		*		*
	103	103	-	95	1	94	2	74	9
	10%	10%	-	11%	3%	11%	6%	10%	10%
6			**		**		*		*
	19	19	1	19	1	18	-	16	2
	2%	2%	6%	2%	3%	2%	-	2%	2%
7			**		**		*		*
	235	231	3	210	9	201	12	183	24
	23%	23%	31%	24%	34%	24%	27%	24%	25%
8			**		**		*		*
	2	2	-	2	-	2	-	2	-
	*	*	-	*	-	*	-	*	-
9			**		**		*		*
	5	5	-	5	-	5	-	2	2
	*	*	-	1%	-	1%	-	*	3%
10			**		**		*		G*
	10	10	-	8	1	9	1	8	1
	1%	1%	-	1%	2%	1%	2%	1%	1%
12			**		**		*		*
	3	3	-	3	-	3	-	3	-
	*	*	-	*	-	*	-	*	-
13			**		**		*		*
	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
14			**		**		*		*
	37	37	-	35	-	35	-	33	1
	4%	4%	-	4%	-	4%	-	4%	1%
15			**		**		*		*
	1	1	-	-	-	1	-	1	-
	*	*	-	-	-	*	-	*	-
16			**		**		*		*
	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
17			**		**		*		*
	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
18			**		**		*		*
	1	1	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-
19			**		**		*		*
	1	1	-	1	-	-	-	1	-
	*	*	-	*	-	-	-	*	-
20			**		**		*		*
	4	4	-	3	1	3	1	3	1
	*	*	-	*	3%	*	2%	*	1%
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean (Incl. 0)	4	4	3.3	4	4.5	4.1	3.6	4.2	3.6
			**		**		*		*
Standard Deviation	3.69	3.7	2.99	3.67	3.79	3.65	3.55	3.76	3.44
Standard Error	0.12	0.12	0.95	0.12	0.73	0.13	0.53	0.14	0.35

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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7. How often, if ever, does someone negatively comment about your cleanliness or hygiene habits?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Never (4)	787	340	447	198	275	315	299	488	127	162	309	189
	78%	70%	86%	67%	79%	87%	80%	77%	71%	77%	82%	80%
			A		C	CD					H	H
Not often (3)	122	78	44	50	45	26	42	80	24	31	38	29
	12%	16%	8%	17%	13%	7%	11%	13%	13%	15%	10%	12%
		B		E	E							
Often (2)	23	17	6	13	8	2	5	18	3	4	7	8
	2%	3%	1%	4%	2%	1%	1%	3%	2%	2%	2%	3%
		B		E								
Very often (1)	38	35	4	28	10	1	7	31	16	6	11	5
	4%	7%	1%	10%	3%	*	2%	5%	9%	3%	3%	2%
		B		DE	E			F	IJK			
Don't know	35	16	19	8	9	18	20	15	10	8	12	6
	3%	3%	4%	3%	3%	5%	5%	2%	5%	4%	3%	2%
							G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Often (Net)	62	51	10	41	17	3	13	49	19	10	19	13
	6%	11%	2%	14%	5%	1%	3%	8%	11%	5%	5%	6%
		B		DE	E			F	IJ			
Not often (Net)	909	417	491	247	320	341	340	568	150	194	346	218
	90%	86%	94%	83%	92%	94%	91%	90%	84%	91%	92%	92%
			A		C	C				H	H	H
Mean	3.7	3.5	3.9	3.4	3.7	3.9	3.8	3.7	3.5	3.7	3.8	3.7
			A		C	CD	G			H	H	H
Standard Deviation	0.7	0.87	0.43	0.96	0.64	0.34	0.57	0.76	0.92	0.65	0.64	0.63
Standard Error	0.02	0.04	0.02	0.06	0.03	0.02	0.03	0.03	0.07	0.05	0.03	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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7. How often, if ever, does someone negatively comment about your cleanliness or hygiene habits?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Never (4)	787	214	573	425	362	369	73	162	183	436	351	676	111
	78%	75%	80%	79%	77%	76%	76%	74%	89%	79%	77%	79%	77%
							*		EFG				
Not often (3)	122	28	93	59	62	59	16	35	13	58	63	105	17
	12%	10%	13%	11%	13%	12%	16%	16%	6%	11%	14%	12%	12%
						H	H*	H					
Often (2)	23	10	13	8	15	17	1	4	1	15	8	19	4
	2%	4%	2%	2%	3%	4%	1%	2%	*	3%	2%	2%	3%
						H	*						
Very often (1)	38	24	14	17	21	30	1	8	-	25	13	32	7
	4%	9%	2%	3%	5%	6%	1%	4%	-	5%	3%	4%	5%
		B				FH	*	H					
Don't know	35	8	27	26	9	9	6	11	9	17	18	30	5
	3%	3%	4%	5%	2%	2%	6%	5%	5%	3%	4%	3%	4%
				D			E*	E	E				
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Often (Net)	62	35	27	25	36	47	2	12	1	40	21	50	11
	6%	12%	4%	5%	8%	10%	2%	6%	*	7%	5%	6%	8%
		B				FH	*	H					
Not often (Net)	909	242	667	484	425	428	89	197	195	495	414	781	128
	90%	85%	93%	90%	90%	88%	92%	90%	95%	90%	91%	91%	89%
			A				*		E				
Mean	3.7	3.6	3.8	3.8	3.7	3.6	3.8	3.7	3.9	3.7	3.7	3.7	3.7
			A				*		EFG				
Standard Deviation	0.7	0.92	0.58	0.65	0.75	0.83	0.5	0.7	0.28	0.74	0.65	0.69	0.76
Standard Error	0.02	0.06	0.02	0.03	0.04	0.04	0.05	0.05	0.02	0.03	0.03	0.02	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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7. How often, if ever, does someone negatively comment about your cleanliness or hygiene habits?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Never (4)	787	781	4	697	20	651	37	579	81
	78%	79%	43%	78%	73%	78%	82%	77%	85%
			**		**		*		*
Not often (3)	122	118	3	109	5	105	6	97	11
	12%	12%	32%	12%	17%	13%	13%	13%	11%
			**		**		*		*
Often (2)	23	22	1	19	2	21	2	18	-
	2%	2%	9%	2%	7%	2%	4%	2%	-
			**		**		*		*
Very often (1)	38	37	1	37	1	36	-	36	1
	4%	4%	10%	4%	3%	4%	-	5%	1%
			**		**		*		*
Don't know	35	32	1	28	-	23	1	25	2
	3%	3%	6%	3%	-	3%	2%	3%	2%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Often (Net)	62	59	2	56	3	57	2	54	1
	6%	6%	19%	6%	9%	7%	4%	7%	1%
			**		**		*	H	*
Not often (Net)	909	899	7	806	24	757	43	675	92
	90%	91%	75%	91%	91%	90%	95%	90%	97%
			**		**		*		G*
Mean	3.7	3.7	3.1	3.7	3.6	3.7	3.8	3.7	3.9
			**		**		*		G*
Standard Deviation	0.7	0.7	1.04	0.71	0.75	0.73	0.49	0.75	0.42
Standard Error	0.02	0.02	0.34	0.02	0.15	0.03	0.07	0.03	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which, if any, of the following personal hygiene products do you use daily?

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Toilet paper	964	452	511	274	332	358	363	601	167	206	361	229
	96%	93%	98%	92%	96%	99%	97%	95%	94%	97%	96%	96%
			A			CD						
Toothpaste	952	451	502	272	339	341	346	607	166	200	358	228
	95%	93%	96%	92%	98%	94%	93%	96%	93%	95%	95%	96%
			A		CE			F				
Toothbrush	948	445	503	272	338	338	349	599	166	202	355	225
	94%	92%	97%	92%	98%	93%	94%	95%	92%	96%	94%	95%
			A		CE							
Deodorant	907	426	482	279	319	309	341	566	159	195	344	209
	90%	88%	93%	94%	92%	85%	91%	90%	89%	92%	91%	88%
			A	E	E							
Soap or body wash	858	408	450	245	305	307	316	542	147	183	325	203
	85%	84%	87%	83%	88%	85%	85%	86%	82%	86%	86%	85%
Shampoo	585	330	256	191	228	167	200	385	117	123	213	132
	58%	68%	49%	64%	66%	46%	54%	61%	66%	58%	57%	56%
		B		E	E			F				
Mouthwash	509	259	251	147	173	190	193	317	86	115	202	107
	51%	53%	48%	49%	50%	52%	52%	50%	48%	54%	53%	45%
Floss	477	201	276	122	162	192	156	320	79	108	187	102
	47%	41%	53%	41%	47%	53%	42%	51%	44%	51%	50%	43%
			A			C		F				
Shaving products	366	230	136	113	150	103	120	246	69	83	130	84
	36%	47%	26%	38%	43%	28%	32%	39%	38%	39%	35%	35%
		B		E	E			F				
Hand sanitizer	356	161	195	126	131	99	139	217	62	72	132	89
	35%	33%	37%	43%	38%	27%	37%	34%	35%	34%	35%	38%
				E	E							
Nail clippers	184	101	83	71	58	55	81	103	37	37	73	37
	18%	21%	16%	24%	17%	15%	22%	16%	21%	17%	19%	16%
				DE			G					
Don't know	1	-	1	-	-	1	1	-	-	-	1	-
	*	-	*	-	-	*	*	-	-	-	*	-
None of the above	2	2	1	2	-	-	-	2	1	-	2	-
	*	*	*	1%	-	-	-	*	*	-	*	-
Sigma	7110	3464	3645	2114	2536	2460	2605	4505	1256	1524	2684	1645
	707%	715%	701%	713%	732%	679%	698%	713%	702%	720%	712%	693%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which, if any, of the following personal hygiene products do you use daily?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Toilet paper	964	268	696	517	446	456	92	212	203	529	434	828	135
	96%	94%	97%	97%	95%	94%	96%	97%	99%	96%	96%	96%	94%
							*		E				
Toothpaste	952	273	679	501	451	466	90	202	195	523	430	816	136
	95%	96%	94%	94%	96%	96%	93%	92%	95%	95%	95%	95%	95%
						G	*						
Toothbrush	948	269	679	505	443	459	93	205	192	522	426	808	140
	94%	94%	94%	94%	94%	95%	88%	93%	93%	95%	94%	94%	97%
							*						
Deodorant	907	267	640	494	413	434	90	210	173	503	404	783	124
	90%	94%	89%	92%	88%	90%	93%	96%	84%	91%	89%	91%	86%
		B		D		H	H*	EH					
Soap or body wash	858	238	620	458	400	426	74	186	172	469	389	731	127
	85%	84%	86%	86%	85%	88%	77%	85%	84%	85%	86%	85%	88%
						F	*						
Shampoo	585	176	409	301	284	333	52	114	86	325	260	511	75
	58%	62%	57%	56%	61%	69%	54%	52%	42%	59%	57%	59%	52%
						FGH	*	H					
Mouthwash	509	145	365	284	226	241	41	114	113	274	235	421	88
	51%	51%	51%	53%	48%	50%	42%	52%	55%	50%	52%	49%	61%
							*					K	
Floss	477	132	344	236	240	228	40	94	115	269	208	402	74
	47%	46%	48%	44%	51%	47%	41%	43%	56%	49%	46%	47%	52%
					C		*		EFG				
Shaving products	366	112	254	193	173	211	38	71	46	203	163	318	48
	36%	39%	35%	36%	37%	44%	39%	32%	23%	37%	36%	37%	33%
						GH	H*	H					
Hand sanitizer	356	115	241	201	155	194	25	79	57	184	172	291	65
	35%	40%	33%	38%	33%	40%	26%	36%	28%	33%	38%	34%	45%
						FH	*					K	
Nail clippers	184	58	126	110	74	99	15	40	30	94	90	161	23
	18%	20%	18%	21%	16%	20%	15%	18%	15%	17%	20%	19%	16%
							*						
Don't know	1	-	1	1	-	-	1	-	-	-	1	1	-
	*	-	*	*	-	-	1%	-	-	-	*	*	-
							E*						
None of the above	2	1	2	2	1	2	-	-	-	2	1	2	-
	*	*	*	*	*	1%	-	-	-	*	*	*	-
							*						
Sigma	7110	2054	5056	3804	3306	3549	652	1527	1382	3897	3212	6075	1035
	707%	721%	702%	711%	704%	734%	674%	696%	672%	706%	709%	705%	719%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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8. Which, if any, of the following personal hygiene products do you use daily?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Toilet paper	964	952	10	857	24	803	43	722	91
	96%	96%	100%	96%	88%	96%	96%	96%	96%
			**		**		*		*
Toothpaste	952	942	8	846	24	795	43	714	92
	95%	95%	83%	95%	91%	95%	94%	95%	97%
			**		**		*		*
Toothbrush	948	937	8	842	26	793	43	711	92
	94%	95%	83%	95%	97%	95%	94%	94%	97%
			**		**		*		*
Deodorant	907	896	9	817	21	765	38	693	79
	90%	90%	92%	92%	78%	91%	84%	92%	84%
			**		**		*	H	*
Soap or body wash	858	851	4	769	19	724	33	659	76
	85%	86%	44%	86%	70%	87%	74%	87%	80%
			**		**	F	*		*
Shampoo	585	580	3	528	15	507	22	459	50
	58%	59%	34%	59%	56%	61%	49%	61%	52%
			**		**		*		*
Mouthwash	509	503	5	464	10	437	23	405	38
	51%	51%	50%	52%	36%	52%	50%	54%	40%
			**		**		*	H	*
Floss	477	471	4	430	11	411	19	375	47
	47%	48%	38%	48%	41%	49%	42%	50%	49%
			**		**		*		*
Shaving products	366	363	1	332	6	316	14	301	31
	36%	37%	10%	37%	24%	38%	32%	40%	33%
			**		**		*		*
Hand sanitizer	356	353	2	336	5	313	15	299	18
	35%	36%	16%	38%	18%	37%	34%	40%	19%
			**		**		*	H	*
Nail clippers	184	179	4	166	5	158	8	147	13
	18%	18%	41%	19%	19%	19%	17%	20%	14%
			**		**		*		*
Don't know	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
			**		**		*		*
None of the above	2	2	-	2	-	2	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
Sigma	7110	7030	59	6390	166	6025	301	5486	628
	707%	710%	591%	718%	617%	720%	668%	728%	662%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	833	377	456	234	304	295	300	532	146	173	322	192
	83%	78%	88%	79%	88%	81%	81%	84%	81%	82%	85%	81%
			A		CE							
Somewhat important (3)	131	74	57	45	32	53	56	75	22	32	41	36
	13%	15%	11%	15%	9%	15%	15%	12%	12%	15%	11%	15%
				D		D						
Not very important (2)	29	24	4	10	9	10	10	18	7	5	10	6
	3%	5%	1%	3%	3%	3%	3%	3%	4%	2%	3%	3%
			B									
Not important at all (1)	7	5	2	3	1	3	3	4	3	2	-	3
	1%	1%	*	1%	*	1%	1%	1%	2%	1%	-	1%
									J			
Don't know	5	4	1	4	-	1	3	2	1	-	4	-
	1%	1%	*	1%	-	*	1%	*	*	-	1%	-
				D								
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	964	451	513	279	336	348	356	608	168	205	362	229
	96%	93%	99%	94%	97%	96%	96%	96%	94%	97%	96%	96%
			A									
Not important (Net)	36	30	6	13	10	13	13	23	10	7	10	9
	4%	6%	1%	4%	3%	4%	4%	4%	6%	3%	3%	4%
			B									
Mean	3.8	3.7	3.9	3.7	3.8	3.8	3.8	3.8	3.7	3.8	3.8	3.8
			A		C							
Standard Deviation	0.52	0.61	0.4	0.57	0.44	0.54	0.53	0.51	0.61	0.52	0.44	0.55
Standard Error	0.02	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.05	0.04	0.02	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	833	246	587	445	387	413	79	176	165	458	374	716	117
	83%	86%	82%	83%	82%	85%	82%	80%	80%	83%	83%	83%	81%
							*						
Somewhat important (3)	131	30	102	74	57	55	13	34	29	72	60	112	20
	13%	10%	14%	14%	12%	11%	13%	16%	14%	13%	13%	13%	14%
							*						
Not very important (2)	29	7	22	9	20	12	3	5	9	17	12	23	5
	3%	2%	3%	2%	4%	2%	3%	2%	4%	3%	3%	3%	4%
					C		*						
Not important at all (1)	7	2	5	2	5	2	-	3	2	3	4	5	2
	1%	1%	1%	*	1%	*	-	1%	1%	1%	1%	1%	2%
							*						
Don't know	5	1	4	5	-	2	2	1	-	2	3	5	-
	1%	*	1%	1%	-	*	2%	*	-	*	1%	1%	-
				D			H*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	964	275	689	520	444	468	92	210	195	530	434	828	136
	96%	97%	96%	97%	95%	97%	95%	96%	95%	96%	96%	96%	95%
							*						
Not important (Net)	36	9	27	11	25	14	3	8	11	20	16	28	8
	4%	3%	4%	2%	5%	3%	3%	4%	5%	4%	3%	3%	5%
					C		*						
Mean	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.8	3.8	3.7
							*						
Standard Deviation	0.52	0.48	0.53	0.45	0.58	0.47	0.47	0.56	0.59	0.51	0.52	0.5	0.61
Standard Error	0.02	0.03	0.02	0.02	0.03	0.02	0.05	0.04	0.04	0.02	0.02	0.02	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_1. Rate the importance of the following hygiene habits: - Changing your undergarments everyday

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	833	826	4	762	14	720	32	649	68
	83%	83%	40%	86%	52%	86%	71%	86%	72%
			**		**	F	*	H	*
Somewhat important (3)	131	130	1	101	8	92	8	79	18
	13%	13%	15%	11%	29%	11%	17%	10%	19%
			**		**		*		G*
Not very important (2)	29	24	5	19	4	18	4	20	6
	3%	2%	45%	2%	17%	2%	8%	3%	6%
			**		**		E*		*
Not important at all (1)	7	7	-	6	1	3	2	5	1
	1%	1%	-	1%	3%	*	4%	1%	2%
			**		**		E*		*
Don't know	5	3	-	1	-	3	-	1	1
	1%	*	-	*	-	*	-	*	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	964	956	5	864	22	812	39	728	87
	96%	97%	55%	97%	80%	97%	88%	97%	91%
			**		**	F	*	H	*
Not important (Net)	36	31	5	25	5	22	6	25	7
	4%	3%	45%	3%	20%	3%	12%	3%	7%
			**		**		E*		*
Mean	3.8	3.8	2.9	3.8	3.3	3.8	3.5	3.8	3.6
			**		**	F	*	H	*
Standard Deviation	0.52	0.5	0.97	0.48	0.87	0.46	0.83	0.49	0.67
Standard Error	0.02	0.02	0.31	0.02	0.17	0.02	0.12	0.02	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	686	304	382	206	255	225	243	443	118	143	264	161
	68%	63%	73%	70%	74%	62%	65%	70%	66%	68%	70%	68%
			A		E							
Somewhat important (3)	237	126	111	69	70	97	97	139	53	52	76	56
	24%	26%	21%	23%	20%	27%	26%	22%	30%	24%	20%	23%
									J			
Not very important (2)	66	46	20	18	17	31	24	41	6	12	33	14
	7%	10%	4%	6%	5%	8%	7%	7%	4%	6%	9%	6%
			B								H	
Not important at all (1)	14	8	6	2	3	9	7	7	1	3	3	7
	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	3%
Don't know	3	1	2	1	1	1	2	1	1	1	1	-
	*	*	*	*	*	*	*	*	*	*	*	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	923	430	493	275	326	322	340	582	171	195	340	217
	92%	89%	95%	93%	94%	89%	91%	92%	95%	92%	90%	91%
			A		E				J			
Not important (Net)	80	54	25	20	20	39	31	49	7	16	36	20
	8%	11%	5%	7%	6%	11%	8%	8%	4%	7%	10%	9%
			B			D					H	
Mean	3.6	3.5	3.7	3.6	3.7	3.5	3.6	3.6	3.6	3.6	3.6	3.6
			A		E							
Standard Deviation	0.68	0.74	0.6	0.64	0.61	0.75	0.7	0.66	0.59	0.68	0.68	0.73
Standard Error	0.02	0.03	0.03	0.04	0.03	0.04	0.04	0.03	0.04	0.05	0.04	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	686	209	477	371	316	372	63	139	113	375	311	593	93
	68%	73%	66%	69%	67%	77%	65%	63%	55%	68%	69%	69%	65%
		B				FGH	*						
Somewhat important (3)	237	60	176	117	119	89	28	57	63	134	102	203	34
	24%	21%	24%	22%	25%	18%	29%	26%	31%	24%	23%	24%	24%
							E*	E	E				
Not very important (2)	66	13	53	38	28	19	5	19	22	34	32	52	14
	7%	5%	7%	7%	6%	4%	5%	9%	11%	6%	7%	6%	9%
							*	E	E				
Not important at all (1)	14	1	13	7	7	3	-	3	8	7	7	12	2
	1%	*	2%	1%	1%	1%	-	1%	4%	1%	2%	1%	2%
							*		E				
Don't know	3	2	1	3	-	1	1	1	-	2	1	2	1
	*	1%	*	*	-	*	1%	*	-	*	*	*	1%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	923	270	653	488	435	460	91	196	175	509	413	795	127
	92%	95%	91%	91%	93%	95%	94%	89%	85%	92%	91%	92%	88%
						GH	H*						
Not important (Net)	80	14	66	45	35	22	5	22	30	41	39	64	16
	8%	5%	9%	8%	7%	5%	5%	10%	15%	7%	9%	7%	11%
			A				*	E	EF				
Mean	3.6	3.7	3.6	3.6	3.6	3.7	3.6	3.5	3.4	3.6	3.6	3.6	3.5
		B				GH	H*	H					
Standard Deviation	0.68	0.57	0.71	0.68	0.67	0.56	0.59	0.71	0.83	0.66	0.69	0.67	0.73
Standard Error	0.02	0.03	0.03	0.03	0.03	0.03	0.06	0.05	0.06	0.03	0.03	0.02	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_2. Rate the importance of the following hygiene habits: - Changing your clothes everyday

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	686	681	5	639	8	610	23	550	48
	68%	69%	47%	72%	28%	73%	50%	73%	50%
			**		**	F	*	H	*
Somewhat important (3)	237	234	1	196	10	178	9	163	30
	24%	24%	8%	22%	36%	21%	20%	22%	32%
			**		**		*		G*
Not very important (2)	66	62	4	42	8	40	8	33	12
	7%	6%	35%	5%	28%	5%	18%	4%	13%
			**		**		E*		G*
Not important at all (1)	14	13	1	12	2	7	5	7	5
	1%	1%	10%	1%	7%	1%	12%	1%	5%
			**		**		E*		G*
Don't know	3	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	923	915	5	834	17	789	32	713	78
	92%	92%	55%	94%	65%	94%	70%	95%	82%
			**		**	F	*	H	*
Not important (Net)	80	75	5	54	10	47	13	40	17
	8%	8%	45%	6%	35%	6%	30%	5%	18%
			**		**		E*		G*
Mean	3.6	3.6	2.9	3.6	2.9	3.7	3.1	3.7	3.3
			**		**	F	*	H	*
Standard Deviation	0.68	0.67	1.16	0.64	0.93	0.61	1.08	0.61	0.88
Standard Error	0.02	0.02	0.37	0.02	0.18	0.02	0.16	0.02	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	879	406	473	248	311	320	333	546	159	183	335	202
	87%	84%	91%	84%	90%	88%	89%	86%	89%	87%	89%	85%
			A		C							
Somewhat important (3)	103	63	40	34	30	39	33	70	16	24	30	33
	10%	13%	8%	12%	9%	11%	9%	11%	9%	11%	8%	14%
			B									J
Not very important (2)	13	7	6	8	3	2	5	8	2	4	5	2
	1%	1%	1%	3%	1%	*	1%	1%	1%	2%	1%	1%
				E								
Not important at all (1)	6	6	-	3	2	-	-	6	2	-	3	1
	1%	1%	-	1%	1%	-	-	1%	1%	-	1%	*
			B									
Don't know	4	3	1	3	-	1	2	2	1	-	3	-
	*	1%	*	1%	-	*	1%	*	*	-	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	982	469	513	282	341	359	366	616	174	208	365	235
	98%	97%	99%	95%	98%	99%	98%	97%	97%	98%	97%	99%
					C	C						
Not important (Net)	19	13	6	11	6	2	5	14	4	4	8	3
	2%	3%	1%	4%	2%	*	1%	2%	2%	2%	2%	1%
				E								
Mean	3.9	3.8	3.9	3.8	3.9	3.9	3.9	3.8	3.9	3.8	3.9	3.8
			A		C	C						
Standard Deviation	0.43	0.51	0.34	0.54	0.41	0.34	0.36	0.47	0.45	0.41	0.44	0.42
Standard Error	0.01	0.02	0.01	0.03	0.02	0.02	0.02	0.02	0.03	0.03	0.02	0.03

