

Now thinking of your own personal hygiene, which of the following statements BEST describes yourself ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1001	132	97	68	381	247	76	252	461	277	473	528
Weighted Base	1001	132	97*	68*	379	247	77*	294	404	294	484	517
I'm high maintenance, I constantly make an effort to look and smell great	483	50	33	27	157	185	31	127	187	161	199	284
	48%	37%	34%	40%	41%	75% ABCDF	40%	43%	46%	55% GH	41%	55% J
I do just the basics on a day-to-day basis but make an effort for special occasions	467	71	61	35	208	52	41	154	199	112	254	213
	47%	53% E	63% E	51% E	55% E	21%	53% E	53% I	49% I	38%	52% K	41%
I'm low maintenance, people should take me as I am	40	11	2	5	10	8	4	12	15	13	28	12
	4%	8% DE	2%	7%	3%	3%	6%	4%	4%	4%	6% K	2%
None	4	0	0	1	1	1	1	0	2	2	2	2
	0	-	-	2%	0	0	1%	-	0	1%	0	0
Don't know/Refused	6	1	0	0	4	1	0	0	1	5	1	5
	1%	1%	-	-	1%	0	-	-	0	2% GH	0	1%

Now thinking of your own personal hygiene, which of the following statements BEST describes yourself ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All respondents										
Unweighted Base	1001	791	210	109	218	352	315	214	298	365
Weighted Base	1001	794	207	109	213	356	317	219	296	359
I'm high maintenance, I constantly make an effort to look and smell great	483	392	91	63	106	167	140	116	154	149
	48%	49%	44%	58% EF	50%	47%	44%	53% I	52% I	41%
I do just the basics on a day-to-day basis but make an effort for special occasions	467	366	101	35	91	174	166	84	132	199
	47%	46%	49%	32%	43%	49% C	53% CD	38%	45%	55% GH
I'm low maintenance, people should take me as I am	40	26	14	7	14	12	7	15	7	10
	4%	3% A	7% A	7% F	7% F	3%	2%	7% HI	2%	3%
None	4	3	1	2	1	1	0	2	2	0
	0	0	0	2% F	0	0	-	1% 1%	1%	-
Don't know/Refused	6	6	0	1	1	1	3	1	0	1
	1%	1%	-	1%	0	0	1%	1%	-	0

Now suppose you were out on a first date with someone, how important would their personal hygiene, this is how they look and smell, be to you ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1001	132	97	68	381	247	76	252	461	277	473	528
Weighted Base	1001	132	97*	68*	379	247	77*	294	404	294	484	517
Very important [Personal hygiene can make or break the date]	781	99	77	47	314	187	58	234	314	226	356	425
	78%	75%	79%	69%	83% ACE	76%	75%	80%	78%	77%	74%	82% J
Somewhat important [Good personal hygiene is not crucial but is definitely a bonus]	184	27	16	19	52	53	15	50	82	52	107	77
	18%	21%	17%	28% D	14%	22% D	20%	17%	20%	18%	22% K	15%
Not very important [I could live with poor personal hygiene]	9	1	0	1	5	2	0	5	3	1	5	4
	1%	1%	-	1%	1%	1%	-	2%	1%	0	1%	1%
Not at all important [Personal hygiene is not something I would think about]	20	5	4	1	3	3	4	4	4	12	12	8
	2%	4% D	4% D	2%	1%	1%	6% DE	1%	1%	4% H	3%	2%
Don't know/Refused	7	0	0	0	5	2	0	0	2	4	3	4
	1%	-	-	-	1%	1%	-	-	0	1%	1%	1%
TOPBOX & LOWBOX SUMMARY												
Important (Top2Box)	965	126	93	66	367	240	73	285	396	278	463	502
	96%	95%	96%	97%	97%	97%	94%	97%	98% I	94%	96%	97%
Not Important (Low2Box)	29	6	4	2	8	5	4	9	6	12	18	12
	3%	5%	4%	3%	2%	2%	6%	3%	2%	4% H	4%	2%