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	879	245	634	474	405	412	78	202	187	480	399	748	131
	87%	86%	88%	89%	86%	85%	80%	92%	91%	87%	88%	87%	91%
							*	EF	F				
Somewhat important (3)	103	32	71	49	54	57	14	14	18	59	44	92	11
	10%	11%	10%	9%	11%	12%	14%	6%	9%	11%	10%	11%	8%
						G	G*						
Not very important (2)	13	3	10	6	7	7	3	2	1	7	7	13	-
	1%	1%	1%	1%	2%	2%	3%	1%	*	1%	1%	2%	-
							H*						
Not important at all (1)	6	4	1	2	4	5	1	-	-	4	1	4	2
	1%	2%	*	*	1%	1%	1%	-	-	1%	*	*	1%
		B					*						
Don't know	4	1	3	4	-	2	1	1	-	2	2	4	-
	*	*	*	1%	-	*	1%	*	-	*	*	*	-
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	982	276	706	523	459	469	92	216	205	539	443	840	142
	98%	97%	98%	98%	98%	97%	95%	99%	100%	98%	98%	98%	99%
							*		EF				
Not important (Net)	19	8	11	8	11	12	4	2	1	11	8	17	2
	2%	3%	2%	1%	2%	3%	4%	1%	*	2%	2%	2%	1%
							H*						
Mean	3.9	3.8	3.9	3.9	3.8	3.8	3.8	3.9	3.9	3.8	3.9	3.8	3.9
							*	EF	EF				
							0.55	0.31	0.3	0.45	0.41	0.43	0.42
Standard Deviation	0.43	0.51	0.39	0.4	0.47	0.49							
Standard Error	0.01	0.03	0.01	0.02	0.02	0.02	0.06	0.02	0.02	0.02	0.02	0.01	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_3. Rate the importance of the following hygiene habits: - Washing your hands after using the toilet

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	879	870	7	795	19	746	35	683	76
	87%	88%	73%	89%	72%	89%	77%	91%	81%
			**		**	F	*	H	*
Somewhat important (3)	103	102	1	81	4	77	7	58	17
	10%	10%	9%	9%	16%	9%	16%	8%	18%
			**		**		*		G*
Not very important (2)	13	13	-	9	1	7	3	7	1
	1%	1%	-	1%	3%	1%	7%	1%	2%
			**		**		E*		*
Not important at all (1)	6	4	2	3	3	5	-	5	-
	1%	*	18%	*	10%	1%	-	1%	-
			**		**		*		*
Don't know	4	2	-	1	-	2	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	982	972	8	876	24	823	42	741	93
	98%	98%	82%	99%	88%	98%	93%	98%	98%
			**		**	F	*		*
Not important (Net)	19	17	2	12	3	12	3	12	1
	2%	2%	18%	1%	12%	1%	7%	2%	2%
			**		**		E*		*
Mean	3.9	3.9	3.4	3.9	3.5	3.9	3.7	3.9	3.8
			**		**	F	*	H	*
Standard Deviation	0.43	0.42	1.2	0.39	0.95	0.4	0.6	0.4	0.45
Standard Error	0.01	0.01	0.38	0.01	0.18	0.01	0.09	0.01	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	706	319	387	205	269	232	269	438	116	147	274	170
	70%	66%	74%	69%	78%	64%	72%	69%	65%	69%	73%	72%
			A		CE							
Somewhat important (3)	200	110	90	54	55	91	69	131	46	41	62	51
	20%	23%	17%	18%	16%	25%	19%	21%	26%	19%	16%	22%
			B			CD			J			
Not very important (2)	62	37	26	29	13	21	19	44	13	18	21	11
	6%	8%	5%	10%	4%	6%	5%	7%	7%	9%	5%	5%
				D								
Not important at all (1)	12	8	5	3	4	5	5	8	-	3	9	1
	1%	2%	1%	1%	1%	2%	1%	1%	-	1%	2%	*
Don't know	23	10	13	6	6	12	12	12	4	3	12	4
	2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	3%	2%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	907	430	477	259	324	324	338	569	162	188	336	221
	90%	89%	92%	88%	93%	89%	91%	90%	91%	89%	89%	93%
					C							
Not important (Net)	75	44	30	31	17	26	23	52	13	21	29	12
	7%	9%	6%	11%	5%	7%	6%	8%	7%	10%	8%	5%
				D						K		
Mean	3.6	3.6	3.7	3.6	3.7	3.6	3.7	3.6	3.6	3.6	3.6	3.7
			A		CE							
Standard Deviation	0.66	0.71	0.61	0.71	0.59	0.68	0.64	0.67	0.62	0.71	0.7	0.58
Standard Error	0.02	0.03	0.03	0.04	0.03	0.04	0.03	0.03	0.05	0.05	0.04	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	706	221	485	386	320	342	61	170	133	402	304	596	111
	70%	78%	67%	72%	68%	71%	63%	78%	65%	73%	67%	69%	77%
	B						*	FH					
Somewhat important (3)	200	43	158	103	97	91	25	32	53	102	99	183	17
	20%	15%	22%	19%	21%	19%	26%	15%	26%	18%	22%	21%	12%
		A					G*		G			L	
Not very important (2)	62	15	48	23	40	38	4	11	9	33	29	52	11
	6%	5%	7%	4%	8%	8%	5%	5%	4%	6%	6%	6%	7%
					C		*						
Not important at all (1)	12	2	10	6	7	4	3	1	4	7	5	11	2
	1%	1%	1%	1%	1%	1%		*	2%	1%	1%	1%	1%
							*						
Don't know	23	4	19	18	6	9	3	5	6	8	15	20	3
	2%	1%	3%	3%	1%	2%	3%	2%	3%	1%	3%	2%	2%
				D			*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	907	264	643	489	417	432	86	202	186	504	403	779	128
	90%	93%	89%	91%	89%	89%	89%	92%	90%	91%	89%	90%	89%
							*						
Not important (Net)	75	17	58	28	47	42	7	12	14	40	35	62	13
	7%	6%	8%	5%	10%	9%	7%	6%	7%	7%	8%	7%	9%
					C		*						
Mean	3.6	3.7	3.6	3.7	3.6	3.6	3.5	3.7	3.6	3.7	3.6	3.6	3.7
	B			D			*	FH					
Standard Deviation	0.66	0.6	0.68	0.61	0.71	0.67	0.73	0.58	0.69	0.65	0.67	0.66	0.67
Standard Error	0.02	0.04	0.03	0.03	0.03	0.03	0.08	0.04	0.05	0.03	0.03	0.02	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_4. Rate the importance of the following hygiene habits: - Washing your hands after using public transportation

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	706	698	6	655	10	618	23	573	46
	70%	70%	64%	74%	37%	74%	51%	76%	49%
			**		**	F	*	H	*
Somewhat important (3)	200	198	2	165	8	148	14	126	32
	20%	20%	19%	19%	29%	18%	31%	17%	34%
			**		**		E*		G*
Not very important (2)	62	62	-	48	3	50	4	41	6
	6%	6%	-	5%	10%	6%	9%	5%	7%
			**		**		*		*
Not important at all (1)	12	11	2	6	4	8	2	6	5
	1%	1%	18%	1%	15%	1%	5%	1%	5%
			**		**		E*		G*
Don't know	23	21	-	15	3	13	2	7	5
	2%	2%	-	2%	9%	2%	4%	1%	5%
			**		**		*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	907	896	8	820	18	766	37	699	78
	90%	90%	82%	92%	66%	92%	83%	93%	83%
			**		**	F	*	H	*
Not important (Net)	75	73	2	55	7	58	6	48	12
	7%	7%	18%	6%	25%	7%	14%	6%	12%
			**		**		*		G*
Mean	3.6	3.6	3.3	3.7	3	3.7	3.3	3.7	3.3
			**		**	F	*	H	*
Standard Deviation	0.66	0.65	1.19	0.61	1.11	0.64	0.85	0.61	0.84
Standard Error	0.02	0.02	0.38	0.02	0.23	0.02	0.13	0.02	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	702	329	372	184	255	263	267	434	122	145	271	164
	70%	68%	72%	62%	74%	72%	72%	69%	68%	68%	72%	69%
					C	C						
Somewhat important (3)	240	120	120	79	76	86	82	159	45	46	86	64
	24%	25%	23%	27%	22%	24%	22%	25%	25%	22%	23%	27%
Not very important (2)	44	22	23	24	11	9	16	29	8	16	12	9
	4%	5%	4%	8%	3%	3%	4%	5%	5%	7%	3%	4%
				DE						J		
Not important at all (1)	13	8	4	7	3	3	5	8	4	4	4	1
	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	*
Don't know	6	5	1	3	1	2	4	2	1	1	4	-
	1%	1%	*	1%	*	1%	1%	*	*	*	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	942	450	492	263	331	348	349	593	167	191	357	228
	94%	93%	95%	89%	96%	96%	94%	94%	93%	90%	95%	96%
					C	C					I	I
Not important (Net)	57	30	27	31	15	12	20	37	12	20	16	10
	6%	6%	5%	10%	4%	3%	5%	6%	6%	9%	4%	4%
				DE						JK		
Mean	3.6	3.6	3.7	3.5	3.7	3.7	3.7	3.6	3.6	3.6	3.7	3.6
					C	C						
Standard Deviation	0.63	0.66	0.6	0.75	0.58	0.56	0.62	0.64	0.67	0.72	0.59	0.57
Standard Error	0.02	0.03	0.03	0.04	0.03	0.03	0.03	0.03	0.05	0.05	0.03	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	702	198	504	396	306	322	62	158	159	400	302	593	109
	70%	69%	70%	74%	65%	67%	65%	72%	77%	72%	67%	69%	76%
				D			*		EF				
Somewhat important (3)	240	73	168	109	132	126	24	47	44	120	120	212	28
	24%	26%	23%	20%	28%	26%	25%	21%	21%	22%	27%	25%	20%
					C		*						
Not very important (2)	44	12	32	21	24	25	8	9	2	23	21	39	5
	4%	4%	4%	4%	5%	5%	8%	4%	1%	4%	5%	5%	4%
						H	H*						
Not important at all (1)	13	2	11	5	8	7	1	5	1	5	8	11	2
	1%	1%	2%	1%	2%	1%	1%	2%	*	1%	2%	1%	1%
							*						
Don't know	6	1	5	6	-	4	1	1	-	4	2	6	-
	1%	*	1%	1%	-	1%	1%	*	-	1%	*	1%	-
				D			*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	942	270	672	504	438	448	87	205	203	520	422	805	137
	94%	95%	93%	94%	93%	93%	90%	93%	98%	94%	93%	93%	95%
							*		EFG				
Not important (Net)	57	14	44	25	32	32	9	13	3	28	29	50	7
	6%	5%	6%	5%	7%	7%	9%	6%	2%	5%	6%	6%	5%
						H	H*	H					
Mean	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.8	3.7	3.6	3.6	3.7
				D			*		EF				
Standard Deviation	0.63	0.59	0.65	0.59	0.67	0.66	0.69	0.66	0.48	0.6	0.67	0.64	0.6
Standard Error	0.02	0.04	0.02	0.03	0.03	0.03	0.07	0.04	0.03	0.03	0.03	0.02	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_5. Rate the importance of the following hygiene habits: - Washing your hands before a meal

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	702	695	5	646	11	606	27	563	49
	70%	70%	49%	73%	41%	72%	61%	75%	52%
			**		**		*	H	*
Somewhat important (3)	240	236	4	199	11	190	11	152	38
	24%	24%	41%	22%	41%	23%	25%	20%	40%
			**		**		*		G*
Not very important (2)	44	44	-	35	3	32	4	30	6
	4%	4%	-	4%	12%	4%	9%	4%	6%
			**		**		*		*
Not important at all (1)	13	12	1	9	2	7	2	7	2
	1%	1%	10%	1%	6%	1%	5%	1%	3%
			**		**		E*		*
Don't know	6	4	-	1	-	2	-	2	-
	1%	*	-	*	-	*	-	*	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	942	931	9	844	22	795	39	715	87
	94%	94%	90%	95%	82%	95%	86%	95%	92%
			**		**	F	*		*
Not important (Net)	57	56	1	44	5	39	6	37	8
	6%	6%	10%	5%	18%	5%	14%	5%	8%
			**		**		E*		*
Mean	3.6	3.6	3.3	3.7	3.2	3.7	3.4	3.7	3.4
			**		**	F	*	H	*
Standard Deviation	0.63	0.63	0.94	0.6	0.88	0.59	0.87	0.59	0.72
Standard Error	0.02	0.02	0.3	0.02	0.17	0.02	0.13	0.02	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	533	257	275	146	188	199	212	320	99	110	203	121
	53%	53%	53%	49%	54%	55%	57%	51%	55%	52%	54%	51%
Somewhat important (3)	310	152	159	88	107	115	98	212	53	66	112	80
	31%	31%	30%	30%	31%	32%	26%	34%	29%	31%	30%	34%
								F				
Not very important (2)	123	53	70	50	38	34	49	73	22	25	45	31
	12%	11%	13%	17%	11%	9%	13%	12%	12%	12%	12%	13%
				DE								
Not important at all (1)	30	19	11	9	11	11	10	20	2	9	13	5
	3%	4%	2%	3%	3%	3%	3%	3%	1%	4%	4%	2%
Don't know	9	3	6	4	2	3	3	6	3	1	4	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	*
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	843	409	434	234	295	314	311	532	152	176	315	200
	84%	84%	83%	79%	85%	87%	83%	84%	85%	83%	84%	84%
						C						
Not important (Net)	153	72	81	59	49	45	59	94	24	35	58	36
	15%	15%	15%	20%	14%	12%	16%	15%	13%	16%	15%	15%
				E								
Mean	3.4	3.3	3.4	3.3	3.4	3.4	3.4	3.3	3.4	3.3	3.4	3.3
Standard Deviation	0.81	0.83	0.79	0.85	0.8	0.78	0.82	0.81	0.76	0.85	0.83	0.78
Standard Error	0.03	0.04	0.03	0.05	0.04	0.04	0.04	0.03	0.06	0.06	0.04	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	533	147	386	306	227	252	50	114	117	292	241	445	88
	53%	52%	54%	57%	48%	52%	52%	52%	57%	53%	53%	52%	61%
				D			*						
Somewhat important (3)	310	93	217	148	163	142	30	71	67	187	123	277	34
	31%	33%	30%	28%	35%	29%	31%	33%	33%	34%	27%	32%	23%
					C		*			J			
Not very important (2)	123	39	84	63	60	69	10	30	14	58	64	107	15
	12%	14%	12%	12%	13%	14%	10%	14%	7%	11%	14%	12%	11%
						H	*	H					
Not important at all (1)	30	4	26	13	17	15	5	2	8	13	17	25	5
	3%	1%	4%	2%	4%	3%	5%	1%	4%	2%	4%	3%	4%
							G*		G				
Don't know	9	2	8	7	3	5	2	2	-	2	8	7	2
	1%	1%	1%	1%	1%	1%	2%	1%	-	*	2%	1%	1%
							H*				I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	843	240	603	453	390	394	80	186	184	479	364	721	121
	84%	84%	84%	85%	83%	81%	83%	85%	89%	87%	80%	84%	84%
							*		E	J			
Not important (Net)	153	43	110	75	77	84	15	32	22	71	81	132	21
	15%	15%	15%	14%	16%	17%	15%	15%	11%	13%	18%	15%	14%
						H	*				I		
Mean	3.4	3.4	3.4	3.4	3.3	3.3	3.3	3.4	3.4	3.4	3.3	3.3	3.4
				D			*						
Standard Deviation	0.81	0.77	0.83	0.79	0.83	0.83	0.86	0.75	0.79	0.77	0.86	0.81	0.83
Standard Error	0.03	0.05	0.03	0.03	0.04	0.04	0.09	0.05	0.05	0.03	0.04	0.03	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_6. Rate the importance of the following hygiene habits: - Washing your hands when returning home

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	533	525	6	489	10	466	19	432	29
	53%	53%	56%	55%	37%	56%	41%	57%	31%
			**		**		*	H	*
Somewhat important (3)	310	309	1	272	8	247	17	235	31
	31%	31%	7%	31%	30%	30%	37%	31%	32%
			**		**		*		*
Not very important (2)	123	121	2	104	4	95	6	69	23
	12%	12%	19%	12%	15%	11%	13%	9%	24%
			**		**		*		G*
Not important at all (1)	30	28	2	20	5	24	4	16	9
	3%	3%	18%	2%	18%	3%	9%	2%	10%
			**		**		E*		G*
Don't know	9	7	-	4	-	4	-	2	3
	1%	1%	-	1%	-	1%	-	*	3%
			**		**		*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	843	834	6	761	18	713	35	668	60
	84%	84%	63%	86%	66%	85%	78%	89%	63%
			**		**		*	H	*
Not important (Net)	153	149	4	124	9	119	10	85	32
	15%	15%	37%	14%	34%	14%	22%	11%	34%
			**		**		*		G*
Mean	3.4	3.4	3	3.4	2.8	3.4	3.1	3.4	2.9
			**		**	F	*	H	*
Standard Deviation	0.81	0.8	1.28	0.78	1.13	0.8	0.95	0.75	0.98
Standard Error	0.03	0.03	0.4	0.03	0.22	0.03	0.14	0.03	0.1

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	803	388	416	228	282	292	299	504	139	165	312	188
	80%	80%	80%	77%	82%	81%	80%	80%	78%	78%	83%	79%
Somewhat important (3)	160	77	83	53	57	51	53	107	35	39	47	40
	16%	16%	16%	18%	17%	14%	14%	17%	20%	18%	12%	17%
									J			
Not very important (2)	14	7	7	9	2	3	5	9	2	3	5	4
	1%	1%	1%	3%	*	1%	1%	1%	1%	1%	1%	2%
				DE								
Not important at all (1)	13	7	6	3	3	7	5	8	2	3	7	2
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%
Don't know	15	7	8	4	2	10	11	4	2	3	6	5
	1%	1%	2%	1%	*	3%	3%	1%	1%	1%	2%	2%
						D	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	964	465	499	281	340	343	352	612	174	203	359	228
	96%	96%	96%	95%	98%	95%	94%	97%	97%	96%	95%	96%
					CE							
Not important (Net)	26	13	13	12	5	10	10	17	4	6	12	5
	3%	3%	3%	4%	1%	3%	3%	3%	2%	3%	3%	2%
Mean	3.8	3.8	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.8
Standard Deviation	0.53	0.54	0.53	0.56	0.48	0.55	0.53	0.53	0.52	0.54	0.55	0.5
Standard Error	0.02	0.02	0.02	0.03	0.03	0.03	0.03	0.02	0.04	0.04	0.03	0.03

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	803	221	583	442	362	380	65	184	174	442	361	687	116
	80%	78%	81%	83%	77%	79%	67%	84%	85%	80%	80%	80%	81%
				D		F	*	F	F				
Somewhat important (3)	160	55	105	67	93	86	27	25	23	91	70	137	23
	16%	19%	15%	13%	20%	18%	28%	11%	11%	16%	15%	16%	16%
					C	GH	EGH*						
Not very important (2)	14	5	9	7	6	5	1	6	2	3	10	13	1
	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%
							*				I		
Not important at all (1)	13	3	10	7	6	6	1	3	3	10	3	11	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
							*						
Don't know	15	1	14	11	3	7	2	2	4	6	9	13	2
	1%	*	2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	964	276	688	509	454	465	92	209	197	533	431	824	140
	96%	97%	95%	95%	97%	96%	95%	95%	96%	97%	95%	96%	97%
							*						
Not important (Net)	26	8	18	15	12	11	2	9	4	13	13	24	3
	3%	3%	3%	3%	3%	2%	2%	4%	2%	2%	3%	3%	2%
							*						
Mean	3.8	3.7	3.8	3.8	3.7	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.8
							*		F				
Standard Deviation	0.53	0.55	0.53	0.52	0.54	0.53	0.57	0.55	0.5	0.55	0.51	0.54	0.51
Standard Error	0.02	0.03	0.02	0.02	0.03	0.02	0.06	0.04	0.03	0.02	0.02	0.02	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_7. Rate the importance of the following hygiene habits: - Bathing/taking a shower after an active workout

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	803	796	6	734	17	684	35	620	66
	80%	80%	58%	82%	62%	82%	78%	82%	70%
			**		**		*	H	*
Somewhat important (3)	160	158	1	133	6	126	6	113	25
	16%	16%	15%	15%	21%	15%	13%	15%	26%
			**		**		*		G*
Not very important (2)	14	14	-	10	2	9	1	10	-
	1%	1%	-	1%	7%	1%	2%	1%	-
			**		**		*		*
Not important at all (1)	13	10	3	8	2	10	2	6	1
	1%	1%	28%	1%	7%	1%	4%	1%	1%
			**		**		*		*
Don't know	15	13	-	5	1	7	2	5	3
	1%	1%	-	1%	4%	1%	4%	1%	3%
			**		**		E*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	964	954	7	867	22	811	41	733	91
	96%	96%	72%	97%	83%	97%	90%	97%	96%
			**		**	F	*		*
Not important (Net)	26	24	3	17	4	19	2	16	1
	3%	2%	28%	2%	13%	2%	5%	2%	1%
			**		**		*		*
Mean	3.8	3.8	3	3.8	3.4	3.8	3.7	3.8	3.7
			**		**		*		*
Standard Deviation	0.53	0.51	1.37	0.48	0.91	0.51	0.69	0.49	0.54
Standard Error	0.02	0.02	0.43	0.02	0.18	0.02	0.11	0.02	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	336	172	164	119	121	96	130	206	63	55	152	66
	33%	36%	31%	40%	35%	26%	35%	33%	35%	26%	40%	28%
				E	E						IK	
Somewhat important (3)	306	141	165	101	108	97	115	192	48	73	113	73
	30%	29%	32%	34%	31%	27%	31%	30%	27%	34%	30%	31%
Not very important (2)	249	113	136	53	76	120	93	156	47	62	76	64
	25%	23%	26%	18%	22%	33%	25%	25%	26%	29%	20%	27%
						CD				J		
Not important at all (1)	101	51	50	20	38	43	29	73	21	18	29	33
	10%	11%	10%	7%	11%	12%	8%	11%	12%	9%	8%	14%
												J
Don't know	12	8	5	4	2	6	6	6	1	3	7	2
	1%	2%	1%	1%	1%	2%	2%	1%	*	1%	2%	1%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	642	313	329	219	230	193	244	398	110	128	265	139
	64%	65%	63%	74%	66%	53%	66%	63%	62%	60%	70%	58%
				E	E						IK	
Not important (Net)	351	164	187	73	114	163	122	228	68	81	104	97
	35%	34%	36%	25%	33%	45%	33%	36%	38%	38%	28%	41%
					C	CD			J	J		J
Mean	2.9	2.9	2.9	3.1	2.9	2.7	2.9	2.8	2.9	2.8	3.1	2.7
				DE	E						HIK	
Standard Deviation	0.99	1.01	0.98	0.93	1.01	1	0.96	1.01	1.04	0.94	0.96	1.02
Standard Error	0.03	0.05	0.04	0.05	0.05	0.05	0.05	0.04	0.08	0.06	0.05	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	336	116	220	192	144	177	25	81	52	189	147	269	67
	33%	41%	31%	36%	31%	37%	26%	37%	25%	34%	32%	31%	46%
		B				H	*	H					K
Somewhat important (3)	306	91	215	174	133	138	40	70	58	159	147	258	48
	30%	32%	30%	32%	28%	29%	42%	32%	28%	29%	32%	30%	33%
							EH*						
Not very important (2)	249	54	196	129	120	110	16	51	72	144	105	233	17
	25%	19%	27%	24%	25%	23%	17%	23%	35%	26%	23%	27%	12%
			A				*		EFG			L	
Not important at all (1)	101	23	78	34	68	53	13	14	21	56	46	92	10
	10%	8%	11%	6%	14%	11%	13%	6%	10%	10%	10%	11%	7%
					C		G*						
Don't know	12	1	12	6	6	4	2	4	3	4	9	9	3
	1%	*	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	642	207	435	366	276	316	66	151	110	348	294	527	115
	64%	73%	60%	68%	59%	65%	68%	69%	53%	63%	65%	61%	80%
		B		D		H	H*	H					K
Not important (Net)	351	77	274	163	187	164	29	65	93	200	151	324	26
	35%	27%	38%	30%	40%	34%	30%	30%	45%	36%	33%	38%	18%
			A		C		*		EFG			L	
Mean	2.9	3.1	2.8	3	2.8	2.9	2.8	3	2.7	2.9	2.9	2.8	3.2
		B		D		H	*	H					K
Standard Deviation	0.99	0.96	1	0.93	1.05	1.02	0.98	0.94	0.97	1	0.98	1	0.91
Standard Error	0.03	0.06	0.04	0.04	0.05	0.05	0.1	0.06	0.07	0.04	0.05	0.03	0.08

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_8. Rate the importance of the following hygiene habits: - Bathing/taking a shower before going to bed

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	336	333	2	311	6	294	13	285	16
	33%	34%	23%	35%	21%	35%	29%	38%	17%
			**		**		*	H	*
Somewhat important (3)	306	304	1	278	2	256	6	235	19
	30%	31%	8%	31%	6%	31%	13%	31%	20%
			**		**	F	*	H	*
Not very important (2)	249	246	3	211	11	202	16	171	34
	25%	25%	34%	24%	42%	24%	35%	23%	36%
			**		**		*		G*
Not important at all (1)	101	98	3	81	8	76	11	56	25
	10%	10%	35%	9%	31%	9%	23%	7%	27%
			**		**		E*		G*
Don't know	12	11	-	9	-	9	-	7	-
	1%	1%	-	1%	-	1%	-	1%	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	642	636	3	589	7	550	19	519	36
	64%	64%	31%	66%	27%	66%	42%	69%	37%
			**		**	F	*	H	*
Not important (Net)	351	344	7	293	20	278	26	227	59
	35%	35%	69%	33%	73%	33%	58%	30%	63%
			**		**		E*		G*
Mean	2.9	2.9	2.2	2.9	2.2	2.9	2.5	3	2.3
			**		**	F	*	H	*
Standard Deviation	0.99	0.99	1.2	0.98	1.11	0.98	1.15	0.96	1.04
Standard Error	0.03	0.03	0.38	0.03	0.21	0.03	0.17	0.03	0.11

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	289	131	158	88	118	83	115	175	51	61	106	70
	29%	27%	30%	30%	34%	23%	31%	28%	28%	29%	28%	30%
					E							
Somewhat important (3)	401	178	222	125	136	141	153	248	75	81	152	93
	40%	37%	43%	42%	39%	39%	41%	39%	42%	38%	40%	39%
Not very important (2)	209	110	99	57	66	85	70	139	36	51	77	45
	21%	23%	19%	19%	19%	23%	19%	22%	20%	24%	20%	19%
Not important at all (1)	72	50	22	20	19	33	20	52	9	15	32	16
	7%	10%	4%	7%	5%	9%	5%	8%	5%	7%	8%	7%
		B										
Don't know	34	16	18	7	8	20	15	19	8	3	10	13
	3%	3%	4%	2%	2%	6%	4%	3%	4%	2%	3%	5%
						D						I
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	690	309	381	213	253	224	268	422	126	143	258	164
	69%	64%	73%	72%	73%	62%	72%	67%	70%	67%	68%	69%
			A	E	E							
Not important (Net)	281	160	121	77	85	118	90	191	46	66	108	61
	28%	33%	23%	26%	25%	33%	24%	30%	26%	31%	29%	26%
		B				D		F				
Mean	2.9	2.8	3	3	3	2.8	3	2.9	3	2.9	2.9	3
			A	E	E		G					
Standard Deviation	0.9	0.95	0.83	0.88	0.88	0.92	0.86	0.92	0.85	0.9	0.92	0.9
Standard Error	0.03	0.04	0.04	0.05	0.05	0.05	0.05	0.04	0.07	0.06	0.05	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	289	97	192	171	118	156	28	64	41	175	114	245	44
	29%	34%	27%	32%	25%	32%	29%	29%	20%	32%	25%	28%	31%
		B		D		H	*	H		J			
Somewhat important (3)	401	106	295	210	191	189	35	89	89	205	196	337	64
	40%	37%	41%	39%	41%	39%	36%	40%	43%	37%	43%	39%	45%
							*						
Not very important (2)	209	61	148	98	111	100	17	46	46	118	91	186	23
	21%	21%	21%	18%	24%	21%	18%	21%	22%	21%	20%	22%	16%
							*						
Not important at all (1)	72	13	59	33	38	32	9	12	19	35	37	60	12
	7%	5%	8%	6%	8%	7%	9%	5%	9%	6%	8%	7%	8%
							*						
Don't know	34	8	26	24	11	6	8	9	12	19	15	34	1
	3%	3%	4%	4%	2%	1%	8%	4%	6%	3%	3%	4%	1%
							E*	E	E				
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	690	203	487	380	310	345	63	153	129	380	310	582	108
	69%	71%	68%	71%	66%	71%	65%	70%	63%	69%	68%	68%	75%
						H	*						
Not important (Net)	281	74	207	131	149	132	26	58	65	153	128	246	35
	28%	26%	29%	25%	32%	27%	27%	26%	31%	28%	28%	29%	24%
					C		*						
Mean	2.9	3	2.9	3	2.8	3	2.9	3	2.8	3	2.9	2.9	3
		B		D		H	*	H					
Standard Deviation	0.9	0.87	0.9	0.89	0.9	0.9	0.95	0.87	0.89	0.9	0.89	0.9	0.9
Standard Error	0.03	0.05	0.03	0.04	0.04	0.04	0.1	0.06	0.06	0.04	0.04	0.03	0.08

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_9. Rate the importance of the following hygiene habits: - Sanitizing your mobile device

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	289	286	2	275	2	260	8	249	12
	29%	29%	23%	31%	9%	31%	18%	33%	13%
			**		**		*	H	*
Somewhat important (3)	401	398	2	364	10	336	18	313	33
	40%	40%	17%	41%	36%	40%	40%	42%	34%
			**		**		*		*
Not very important (2)	209	206	3	174	6	168	10	135	27
	21%	21%	33%	20%	24%	20%	23%	18%	28%
			**		**		*		G*
Not important at all (1)	72	70	2	51	7	52	6	40	14
	7%	7%	18%	6%	27%	6%	14%	5%	15%
			**		**		E*		G*
Don't know	34	31	1	25	1	20	3	18	9
	3%	3%	10%	3%	4%	2%	6%	2%	9%
			**		**		*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	690	684	4	639	12	596	26	562	45
	69%	69%	39%	72%	45%	71%	57%	75%	47%
			**		**		*	H	*
Not important (Net)	281	276	5	226	14	221	16	175	41
	28%	28%	51%	25%	51%	26%	37%	23%	44%
			**		**		*		G*
Mean	2.9	2.9	2.5	3	2.3	3	2.7	3	2.5
			**		**	F	*	H	*
Standard Deviation	0.9	0.9	1.14	0.87	0.99	0.88	0.96	0.86	0.94
Standard Error	0.03	0.03	0.38	0.03	0.2	0.03	0.15	0.03	0.1

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	341	151	190	118	129	94	138	203	62	78	130	70
	34%	31%	36%	40%	37%	26%	37%	32%	35%	37%	35%	29%
				E	E							
Somewhat important (3)	413	194	219	122	153	138	142	272	70	78	156	110
	41%	40%	42%	41%	44%	38%	38%	43%	39%	37%	41%	46%
Not very important (2)	179	98	80	42	50	87	64	115	35	42	62	41
	18%	20%	15%	14%	14%	24%	17%	18%	19%	20%	16%	17%
						CD						
Not important at all (1)	47	30	16	10	12	25	18	29	7	10	21	10
	5%	6%	3%	3%	3%	7%	5%	5%	4%	5%	5%	4%
		B				CD						
Don't know	26	11	14	4	3	18	12	14	6	4	9	7
	3%	2%	3%	1%	1%	5%	3%	2%	3%	2%	2%	3%
						CD						
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	754	345	409	240	282	232	280	474	132	156	286	180
	75%	71%	79%	81%	81%	64%	75%	75%	74%	74%	76%	76%
			A	E	E							
Not important (Net)	225	129	97	52	61	112	82	144	41	52	82	50
	22%	27%	19%	18%	18%	31%	22%	23%	23%	24%	22%	21%
		B				CD						
Mean	3.1	3	3.2	3.2	3.2	2.9	3.1	3	3.1	3.1	3.1	3
			A	E	E							
Standard Deviation	0.85	0.89	0.8	0.8	0.8	0.9	0.86	0.84	0.85	0.87	0.86	0.81
Standard Error	0.03	0.04	0.04	0.05	0.04	0.05	0.05	0.03	0.06	0.06	0.04	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	341	120	221	205	136	180	32	77	52	190	151	283	57
	34%	42%	31%	38%	29%	37%	33%	35%	25%	34%	33%	33%	40%
		B		D		H	*	H					
Somewhat important (3)	413	117	296	214	200	206	30	98	79	229	184	355	59
	41%	41%	41%	40%	43%	43%	32%	44%	38%	41%	41%	41%	41%
							*	F					
Not very important (2)	179	39	140	80	99	78	27	26	47	94	84	159	20
	18%	14%	19%	15%	21%	16%	28%	12%	23%	17%	19%	18%	14%
			A		C		EG*		EG				
Not important at all (1)	47	7	40	20	27	15	4	14	13	25	22	40	7
	5%	2%	6%	4%	6%	3%	4%	7%	6%	5%	5%	5%	5%
			A				*	E					
Don't know	26	2	23	17	9	4	3	4	15	14	11	24	1
	3%	1%	3%	3%	2%	1%	3%	2%	7%	3%	3%	3%	1%
			A				*		EG				
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	754	237	517	419	336	386	63	175	131	419	335	638	116
	75%	83%	72%	78%	71%	80%	65%	80%	63%	76%	74%	74%	81%
		B		D		FH	*	FH					
Not important (Net)	225	45	180	100	125	93	31	41	61	119	106	199	27
	22%	16%	25%	19%	27%	19%	32%	18%	29%	22%	23%	23%	18%
			A		C		EG*		EG				
Mean	3.1	3.2	3	3.2	3	3.1	3	3.1	2.9	3.1	3.1	3.1	3.2
		B		D		H	*	H					
Standard Deviation	0.85	0.78	0.86	0.82	0.86	0.8	0.91	0.86	0.89	0.84	0.85	0.85	0.84
Standard Error	0.03	0.05	0.03	0.04	0.04	0.04	0.09	0.06	0.06	0.04	0.04	0.03	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_10. Rate the importance of the following hygiene habits: - Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	341	337	2	321	5	302	13	294	13
	34%	34%	23%	36%	18%	36%	29%	39%	14%
			**		**		*	H	*
Somewhat important (3)	413	410	2	376	9	350	12	313	37
	41%	41%	17%	42%	33%	42%	27%	42%	39%
			**		**		*		*
Not very important (2)	179	175	3	143	4	134	12	106	30
	18%	18%	33%	16%	15%	16%	26%	14%	32%
			**		**		*		G*
Not important at all (1)	47	44	3	31	7	33	6	26	10
	5%	4%	28%	4%	27%	4%	13%	3%	10%
			**		**		E*		G*
Don't know	26	24	-	19	2	18	2	15	5
	3%	2%	-	2%	6%	2%	5%	2%	5%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	754	748	4	697	14	652	25	607	50
	75%	75%	39%	78%	51%	78%	56%	81%	53%
			**		**	F	*	H	*
Not important (Net)	225	219	6	174	11	167	17	132	40
	22%	22%	61%	20%	42%	20%	39%	17%	42%
			**		**		E*		G*
Mean	3.1	3.1	2.3	3.1	2.5	3.1	2.8	3.2	2.6
			**		**	F	*	H	*
Standard Deviation	0.85	0.84	1.17	0.81	1.12	0.82	1.04	0.8	0.87
Standard Error	0.03	0.03	0.37	0.03	0.22	0.03	0.16	0.03	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Very important (4)	352	152	200	121	138	93	152	200	68	69	144	71
	35%	31%	38%	41%	40%	26%	41%	32%	38%	33%	38%	30%
			A	E	E		G					
Somewhat important (3)	436	208	228	129	147	159	144	292	76	97	147	115
	43%	43%	44%	44%	43%	44%	39%	46%	43%	46%	39%	48%
								F				J
Not very important (2)	157	89	68	31	47	79	58	99	24	34	61	37
	16%	18%	13%	10%	14%	22%	16%	16%	14%	16%	16%	16%
			B			CD						
Not important at all (1)	46	27	19	10	12	24	12	34	10	9	17	11
	5%	6%	4%	3%	3%	7%	3%	5%	5%	4%	5%	4%
Don't know	15	9	6	6	2	6	7	8	1	2	8	4
	1%	2%	1%	2%	1%	2%	2%	1%	*	1%	2%	2%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Important (Net)	787	360	428	250	285	253	296	492	144	166	291	186
	78%	74%	82%	84%	82%	70%	79%	78%	81%	79%	77%	78%
			A	E	E							
Not important (Net)	203	116	87	41	59	103	70	132	34	43	78	48
	20%	24%	17%	14%	17%	28%	19%	21%	19%	20%	21%	20%
			B			CD						
Mean	3.1	3	3.2	3.2	3.2	2.9	3.2	3.1	3.1	3.1	3.1	3.1
			A	E	E		G					
Standard Deviation	0.83	0.86	0.8	0.78	0.8	0.87	0.82	0.83	0.85	0.81	0.85	0.8
Standard Error	0.03	0.04	0.04	0.05	0.04	0.05	0.04	0.03	0.06	0.06	0.04	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Very important (4)	352	112	240	209	143	188	27	84	53	182	169	292	60
	35%	39%	33%	39%	30%	39%	27%	38%	26%	33%	37%	34%	42%
				D		FH	*	H					
Somewhat important (3)	436	130	306	219	217	199	43	100	94	252	183	373	63
	43%	46%	42%	41%	46%	41%	44%	46%	46%	46%	40%	43%	44%
							*						
Not very important (2)	157	35	122	78	79	65	22	23	47	84	72	145	12
	16%	12%	17%	14%	17%	14%	22%	10%	23%	15%	16%	17%	8%
							EG*		EG			L	
Not important at all (1)	46	7	39	19	27	26	4	9	8	24	22	40	6
	5%	3%	5%	4%	6%	5%	4%	4%	4%	4%	5%	5%	4%
							*						
Don't know	15	1	14	12	3	5	2	4	4	9	6	12	3
	1%	*	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	2%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Important (Net)	787	242	545	427	360	387	69	184	147	435	353	665	123
	78%	85%	76%	80%	77%	80%	72%	84%	71%	79%	78%	77%	85%
		B				H	*	FH					K
Not important (Net)	203	42	161	97	106	91	25	31	55	108	94	185	18
	20%	15%	22%	18%	23%	19%	26%	14%	27%	20%	21%	21%	12%
			A				G*		EG			L	
Mean	3.1	3.2	3.1	3.2	3	3.1	3	3.2	3	3.1	3.1	3.1	3.3
		B		D		H	*	FH					K
Standard Deviation	0.83	0.76	0.85	0.81	0.84	0.85	0.82	0.78	0.81	0.81	0.85	0.83	0.79
Standard Error	0.03	0.04	0.03	0.04	0.04	0.04	0.08	0.05	0.06	0.03	0.04	0.03	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9_11. Rate the importance of the following hygiene habits: - Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Very important (4)	352	348	3	331	3	312	13	300	21
	35%	35%	33%	37%	11%	37%	28%	40%	22%
			**		**		*	H	*
Somewhat important (3)	436	433	2	391	10	366	14	334	32
	43%	44%	17%	44%	37%	44%	32%	44%	34%
			**		**		*		*
Not very important (2)	157	152	5	132	9	121	10	92	25
	16%	15%	51%	15%	32%	14%	23%	12%	27%
			**		**		*		G*
Not important at all (1)	46	46	-	29	5	29	8	23	12
	5%	5%	-	3%	20%	3%	17%	3%	13%
			**		**		E*		G*
Don't know	15	13	-	6	-	8	-	6	4
	1%	1%	-	1%	-	1%	-	1%	4%
			**		**		*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Important (Net)	787	780	5	722	13	679	27	634	53
	78%	79%	49%	81%	48%	81%	60%	84%	56%
			**		**	F	*	H	*
Not important (Net)	203	198	5	161	14	150	18	114	38
	20%	20%	51%	18%	52%	18%	40%	15%	40%
			**		**		E*		G*
Mean	3.1	3.1	2.8	3.2	2.4	3.2	2.7	3.2	2.7
			**		**	F	*	H	*
Standard Deviation	0.83	0.83	0.94	0.8	0.95	0.8	1.07	0.77	0.98
Standard Error	0.03	0.03	0.3	0.03	0.18	0.03	0.16	0.03	0.1

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Important Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Washing your hands after using the toilet	982	469	513	282	341	359	366	616	174	208	365	235
	98%	97%	99%	95%	98%	99%	98%	97%	97%	98%	97%	99%
					C	C						
Changing your undergarments everyday	964	451	513	279	336	348	356	608	168	205	362	229
	96%	93%	99%	94%	97%	96%	96%	96%	94%	97%	96%	96%
			A									
Bathing/taking a shower after an active workout	964	465	499	281	340	343	352	612	174	203	359	228
	96%	96%	96%	95%	98%	95%	94%	97%	97%	96%	95%	96%
					CE							
Washing your hands before a meal	942	450	492	263	331	348	349	593	167	191	357	228
	94%	93%	95%	89%	96%	96%	94%	94%	93%	90%	95%	96%
					C	C					I	I
Changing your clothes everyday	923	430	493	275	326	322	340	582	171	195	340	217
	92%	89%	95%	93%	94%	89%	91%	92%	95%	92%	90%	91%
			A		E				J			
Washing your hands after using public transportation	907	430	477	259	324	324	338	569	162	188	336	221
	90%	89%	92%	88%	93%	89%	91%	90%	91%	89%	89%	93%
					C							
Washing your hands when returning home	843	409	434	234	295	314	311	532	152	176	315	200
	84%	84%	83%	79%	85%	87%	83%	84%	85%	83%	84%	84%
					C							
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	787	360	428	250	285	253	296	492	144	166	291	186
	78%	74%	82%	84%	82%	70%	79%	78%	81%	79%	77%	78%
			A	E	E							
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	754	345	409	240	282	232	280	474	132	156	286	180
	75%	71%	79%	81%	81%	64%	75%	75%	74%	74%	76%	76%
			A	E	E							
Sanitizing your mobile device	690	309	381	213	253	224	268	422	126	143	258	164
	69%	64%	73%	72%	73%	62%	72%	67%	70%	67%	68%	69%
			A	E	E							
Bathing/taking a shower before going to bed	642	313	329	219	230	193	244	398	110	128	265	139
	64%	65%	63%	74%	66%	53%	66%	63%	62%	60%	70%	58%
				E	E						IK	

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Important Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Washing your hands after using the toilet	982	276	706	523	459	469	92	216	205	539	443	840	142
	98%	97%	98%	98%	98%	97%	95%	99%	100%	98%	98%	98%	99%
							*		EF				
Changing your undergarments everyday	964	275	689	520	444	468	92	210	195	530	434	828	136
	96%	97%	96%	97%	95%	97%	95%	96%	95%	96%	96%	96%	95%
							*						
Bathing/taking a shower after an active workout	964	276	688	509	454	465	92	209	197	533	431	824	140
	96%	97%	95%	95%	97%	96%	95%	95%	96%	97%	95%	96%	97%
							*						
Washing your hands before a meal	942	270	672	504	438	448	87	205	203	520	422	805	137
	94%	95%	93%	94%	93%	93%	90%	93%	98%	94%	93%	93%	95%
							*		EFG				
Changing your clothes everyday	923	270	653	488	435	460	91	196	175	509	413	795	127
	92%	95%	91%	91%	93%	95%	94%	89%	85%	92%	91%	92%	88%
						GH	H*						
Washing your hands after using public transportation	907	264	643	489	417	432	86	202	186	504	403	779	128
	90%	93%	89%	91%	89%	89%	89%	92%	90%	91%	89%	90%	89%
							*						
Washing your hands when returning home	843	240	603	453	390	394	80	186	184	479	364	721	121
	84%	84%	84%	85%	83%	81%	83%	85%	89%	87%	80%	84%	84%
							*		E	J			
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	787	242	545	427	360	387	69	184	147	435	353	665	123
	78%	85%	76%	80%	77%	80%	72%	84%	71%	79%	78%	77%	85%
		B				H	*	FH					K
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	754	237	517	419	336	386	63	175	131	419	335	638	116
	75%	83%	72%	78%	71%	80%	65%	80%	63%	76%	74%	74%	81%
		B		D		FH	*	FH					
Sanitizing your mobile device	690	203	487	380	310	345	63	153	129	380	310	582	108
	69%	71%	68%	71%	66%	71%	65%	70%	63%	69%	68%	68%	75%
						H	*						
Bathing/taking a shower before going to bed	642	207	435	366	276	316	66	151	110	348	294	527	115
	64%	73%	60%	68%	59%	65%	68%	69%	53%	63%	65%	61%	80%
		B		D		H	H*	H					K