Now suppose you were out on a first date with someone, how important would their personal hygiene, this is how they look and smell, be to you ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I									
	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban A	Rural B	<HS C	HS D	Post sec E	University F	<\$30K G	\$30K-<\$60K H	\$60K + I
Base: All respondents										
Unweighted Base	1001	791	210	109	218	352	315	214	298	365
Weighted Base	1001	794	207	109	213	356	317	219	296	359
Very important [Personal hygiene can make or break the date]	781	632	149	81	160	285	248	168	228	290
	78%	80% B	72%	75%	75%	80%	78%	77%	77%	81%
Somewhat important [Good personal hygiene is not crucial but is definitely a bonus]	184	132	52	21	40	63	60	38	61	62
	18%	17%	25% A	19%	19%	18%	19%	18%	21%	17%
Not very important [I could live with poor personal hygiene]	9	8	1	2	3	2	2	4	2	3
	1%	1%	0	1%	2%	1%	1%	2%	1%	1%
Not at all important [Personal hygiene is not something I would think about]	20	15	5	3	8	5	5	7	4	3
	2%	2%	3%	3%	4%	1%	1%	3%	1%	1%
Don't know/Refused	7	6	1	2	2	0	2	1	1	2
	1%	1%	0	2% E	1%	-	1%	0	0	1%
TOPBOX & LOWBOX SUMMARY										
Important (Top2Box)	965	764	201	102	200	348	308	207	289	352
	96%	96%	97%	94%	94%	98% CD	97% G	95%	98%	98% G
Not Important (Low2Box)	29	23	6	5	11	7	6	11	6	6
	3%	3%	3%	4%	5% EF	2%	2%	5% I	2%	2%

Which of the following would motivate you the MOST to use a scented body wash, deodorant, antiperspirant or body spray ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC A	ALB B	SK/MN C	ONT D	QUE E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1001	132	97	68	381	247	76	252	461	277	473	528
Weighted Base	1001	132	97*	68*	379	247	77*	294	404	294	484	517
To make a good impression on, or attract, someone of the opposite sex	58 6%	11 8% C	4 4%	0 -	26 7% C	11 5%	6 8% C	23 8%	20 5%	15 5%	51 11% K	6 1%
To please my significant other or parentse	72 7%	10 7% E	4 4%	8 12% E	36 9% E	6 2%	9 12% E	19 6%	35 9%	18 6%	44 9% K	28 5%
To revitalize and refresh during the hot, sticky Canadian summers	86 9%	9 7%	7 7%	6 9%	44 12% E	13 5%	6 8%	26 9%	37 9%	21 7%	36 7%	50 10%
To feel fresh and clean after sports or other activities	145 14%	24 18%	15 16%	18 26% DE	46 12%	26 11%	16 21% DE	55 19% HI	52 13%	35 12%	84 17% K	60 12%
To simply make myself feel good	576 57%	67 50%	60 62% F	31 46%	205 54%	180 73% ACDF	33 43%	163 55%	235 58%	172 58%	241 50%	335 65% J
None	55 6%	13 10% DE	7 7%	4 5%	17 4%	10 4%	6 7%	6 2%	20 5%	28 10% GH	21 4%	34 7%
Don't know/Refused	10 1%	0 -	0 -	1 1%	7 2%	1 0	1 1%	1 0	4 1%	5 2%	6 1%	4 1%

Which of the following would motivate you the MOST to use a scented body wash, deodorant, antiperspirant or body spray ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1001	791	210	109	218	352	315	214	298	365
Weighted Base	1001	794	207	109	213	356	317	219	296	359
To make a good impression on, or attract, someone of the opposite sex	58	47	11	5	15	22	15	14	12	27
	6%	6%	5%	5%	7%	6%	5%	6%	4%	8%
To please my significant other or parentse	72	49	23	8	18	30	16	10	23	30
	7%	6%	11%	7%	8%	9%	5%	5%	8%	8%
To revitalize and refresh during the hot, sticky Canadian summers	86	69	17	6	19	34	27	17	29	26
	9%	9%	8%	5%	9%	9%	9%	8%	10%	7%
To feel fresh and clean after sports or other activities	145	120	25	16	36	44	48	41	41	51
	14%	15%	12%	15%	17%	12%	15%	19%	14%	14%
To simply make myself feel good	576	460	115	70	118	207	177	127	172	201
	57%	58%	56%	64%	55%	58%	56%	58%	58%	56%
None	55	40	15	3	6	16	30	8	15	23
	6%	5%	7%	2%	3%	4%	9%	4%	5%	7%
Don't know/Refused	10	8	2	2	1	3	4	2	4	1
	1%	1%	1%	2%	0	1%	1%	1%	1%	0