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Important Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Washing your hands after using the toilet	982	972	8	876	24	823	42	741	93
	98%	98%	82%	99%	88%	98%	93%	98%	98%
			**		**	F	*		*
Changing your undergarments everyday	964	956	5	864	22	812	39	728	87
	96%	97%	55%	97%	80%	97%	88%	97%	91%
			**		**	F	*	H	*
Bathing/taking a shower after an active workout	964	954	7	867	22	811	41	733	91
	96%	96%	72%	97%	83%	97%	90%	97%	96%
			**		**	F	*		*
Washing your hands before a meal	942	931	9	844	22	795	39	715	87
	94%	94%	90%	95%	82%	95%	86%	95%	92%
			**		**	F	*		*
Changing your clothes everyday	923	915	5	834	17	789	32	713	78
	92%	92%	55%	94%	65%	94%	70%	95%	82%
			**		**	F	*	H	*
Washing your hands after using public transportation	907	896	8	820	18	766	37	699	78
	90%	90%	82%	92%	66%	92%	83%	93%	83%
			**		**	F	*	H	*
Washing your hands when returning home	843	834	6	761	18	713	35	668	60
	84%	84%	63%	86%	66%	85%	78%	89%	63%
			**		**		*	H	*
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	787	780	5	722	13	679	27	634	53
	78%	79%	49%	81%	48%	81%	60%	84%	56%
			**		**	F	*	H	*
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	754	748	4	697	14	652	25	607	50
	75%	75%	39%	78%	51%	78%	56%	81%	53%
			**		**	F	*	H	*
Sanitizing your mobile device	690	684	4	639	12	596	26	562	45
	69%	69%	39%	72%	45%	71%	57%	75%	47%
			**		**		*	H	*
Bathing/taking a shower before going to bed	642	636	3	589	7	550	19	519	36
	64%	64%	31%	66%	27%	66%	42%	69%	37%
			**		**	F	*	H	*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Not important Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Bathing/taking a shower before going to bed	351	164	187	73	114	163	122	228	68	81	104	97
	35%	34%	36%	25%	33%	45%	33%	36%	38%	38%	28%	41%
Sanitizing your mobile device	281	160	121	77	85	118	90	191	46	66	108	61
	28%	33%	23%	26%	25%	33%	24%	30%	26%	31%	29%	26%
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	225	129	97	52	61	112	82	144	41	52	82	50
	22%	27%	19%	18%	18%	31%	22%	23%	23%	24%	22%	21%
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	203	116	87	41	59	103	70	132	34	43	78	48
	20%	24%	17%	14%	17%	28%	19%	21%	19%	20%	21%	20%
Washing your hands when returning home	153	72	81	59	49	45	59	94	24	35	58	36
	15%	15%	15%	20%	14%	12%	16%	15%	13%	16%	15%	15%
Changing your clothes everyday	80	54	25	20	20	39	31	49	7	16	36	20
	8%	11%	5%	7%	6%	11%	8%	8%	4%	7%	10%	9%
Washing your hands after using public transportation	75	44	30	31	17	26	23	52	13	21	29	12
	7%	9%	6%	11%	5%	7%	6%	8%	7%	10%	8%	5%
Washing your hands before a meal	57	30	27	31	15	12	20	37	12	20	16	10
	6%	6%	5%	10%	4%	3%	5%	6%	6%	9%	4%	4%
Changing your undergarments everyday	36	30	6	13	10	13	13	23	10	7	10	9
	4%	6%	1%	4%	3%	4%	4%	4%	6%	3%	3%	4%
Bathing/taking a shower after an active workout	26	13	13	12	5	10	10	17	4	6	12	5
	3%	3%	3%	4%	1%	3%	3%	3%	2%	3%	3%	2%
Washing your hands after using the toilet	19	13	6	11	6	2	5	14	4	4	8	3
	2%	3%	1%	4%	2%	*	1%	2%	2%	2%	2%	1%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Not important Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Bathing/taking a shower before going to bed	351	77	274	163	187	164	29	65	93	200	151	324	26
	35%	27%	38%	30%	40%	34%	30%	30%	45%	36%	33%	38%	18%
		A		C		*		EFG				L	
Sanitizing your mobile device	281	74	207	131	149	132	26	58	65	153	128	246	35
	28%	26%	29%	25%	32%	27%	27%	26%	31%	28%	28%	29%	24%
				C		*							
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	225	45	180	100	125	93	31	41	61	119	106	199	27
	22%	16%	25%	19%	27%	19%	32%	18%	29%	22%	23%	23%	18%
		A		C		EG*		EG					
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	203	42	161	97	106	91	25	31	55	108	94	185	18
	20%	15%	22%	18%	23%	19%	26%	14%	27%	20%	21%	21%	12%
		A				G*		EG				L	
Washing your hands when returning home	153	43	110	75	77	84	15	32	22	71	81	132	21
	15%	15%	15%	14%	16%	17%	15%	15%	11%	13%	18%	15%	14%
						H	*				I		
Changing your clothes everyday	80	14	66	45	35	22	5	22	30	41	39	64	16
	8%	5%	9%	8%	7%	5%	5%	10%	15%	7%	9%	7%	11%
		A				*		E	EF				
Washing your hands after using public transportation	75	17	58	28	47	42	7	12	14	40	35	62	13
	7%	6%	8%	5%	10%	9%	7%	6%	7%	7%	8%	7%	9%
					C		*						
Washing your hands before a meal	57	14	44	25	32	32	9	13	3	28	29	50	7
	6%	5%	6%	5%	7%	7%	9%	6%	2%	5%	6%	6%	5%
						H	H*	H					
Changing your undergarments everyday	36	9	27	11	25	14	3	8	11	20	16	28	8
	4%	3%	4%	2%	5%	3%	3%	4%	5%	4%	3%	3%	5%
					C		*						
Bathing/taking a shower after an active workout	26	8	18	15	12	11	2	9	4	13	13	24	3
	3%	3%	3%	3%	3%	2%	2%	4%	2%	2%	3%	3%	2%
						*							
Washing your hands after using the toilet	19	8	11	8	11	12	4	2	1	11	8	17	2
	2%	3%	2%	1%	2%	3%	4%	1%	*	2%	2%	2%	1%
						H*							

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Not important Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Bathing/taking a shower before going to bed	351	344	7	293	20	278	26	227	59
	35%	35%	69%	33%	73%	33%	58%	30%	63%
			**		**		E*		G*
Sanitizing your mobile device	281	276	5	226	14	221	16	175	41
	28%	28%	51%	25%	51%	26%	37%	23%	44%
			**		**		*		G*
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	225	219	6	174	11	167	17	132	40
	22%	22%	61%	20%	42%	20%	39%	17%	42%
			**		**		E*		G*
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	203	198	5	161	14	150	18	114	38
	20%	20%	51%	18%	52%	18%	40%	15%	40%
			**		**		E*		G*
Washing your hands when returning home	153	149	4	124	9	119	10	85	32
	15%	15%	37%	14%	34%	14%	22%	11%	34%
			**		**		*		G*
Changing your clothes everyday	80	75	5	54	10	47	13	40	17
	8%	8%	45%	6%	35%	6%	30%	5%	18%
			**		**		E*		G*
Washing your hands after using public transportation	75	73	2	55	7	58	6	48	12
	7%	7%	18%	6%	25%	7%	14%	6%	12%
			**		**		*		G*
Washing your hands before a meal	57	56	1	44	5	39	6	37	8
	6%	6%	10%	5%	18%	5%	14%	5%	8%
			**		**		E*		*
Changing your undergarments everyday	36	31	5	25	5	22	6	25	7
	4%	3%	45%	3%	20%	3%	12%	3%	7%
			**		**		E*		*
Bathing/taking a shower after an active workout	26	24	3	17	4	19	2	16	1
	3%	2%	28%	2%	13%	2%	5%	2%	1%
			**		**		*		*
Washing your hands after using the toilet	19	17	2	12	3	12	3	12	1
	2%	2%	18%	1%	12%	1%	7%	2%	2%
			**		**		E*		*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Mean Summary

	Total	Gender		Age			Household Income		Region			
		Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Washing your hands after using the toilet	3.9	3.8	3.9	3.8	3.9	3.9	3.9	3.8	3.9	3.8	3.9	3.8
			A		C	C						
Changing your undergarments everyday	3.8	3.7	3.9	3.7	3.8	3.8	3.8	3.8	3.7	3.8	3.8	3.8
			A		C							
Bathing/taking a shower after an active workout	3.8	3.8	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.8
Washing your hands before a meal	3.6	3.6	3.7	3.5	3.7	3.7	3.7	3.6	3.6	3.6	3.7	3.6
					C	C						
Washing your hands after using public transportation	3.6	3.6	3.7	3.6	3.7	3.6	3.7	3.6	3.6	3.6	3.6	3.7
			A		CE							
Changing your clothes everyday	3.6	3.5	3.7	3.6	3.7	3.5	3.6	3.6	3.6	3.6	3.6	3.6
			A	E	E							
Washing your hands when returning home	3.4	3.3	3.4	3.3	3.4	3.4	3.4	3.3	3.4	3.3	3.4	3.3
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	3.1	3	3.2	3.2	3.2	2.9	3.2	3.1	3.1	3.1	3.1	3.1
			A	E	E		G					
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	3.1	3	3.2	3.2	3.2	2.9	3.1	3	3.1	3.1	3.1	3
			A	E	E							
Sanitizing your mobile device	2.9	2.8	3	3	3	2.8	3	2.9	3	2.9	2.9	3
			A	E	E		G					
Bathing/taking a shower before going to bed	2.9	2.9	2.9	3.1	2.9	2.7	2.9	2.8	2.9	2.8	3.1	2.7
				DE	E						HIK	

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Mean Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Washing your hands after using the toilet	3.9	3.8	3.9	3.9	3.8	3.8	3.8	3.9	3.9	3.8	3.9	3.8	3.9
Changing your undergarments everyday	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.7	3.8	3.8	3.8	3.7
Bathing/taking a shower after an active workout	3.8	3.7	3.8	3.8	3.7	3.8	3.7	3.8	3.8	3.8	3.8	3.8	3.8
Washing your hands before a meal	3.6	3.6	3.6	3.7	3.6	3.6	3.6	3.6	3.8	3.7	3.6	3.6	3.7
Washing your hands after using public transportation	3.6	3.7	3.6	3.7	3.6	3.6	3.5	3.7	3.6	3.7	3.6	3.6	3.7
Changing your clothes everyday	3.6	3.7	3.6	3.6	3.6	3.7	3.6	3.5	3.4	3.6	3.6	3.6	3.5
Washing your hands when returning home	3.4	3.4	3.4	3.4	3.3	3.3	3.3	3.4	3.4	3.4	3.3	3.3	3.4
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	3.1	3.2	3.1	3.2	3	3.1	3	3.2	3	3.1	3.1	3.1	3.3
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	3.1	3.2	3	3.2	3	3.1	3	3.1	2.9	3.1	3.1	3.1	3.2
Sanitizing your mobile device	2.9	3	2.9	3	2.8	3	2.9	3	2.8	3	2.9	2.9	3
Bathing/taking a shower before going to bed	2.9	3.1	2.8	3	2.8	2.9	2.8	3	2.7	2.9	2.9	2.8	3.2

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Mean Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Washing your hands after using the toilet	3.9	3.9	3.4	3.9	3.5	3.9	3.7	3.9	3.8
			**		**	F	*	H	*
Changing your undergarments everyday	3.8	3.8	2.9	3.8	3.3	3.8	3.5	3.8	3.6
			**		**	F	*	H	*
Bathing/taking a shower after an active workout	3.8	3.8	3	3.8	3.4	3.8	3.7	3.8	3.7
			**		**		*		*
Washing your hands before a meal	3.6	3.6	3.3	3.7	3.2	3.7	3.4	3.7	3.4
			**		**	F	*	H	*
Washing your hands after using public transportation	3.6	3.6	3.3	3.7	3	3.7	3.3	3.7	3.3
			**		**	F	*	H	*
Changing your clothes everyday	3.6	3.6	2.9	3.6	2.9	3.7	3.1	3.7	3.3
			**		**	F	*	H	*
Washing your hands when returning home	3.4	3.4	3	3.4	2.8	3.4	3.1	3.4	2.9
			**		**	F	*	H	*
Sanitizing your living space (doorknobs, kitchen counters, bed sheets, etc.)	3.1	3.1	2.8	3.2	2.4	3.2	2.7	3.2	2.7
			**		**	F	*	H	*
Sanitizing your work space (desktop, keyboard, desk phone, headset, etc.)	3.1	3.1	2.3	3.1	2.5	3.1	2.8	3.2	2.6
			**		**	F	*	H	*
Sanitizing your mobile device	2.9	2.9	2.5	3	2.3	3	2.7	3	2.5
			**		**	F	*	H	*
Bathing/taking a shower before going to bed	2.9	2.9	2.2	2.9	2.2	2.9	2.5	3	2.3
			**		**	F	*	H	*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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9. Rate the importance of the following hygiene habits: - Grid Table

	Changing your undergarments everyday	Changing your clothes everyday	Washing your hands after using the toilet	Washing your hands after using public transportation	Washing your hands before a meal	Washing your hands when returning home	Bathing/taking a shower after an active workout	Bathing/taking a shower before going to bed	Sanitizing your mobile device	Sanitizing your work space (desktop, keyboard, desk phone,	Sanitizing your living space (doorknobs, kitchen counters, bed sheets,
	A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005
Base: All Respondents (wtd)	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005	1005
Very important (4)	833 83% BDEFHIJK	686 68% FHIJK	879 87% ABDEFGHIJK	706 70% FHIJK	702 70% FHIJK	533 53% HIJK	803 80% BDEFHIJK	336 33% I	289 29% 	341 34% I	352 35% I
Somewhat important (3)	131 13% 	237 24% ACG	103 10% 	200 20% ACG	240 24% ACDG	310 31% ABCDEG	160 16% C	306 30% ABCDEG	401 40% ABCDEFHG	413 41% ABCDEFHG	436 43% ABCDEFHG
Not very important (2)	29 3% CG	66 7% ACEG	13 1% 	62 6% ACG	44 4% CG	123 12% ABCDEG	14 1% 	249 25% ABCDEFGIJK	209 21% ABCDEFGK	179 18% ABCDEFG	157 16% ABCDEFG
Not important at all (1)	7 1% 	14 1% 	6 1% 	12 1% 	13 1% 	30 3% ABCDEG	13 1% 	101 10% ABCDEFGIJK	72 7% ABCDEFGJK	47 5% ABCDEF	46 5% ABCDEF
Don't know	5 1% 	3 * 	4 * 	23 2% ABCEF	6 1% 	9 1% 	15 1% ABC	12 1% BC	34 3% ABCEFGHK	26 3% ABCEFH	15 1% ABC
Sigma	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100% 	1005 100%
Summary											
Important (Net)	964 96% BDEFHIJK	923 92% FHIJK	982 98% ABDEFGHIJK	907 90% FHIJK	942 94% DFHIJK	843 84% HIJK	964 96% BDEFHIJK	642 64% 	690 69% H	754 75% HI	787 78% HI
Not important (Net)	36 4% C	80 8% ACG	19 2% 	75 7% ACG	57 6% ACG	153 15% ABCDEG	26 3% 	351 35% ABCDEFGIJK	281 28% ABCDEFGJK	225 22% ABCDEFG	203 20% ABCDEFG
Mean	3.8 BDEFHIJK	3.6 FHIJK	3.9 ABDEFGHIJK	3.6 FHIJK	3.6 FHIJK	3.4 HIJK	3.8 BDEFHIJK	2.9 	2.9 	3.1 HI	3.1 HI
Standard Deviation	0.52	0.68	0.43	0.66	0.63	0.81	0.53	0.99	0.9	0.85	0.83
Standard Error	0.02	0.02	0.01	0.02	0.02	0.03	0.02	0.03	0.03	0.03	0.03

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	563	243	319	166	203	194	206	356	109	121	203	129
	56%	50%	61%	56%	59%	54%	55%	56%	61%	57%	54%	54%
			A									
Somewhat agree (4)	327	176	151	101	106	120	120	207	54	67	121	85
	33%	36%	29%	34%	30%	33%	32%	33%	30%	32%	32%	36%
			B									
Neither agree nor disagree (3)	84	48	36	16	30	38	38	46	13	19	34	18
	8%	10%	7%	5%	9%	10%	10%	7%	7%	9%	9%	8%
						C						
Somewhat disagree (2)	21	13	8	8	7	5	3	18	2	3	15	1
	2%	3%	2%	3%	2%	1%	1%	3%	1%	1%	4%	*
								F			K	
Strongly disagree (1)	6	2	4	2	1	4	4	2	-	1	2	4
	1%	*	1%	1%	*	1%	1%	*	-	*	*	2%
Don't know	5	3	2	4	-	1	2	3	1	1	3	-
	*	1%	*	1%	-	*	1%	*	*	*	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	890	419	470	267	308	314	326	563	163	188	324	215
	89%	87%	90%	90%	89%	87%	87%	89%	91%	89%	86%	90%
Disagree (Net)	27	15	12	10	8	9	7	20	2	4	16	4
	3%	3%	2%	3%	2%	2%	2%	3%	1%	2%	4%	2%
Mean	4.4	4.3	4.5	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.4	4.4
			A						J			
Standard Deviation	0.78	0.79	0.76	0.77	0.76	0.81	0.79	0.78	0.69	0.74	0.84	0.78
Standard Error	0.02	0.04	0.03	0.04	0.04	0.04	0.04	0.03	0.05	0.05	0.04	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	563	159	404	312	251	282	54	120	107	300	263	485	78
	56%	56%	56%	58%	53%	58%	56%	55%	52%	54%	58%	56%	54%
							*						
Somewhat agree (4)	327	99	228	166	161	147	34	74	72	190	137	277	50
	33%	35%	32%	31%	34%	30%	35%	34%	35%	34%	30%	32%	35%
							*						
Neither agree nor disagree (3)	84	17	67	42	42	39	4	20	21	45	38	74	10
	8%	6%	9%	8%	9%	8%	4%	9%	10%	8%	8%	9%	7%
							*						
Somewhat disagree (2)	21	9	12	6	14	11	2	3	4	13	7	16	4
	2%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	3%
							*						
Strongly disagree (1)	6	1	5	5	2	1	-	2	3	2	5	5	1
	1%	*	1%	1%	*	*	-	1%	1%	*	1%	1%	1%
							*						
Don't know	5	1	4	5	-	2	2	1	-	2	3	4	1
	*	*	1%	1%	-	*	-	*	-	*	1%	*	1%
							H*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	890	258	632	478	412	430	88	193	179	490	400	762	128
	89%	90%	88%	89%	88%	89%	91%	88%	87%	89%	88%	88%	89%
							*						
Disagree (Net)	27	10	17	11	16	13	2	5	6	15	12	22	5
	3%	3%	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	4%
							*						
Mean	4.4	4.4	4.4	4.5	4.4	4.4	4.5	4.4	4.3	4.4	4.4	4.4	4.4
							*						
Standard Deviation	0.78	0.77	0.79	0.76	0.8	0.77	0.7	0.79	0.83	0.77	0.8	0.78	0.8
Standard Error	0.02	0.05	0.03	0.03	0.04	0.03	0.07	0.05	0.06	0.03	0.04	0.03	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_1. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to self image

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	563	557	5	563	-	522	13	490	19
	56%	56%	51%	63%	-	62%	29%	65%	20%
			**		**	F	*	H	*
Somewhat agree (4)	327	323	3	327	-	269	11	225	40
	33%	33%	31%	37%	-	32%	25%	30%	42%
			**		**		*		G*
Neither agree nor disagree (3)	84	83	-	-	-	36	8	26	23
	8%	8%	-	-	-	4%	17%	3%	24%
			**		**		E*		G*
Somewhat disagree (2)	21	19	2	-	21	6	8	10	9
	2%	2%	18%	-	77%	1%	18%	1%	9%
			**		**		E*		G*
Strongly disagree (1)	6	6	-	-	6	1	5	2	4
	1%	1%	-	-	23%	*	10%	*	4%
			**		**		E*		G*
Don't know	5	3	-	-	-	2	-	1	1
	*	*	-	-	-	*	-	*	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	890	880	8	890	-	791	25	715	58
	89%	89%	82%	100%	-	95%	55%	95%	62%
			**		**	F	*	H	*
Disagree (Net)	27	25	2	-	27	7	13	12	12
	3%	3%	18%	-	100%	1%	29%	2%	13%
			**		**		E*		G*
Mean	4.4	4.4	4.2	4.6	1.8	4.6	3.5	4.6	3.6
			**		**	F	*	H	*
Standard Deviation	0.78	0.78	1.15	0.48	0.43	0.63	1.37	0.65	1.03
Standard Error	0.02	0.02	0.36	0.02	0.08	0.02	0.2	0.02	0.11

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	474	213	261	155	170	149	181	293	84	102	179	109
	47%	44%	50%	52%	49%	41%	48%	46%	47%	48%	47%	46%
				E	E							
Somewhat agree (4)	363	178	184	105	121	137	121	242	63	76	130	93
	36%	37%	35%	36%	35%	38%	32%	38%	35%	36%	34%	39%
Neither agree nor disagree (3)	114	60	54	22	43	49	46	68	25	20	43	27
	11%	12%	10%	7%	12%	14%	12%	11%	14%	9%	11%	11%
						C						
Somewhat disagree (2)	33	23	9	9	7	17	13	19	4	8	16	5
	3%	5%	2%	3%	2%	5%	4%	3%	2%	4%	4%	2%
		B										
Strongly disagree (1)	12	5	7	1	5	7	7	5	1	3	5	4
	1%	1%	1%	*	1%	2%	2%	1%	*	2%	1%	1%
Don't know	9	5	5	4	1	4	5	4	2	2	4	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	837	391	445	260	291	285	301	535	147	178	309	202
	83%	81%	86%	88%	84%	79%	81%	85%	82%	84%	82%	85%
			A	E								
Disagree (Net)	45	29	16	10	12	23	20	25	5	11	20	9
	4%	6%	3%	3%	3%	6%	5%	4%	3%	5%	5%	4%
		B										
Mean	4.3	4.2	4.3	4.4	4.3	4.1	4.2	4.3	4.3	4.3	4.2	4.3
			A	E	E							
Standard Deviation	0.88	0.91	0.84	0.78	0.86	0.94	0.94	0.84	0.82	0.9	0.91	0.85
Standard Error	0.03	0.04	0.04	0.05	0.05	0.05	0.05	0.03	0.06	0.06	0.05	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	474	138	336	253	221	244	43	100	87	259	215	401	73
	47%	49%	47%	47%	47%	50%	45%	45%	42%	47%	48%	47%	51%
							*						
Somewhat agree (4)	363	111	251	184	178	175	40	75	73	207	156	318	44
	36%	39%	35%	34%	38%	36%	41%	34%	35%	37%	34%	37%	31%
							*						
Neither agree nor disagree (3)	114	24	90	70	44	42	10	32	30	59	55	96	18
	11%	9%	12%	13%	9%	9%	10%	15%	15%	11%	12%	11%	12%
							*	E	E				
Somewhat disagree (2)	33	8	25	13	20	16	2	8	8	20	12	28	4
	3%	3%	3%	2%	4%	3%	2%	3%	4%	4%	3%	3%	3%
							*						
Strongly disagree (1)	12	2	10	9	4	5	-	2	6	6	7	10	3
	1%	1%	1%	2%	1%	1%	-	1%	3%	1%	1%	1%	2%
							*						
Don't know	9	1	8	7	2	2	2	3	3	2	8	7	2
	1%	*	1%	1%	*	*	2%	1%	1%	*	2%	1%	1%
							*				I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	837	249	587	437	399	419	83	175	160	465	371	719	117
	83%	88%	82%	82%	85%	87%	86%	80%	78%	84%	82%	84%	81%
		B				GH	*						
Disagree (Net)	45	10	35	21	24	21	2	10	13	26	19	38	7
	4%	4%	5%	4%	5%	4%	2%	4%	7%	5%	4%	4%	5%
							*						
Mean	4.3	4.3	4.2	4.2	4.3	4.3	4.3	4.2	4.1	4.3	4.3	4.3	4.3
						H	*						
Standard Deviation	0.88	0.81	0.9	0.89	0.86	0.84	0.73	0.89	0.99	0.87	0.89	0.87	0.93
Standard Error	0.03	0.05	0.03	0.04	0.04	0.04	0.07	0.06	0.07	0.04	0.04	0.03	0.08

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_2. Do you agree or disagree with the following statements? - Personal hygiene is directly tied to how others perceive me

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	474	469	4	463	1	474	-	422	16
	47%	47%	42%	52%	5%	57%	-	56%	17%
			**		**	F	*	H	*
Somewhat agree (4)	363	357	6	329	6	363	-	260	35
	36%	36%	58%	37%	22%	43%	-	34%	37%
			**		**	F	*		*
Neither agree nor disagree (3)	114	113	-	69	7	-	-	51	25
	11%	11%	-	8%	25%	-	-	7%	27%
			**		**		*		G*
Somewhat disagree (2)	33	33	-	17	9	-	33	12	12
	3%	3%	-	2%	35%	-	72%	2%	13%
			**		**		E*		G*
Strongly disagree (1)	12	12	-	7	4	-	12	7	5
	1%	1%	-	1%	13%	-	28%	1%	5%
			**		**		E*		G*
Don't know	9	7	-	5	-	-	-	2	1
	1%	1%	-	1%	-	-	-	*	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	837	826	10	791	7	837	-	682	51
	83%	83%	100%	89%	27%	100%	-	91%	54%
			**		**	F	*	H	*
Disagree (Net)	45	45	-	25	13	-	45	19	18
	4%	5%	-	3%	48%	-	100%	2%	19%
			**		**		E*		G*
Mean	4.3	4.3	4.4	4.4	2.7	4.6	1.7	4.4	3.5
			**		**	F	*	H	*
Standard Deviation	0.88	0.88	0.52	0.78	1.13	0.5	0.45	0.76	1.1
Standard Error	0.03	0.03	0.16	0.03	0.22	0.02	0.07	0.03	0.11

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	392	185	207	136	149	107	145	246	82	76	148	85
	39%	38%	40%	46%	43%	29%	39%	39%	46%	36%	39%	36%
				E	E							
Somewhat agree (4)	362	163	200	105	128	130	128	234	60	93	122	88
	36%	34%	38%	35%	37%	36%	34%	37%	33%	44%	32%	37%
										HJ		
Neither agree nor disagree (3)	142	81	60	31	40	71	55	86	18	26	60	38
	14%	17%	12%	11%	11%	19%	15%	14%	10%	12%	16%	16%
		B				CD						
Somewhat disagree (2)	67	36	31	14	19	34	23	44	10	9	28	19
	7%	7%	6%	5%	5%	9%	6%	7%	6%	4%	7%	8%
						C						
Strongly disagree (1)	28	14	14	6	8	14	11	17	7	4	11	6
	3%	3%	3%	2%	2%	4%	3%	3%	4%	2%	3%	3%
Don't know	15	6	9	6	2	7	10	5	2	3	9	1
	1%	1%	2%	2%	1%	2%	3%	1%	1%	2%	2%	*
							G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	754	348	406	240	277	236	274	480	142	169	269	173
	75%	72%	78%	81%	80%	65%	73%	76%	79%	80%	71%	73%
			A	E	E					J		
Disagree (Net)	95	50	45	19	27	49	34	61	18	13	39	25
	9%	10%	9%	7%	8%	13%	9%	10%	10%	6%	10%	11%
						CD						
Mean	4	4	4.1	4.2	4.1	3.8	4	4	4.1	4.1	4	4
				E	E							
Standard Deviation	1.03	1.06	1	0.95	0.98	1.1	1.04	1.03	1.08	0.91	1.06	1.04
Standard Error	0.03	0.05	0.04	0.06	0.05	0.06	0.05	0.04	0.08	0.06	0.06	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	392	124	268	210	181	210	32	90	59	208	183	330	62
	39%	43%	37%	39%	39%	43%	34%	41%	29%	38%	40%	38%	43%
						H	*	H					
Somewhat agree (4)	362	109	253	195	167	166	39	79	79	211	151	306	57
	36%	38%	35%	36%	36%	34%	41%	36%	38%	38%	33%	35%	39%
							*						
Neither agree nor disagree (3)	142	25	117	74	67	62	13	29	38	72	69	127	15
	14%	9%	16%	14%	14%	13%	13%	13%	18%	13%	15%	15%	10%
			A				*						
Somewhat disagree (2)	67	15	51	30	37	31	6	9	21	39	27	63	4
	7%	5%	7%	6%	8%	6%	6%	4%	10%	7%	6%	7%	3%
							*		G			L	
Strongly disagree (1)	28	9	19	12	16	11	4	6	7	16	13	25	4
	3%	3%	3%	2%	3%	2%	4%	3%	3%	3%	3%	3%	3%
							*						
Don't know	15	2	12	14	1	3	3	7	3	5	10	11	4
	1%	1%	2%	3%	*	1%	3%	3%	1%	1%	2%	1%	3%
				D			E*	E					
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	754	233	521	405	349	376	72	168	138	419	334	635	118
	75%	82%	72%	76%	74%	78%	74%	77%	67%	76%	74%	74%	82%
		B				H	*	H					K
Disagree (Net)	95	25	70	42	53	42	10	15	28	55	40	88	7
	9%	9%	10%	8%	11%	9%	10%	7%	13%	10%	9%	10%	5%
							*		G				
Mean	4	4.1	4	4.1	4	4.1	4	4.1	3.8	4	4	4	4.2
		B				H	*	H					K
Standard Deviation	1.03	1.01	1.04	0.99	1.08	1.01	1.05	0.99	1.08	1.03	1.04	1.05	0.92
Standard Error	0.03	0.06	0.04	0.04	0.05	0.05	0.11	0.07	0.08	0.04	0.05	0.04	0.08

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_3. Do you agree or disagree with the following statements? - Personal hygiene can impact my daily productivity

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	392	386	4	383	1	367	7	392	-
	39%	39%	42%	43%	5%	44%	16%	52%	-
			**		**	F	*	H	*
Somewhat agree (4)	362	357	5	332	11	315	11	362	-
	36%	36%	49%	37%	40%	38%	25%	48%	-
			**		**		*	H	*
Neither agree nor disagree (3)	142	140	1	107	2	96	8	-	-
	14%	14%	9%	12%	9%	11%	18%	-	-
			**		**		*		*
Somewhat disagree (2)	67	67	-	39	6	37	8	-	67
	7%	7%	-	4%	23%	4%	17%	-	70%
			**		**		E*		G*
Strongly disagree (1)	28	28	-	19	6	15	10	-	28
	3%	3%	-	2%	23%	2%	22%	-	30%
			**		**		E*		G*
Don't know	15	13	-	9	-	7	1	-	-
	1%	1%	-	1%	-	1%	2%	-	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	754	743	9	715	12	682	19	754	-
	75%	75%	91%	80%	45%	82%	41%	100%	-
			**		**	F	*	H	*
Disagree (Net)	95	95	-	58	12	51	18	-	95
	9%	10%	-	7%	46%	6%	39%	-	100%
			**		**		E*		G*
Mean	4	4	4.3	4.2	2.8	4.2	3	4.5	1.7
			**		**	F	*	H	*
Standard Deviation	1.03	1.03	0.67	0.95	1.34	0.93	1.43	0.5	0.46
Standard Error	0.03	0.03	0.21	0.03	0.26	0.03	0.21	0.02	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	534	249	285	170	190	173	204	330	99	109	198	127
	53%	51%	55%	57%	55%	48%	55%	52%	56%	52%	52%	54%
				E								
Somewhat agree (4)	350	170	180	97	112	141	123	227	62	77	129	83
	35%	35%	35%	33%	32%	39%	33%	36%	34%	36%	34%	35%
Neither agree nor disagree (3)	76	40	35	19	27	30	30	45	9	17	28	21
	8%	8%	7%	6%	8%	8%	8%	7%	5%	8%	8%	9%
Somewhat disagree (2)	24	14	10	6	10	8	7	17	4	5	12	3
	2%	3%	2%	2%	3%	2%	2%	3%	2%	3%	3%	1%
Strongly disagree (1)	15	9	6	1	6	8	6	10	3	3	7	3
	2%	2%	1%	*	2%	2%	2%	2%	2%	1%	2%	1%
Don't know	6	3	4	3	1	2	3	3	2	1	4	-
	1%	1%	1%	1%	*	1%	1%	1%	1%	*	1%	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	884	419	465	268	302	314	327	557	161	186	326	210
	88%	86%	89%	90%	87%	87%	88%	88%	90%	88%	87%	89%
Disagree (Net)	39	23	16	7	17	16	13	26	7	8	18	6
	4%	5%	3%	2%	5%	4%	4%	4%	4%	4%	5%	2%
Mean	4.4	4.3	4.4	4.5	4.4	4.3	4.4	4.4	4.4	4.3	4.3	4.4
				E								
Standard Deviation	0.84	0.89	0.8	0.73	0.89	0.88	0.84	0.85	0.84	0.83	0.88	0.8
Standard Error	0.03	0.04	0.04	0.04	0.05	0.05	0.04	0.03	0.06	0.06	0.05	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	534	160	374	288	245	257	53	130	94	286	247	448	86
	53%	56%	52%	54%	52%	53%	54%	59%	46%	52%	55%	52%	60%
							*	H					
Somewhat agree (4)	350	89	261	183	167	167	33	67	82	199	151	304	46
	35%	31%	36%	34%	36%	35%	35%	30%	40%	36%	33%	35%	32%
							*		G				
Neither agree nor disagree (3)	76	21	54	40	36	36	7	13	20	41	35	69	6
	8%	7%	8%	7%	8%	7%	7%	6%	10%	7%	8%	8%	4%
							*						
Somewhat disagree (2)	24	7	17	12	12	13	1	6	4	16	8	22	2
	2%	2%	2%	2%	2%	3%	1%	3%	2%	3%	2%	3%	1%
							*						
Strongly disagree (1)	15	6	9	7	9	6	2	3	4	6	9	12	4
	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%
							*						
Don't know	6	2	5	6	1	3	1	1	1	3	3	6	1
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	884	249	635	471	413	425	86	197	176	485	398	752	131
	88%	87%	88%	88%	88%	88%	89%	90%	86%	88%	88%	87%	91%
							*						
Disagree (Net)	39	13	26	19	20	20	3	9	8	23	17	34	5
	4%	5%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%
							*						
Mean	4.4	4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.3	4.4	4.4	4.3	4.5
							*	H					
Standard Deviation	0.84	0.89	0.82	0.82	0.87	0.84	0.82	0.83	0.88	0.83	0.86	0.84	0.85
Standard Error	0.03	0.05	0.03	0.04	0.04	0.04	0.08	0.06	0.06	0.04	0.04	0.03	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_4. Do you agree or disagree with the following statements? - Personal hygiene can impact how I interact with others throughout the day

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	534	528	5	520	5	493	14	476	14
	53%	53%	50%	58%	19%	59%	31%	63%	15%
			**		**	F	*	H	*
Somewhat agree (4)	350	347	3	297	10	287	13	239	44
	35%	35%	32%	33%	36%	34%	29%	32%	46%
			**		**		*		G*
Neither agree nor disagree (3)	76	74	-	49	1	36	5	25	12
	8%	7%	-	6%	5%	4%	12%	3%	13%
			**		**		E*		G*
Somewhat disagree (2)	24	22	2	11	6	11	5	9	13
	2%	2%	18%	1%	22%	1%	12%	1%	14%
			**		**		E*		G*
Strongly disagree (1)	15	15	-	10	5	8	6	4	11
	2%	2%	-	1%	17%	1%	14%	1%	11%
			**		**		E*		G*
Don't know	6	4	-	3	-	2	1	2	1
	1%	*	-	*	-	*	2%	*	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	884	875	8	817	15	780	27	714	58
	88%	88%	82%	92%	56%	93%	60%	95%	61%
			**		**	F	*	H	*
Disagree (Net)	39	38	2	21	10	19	12	13	23
	4%	4%	18%	2%	39%	2%	26%	2%	25%
			**		**		E*		G*
Mean	4.4	4.4	4.1	4.5	3.2	4.5	3.5	4.6	3.4
			**		**	F	*	H	*
Standard Deviation	0.84	0.84	1.15	0.75	1.44	0.73	1.43	0.67	1.23
Standard Error	0.03	0.03	0.36	0.03	0.28	0.03	0.21	0.02	0.13

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	347	161	186	108	126	114	134	213	66	72	141	67
	35%	33%	36%	36%	36%	31%	36%	34%	37%	34%	37%	28%
											K	
Somewhat agree (4)	367	174	193	94	141	131	116	251	62	80	128	97
	36%	36%	37%	32%	41%	36%	31%	40%	34%	38%	34%	41%
					C			F				
Neither agree nor disagree (3)	173	91	82	52	48	73	74	100	27	42	62	42
	17%	19%	16%	18%	14%	20%	20%	16%	15%	20%	16%	18%
					D							
Somewhat disagree (2)	65	30	34	26	21	18	21	44	11	15	22	16
	6%	6%	7%	9%	6%	5%	6%	7%	6%	7%	6%	7%
Strongly disagree (1)	38	17	21	11	7	21	21	17	8	3	16	11
	4%	3%	4%	4%	2%	6%	6%	3%	5%	1%	4%	5%
						D	G					
Don't know	15	12	3	6	4	5	7	7	4	-	7	4
	1%	2%	1%	2%	1%	1%	2%	1%	2%	-	2%	2%
		B							I			
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	714	335	379	202	267	245	250	464	128	152	269	165
	71%	69%	73%	68%	77%	68%	67%	73%	71%	72%	71%	69%
					CE			F				
Disagree (Net)	103	47	56	37	28	39	42	61	20	18	39	27
	10%	10%	11%	12%	8%	11%	11%	10%	11%	8%	10%	11%
Mean	3.9	3.9	3.9	3.9	4	3.8	3.9	4	3.9	4	4	3.8
					E							
Standard Deviation	1.06	1.05	1.08	1.11	0.97	1.11	1.14	1.01	1.11	0.97	1.09	1.07
Standard Error	0.03	0.05	0.05	0.07	0.05	0.06	0.06	0.04	0.08	0.07	0.06	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	347	99	248	172	175	179	22	82	65	189	158	292	55
	35%	35%	34%	32%	37%	37%	23%	37%	31%	34%	35%	34%	38%
						F	*	F					
Somewhat agree (4)	367	119	248	194	173	180	40	65	82	234	133	317	49
	36%	42%	34%	36%	37%	37%	41%	30%	40%	42%	29%	37%	34%
		B					*		G	J			
Neither agree nor disagree (3)	173	39	134	106	67	71	19	44	40	79	95	149	24
	17%	14%	19%	20%	14%	15%	19%	20%	19%	14%	21%	17%	17%
				D			*				I		
Somewhat disagree (2)	65	22	42	23	41	34	11	12	9	27	37	58	7
	6%	8%	6%	4%	9%	7%	11%	5%	4%	5%	8%	7%	5%
					C		H*				I		
Strongly disagree (1)	38	4	35	27	11	13	4	13	8	18	20	32	6
	4%	1%	5%	5%	2%	3%	4%	6%	4%	3%	4%	4%	4%
			A	D			*	E					
Don't know	15	2	13	12	2	7	2	4	3	5	10	13	2
	1%	1%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%
				D			*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	714	218	496	366	348	358	62	147	146	423	291	609	105
	71%	77%	69%	68%	74%	74%	64%	67%	71%	77%	64%	71%	73%
		B					*			J			
Disagree (Net)	103	26	77	51	52	47	14	25	17	45	58	90	13
	10%	9%	11%	9%	11%	10%	15%	11%	8%	8%	13%	10%	9%
							*				I		
Mean	3.9	4	3.9	3.9	4	4	3.7	3.9	3.9	4	3.8	3.9	4
						F	*			J			
Standard Deviation	1.06	0.96	1.1	1.08	1.04	1.03	1.06	1.16	1.03	0.99	1.14	1.06	1.07
Standard Error	0.03	0.06	0.04	0.05	0.05	0.05	0.11	0.08	0.07	0.04	0.05	0.04	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_5. Do you agree or disagree with the following statements? - Personal hygiene determines how often I get sick

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	347	342	4	337	1	317	8	318	9
	35%	34%	44%	38%	5%	38%	17%	42%	9%
			**		**	F	*	H	*
Somewhat agree (4)	367	365	1	335	8	317	13	280	32
	36%	37%	8%	38%	29%	38%	28%	37%	34%
			**		**		*		*
Neither agree nor disagree (3)	173	170	3	131	7	126	4	100	21
	17%	17%	26%	15%	25%	15%	9%	13%	22%
			**		**		*		G*
Somewhat disagree (2)	65	63	2	52	5	47	8	35	17
	6%	6%	16%	6%	18%	6%	19%	5%	18%
			**		**		E*		G*
Strongly disagree (1)	38	38	1	25	6	20	12	16	16
	4%	4%	6%	3%	23%	2%	27%	2%	16%
			**		**		E*		G*
Don't know	15	13	-	10	-	10	-	5	1
	1%	1%	-	1%	-	1%	-	1%	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	714	707	5	671	9	634	21	598	41
	71%	71%	52%	75%	34%	76%	46%	79%	43%
			**		**	F	*	H	*
Disagree (Net)	103	101	2	78	11	67	21	51	32
	10%	10%	22%	9%	41%	8%	46%	7%	34%
			**		**		E*		G*
Mean	3.9	3.9	3.7	4	2.8	4	2.9	4.1	3
			**		**	F	*	H	*
Standard Deviation	1.06	1.06	1.41	1.01	1.26	0.99	1.51	0.96	1.25
Standard Error	0.03	0.03	0.45	0.03	0.24	0.03	0.23	0.04	0.13

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	282	144	138	93	107	82	106	175	52	57	118	54
	28%	30%	26%	31%	31%	23%	29%	28%	29%	27%	31%	23%
				E	E						K	
Somewhat agree (4)	317	141	175	90	123	104	100	216	54	70	118	75
	32%	29%	34%	31%	35%	29%	27%	34%	30%	33%	31%	31%
								F				
Neither agree nor disagree (3)	237	118	120	62	73	102	94	144	39	52	83	63
	24%	24%	23%	21%	21%	28%	25%	23%	22%	25%	22%	27%
						CD						
Somewhat disagree (2)	104	54	49	32	27	45	34	69	21	23	33	26
	10%	11%	10%	11%	8%	12%	9%	11%	12%	11%	9%	11%
						D						
Strongly disagree (1)	44	16	28	12	14	18	28	16	9	8	17	11
	4%	3%	5%	4%	4%	5%	8%	2%	5%	4%	4%	5%
							G					
Don't know	22	12	10	7	4	12	10	11	4	2	8	8
	2%	2%	2%	2%	1%	3%	3%	2%	2%	1%	2%	3%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	598	285	313	183	229	186	207	392	106	127	236	129
	60%	59%	60%	62%	66%	51%	55%	62%	59%	60%	63%	54%
				E	E			F				
Disagree (Net)	147	70	77	44	41	63	62	85	29	31	50	37
	15%	14%	15%	15%	12%	17%	17%	13%	16%	15%	13%	16%
						D						
Mean	3.7	3.7	3.7	3.8	3.8	3.5	3.6	3.8	3.7	3.7	3.8	3.6
				E	E							
Standard Deviation	1.12	1.11	1.13	1.14	1.08	1.13	1.22	1.06	1.16	1.1	1.13	1.11
Standard Error	0.04	0.05	0.05	0.07	0.06	0.06	0.06	0.04	0.09	0.08	0.06	0.07

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	282	93	189	142	140	144	28	59	50	163	118	240	41
	28%	32%	26%	27%	30%	30%	29%	27%	24%	30%	26%	28%	29%
							*						
Somewhat agree (4)	317	94	222	155	162	164	29	67	56	172	144	275	42
	32%	33%	31%	29%	35%	34%	30%	31%	27%	31%	32%	32%	29%
							*						
Neither agree nor disagree (3)	237	64	174	136	101	100	24	52	62	132	106	198	39
	24%	22%	24%	25%	22%	21%	24%	24%	30%	24%	23%	23%	27%
							*		E				
Somewhat disagree (2)	104	24	79	56	47	52	7	22	23	59	44	92	12
	10%	8%	11%	11%	10%	11%	7%	10%	11%	11%	10%	11%	8%
							*						
Strongly disagree (1)	44	9	35	29	15	16	6	14	8	16	28	37	7
	4%	3%	5%	5%	3%	3%	6%	6%	4%	3%	6%	4%	5%
							*				I		
Don't know	22	1	20	17	4	7	3	6	6	10	12	19	3
	2%	1%	3%	3%	1%	1%	3%	3%	3%	2%	3%	2%	2%
			A	D			*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	598	187	411	297	302	309	57	126	106	335	263	515	83
	60%	66%	57%	55%	64%	64%	59%	58%	52%	61%	58%	60%	58%
		B			C	H	*						
Disagree (Net)	147	33	115	85	62	68	13	35	31	75	72	129	19
	15%	11%	16%	16%	13%	14%	14%	16%	15%	14%	16%	15%	13%
							*						
Mean	3.7	3.8	3.6	3.6	3.8	3.8	3.7	3.6	3.6	3.8	3.6	3.7	3.7
		B			C		*						
Standard Deviation	1.12	1.07	1.14	1.16	1.08	1.1	1.17	1.18	1.1	1.09	1.16	1.12	1.13
Standard Error	0.04	0.06	0.04	0.05	0.05	0.05	0.12	0.08	0.08	0.05	0.06	0.04	0.1

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_6. Do you agree or disagree with the following statements? - Personal hygiene determines how often people around me get sick

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	282	275	5	272	1	266	5	265	6
	28%	28%	55%	31%	5%	32%	11%	35%	6%
			**		**	F	*	H	*
Somewhat agree (4)	317	315	1	299	4	281	10	253	21
	32%	32%	9%	34%	14%	34%	22%	34%	22%
			**		**		*	H	*
Neither agree nor disagree (3)	237	236	2	186	9	169	13	149	24
	24%	24%	18%	21%	34%	20%	28%	20%	26%
			**		**		*		*
Somewhat disagree (2)	104	102	1	81	7	78	8	53	25
	10%	10%	9%	9%	27%	9%	17%	7%	27%
			**		**		*		G*
Strongly disagree (1)	44	43	1	33	5	26	10	20	17
	4%	4%	10%	4%	19%	3%	22%	3%	18%
			**		**		E*		G*
Don't know	22	20	-	19	-	16	-	13	1
	2%	2%	-	2%	-	2%	-	2%	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	598	590	6	571	5	547	15	519	27
	60%	60%	63%	64%	19%	65%	33%	69%	28%
			**		**	F	*	H	*
Disagree (Net)	147	145	2	114	13	105	18	73	43
	15%	15%	19%	13%	47%	13%	39%	10%	45%
			**		**		E*		G*
Mean	3.7	3.7	3.9	3.8	2.6	3.8	2.8	3.9	2.7
			**		**	F	*	H	*
Standard Deviation	1.12	1.12	1.48	1.1	1.13	1.08	1.31	1.04	1.19
Standard Error	0.04	0.04	0.47	0.04	0.22	0.04	0.19	0.04	0.12

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	624	260	365	185	221	218	244	380	118	134	230	143
	62%	54%	70%	62%	64%	60%	65%	60%	66%	63%	61%	60%
			A									
Somewhat agree (4)	304	180	124	89	102	113	97	207	52	61	117	74
	30%	37%	24%	30%	29%	31%	26%	33%	29%	29%	31%	31%
		B						F				
Neither agree nor disagree (3)	62	37	25	16	22	25	26	36	6	16	27	14
	6%	8%	5%	5%	6%	7%	7%	6%	4%	7%	7%	6%
Somewhat disagree (2)	9	5	4	3	2	4	3	6	1	2	1	6
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	3%
												J
Strongly disagree (1)	3	2	1	3	-	1	1	2	1	-	1	1
	*	1%	*	1%	-	*	*	*	1%	-	*	*
Don't know	2	1	1	1	-	1	1	1	1	-	1	-
	*	*	*	*	-	*	*	*	*	-	*	-
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	928	439	489	274	322	332	342	587	170	194	347	217
	92%	91%	94%	93%	93%	92%	92%	93%	95%	92%	92%	91%
Disagree (Net)	12	7	5	5	2	5	4	9	2	2	1	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	3%
												J
Mean	4.5	4.4	4.6	4.5	4.6	4.5	4.6	4.5	4.6	4.5	4.5	4.5
			A									
Standard Deviation	0.68	0.72	0.63	0.72	0.64	0.69	0.68	0.68	0.66	0.67	0.65	0.76
Standard Error	0.02	0.03	0.03	0.04	0.03	0.04	0.04	0.03	0.05	0.05	0.03	0.05