How many days a week do you use a scented deodorant, body wash, antiperspirant or body spray ?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	REGION								AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female	
		A	B	C	D	E	F	G	H	I	J	K	
Base: All respondents													
Unweighted Base	1001	132	97	68	381	247	76	252	461	277	473	528	
Weighted Base	1001	132	97*	68*	379	247	77*	294	404	294	484	517	
Never	98 10%	18 14%	11 11%	10 14%	40 11%	10 4%	9 11%	18 6%	35 9%	44 15%	41 9%	57 11%	
		E	E	E	E	E	E			GH			
1 day	22 2%	4 3%	3 4%	0 -	5 1%	9 4%	1 1%	4 1%	7 2%	11 4%	15 3%	7 1%	
2 days	20 2%	3 2%	4 4%	0 -	9 2%	4 2%	0 -	6 2%	7 2%	5 2%	13 3%	7 1%	
3 days	35 3%	5 4%	3 3%	4 5%	8 2%	11 5%	4 5%	6 2%	11 3%	18 6%	19 4%	15 3%	
										GH			
4 days	13 1%	4 3%	1 1%	1 1%	4 1%	4 2%	0 -	4 1%	1 0	8 3%	7 1%	6 1%	
										H			
5 days	37 4%	5 4%	2 2%	7 10%	8 2%	9 4%	6 8%	8 3%	15 4%	13 5%	24 5%	13 2%	
				BDE			D				K		
6 days	27 3%	3 2%	0 -	1 1%	14 4%	5 2%	5 6%	11 4%	12 3%	4 2%	19 4%	8 2%	
							B				K		
7 days	745 74%	88 67%	73 75%	46 68%	290 76%	195 79%	53 68%	234 80%	315 78%	188 64%	342 71%	403 78%	
					A	A		I	I		J	J	
Don't know/Refused	4 0	1 1%	0 -	0 -	2 1%	0 -	0 -	1 0	0 -	2 1%	3 1%	1 0	
SUMMARY TABLE													
Never	98 10%	18 14%	11 11%	10 14%	40 11%	10 4%	9 11%	18 6%	35 9%	44 15%	41 9%	57 11%	
		E	E	E	E	E	E			GH			
1-2 days	42 4%	7 5%	7 7%	0 -	14 4%	13 5%	1 1%	10 4%	14 4%	16 5%	28 6%	14 3%	
			C								K		
3-5 days	85 8%	14 11%	6 6%	11 17%	19 5%	24 10%	10 13%	19 6%	28 7%	39 13%	50 10%	34 7%	
				D	D	D	D			GH	K		
6-7 days	773 77%	92 69%	73 75%	47 69%	304 80%	200 81%	58 75%	245 84%	327 81%	193 66%	362 75%	411 79%	
					A	AC		I	I				
STATISTICS													
Mean	5.80	5.38	5.61	5.53	5.86	6.10	5.72	6.15	5.97	5.20	5.74	5.86	
						A		I	I				

How many days a week do you use a scented deodorant, body wash, antiperspirant or body spray ?

Proportions/Mean: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1001	791	210	109	218	352	315	214	298	365
Weighted Base	1001	794	207	109	213	356	317	219	296	359
Never	98 10%	70 9%	29 14% A	12 11%	24 11%	29 8%	31 10%	23 10%	27 9%	30 8%
1 day	22 2%	17 2%	5 3%	6 5% E	3 1%	6 2%	8 2%	6 3%	7 2%	4 1%
2 days	20 2%	16 2%	4 2%	0 -	8 4% CE	4 1%	8 3%	7 3%	5 2%	7 2%
3 days	35 3%	24 3%	10 5%	10 10% DEF	8 4%	8 2%	8 3%	12 5%	11 4%	6 2%
4 days	13 1%	12 1%	2 1%	3 3% E	6 3% E	2 1%	2 1%	7 3% I	3 1%	2 1%
5 days	37 4%	23 3%	13 6% A	4 4%	12 6%	11 3%	9 3%	12 6% H	6 2%	15 4%
6 days	27 3%	19 2%	8 4%	3 3%	2 1%	14 4%	8 3%	5 2%	10 3%	9 3%
7 days	745 74%	609 77% B	137 66%	70 64%	148 70%	282 79% CD	242 76% C	145 66%	226 76% G	288 80% G
Don't know/Refused	4 0	4 0	0 -	1 1%	1 1%	0 -	0 -	1 0	0 -	0 -
SUMMARY TABLE										
Never	98 10%	70 9%	29 14% A	12 11%	24 11%	29 8%	31 10%	23 10%	27 9%	30 8%
1-2 days	42 4%	33 4%	9 4%	6 5%	11 5%	9 3%	16 5%	13 6%	12 4%	10 3%
3-5 days	85 8%	59 7%	25 12% A	18 16% EF	26 12% EF	22 6%	20 6%	31 14% HI	21 7%	22 6%
6-7 days	773 77%	628 79% B	145 70%	72 66%	150 71%	296 83% CD	250 79% CD	151 69%	236 80% G	297 83% G
STATISTICS										
Mean	5.80	5.90 B	5.40	5.32	5.58	6.08 CD	5.84	5.49	5.87	6.08 G