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	624	171	453	347	278	303	53	145	123	341	283	531	93
	62%	60%	63%	65%	59%	63%	55%	66%	60%	62%	63%	62%	65%
							*						
Somewhat agree (4)	304	96	208	155	149	147	33	57	67	171	133	266	38
	30%	34%	29%	29%	32%	30%	34%	26%	33%	31%	29%	31%	26%
							*						
Neither agree nor disagree (3)	62	16	47	28	35	28	8	15	11	34	29	52	10
	6%	5%	7%	5%	7%	6%	9%	7%	6%	6%	6%	6%	7%
							*						
Somewhat disagree (2)	9	1	8	3	7	3	1	2	3	4	5	8	1
	1%	*	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	1%
							*						
Strongly disagree (1)	3	1	2	1	2	2	-	1	1	2	2	2	1
	*	*	*	*	*	*	-	*	*	*	*	*	1%
							*						
Don't know	2	1	1	2	-	1	1	-	-	1	1	2	-
	*	*	*	*	-	*	1%	-	-	*	*	*	-
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	928	267	661	502	426	450	86	202	191	512	416	797	132
	92%	94%	92%	94%	91%	93%	89%	92%	93%	93%	92%	93%	91%
							*						
Disagree (Net)	12	2	11	4	9	5	1	3	4	5	7	10	2
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
							*						
Mean	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.5	4.5
				D			*						
Standard Deviation	0.68	0.64	0.7	0.63	0.73	0.66	0.69	0.7	0.7	0.67	0.7	0.68	0.72
Standard Error	0.02	0.04	0.03	0.03	0.03	0.03	0.07	0.05	0.05	0.03	0.03	0.02	0.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_7. Do you agree or disagree with the following statements? - Maintaining personal hygiene is always a priority

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	624	619	3	599	5	558	19	530	28
	62%	63%	26%	67%	17%	67%	42%	70%	30%
			**		**	F	*	H	*
Somewhat agree (4)	304	301	3	252	9	241	12	197	44
	30%	30%	34%	28%	33%	29%	26%	26%	47%
			**		**		*		G*
Neither agree nor disagree (3)	62	59	4	29	11	33	9	22	17
	6%	6%	40%	3%	40%	4%	19%	3%	18%
			**		**		E*		G*
Somewhat disagree (2)	9	9	-	7	2	3	4	4	3
	1%	1%	-	1%	6%	*	9%	1%	3%
			**		**		E*		G*
Strongly disagree (1)	3	3	-	2	1	2	2	-	2
	*	*	-	*	4%	*	4%	-	3%
			**		**		E*		G*
Don't know	2	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	928	920	6	852	14	799	31	728	72
	92%	93%	60%	96%	50%	96%	68%	97%	76%
			**		**	F	*	H	*
Disagree (Net)	12	12	-	8	3	5	6	4	5
	1%	1%	-	1%	10%	1%	13%	1%	6%
			**		**		E*		G*
Mean	4.5	4.5	3.9	4.6	3.5	4.6	3.9	4.7	4
			**		**	F	*	H	*
Standard Deviation	0.68	0.68	0.85	0.61	0.99	0.6	1.16	0.56	0.92
Standard Error	0.02	0.02	0.27	0.02	0.19	0.02	0.17	0.02	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Strongly agree (5)	159	88	71	56	53	50	60	99	37	27	57	38
	16%	18%	14%	19%	15%	14%	16%	16%	21%	13%	15%	16%
									I			
Somewhat agree (4)	208	111	98	85	69	54	68	140	38	53	65	52
	21%	23%	19%	29%	20%	15%	18%	22%	21%	25%	17%	22%
				DE						J		
Neither agree nor disagree (3)	184	90	94	53	62	69	63	120	36	31	77	39
	18%	19%	18%	18%	18%	19%	17%	19%	20%	15%	20%	17%
Somewhat disagree (2)	232	114	119	58	81	93	90	143	32	51	87	62
	23%	23%	23%	20%	23%	26%	24%	23%	18%	24%	23%	26%
Strongly disagree (1)	209	77	132	40	80	89	87	122	32	47	86	44
	21%	16%	25%	13%	23%	25%	23%	19%	18%	22%	23%	18%
			A		C	C						
Don't know	12	5	7	3	1	8	5	8	4	3	4	2
	1%	1%	1%	1%	*	2%	1%	1%	2%	1%	1%	1%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Agree (Net)	367	199	168	141	122	104	128	240	75	80	123	90
	37%	41%	32%	48%	35%	29%	34%	38%	42%	38%	33%	38%
		B		DE					J			
Disagree (Net)	441	191	251	98	161	182	177	264	64	98	173	106
	44%	39%	48%	33%	46%	50%	48%	42%	36%	46%	46%	45%
			A		C	C				H	H	
Mean	2.9	3	2.7	3.2	2.8	2.7	2.8	2.9	3.1	2.8	2.8	2.9
		B		DE					J			
Standard Deviation	1.38	1.36	1.39	1.33	1.39	1.37	1.41	1.37	1.41	1.37	1.38	1.37
Standard Error	0.04	0.06	0.06	0.08	0.08	0.07	0.07	0.05	0.11	0.1	0.07	0.09

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Strongly agree (5)	159	51	108	84	75	90	15	33	21	82	77	133	26
	16%	18%	15%	16%	16%	19%	16%	15%	10%	15%	17%	15%	18%
						H	*						
Somewhat agree (4)	208	78	130	109	100	112	22	43	31	106	102	177	31
	21%	27%	18%	20%	21%	23%	23%	20%	15%	19%	23%	21%	22%
		B				H	*						
Neither agree nor disagree (3)	184	46	138	96	88	86	17	41	40	105	79	161	23
	18%	16%	19%	18%	19%	18%	18%	19%	19%	19%	17%	19%	16%
							*						
Somewhat disagree (2)	232	56	177	119	113	97	29	51	55	138	94	200	33
	23%	20%	25%	22%	24%	20%	30%	23%	27%	25%	21%	23%	23%
							E*						
Strongly disagree (1)	209	51	158	122	88	91	12	51	55	113	96	178	31
	21%	18%	22%	23%	19%	19%	12%	23%	27%	20%	21%	21%	21%
							*	F	EF				
Don't know	12	2	10	7	6	7	1	1	4	9	4	12	-
	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	1%	1%	-
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Agree (Net)	367	129	238	192	175	202	37	76	52	187	180	310	57
	37%	45%	33%	36%	37%	42%	39%	35%	25%	34%	40%	36%	40%
		B				H	H*	H					
Disagree (Net)	441	107	334	241	201	188	41	102	110	251	191	378	63
	44%	38%	46%	45%	43%	39%	42%	47%	54%	45%	42%	44%	44%
			A				*		E				
Mean	2.9	3.1	2.8	2.8	2.9	3	3	2.8	2.5	2.8	2.9	2.9	2.9
		B				H	H*						
Standard Deviation	1.38	1.39	1.37	1.4	1.36	1.4	1.3	1.39	1.32	1.36	1.41	1.38	1.43
Standard Error	0.04	0.08	0.05	0.06	0.06	0.06	0.13	0.09	0.09	0.06	0.07	0.05	0.12

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10_8. Do you agree or disagree with the following statements? - Maintaining personal hygiene comes second to school or work priorities

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Strongly agree (5)	159	156	3	154	2	148	2	148	1
	16%	16%	33%	17%	9%	18%	5%	20%	1%
			**		**	F	*	H	*
Somewhat agree (4)	208	205	3	186	6	186	8	171	12
	21%	21%	26%	21%	23%	22%	17%	23%	12%
			**		**		*	H	*
Neither agree nor disagree (3)	184	181	2	139	9	135	9	110	31
	18%	18%	24%	16%	35%	16%	21%	15%	33%
			**		**		*		G*
Somewhat disagree (2)	232	232	-	210	3	180	11	155	26
	23%	23%	-	24%	13%	22%	25%	21%	27%
			**		**		*		*
Strongly disagree (1)	209	207	2	192	6	178	14	164	24
	21%	21%	16%	22%	21%	21%	32%	22%	26%
			**		**		*		*
Don't know	12	11	-	8	-	9	-	6	1
	1%	1%	-	1%	-	1%	-	1%	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Agree (Net)	367	360	6	340	8	334	10	319	13
	37%	36%	59%	38%	31%	40%	22%	42%	13%
			**		**	F	*	H	*
Disagree (Net)	441	439	2	402	9	358	26	318	50
	44%	44%	16%	45%	34%	43%	57%	42%	53%
			**		**		*		*
Mean	2.9	2.9	3.6	2.9	2.9	2.9	2.4	3	2.3
			**		**	F	*	H	*
Standard Deviation	1.38	1.38	1.45	1.42	1.26	1.42	1.26	1.45	1.03
Standard Error	0.04	0.04	0.46	0.05	0.24	0.05	0.19	0.05	0.11

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Agree Summary

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Personal hygiene is directly tied to self image	890	419	470	267	308	314	326	563	163	188	324	215
	89%	87%	90%	90%	89%	87%	87%	89%	91%	89%	86%	90%
Personal hygiene is directly tied to how others perceive me	837	391	445	260	291	285	301	535	147	178	309	202
	83%	81%	86%	88%	84%	79%	81%	85%	82%	84%	82%	85%
Personal hygiene can impact my daily productivity		A	E									
	754	348	406	240	277	236	274	480	142	169	269	173
	75%	72%	78%	81%	80%	65%	73%	76%	79%	80%	71%	73%
Personal hygiene can impact how I interact with others throughout the day		A	E	E						J		
	884	419	465	268	302	314	327	557	161	186	326	210
	88%	86%	89%	90%	87%	87%	88%	88%	90%	88%	87%	89%
Personal hygiene determines how often I get sick												
	714	335	379	202	267	245	250	464	128	152	269	165
	71%	69%	73%	68%	77%	68%	67%	73%	71%	72%	71%	69%
Personal hygiene determines how often people around me get sick				CE				F				
	598	285	313	183	229	186	207	392	106	127	236	129
	60%	59%	60%	62%	66%	51%	55%	62%	59%	60%	63%	54%
Maintaining personal hygiene is always a priority			E	E				F				
	928	439	489	274	322	332	342	587	170	194	347	217
	92%	91%	94%	93%	93%	92%	92%	93%	95%	92%	92%	91%
Maintaining personal hygiene comes second to school or work priorities												
	367	199	168	141	122	104	128	240	75	80	123	90
	37%	41%	32%	48%	35%	29%	34%	38%	42%	38%	33%	38%
		B		DE					J			

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Agree Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Personal hygiene is directly tied to self image	890	258	632	478	412	430	88	193	179	490	400	762	128
	89%	90%	88%	89%	88%	89%	91%	88%	87%	89%	88%	88%	89%
							*						
Personal hygiene is directly tied to how others perceive me	837	249	587	437	399	419	83	175	160	465	371	719	117
	83%	88%	82%	82%	85%	87%	86%	80%	78%	84%	82%	84%	81%
		B				GH	*						
Personal hygiene can impact my daily productivity	754	233	521	405	349	376	72	168	138	419	334	635	118
	75%	82%	72%	76%	74%	78%	74%	77%	67%	76%	74%	74%	82%
		B				H	*	H					K
Personal hygiene can impact how I interact with others throughout the day	884	249	635	471	413	425	86	197	176	485	398	752	131
	88%	87%	88%	88%	88%	88%	89%	90%	86%	88%	88%	87%	91%
							*						
Personal hygiene determines how often I get sick	714	218	496	366	348	358	62	147	146	423	291	609	105
	71%	77%	69%	68%	74%	74%	64%	67%	71%	77%	64%	71%	73%
		B					*			J			
Personal hygiene determines how often people around me get sick	598	187	411	297	302	309	57	126	106	335	263	515	83
	60%	66%	57%	55%	64%	64%	59%	58%	52%	61%	58%	60%	58%
		B			C	H	*						
Maintaining personal hygiene is always a priority	928	267	661	502	426	450	86	202	191	512	416	797	132
	92%	94%	92%	94%	91%	93%	89%	92%	93%	93%	92%	93%	91%
							*						
Maintaining personal hygiene comes second to school or work priorities	367	129	238	192	175	202	37	76	52	187	180	310	57
	37%	45%	33%	36%	37%	42%	39%	35%	25%	34%	40%	36%	40%
		B				H	H*	H					

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Agree Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Personal hygiene is directly tied to self image	890	880	8	890	-	791	25	715	58
	89%	89%	82%	100%	-	95%	55%	95%	62%
			**		**	F	*	H	*
Personal hygiene is directly tied to how others perceive me	837	826	10	791	7	837	-	682	51
	83%	83%	100%	89%	27%	100%	-	91%	54%
			**		**	F	*	H	*
Personal hygiene can impact my daily productivity	754	743	9	715	12	682	19	754	-
	75%	75%	91%	80%	45%	82%	41%	100%	-
			**		**	F	*	H	*
Personal hygiene can impact how I interact with others throughout the day	884	875	8	817	15	780	27	714	58
	88%	88%	82%	92%	56%	93%	60%	95%	61%
			**		**	F	*	H	*
Personal hygiene determines how often I get sick	714	707	5	671	9	634	21	598	41
	71%	71%	52%	75%	34%	76%	46%	79%	43%
			**		**	F	*	H	*
Personal hygiene determines how often people around me get sick	598	590	6	571	5	547	15	519	27
	60%	60%	63%	64%	19%	65%	33%	69%	28%
			**		**	F	*	H	*
Maintaining personal hygiene is always a priority	928	920	6	852	14	799	31	728	72
	92%	93%	60%	96%	50%	96%	68%	97%	76%
			**		**	F	*	H	*
Maintaining personal hygiene comes second to school or work priorities	367	360	6	340	8	334	10	319	13
	37%	36%	59%	38%	31%	40%	22%	42%	13%
			**		**	F	*	H	*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Disagree Summary

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Personal hygiene is directly tied to self image	27	15	12	10	8	9	7	20	2	4	16	4
	3%	3%	2%	3%	2%	2%	2%	3%	1%	2%	4%	2%
Personal hygiene is directly tied to how others perceive me	45	29	16	10	12	23	20	25	5	11	20	9
	4%	6%	3%	3%	3%	6%	5%	4%	3%	5%	5%	4%
Personal hygiene can impact my daily productivity		B										
	95	50	45	19	27	49	34	61	18	13	39	25
Personal hygiene can impact how I interact with others throughout the day	9%	10%	9%	7%	8%	13%	9%	10%	10%	6%	10%	11%
						CD						
Personal hygiene determines how often I get sick	39	23	16	7	17	16	13	26	7	8	18	6
	4%	5%	3%	2%	5%	4%	4%	4%	4%	4%	5%	2%
Personal hygiene determines how often people around me get sick	103	47	56	37	28	39	42	61	20	18	39	27
	10%	10%	11%	12%	8%	11%	11%	10%	11%	8%	10%	11%
Maintaining personal hygiene is always a priority	147	70	77	44	41	63	62	85	29	31	50	37
	15%	14%	15%	15%	12%	17%	17%	13%	16%	15%	13%	16%
Maintaining personal hygiene comes second to school or work priorities		D										
	12	7	5	5	2	5	4	9	2	2	1	7
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	*	3%
												J
	441	191	251	98	161	182	177	264	64	98	173	106
	44%	39%	48%	33%	46%	50%	48%	42%	36%	46%	46%	45%
			A		C	C				H	H	

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Disagree Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Personal hygiene is directly tied to self image	27	10	17	11	16	13	2	5	6	15	12	22	5
	3%	3%	2%	2%	3%	3%	2%	2%	3%	3%	3%	2%	4%
							*						
Personal hygiene is directly tied to how others perceive me	45	10	35	21	24	21	2	10	13	26	19	38	7
	4%	4%	5%	4%	5%	4%	2%	4%	7%	5%	4%	4%	5%
							*						
Personal hygiene can impact my daily productivity	95	25	70	42	53	42	10	15	28	55	40	88	7
	9%	9%	10%	8%	11%	9%	10%	7%	13%	10%	9%	10%	5%
							*		G				
Personal hygiene can impact how I interact with others throughout the day	39	13	26	19	20	20	3	9	8	23	17	34	5
	4%	5%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%
							*						
Personal hygiene determines how often I get sick	103	26	77	51	52	47	14	25	17	45	58	90	13
	10%	9%	11%	9%	11%	10%	15%	11%	8%	8%	13%	10%	9%
							*				I		
Personal hygiene determines how often people around me get sick	147	33	115	85	62	68	13	35	31	75	72	129	19
	15%	11%	16%	16%	13%	14%	14%	16%	15%	14%	16%	15%	13%
							*						
Maintaining personal hygiene is always a priority	12	2	11	4	9	5	1	3	4	5	7	10	2
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%
							*						
Maintaining personal hygiene comes second to school or work priorities	441	107	334	241	201	188	41	102	110	251	191	378	63
	44%	38%	46%	45%	43%	39%	42%	47%	54%	45%	42%	44%	44%
			A				*		E				

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Disagree Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Personal hygiene is directly tied to self image	27	25	2	-	27	7	13	12	12
	3%	3%	18%	-	100%	1%	29%	2%	13%
			**		**		E*		G*
Personal hygiene is directly tied to how others perceive me	45	45	-	25	13	-	45	19	18
	4%	5%	-	3%	48%	-	100%	2%	19%
			**		**		E*		G*
Personal hygiene can impact my daily productivity	95	95	-	58	12	51	18	-	95
	9%	10%	-	7%	46%	6%	39%	-	100%
			**		**		E*		G*
Personal hygiene can impact how I interact with others throughout the day	39	38	2	21	10	19	12	13	23
	4%	4%	18%	2%	39%	2%	26%	2%	25%
			**		**		E*		G*
Personal hygiene determines how often I get sick	103	101	2	78	11	67	21	51	32
	10%	10%	22%	9%	41%	8%	46%	7%	34%
			**		**		E*		G*
Personal hygiene determines how often people around me get sick	147	145	2	114	13	105	18	73	43
	15%	15%	19%	13%	47%	13%	39%	10%	45%
			**		**		E*		G*
Maintaining personal hygiene is always a priority	12	12	-	8	3	5	6	4	5
	1%	1%	-	1%	10%	1%	13%	1%	6%
			**		**		E*		G*
Maintaining personal hygiene comes second to school or work priorities	441	439	2	402	9	358	26	318	50
	44%	44%	16%	45%	34%	43%	57%	42%	53%
			**		**		*		*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Mean Summary

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Personal hygiene is directly tied to self image	4.4	4.3	4.5	4.4	4.4	4.4	4.4	4.4	4.5	4.4	4.4	4.4
			A						J			
Personal hygiene is directly tied to how others perceive me	4.3	4.2	4.3	4.4	4.3	4.1	4.2	4.3	4.3	4.3	4.2	4.3
			A	E	E							
Personal hygiene can impact my daily productivity	4	4	4.1	4.2	4.1	3.8	4	4	4.1	4.1	4	4
				E	E							
Personal hygiene can impact how I interact with others throughout the day	4.4	4.3	4.4	4.5	4.4	4.3	4.4	4.4	4.4	4.3	4.3	4.4
				E								
Personal hygiene determines how often I get sick	3.9	3.9	3.9	3.9	4	3.8	3.9	4	3.9	4	4	3.8
					E							
Personal hygiene determines how often people around me get sick	3.7	3.7	3.7	3.8	3.8	3.5	3.6	3.8	3.7	3.7	3.8	3.6
				E	E							
Maintaining personal hygiene is always a priority	4.5	4.4	4.6	4.5	4.6	4.5	4.6	4.5	4.6	4.5	4.5	4.5
			A									
Maintaining personal hygiene comes second to school or work priorities	2.9	3	2.7	3.2	2.8	2.7	2.8	2.9	3.1	2.8	2.8	2.9
		B		DE					J			

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Mean Summary

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Personal hygiene is directly tied to self image	4.4	4.4	4.4	4.5	4.4	4.4	4.5	4.4	4.3	4.4	4.4	4.4	4.4
							*						
Personal hygiene is directly tied to how others perceive me	4.3	4.3	4.2	4.2	4.3	4.3	4.3	4.2	4.1	4.3	4.3	4.3	4.3
						H	*						
Personal hygiene can impact my daily productivity	4	4.1	4	4.1	4	4.1	4	4.1	3.8	4	4	4	4.2
		B				H	*	H					K
Personal hygiene can impact how I interact with others throughout the day	4.4	4.4	4.4	4.4	4.3	4.4	4.4	4.4	4.3	4.4	4.4	4.3	4.5
							*	H					
Personal hygiene determines how often I get sick	3.9	4	3.9	3.9	4	4	3.7	3.9	3.9	4	3.8	3.9	4
						F	*			J			
Personal hygiene determines how often people around me get sick	3.7	3.8	3.6	3.6	3.8	3.8	3.7	3.6	3.6	3.8	3.6	3.7	3.7
		B			C		*						
Maintaining personal hygiene is always a priority	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.6	4.5	4.5	4.5	4.5	4.5
				D			*						
Maintaining personal hygiene comes second to school or work priorities	2.9	3.1	2.8	2.8	2.9	3	3	2.8	2.5	2.8	2.9	2.9	2.9
		B				H	H*						

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Mean Summary

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Personal hygiene is directly tied to self image	4.4	4.4	4.2	4.6	1.8	4.6	3.5	4.6	3.6
			**		**	F	*	H	*
Personal hygiene is directly tied to how others perceive me	4.3	4.3	4.4	4.4	2.7	4.6	1.7	4.4	3.5
			**		**	F	*	H	*
Personal hygiene can impact my daily productivity	4	4	4.3	4.2	2.8	4.2	3	4.5	1.7
			**		**	F	*	H	*
Personal hygiene can impact how I interact with others throughout the day	4.4	4.4	4.1	4.5	3.2	4.5	3.5	4.6	3.4
			**		**	F	*	H	*
Personal hygiene determines how often I get sick	3.9	3.9	3.7	4	2.8	4	2.9	4.1	3
			**		**	F	*	H	*
Personal hygiene determines how often people around me get sick	3.7	3.7	3.9	3.8	2.6	3.8	2.8	3.9	2.7
			**		**	F	*	H	*
Maintaining personal hygiene is always a priority	4.5	4.5	3.9	4.6	3.5	4.6	3.9	4.7	4
			**		**	F	*	H	*
Maintaining personal hygiene comes second to school or work priorities	2.9	2.9	3.6	2.9	2.9	2.9	2.4	3	2.3
			**		**	F	*	H	*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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10. Do you agree or disagree with the following statements? - Grid Table

	Personal hygiene is directly tied to self image	Personal hygiene is directly tied to how others perceive me	Personal hygiene can impact my daily productivity	Personal hygiene can impact how I interact with others throughout	Personal hygiene determines how often I get sick	Personal hygiene determines how often people around me get sick	Maintaining personal hygiene is always a priority	Maintaining personal hygiene comes second to school or work
	A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	1005	1005	1005	1005	1005	1005	1005
Base: All Respondents (wtd)	1005	1005	1005	1005	1005	1005	1005	1005
Strongly agree (5)	563	474	392	534	347	282	624	159
	56%	47%	39%	53%	35%	28%	62%	16%
	BCEFH	CEFH	FH	BCEFH	FH	H	ABCDEFH	
Somewhat agree (4)	327	363	362	350	367	317	304	208
	33%	36%	36%	35%	36%	32%	30%	21%
	H	FGH	FGH	GH	FGH	H	H	
Neither agree nor disagree (3)	84	114	142	76	173	237	62	184
	8%	11%	14%	8%	17%	24%	6%	18%
		ADG	ADG		ABDG	ABCDEGH		ABCDG
Somewhat disagree (2)	21	33	67	24	65	104	9	232
	2%	3%	7%	2%	6%	10%	1%	23%
	G	G	ABDG	G	ABDG	ABCDEG		ABCDEFG
Strongly disagree (1)	6	12	28	15	38	44	3	209
	1%	1%	3%	2%	4%	4%	*	21%
		G	ABG	G	ABDG	ABDG		ABCDEFG
Don't know	5	9	15	6	15	22	2	12
	*	1%	1%	1%	1%	2%	*	1%
		G	AG		AG	ABDG		G
Sigma	1005	1005	1005	1005	1005	1005	1005	1005
	100%	100%	100%	100%	100%	100%	100%	100%
Summary								
Agree (Net)	890	837	754	884	714	598	928	367
	89%	83%	75%	88%	71%	60%	92%	37%
	BCEFH	CEFH	FH	BCEFH	FH	H	ABCDEFH	
Disagree (Net)	27	45	95	39	103	147	12	441
	3%	4%	9%	4%	10%	15%	1%	44%
	G	AG	ABDG	G	ABDG	ABCDEG		ABCDEFG
Mean	4.4	4.3	4	4.4	3.9	3.7	4.5	2.9
	BCEFH	CEFH	EFH	BCEFH	FH	H	ABCDEFH	
Standard Deviation	0.78	0.88	1.03	0.84	1.06	1.12	0.68	1.38
Standard Error	0.02	0.03	0.03	0.03	0.03	0.04	0.02	0.04

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Under \$15K	81	29	52	32	21	28	81	-	14	16	31	21
	8%	6%	10%	11%	6%	8%	22%	-	8%	7%	8%	9%
			A	D			G					
\$15K to less than \$20K	42	17	25	7	12	23	42	-	5	8	20	9
	4%	4%	5%	2%	4%	6%	11%	-	3%	4%	5%	4%
						C	G					
\$20K to less than \$25K	37	17	20	13	13	11	37	-	5	8	15	9
	4%	4%	4%	4%	4%	3%	10%	-	3%	4%	4%	4%
							G					
\$25K to less than \$30K	43	15	29	10	14	19	43	-	5	11	19	9
	4%	3%	5%	4%	4%	5%	12%	-	3%	5%	5%	4%
							G					
\$30K to less than \$40K	97	35	63	27	26	45	97	-	16	25	37	20
	10%	7%	12%	9%	8%	12%	26%	-	9%	12%	10%	9%
			A			D	G					
\$40K to less than \$50K	72	25	47	20	23	30	72	-	12	18	30	12
	7%	5%	9%	7%	7%	8%	19%	-	7%	9%	8%	5%
			A				G					
\$50K to less than \$75K	187	85	102	50	63	73	-	187	35	41	70	42
	19%	18%	20%	17%	18%	20%	-	30%	20%	19%	18%	18%
								F				
\$75K to less than \$100K	139	84	56	60	47	32	-	139	30	32	46	31
	14%	17%	11%	20%	14%	9%	-	22%	17%	15%	12%	13%
			B	DE				F				
\$100K to less than \$150K	211	113	98	55	92	65	-	211	31	37	91	52
	21%	23%	19%	19%	27%	18%	-	33%	17%	18%	24%	22%
					CE			F				
\$150K or more	95	66	29	23	36	36	-	95	26	17	19	32
	9%	14%	5%	8%	10%	10%	-	15%	15%	8%	5%	13%
			B					F	J			J
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Under \$50K	373	137	236	109	108	156	373	-	56	85	152	80
	37%	28%	45%	37%	31%	43%	100%	-	32%	40%	40%	34%
			A			D	G					
\$50K +	632	348	284	188	238	206	-	632	123	127	225	157
	63%	72%	55%	63%	69%	57%	-	100%	68%	60%	60%	66%
			B		E			F				
Mean (,000)	78.1	88.5	68.5	74.7	85.8	73.5	27.2	108.2	86.6	74.3	72	84.8
					CE			F	IJ			J
		B										
STD. DEV.	56	58.35	51.96	52.21	58.99	55.44	13	49.52	63.59	52.03	49.75	61.29
STD. ERR.	1.77	2.65	2.28	3.03	3.17	2.91	0.67	1.97	4.75	3.58	2.56	3.98

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Under \$15K	81	10	71	69	12	12	11	48	10	11	70	65	16
	8%	4%	10%	13%	3%	3%	11%	22%	5%	2%	15%	8%	11%
			A	D			E*	EFH			I		
\$15K to less than \$20K	42	6	36	35	7	3	7	19	13	8	34	38	4
	4%	2%	5%	7%	2%	1%	8%	9%	6%	1%	8%	4%	2%
				D			E*	E	E		I		
\$20K to less than \$25K	37	15	22	30	7	14	5	13	5	14	23	30	7
	4%	5%	3%	6%	1%	3%	5%	6%	2%	3%	5%	3%	5%
				D			*				I		
\$25K to less than \$30K	43	13	30	35	9	14	4	11	14	21	22	39	4
	4%	5%	4%	6%	2%	3%	4%	5%	7%	4%	5%	5%	3%
				D			*		E				
\$30K to less than \$40K	97	13	84	66	31	38	14	17	28	44	54	85	12
	10%	5%	12%	12%	7%	8%	15%	8%	14%	8%	12%	10%	8%
			A	D			E*		E		I		
\$40K to less than \$50K	72	14	58	47	25	32	8	14	18	31	41	60	12
	7%	5%	8%	9%	5%	7%	8%	6%	9%	6%	9%	7%	8%
				D			*				I		
\$50K to less than \$75K	187	46	141	107	80	95	10	30	51	113	73	160	27
	19%	16%	20%	20%	17%	20%	11%	14%	25%	21%	16%	19%	19%
						F	*		FG				
\$75K to less than \$100K	139	60	79	54	85	84	12	23	20	102	37	125	15
	14%	21%	11%	10%	18%	17%	12%	10%	10%	18%	8%	14%	10%
		B			C	GH	*			J			
\$100K to less than \$150K	211	75	136	72	140	129	20	32	30	154	57	181	30
	21%	26%	19%	13%	30%	27%	21%	15%	15%	28%	13%	21%	21%
		B			C	GH	*			J			
\$150K or more	95	30	64	21	74	62	5	11	16	55	40	77	17
	9%	11%	9%	4%	16%	13%	5%	5%	8%	10%	9%	9%	12%
					C	FG	*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Under \$50K	373	73	300	283	90	113	49	123	88	128	245	318	55
	37%	26%	42%	53%	19%	23%	51%	56%	43%	23%	54%	37%	38%
			A	D			E*	EH	E		I		
\$50K +	632	212	420	253	379	371	47	97	117	424	208	543	89
	63%	74%	58%	47%	81%	77%	49%	44%	57%	77%	46%	63%	62%
		B			C	FGH	*		G	J			
Mean (,000)	78.1	89.1	73.8	58.6	100.4	93.8	66.4	57.7	68.6	90.3	63.3	78	78.7
		B			C	FGH	*		G	J			
STD. DEV.	56	54.93	55.86	46.03	58.05	56.99	50.28	54.38	47.05	52.24	56.92	55.22	60.7
STD. ERR.	1.77	3.25	2.08	1.99	2.68	2.59	5.11	3.67	3.28	2.22	2.67	1.88	5.06

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Household Income

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Under \$15K	81 8%	76 8%	3 27%	67 8%	3 11%	55 7%	8 17%	53 7%	11 12%
			**		**		E*		*
\$15K to less than \$20K	42 4%	42 4%	- -	37 4%	2 7%	33 4%	1 2%	30 4%	6 6%
			**		**		*		*
\$20K to less than \$25K	37 4%	37 4%	- -	32 4%	- -	30 4%	2 3%	30 4%	1 1%
			**		**		*		*
\$25K to less than \$30K	43 4%	42 4%	1 9%	36 4%	- -	38 4%	1 2%	33 4%	1 1%
			**		**		*		*
\$30K to less than \$40K	97 10%	97 10%	- -	90 10%	1 3%	86 10%	2 5%	71 9%	7 7%
			**		**		*		*
\$40K to less than \$50K	72 7%	72 7%	- -	64 7%	1 3%	59 7%	7 15%	56 7%	9 9%
			**		**		*		*
\$50K to less than \$75K	187 19%	187 19%	- -	174 20%	3 12%	158 19%	4 9%	145 19%	15 16%
			**		**		*		*
\$75K to less than \$100K	139 14%	135 14%	3 30%	114 13%	8 29%	110 13%	10 22%	100 13%	15 16%
			**		**		*		*
\$100K to less than \$150K	211 21%	208 21%	3 34%	189 21%	7 27%	180 21%	9 20%	165 22%	18 19%
			**		**		*		*
\$150K or more	95 9%	95 10%	- -	86 10%	2 6%	87 10%	2 4%	70 9%	13 14%
			**		**		*		*
Sigma	1005 100%	991 100%	10 100%	890 100%	27 100%	837 100%	45 100%	754 100%	95 100%
Summary									
Under \$50K	373 37%	366 37%	4 36%	326 37%	7 25%	301 36%	20 45%	274 36%	34 36%
			**		**		*		*
\$50K +	632 63%	624 63%	6 64%	563 63%	20 75%	535 64%	25 55%	480 64%	61 64%
			**		**		*		*
Mean (,000)	78.1	78.4	69.3	79.2	78.5	80.7	65.6	79.3	80.2
			**		**		*		*
STD. DEV.	56	56.11	47.77	57.01	44.41	57.21	43.94	56.66	54.95
STD. ERR.	1.77	1.78	15.13	1.91	8.57	1.98	6.54	2.06	5.64

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Male	485	485	-	149	169	167	137	348	86	93	183	123
	48%	100%	-	50%	49%	46%	37%	55%	48%	44%	49%	52%
		B						F				
Female	520	-	520	148	177	196	236	284	93	119	194	115
	52%	-	100%	50%	51%	54%	63%	45%	52%	56%	51%	48%
		A					G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
	1005	285	720	535	470	483	97	219	206	552	453	861	144
Base: All Respondents (wtd)													
Male	485	128	357	234	250	277	38	73	97	284	201	406	79
	48%	45%	50%	44%	53%	57%	39%	33%	47%	51%	44%	47%	55%
					C	FGH	*		G	J			
Female	520	157	364	301	219	206	59	146	109	268	252	455	65
	52%	55%	50%	56%	47%	43%	61%	67%	53%	49%	56%	53%	45%
				D			E*	EH	E		I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Gender

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Male	485	477	7	419	15	391	29	348	50
	48%	48%	67%	47%	54%	47%	64%	46%	52%
			**		**		E*		*
Female	520	514	3	470	12	445	16	406	45
	52%	52%	33%	53%	46%	53%	36%	54%	48%
			**		**	F	*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
18 - 34 (Net)	296	149	148	296	-	-	109	188	57	57	110	73
	29%	31%	28%	100%	-	-	29%	30%	32%	27%	29%	31%
				DE								
18 - 24	97	43	55	97	-	-	41	56	17	18	36	26
	10%	9%	10%	33%	-	-	11%	9%	10%	9%	9%	11%
				DE								
25 - 34	199	106	93	199	-	-	67	132	40	39	74	46
	20%	22%	18%	67%	-	-	18%	21%	23%	18%	20%	20%
				DE								
35 - 54 (Net)	346	169	177	-	346	-	108	238	60	76	131	80
	34%	35%	34%	-	100%	-	29%	38%	33%	36%	35%	34%
				CE				F				
35 - 44	168	79	90	-	168	-	46	122	37	37	49	46
	17%	16%	17%	-	49%	-	12%	19%	20%	17%	13%	19%
				CE				F	J			
45 - 54	178	91	87	-	178	-	62	116	23	39	82	35
	18%	19%	17%	-	51%	-	17%	18%	13%	18%	22%	15%
				CE							HK	
55 + (Net)	362	167	196	-	-	362	156	206	62	80	137	84
	36%	34%	38%	-	-	100%	42%	33%	35%	38%	36%	35%
						CD	G					
55 - 64	154	68	86	-	-	154	77	77	37	33	51	33
	15%	14%	17%	-	-	43%	21%	12%	21%	16%	14%	14%
						CD	G		J			
65+	208	98	109	-	-	208	79	129	25	47	86	51
	21%	20%	21%	-	-	57%	21%	20%	14%	22%	23%	21%
						CD			H	H		
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Mean	47.2	47	47.5	27.2	44.6	66.1	48	46.8	45.4	48.3	48	46.5
					C	CD						
STD. DEV.	16.87	16.86	16.89	4.65	5.77	7.06	17.2	16.66	16.31	16.67	16.8	17.5
STD. ERR.	0.53	0.77	0.74	0.28	0.3	0.37	0.85	0.69	1.22	1.1	0.88	1.14
Median	47	46	47	28	45	66	50.07	45	42	48	48	44.38

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
18 - 34 (Net)	296	108	189	160	137	160	40	96	1	122	175	234	63
	29%	38%	26%	30%	29%	33%	41%	44%	1%	22%	39%	27%	43%
	B					H	H*	EH			I		K
18 - 24	97	11	86	71	26	26	18	53	-	11	86	69	28
	10%	4%	12%	13%	6%	5%	19%	24%	-	2%	19%	8%	20%
			A	D		H	EH*	EH			I		K
25 - 34	199	96	103	89	110	134	22	43	1	111	88	165	34
	20%	34%	14%	17%	24%	28%	22%	20%	1%	20%	19%	19%	24%
	B				C	GH	H*	H					
35 - 54 (Net)	346	159	187	175	171	236	26	82	3	216	130	294	52
	34%	56%	26%	33%	36%	49%	27%	37%	1%	39%	29%	34%	36%
	B					FGH	H*	H		J			
35 - 44	168	95	73	73	95	122	12	33	1	102	66	143	26
	17%	33%	10%	14%	20%	25%	13%	15%	*	18%	15%	17%	18%
	B				C	FGH	H*	H					
45 - 54	178	64	114	102	76	114	13	49	2	114	64	152	26
	18%	22%	16%	19%	16%	24%	14%	22%	1%	21%	14%	18%	18%
	B					FH	H*	H		J			
55 + (Net)	362	18	344	200	162	88	31	42	202	214	148	333	29
	36%	6%	48%	37%	34%	18%	32%	19%	98%	39%	33%	39%	20%
			A				EG*		EFG			L	
55 - 64	154	15	139	96	59	66	19	36	34	90	64	142	12
	15%	5%	19%	18%	13%	14%	19%	16%	17%	16%	14%	17%	8%
			A	D			*					L	
65+	208	3	205	105	103	22	12	6	168	124	84	190	17
	21%	1%	28%	20%	22%	5%	13%	3%	81%	22%	19%	22%	12%
			A				EG*		EFG			L	
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Mean	47.2	39.1	50.4	47.1	47.4	42.3	43.2	39.4	69	49.6	44.3	48.3	40.7
			A			G	*		EFG	J		L	
STD. DEV.	16.87	9.64	18	17.25	16.44	12.43	17.58	14.79	6.95	15.33	18.16	16.75	16.13
STD. ERR.	0.53	0.57	0.67	0.73	0.78	0.57	1.78	0.98	0.48	0.66	0.85	0.57	1.36
Median	47	38	53	48.16	45	41	41.48	38.22	69	49	43	48	39

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
18 - 34 (Net)	296	293	3	267	10	260	10	240	19
	29%	30%	27%	30%	36%	31%	22%	32%	20%
			**		**		*	H	*
18 - 24	97	96	1	82	3	83	3	73	8
	10%	10%	10%	9%	13%	10%	7%	10%	8%
			**		**		*		*
25 - 34	199	197	2	185	6	178	7	167	12
	20%	20%	17%	21%	23%	21%	15%	22%	12%
			**		**		*	H	*
35 - 54 (Net)	346	339	6	308	8	291	12	277	27
	34%	34%	58%	35%	30%	35%	26%	37%	28%
			**		**		*		*
35 - 44	168	164	3	146	6	141	6	138	14
	17%	17%	34%	16%	21%	17%	14%	18%	15%
			**		**		*		*
45 - 54	178	176	2	162	2	150	5	139	13
	18%	18%	24%	18%	9%	18%	12%	18%	14%
			**		**		*		*
55 + (Net)	362	359	1	314	9	285	23	236	49
	36%	36%	15%	35%	33%	34%	52%	31%	51%
			**		**		E*		G*
55 - 64	154	152	1	135	3	122	9	101	23
	15%	15%	6%	15%	13%	15%	20%	13%	24%
			**		**		*		G*
65+	208	207	1	180	6	163	14	135	26
	21%	21%	9%	20%	21%	20%	32%	18%	27%
			**		**		*		G*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Mean	47.2	47.3	42.7	47.1	45.8	46.5	52.5	45.8	51.9
			**		**		E*		G*
STD. DEV.	16.87	16.92	12.82	16.7	18.78	16.67	18.14	16.44	17.23
STD. ERR.	0.53	0.54	4.05	0.56	3.61	0.58	2.62	0.6	1.77
Median	47	47	40.78	46	40	46	56	44	55.17

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Northeast	179	86	93	57	60	62	56	123	179	-	-	-
	18%	18%	18%	19%	17%	17%	15%	19%	100%	-	-	-
									UK			
Midwest	212	93	119	57	76	80	85	127	-	212	-	-
	21%	19%	23%	19%	22%	22%	23%	20%	-	100%	-	-
										HJK		
South	377	183	194	110	131	137	152	225	-	-	377	-
	38%	38%	37%	37%	38%	38%	41%	36%	-	-	100%	-
											HIK	
West	237	123	115	73	80	84	80	157	-	-	-	237
	24%	25%	22%	25%	23%	23%	22%	25%	-	-	-	100%
												HIJ
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Northeast	179	56	123	90	89	94	20	39	26	94	85	160	19
	18%	20%	17%	17%	19%	20%	21%	18%	13%	17%	19%	19%	13%
						H	*						
Midwest	212	54	157	113	99	103	27	36	45	123	89	188	24
	21%	19%	22%	21%	21%	21%	28%	16%	22%	22%	20%	22%	17%
							G*						
South	377	106	271	213	164	178	27	86	86	206	171	316	60
	38%	37%	38%	40%	35%	37%	28%	39%	42%	37%	38%	37%	42%
							*		F				
West	237	69	169	119	118	108	22	59	49	129	109	197	41
	24%	24%	23%	22%	25%	22%	23%	27%	24%	23%	24%	23%	28%
							*						
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Region

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Northeast	179	176	2	163	2	147	5	142	18
	18%	18%	18%	18%	9%	18%	11%	19%	19%
			**		**		*		*
Midwest	212	210	-	188	4	178	11	169	13
	21%	21%	-	21%	13%	21%	25%	22%	14%
			**		**		*		*
South	377	367	8	324	16	309	20	269	39
	38%	37%	75%	36%	61%	37%	45%	36%	41%
			**		**		*		*
West	237	237	1	215	4	202	9	173	25
	24%	24%	7%	24%	16%	24%	19%	23%	27%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Grade School	4	2	2	2	-	2	4	-	-	-	4	-
	*	*	*	1%	-	1%	1%	-	-	-	1%	-
							G					
Some High School	21	8	13	10	7	4	16	5	3	3	9	6
	2%	2%	2%	3%	2%	1%	4%	1%	2%	1%	2%	2%
							G					
Graduated High School	168	69	99	45	52	72	109	60	30	40	67	31
	17%	14%	19%	15%	15%	20%	29%	9%	17%	19%	18%	13%
							G					
Some College	233	107	126	74	76	83	115	118	36	40	92	65
	23%	22%	24%	25%	22%	23%	31%	19%	20%	19%	24%	28%
							G					I
Associate's degree (AA, AS, etc.)	109	48	60	28	41	39	38	70	21	29	41	17
	11%	10%	12%	10%	12%	11%	10%	11%	12%	14%	11%	7%
										K		
Bachelor's degree (BA, BS, etc.)	285	144	141	96	103	86	70	215	57	59	101	69
	28%	30%	27%	32%	30%	24%	19%	34%	32%	28%	27%	29%
				E				F				
Post Graduate Degree	185	106	78	40	68	76	20	164	32	40	63	49
	18%	22%	15%	14%	20%	21%	5%	26%	18%	19%	17%	21%
		B				C		F				
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
No college degree	535	234	301	160	175	200	283	253	90	113	213	119
	53%	48%	58%	54%	51%	55%	76%	40%	51%	53%	57%	50%
			A				G					
College degree	470	250	219	137	171	162	90	379	89	99	164	118
	47%	52%	42%	46%	49%	45%	24%	60%	49%	47%	43%	50%
		B						F				

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Grade School	4	-	4	4	-	-	-	3	1	1	3	3	1
	*	-	1%	1%	-	-	-	1%	*	*	1%	*	1%
							*	E					
Some High School	21	8	13	21	-	3	3	11	4	9	12	17	3
	2%	3%	2%	4%	-	1%	3%	5%	2%	2%	3%	2%	2%
				D			E*	E					
Graduated High School	168	35	134	168	-	61	18	53	36	75	94	151	18
	17%	12%	19%	31%	-	13%	19%	24%	18%	14%	21%	17%	12%
			A	D			*	E			I		
Some College	233	51	182	233	-	77	25	75	55	112	121	198	35
	23%	18%	25%	44%	-	16%	26%	34%	27%	20%	27%	23%	24%
			A	D			E*	E	E		I		
Associate's degree (AA, AS, etc.)	109	38	71	109	-	52	16	22	18	58	51	97	12
	11%	13%	10%	20%	-	11%	16%	10%	9%	11%	11%	11%	8%
				D			*						
Bachelor's degree (BA, BS, etc.)	285	88	197	-	285	173	20	40	51	171	114	241	44
	28%	31%	27%	-	61%	36%	21%	18%	25%	31%	25%	28%	30%
				C	FGH		*						
Post Graduate Degree	185	65	120	-	185	116	14	15	40	126	59	154	30
	18%	23%	17%	-	39%	24%	15%	7%	19%	23%	13%	18%	21%
		B			C	G	G*		G	J			
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
No college degree	535	132	403	535	-	194	63	164	115	255	280	466	70
	53%	46%	56%	100%	-	40%	65%	75%	56%	46%	62%	54%	48%
			A	D			E*	EH	E		I		
College degree	470	153	317	-	470	290	34	55	91	297	173	395	74
	47%	54%	44%	-	100%	60%	35%	25%	44%	54%	38%	46%	52%
		B			C	FGH	*		G	J			

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used:

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Education

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Grade School	4	4	-	2	-	3	-	1	1
	*	*	-	*	-	*	-	*	1%
			**		**		*		*
Some High School	21	21	-	18	-	19	1	18	-
	2%	2%	-	2%	-	2%	2%	2%	-
			**		**		*		*
Graduated High School	168	167	1	145	3	128	8	113	18
	17%	17%	10%	16%	11%	15%	19%	15%	19%
			**		**		*		*
Some College	233	232	-	209	7	191	11	181	17
	23%	23%	-	23%	26%	23%	25%	24%	18%
			**		**		*		*
Associate's degree (AA, AS, etc.)	109	106	-	104	1	96	1	92	5
	11%	11%	-	12%	3%	11%	2%	12%	6%
			**		**	F	*		*
Bachelor's degree (BA, BS, etc.)	285	279	6	249	12	246	13	207	39
	28%	28%	64%	28%	45%	29%	29%	28%	41%
			**		**		*		G*
Post Graduate Degree	185	182	3	163	4	154	11	141	14
	18%	18%	26%	18%	15%	18%	24%	19%	14%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
No college degree	535	530	1	478	11	437	21	405	42
	53%	54%	10%	54%	41%	52%	48%	54%	44%
			**		**		*		*
College degree	470	461	9	412	16	399	24	349	53
	47%	46%	90%	46%	59%	48%	52%	46%	56%
			**		**		*		*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Under 6 only	77	31	45	64	12	-	21	56	10	16	29	22
	8%	6%	9%	22%	4%	-	6%	9%	6%	7%	8%	9%
				DE	E							
6-12 Only	63	32	31	18	40	5	13	50	17	8	29	9
	6%	7%	6%	6%	12%	1%	3%	8%	10%	4%	8%	4%
				E	CE			F	IK			
13-17 Only	52	19	33	1	42	10	16	36	8	13	21	11
	5%	4%	6%	*	12%	3%	4%	6%	4%	6%	6%	4%
					CE	C						
Under 6 and 6-12	31	14	17	15	15	1	10	21	8	7	10	6
	3%	3%	3%	5%	4%	*	3%	3%	4%	3%	3%	3%
				E	E							
Under 6 and 13-17	8	4	3	3	4	-	2	6	1	1	1	5
	1%	1%	1%	1%	1%	-	*	1%	*	*	*	2%
					E							
6-12 and 13-17	48	27	20	6	40	2	11	37	11	9	14	14
	5%	6%	4%	2%	11%	1%	3%	6%	6%	4%	4%	6%
					CE			F				
All 3	7	1	6	1	6	-	1	6	1	2	2	2
	1%	*	1%	*	2%	-	*	1%	*	1%	*	1%
			A		E							
None Under 18	720	357	364	189	187	344	300	420	123	157	271	169
	72%	74%	70%	64%	54%	95%	81%	66%	69%	74%	72%	71%
				D		CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
With Kids	285	128	157	108	159	18	73	212	56	54	106	69
	28%	26%	30%	36%	46%	5%	19%	34%	31%	26%	28%	29%
				E	CE			F				
No Kids	720	357	364	189	187	344	300	420	123	157	271	169
	72%	74%	70%	64%	54%	95%	81%	66%	69%	74%	72%	71%
				D		CD	G					

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Under 6 only	77	77	-	33	43	44	8	24	-	56	20	71	6
	8%	27%	-	6%	9%	9%	9%	11%	-	10%	4%	8%	4%
	B					H	H*	H		J			
6-12 Only	63	63	-	31	33	42	4	14	3	51	12	56	7
	6%	22%	-	6%	7%	9%	4%	6%	1%	9%	3%	7%	5%
	B					H	*	H		J			
13-17 Only	52	52	-	27	25	32	7	12	1	35	17	45	7
	5%	18%	-	5%	5%	7%	8%	5%	1%	6%	4%	5%	5%
	B					H	H*	H					
Under 6 and 6-12	31	31	-	13	17	21	1	8	1	26	5	27	4
	3%	11%	-	3%	4%	4%	1%	3%	*	5%	1%	3%	3%
	B					H	*	H		J			
Under 6 and 13-17	8	8	-	2	5	5	2	2	-	5	2	7	1
	1%	3%	-	*	1%	1%	2%	1%	-	1%	1%	1%	1%
	B						*						
6-12 and 13-17	48	48	-	19	28	36	2	10	-	40	8	42	6
	5%	17%	-	4%	6%	7%	2%	4%	-	7%	2%	5%	4%
	B					H	H*	H		J			
All 3	7	7	-	6	1	2	1	3	-	7	-	4	3
	1%	2%	-	1%	*	*	1%	2%	-	1%	-	*	2%
	B						*			J			
None Under 18	720	-	720	403	317	302	70	147	201	331	389	609	111
	72%	-	100%	75%	67%	62%	73%	67%	98%	60%	86%	71%	77%
			A	D			*		EFG		I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
With Kids	285	285	-	132	153	182	26	72	5	220	64	252	33
	28%	100%	-	25%	33%	38%	27%	33%	2%	40%	14%	29%	23%
	B				C	H	H*	H		J			
No Kids	720	-	720	403	317	302	70	147	201	331	389	609	111
	72%	-	100%	75%	67%	62%	73%	67%	98%	60%	86%	71%	77%
			A	D			*		EFG		I		

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Age & Presence Of Children

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Under 6 only	77	75	2	70	2	66	3	66	2
	8%	8%	16%	8%	9%	8%	7%	9%	2%
			**		**		*	H	*
6-12 Only	63	61	1	58	3	57	1	53	5
	6%	6%	14%	7%	12%	7%	2%	7%	6%
			**		**		*		*
13-17 Only	52	52	-	45	2	45	3	40	6
	5%	5%	-	5%	6%	5%	6%	5%	6%
			**		**		*		*
Under 6 and 6-12	31	31	-	28	-	24	2	24	5
	3%	3%	-	3%	-	3%	4%	3%	5%
			**		**		*		*
Under 6 and 13-17	8	8	-	8	-	8	-	6	-
	1%	1%	-	1%	-	1%	-	1%	-
			**		**		*		*
6-12 and 13-17	48	45	2	42	3	43	2	38	7
	5%	5%	18%	5%	10%	5%	4%	5%	8%
			**		**		*		*
All 3	7	7	-	7	-	7	-	6	-
	1%	1%	-	1%	-	1%	-	1%	-
			**		**		*		*
None Under 18	720	712	5	632	17	587	35	521	70
	72%	72%	52%	71%	64%	70%	77%	69%	74%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
With Kids	285	279	5	258	10	249	10	233	25
	28%	28%	48%	29%	36%	30%	23%	31%	26%
			**		**		*		*
No Kids	720	712	5	632	17	587	35	521	70
	72%	72%	52%	71%	64%	70%	77%	69%	74%
			**		**		*		*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Single	220	126	93	123	65	31	111	109	45	36	78	60
	22%	26%	18%	41%	19%	9%	30%	17%	25%	17%	21%	25%
		B		DE	E		G		I			I
Domestic Partnership	77	24	53	41	21	15	33	43	15	16	32	14
	8%	5%	10%	14%	6%	4%	9%	7%	8%	8%	9%	6%
			A	DE								
Married	552	284	268	122	216	214	128	424	94	123	206	129
	55%	59%	52%	41%	62%	59%	34%	67%	53%	58%	55%	54%
		B			C	C		F				
Widowed	50	15	35	-	7	43	30	20	7	9	25	9
	5%	3%	7%	-	2%	12%	8%	3%	4%	4%	7%	4%
			A		C	CD	G					
Divorced or separated	107	36	71	10	37	60	71	36	18	28	35	26
	11%	8%	14%	3%	11%	16%	19%	6%	10%	13%	9%	11%
			A		C	CD	G					
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Married	552	284	268	122	216	214	128	424	94	123	206	129
	55%	59%	52%	41%	62%	59%	34%	67%	53%	58%	55%	54%
		B			C	C		F				
Other	453	201	252	175	130	148	245	208	85	89	171	109
	45%	41%	48%	59%	38%	41%	66%	33%	47%	42%	45%	46%
			A	DE			G					

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Single	220	15	205	130	89	97	33	75	16	-	220	162	58
	22%	5%	28%	24%	19%	20%	34%	34%	8%	-	48%	19%	40%
			A			H	EH*	EH			I		K
Domestic Partnership	77	26	51	49	28	39	7	24	7	-	77	68	9
	8%	9%	7%	9%	6%	8%	8%	11%	3%	-	17%	8%	6%
						H	*	H			I		
Married	552	220	331	255	297	296	41	98	117	552	-	497	55
	55%	77%	46%	48%	63%	61%	42%	44%	57%	100%	-	58%	38%
		B			C	FG	*		FG	J		L	
Widowed	50	5	45	34	16	7	4	8	31	-	50	43	7
	5%	2%	6%	6%	3%	1%	4%	4%	15%	-	11%	5%	5%
			A	D			*		EFG		I		
Divorced or separated	107	20	87	68	39	45	12	15	35	-	107	91	16
	11%	7%	12%	13%	8%	9%	12%	7%	17%	-	24%	11%	11%
			A	D			*		EG		I		
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Married	552	220	331	255	297	296	41	98	117	552	-	497	55
	55%	77%	46%	48%	63%	61%	42%	44%	57%	100%	-	58%	38%
		B			C	FG	*		FG	J		L	
Other	453	64	389	280	173	187	56	122	88	-	453	364	89
	45%	23%	54%	52%	37%	39%	58%	56%	43%	-	100%	42%	62%
			A	D			EH*	EH			I		K

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Marital Status

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Single	220	216	3	190	7	180	11	164	19
	22%	22%	27%	21%	28%	21%	25%	22%	20%
			**		**		*		*
Domestic Partnership	77	76	-	67	1	67	-	58	5
	8%	8%	-	8%	3%	8%	-	8%	6%
			**		**		*		*
Married	552	543	7	490	15	465	26	419	55
	55%	55%	73%	55%	56%	56%	58%	56%	58%
			**		**		*		*
Widowed	50	50	-	44	1	36	2	35	6
	5%	5%	-	5%	3%	4%	6%	5%	6%
			**		**		*		*
Divorced or separated	107	106	-	99	3	89	5	77	10
	11%	11%	-	11%	10%	11%	12%	10%	10%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Married	552	543	7	490	15	465	26	419	55
	55%	55%	73%	55%	56%	56%	58%	56%	58%
			**		**		*		*
Other	453	447	3	400	12	371	19	334	40
	45%	45%	27%	45%	44%	44%	42%	44%	42%
			**		**		*		*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Employed - full-time	416	240	176	146	205	64	92	324	87	92	149	88
	41%	50%	34%	49%	59%	18%	25%	51%	49%	43%	40%	37%
		B		E	CE			F	K			
Employed - part-time	97	38	59	40	26	31	49	47	20	27	27	22
	10%	8%	11%	13%	7%	9%	13%	8%	11%	13%	7%	9%
				D			G			J		
Self-Employed	67	37	31	13	31	23	21	46	7	12	29	20
	7%	8%	6%	4%	9%	6%	6%	7%	4%	5%	8%	8%
					C							
Retired	206	97	109	1	3	202	88	117	26	45	86	49
	20%	20%	21%	*	1%	56%	24%	19%	15%	21%	23%	21%
						CD					H	
Student/Pupil	47	26	21	44	2	1	20	26	8	5	17	15
	5%	5%	4%	15%	1%	*	5%	4%	5%	3%	5%	6%
				DE								
Military	1	-	1	1	-	-	-	1	-	1	-	-
	*	-	*	*	-	-	-	*	-	*	-	-
Homemaker	78	3	75	26	40	11	37	41	11	12	32	22
	8%	1%	14%	9%	12%	3%	10%	6%	6%	6%	9%	9%
			A	E	E		G					
Currently Unemployed	89	41	48	22	37	29	63	27	18	18	33	19
	9%	9%	9%	8%	11%	8%	17%	4%	10%	8%	9%	8%
							G					
(Dk/Ns)	5	2	3	3	2	-	3	2	1	-	3	1
	*	*	1%	1%	1%	-	1%	*	*	-	1%	1%
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
Full Time	483	277	206	160	236	88	113	371	94	103	178	108
	48%	57%	40%	54%	68%	24%	30%	59%	53%	49%	47%	45%
		B		E	CE			F				
Part Time	97	38	59	40	26	31	49	47	20	27	27	22
	10%	8%	11%	13%	7%	9%	13%	8%	11%	13%	7%	9%
				D			G			J		
Not Emp.	219	73	146	96	82	42	123	97	39	36	86	59
	22%	15%	28%	32%	24%	12%	33%	15%	22%	17%	23%	25%
			A	DE	E		G					
Retired	206	97	109	1	3	202	88	117	26	45	86	49
	20%	20%	21%	*	1%	56%	24%	19%	15%	21%	23%	21%
						CD					H	

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Employed - full-time	416	164	252	156	261	416	-	-	-	258	158	365	51
	41%	58%	35%	29%	55%	86%	-	-	-	47%	35%	42%	35%
		B			C	FGH	*			J			
Employed - part-time	97	26	70	63	34	-	97	-	-	41	56	79	18
	10%	9%	10%	12%	7%	-	100%	-	-	7%	12%	9%	13%
				D			EGH*				I		
Self-Employed	67	18	49	38	29	67	-	-	-	39	29	58	10
	7%	6%	7%	7%	6%		-	-	-	7%	6%	7%	7%
						FGH	*						
Retired	206	5	201	115	91	-	-	-	206	117	88	187	19
	20%	2%	28%	21%	19%	-	-	-	100%	21%	20%	22%	13%
			A				*		EFG			L	
Student/Pupil	47	6	40	31	16	-	-	47	-	3	43	29	17
	5%	2%	6%	6%	3%	-	-	21%	-	1%	10%	3%	12%
			A				*	EFH			I		K
Military	1	-	1	-	1	-	-	1	-	-	1	-	1
	*	-	*	-	*	-	-	*	-	-	*	-	*
							*						
Homemaker	78	50	28	58	20	-	-	78	-	68	10	70	8
	8%	18%	4%	11%	4%	-	-	36%	-	12%	2%	8%	6%
		B		D			*	EFH		J			
Currently Unemployed	89	15	74	71	18	-	-	89	-	26	63	71	18
	9%	5%	10%	13%	4%	-	-	41%	-	5%	14%	8%	13%
			A	D			*	EFH			I		
(Dk/Ns)	5	-	5	4	1	-	-	5	-	1	4	3	2
	*	-	1%	1%	*	-	-	2%	-	*	1%	*	1%
							*	EH					
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
Full Time	483	182	302	194	290	483	-	-	-	296	187	423	60
	48%	64%	42%	36%	62%	100%	-	-	-	54%	41%	49%	42%
		B			C	FGH	*			J			
Part Time	97	26	70	63	34	-	97	-	-	41	56	79	18
	10%	9%	10%	12%	7%	-	100%	-	-	7%	12%	9%	13%
				D			EGH*				I		
Not Emp.	219	72	147	164	55	-	-	219	-	98	122	173	47
	22%	25%	20%	31%	12%	-	-	100%	-	18%	27%	20%	32%
				D			*	EFH			I		K
Retired	206	5	201	115	91	-	-	-	206	117	88	187	19
	20%	2%	28%	21%	19%	-	-	-	100%	21%	20%	22%	13%
			A				*		EFG			L	

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Employed - full-time	416	412	3	374	10	364	15	326	34
	41%	42%	35%	42%	39%	44%	33%	43%	36%
			**		**		*		*
Employed - part-time	97	96	-	88	2	83	2	72	10
	10%	10%	-	10%	9%	10%	3%	10%	10%
			**		**		*		*
Self-Employed	67	66	-	55	2	54	6	50	9
	7%	7%	-	6%	9%	6%	12%	7%	9%
			**		**		*		*
Retired	206	204	1	179	6	160	13	138	28
	20%	21%	9%	20%	24%	19%	30%	18%	29%
			**		**		*		G*
Student/Pupil	47	47	-	41	1	40	-	40	2
	5%	5%	-	5%	4%	5%	-	5%	3%
			**		**		*		*
Military	1	1	-	1	-	1	-	1	-
	*	*	-	*	-	*	-	*	-
			**		**		*		*
Homemaker	78	77	1	72	1	64	3	63	3
	8%	8%	13%	8%	3%	8%	6%	8%	3%
			**		**		*		*
Currently Unemployed	89	85	4	75	4	66	7	62	9
	9%	9%	44%	8%	14%	8%	15%	8%	9%
			**		**		*		*
(Dk/Ns)	5	4	-	4	-	4	-	3	1
	*	*	-	*	-	1%	-	*	1%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
Full Time	483	478	3	430	13	419	21	376	42
	48%	48%	35%	48%	48%	50%	46%	50%	45%
			**		**		*		*
Part Time	97	96	-	88	2	83	2	72	10
	10%	10%	-	10%	9%	10%	3%	10%	10%
			**		**		*		*
Not Emp.	219	213	6	193	5	175	10	168	15
	22%	21%	57%	22%	20%	21%	21%	22%	16%
			**		**		*		*
Retired	206	204	1	179	6	160	13	138	28
	20%	21%	9%	20%	24%	19%	30%	18%	29%
			**		**		*		G*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
White	861	406	455	234	294	333	318	543	160	188	316	197
	86%	84%	88%	79%	85%	92%	85%	86%	90%	89%	84%	83%
						CD						
Black	67	35	32	27	21	19	26	40	8	9	40	9
	7%	7%	6%	9%	6%	5%	7%	6%	5%	4%	11%	4%
											HIK	
Asian	38	19	19	12	18	8	9	30	5	9	9	15
	4%	4%	4%	4%	5%	2%	2%	5%	3%	4%	2%	6%
					E							J
Other	39	25	14	23	14	3	20	19	6	6	11	16
	4%	5%	3%	8%	4%	1%	5%	3%	3%	3%	3%	7%
				E	E							IJ
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary												
White	861	406	455	234	294	333	318	543	160	188	316	197
	86%	84%	88%	79%	85%	92%	85%	86%	90%	89%	84%	83%
						CD						
Other	144	79	65	63	52	29	55	89	19	24	60	41
	14%	16%	12%	21%	15%	8%	15%	14%	10%	11%	16%	17%
				E	E							

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
White	861	252	609	466	395	423	79	173	187	497	364	861	-
	86%	88%	85%	87%	84%	88%	81%	79%	91%	90%	80%	100%	-
						G	*		FG	J		L	
Black	67	14	52	35	32	21	10	24	12	25	42	-	67
	7%	5%	7%	7%	7%	4%	10%	11%	6%	4%	9%	-	46%
							E*	E			I		K
Asian	38	13	25	6	32	20	4	8	6	22	16	-	38
	4%	5%	3%	1%	7%	4%	4%	4%	3%	4%	4%	-	27%
					C		*						K
Other	39	6	33	29	10	19	5	14	1	8	31	-	39
	4%	2%	5%	5%	2%	4%	5%	7%	*	1%	7%	-	27%
				D		H	H*	H			I		K
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary													
White	861	252	609	466	395	423	79	173	187	497	364	861	-
	86%	88%	85%	87%	84%	88%	81%	79%	91%	90%	80%	100%	-
						G	*		FG	J		L	
Other	144	33	111	70	74	60	18	47	19	55	89	-	144
	14%	12%	15%	13%	16%	12%	19%	21%	9%	10%	20%	-	100%
							H*	EH			I		K

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Race

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
White	861	850	7	762	22	719	38	635	88
	86%	86%	66%	86%	80%	86%	85%	84%	92%
			**		**		*		G*
Black	67	63	3	58	3	51	2	53	3
	7%	6%	34%	7%	10%	6%	4%	7%	3%
			**		**		*		*
Asian	38	38	-	36	2	37	1	37	1
	4%	4%	-	4%	7%	4%	2%	5%	2%
			**		**		*		*
Other	39	39	-	34	1	29	4	29	3
	4%	4%	-	4%	4%	3%	10%	4%	3%
			**		**		E*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary									
White	861	850	7	762	22	719	38	635	88
	86%	86%	66%	86%	80%	86%	85%	84%	92%
			**		**		*		G*
Other	144	141	3	128	5	117	7	118	7
	14%	14%	34%	14%	20%	14%	15%	16%	8%
			**		**		*	H	*

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
Yes	71	38	32	44	21	6	39	31	13	4	22	31
	7%	8%	6%	15%	6%	2%	11%	5%	7%	2%	6%	13%
				DE	E		G		I		I	IJ
No	916	435	481	244	317	355	329	587	163	206	349	198
	91%	90%	92%	82%	92%	98%	88%	93%	91%	98%	93%	83%
					C	CD		F	K	HJK	K	
(Dk/Ns)	19	11	7	9	8	1	4	14	4	1	5	9
	2%	2%	1%	3%	2%	*	1%	2%	2%	*	1%	4%
				E	E							I
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
Base: All Respondents (wtd)	1005	285	720	535	470	483	97	219	206	552	453	861	144
Yes	71	26	45	48	23	36	8	23	4	24	47	50	21
	7%	9%	6%	9%	5%	7%	8%	11%	2%	4%	10%	6%	15%
				D		H	H*	H			I		K
No	916	257	659	476	440	438	86	191	200	519	397	802	114
	91%	90%	91%	89%	94%	91%	89%	87%	97%	94%	88%	93%	79%
					C		*		EFG	J		L	
(Dk/Ns)	19	2	17	12	7	9	3	5	2	10	9	10	9
	2%	1%	2%	2%	1%	2%	3%	2%	1%	2%	2%	1%	6%
							*						K
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Are you of Hispanic Ethnicity?

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
Yes	71	71	-	64	4	58	3	56	4
	7%	7%	-	7%	14%	7%	7%	7%	4%
			**		**		*		*
No	916	901	10	807	23	761	40	682	89
	91%	91%	100%	91%	86%	91%	89%	90%	94%
			**		**		*		*
(Dk/Ns)	19	19	-	19	-	17	2	16	2
	2%	2%	-	2%	-	2%	4%	2%	2%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

		Gender		Age			Household Income		Region			
	Total	Male	Female	18-34	35-54	55+	Under \$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents (unwtd)	1005	481	524	282	365	358	414	591	180	229	361	235
Base: All Respondents (wtd)	1005	485	520	296	346	362	373	632	179	212	377	237
All <1M (Includes NON-METRO)	446	206	240	117	156	172	212	234	64	96	199	86
	44%	43%	46%	40%	45%	48%	57%	37%	36%	45%	53%	36%
							G				HK	
1M-4.9M	305	147	159	93	106	106	98	207	30	76	79	120
	30%	30%	30%	31%	31%	29%	26%	33%	17%	36%	21%	50%
								F		HJ		HIJ
5M+	254	132	122	86	84	84	63	191	85	40	99	31
	25%	27%	23%	29%	24%	23%	17%	30%	47%	19%	26%	13%
								F	IJK		K	
Sigma	1005	485	520	296	346	362	373	632	179	212	377	237
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D/E,F/G,H/I/J/K

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

		Children in Household		Education		Employment Status				Marital Status		Race	
	Total	Yes	No	No college degree	College degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents (unwtd)	1005	284	721	560	445	471	97	226	211	546	459	865	140
	1005	285	720	535	470	483	97	219	206	552	453	861	144
Base: All Respondents (wtd)													
All <1M (Includes NON-METRO)	446	131	315	271	175	188	42	117	98	255	190	403	43
	44%	46%	44%	51%	37%	39%	44%	54%	48%	46%	42%	47%	30%
				D			*	E	E			L	
1M-4.9M	305	88	217	155	150	155	30	60	61	164	141	259	46
	30%	31%	30%	29%	32%	32%	31%	27%	30%	30%	31%	30%	32%
							*						
5M+	254	66	188	110	144	141	25	42	46	133	121	199	55
	25%	23%	26%	21%	31%	29%	26%	19%	22%	24%	27%	23%	38%
					C	G	*						K
Sigma	1005	285	720	535	470	483	97	219	206	552	453	861	144
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Metro status

	Total	Clean	Unclean	Agree self image	Disagree self image	Agree how others perceive me	Disagree how others perceive me	Agree daily productivity	Disagree daily productivity
		A	B	C	D	E	F	G	H
Base: All Respondents (unwtd)	1005	990	10	884	27	827	48	751	95
Base: All Respondents (wtd)	1005	991	10	890	27	837	45	754	95
All <1M (Includes NON-METRO)	446	437	6	394	14	372	20	340	35
	44%	44%	61%	44%	53%	44%	45%	45%	37%
			**		**		*		*
1M-4.9M	305	304	1	272	8	264	9	226	34
	30%	31%	8%	31%	29%	32%	19%	30%	36%
			**		**		*		*
5M+	254	250	3	224	5	200	16	188	26
	25%	25%	31%	25%	18%	24%	36%	25%	28%
			**		**		*		*
Sigma	1005	991	10	890	27	837	45	754	95
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Field Dates: 8/3-8/6

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F,G/H

Minimum Base: 30 (**), Small Base: 100 (*)

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