

Detailed Tables

Have you ever thrown out a garment because of a stain?

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	1000	132	97	68	379	247	77	307	398	269	465	535
Weighted Base	1000	132	97*	68*	379	247	77*	293	387	294	483	517
Yes	417	63	36	27	183	68	40	137	180	91	184	234
	42%	48%	37%	40%	48%	28%	52%	47%	46%	31%	38%	45%
No	578	69	60	40	194	178	37	157	204	202	297	281
	58%	52%	62%	59%	51%	72%	48%	53%	53%	69%	61%	54%
Don't know/Refused	5	0	1	1	3	0	0	0	3	0	3	2
	0	-	1%	1%	1%	-	-	-	1%	-	1%	0

Have you ever thrown out a garment because of a stain ?

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	1000	794	206	108	225	360	297	223	306	340
Weighted Base	1000	793	207	112	222	359	297	225	303	341
Yes	417	347	71	31	86	142	153	68	119	176
	42%	44%	34%	28%	38%	40%	52%	30%	39%	52%
No	578	442	136	80	137	216	140	157	184	162
	58%	56%	65%	72%	62%	60%	47%	70%	61%	48%
Don't know/Refused	5	4	1	0	0	1	3	0	1	3
	0	0	0	-	-	0	1%	-	0	1%

Detailed Tables

Have you ever decided not to wear a particular piece of clothing to a lunch, dinner or a party because you were afraid it might get stained ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	307	398	269	465	535
Weighted Base	1000	132	97*	68*	379	247	77*	293	387	294	483	517
Yes	169 17%	21 16%	22 23% E	12 18%	69 18% E	29 12%	16 21%	83 28% HI	59 15% I	23 8%	90 19%	79 15%
No	827 83%	111 84%	74 76%	55 81%	309 81%	217 88% BD	61 79%	210 72%	328 85% G	268 91% GH	392 81%	435 84%
Don't know/Refused	4 0	0 -	1 1%	1 1%	1 0	1 0	0 -	0 -	0 -	2 1%	1 0	3 1%

Have you ever decided not to wear a particular piece of clothing to a lunch, dinner or a party because you were afraid it might get stained ?

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	1000	794	206	108	225	360	297	223	306	340
Weighted Base	1000	793	207	112	222	359	297	225	303	341
Yes	169 17%	140 18%	30 14%	21 19%	31 14%	57 16%	60 20%	43 19%	54 18%	54 16%
No	827 83%	650 82%	177 85%	90 81%	191 86%	300 84%	237 80%	182 81%	247 81%	287 84%
Don't know/Refused	4 0	3 0	1 0	1 1%	0 -	2 1%	0 -	0 -	2 1%	0 -

Detailed Tables

In your experience, which stain is the MOST difficult to remove from a piece of clothing ?

Proportions/Mean: 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	1000	132	97	68	379	247	77	307	398	269	465	535
Weighted Base	1000	132	97*	68*	379	247	77*	293	387	294	483	517
Red wine	121 12%	14 10%	11 11%	9 13%	46 12%	36 15%	6 8%	38 13%	51 13%	33 11%	72 15% K	49 9%
Blood	152 15%	23 17%	16 16%	8 11%	62 16%	31 13%	13 17%	51 17%	54 14%	43 15%	74 15%	78 15%
Ink	289 29%	37 28%	19 20%	17 24%	110 29%	79 32% B	28 36% B	80 27%	122 32%	81 28%	138 29%	152 29%
Grass	137 14%	15 11%	15 15%	12 18%	53 14%	29 12%	12 16%	39 13%	46 12%	44 15%	62 13%	75 14%
Grease	58 6%	5 4%	8 8%	4 5%	23 6%	12 5%	6 8%	18 6%	27 7%	12 4%	28 6%	29 6%
Oil	52 5%	11 8%	2 2%	2 3%	17 5%	18 7%	2 2%	16 5%	21 5%	14 5%	23 5%	29 6%
Food stains - unspecified	6 1%	1 1%	1 1%	1 1%	3 1%	0 -	0 -	3 1%	1 0	2 1%	2 0	4 1%
Tomato sauce/ ketchup	27 3%	2 2%	4 4%	1 2%	8 2%	7 3%	4 5%	8 3%	11 3%	8 3%	5 1%	22 4% J
Other	109 11%	16 12%	13 14%	9 13%	38 10%	27 11%	6 8%	34 12%	39 10%	32 11%	39 8%	70 14% J
Don't know/Refused	49 5%	9 7%	8 8% EF	6 8%	19 5%	7 3%	1 1%	6 2%	16 4%	25 9% GH	40 8% K	9 2%

Detailed Tables

. In your experience, which stain is the MOST difficult to remove from a piece of clothing ?

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

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	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	1000	794	206	108	225	360	297	223	306	340
Weighted Base	1000	793	207	112	222	359	297	225	303	341
Red wine	121 12%	105 13%	17 8%	13 11%	22 10%	32 9%	53 18% DE	24 11%	35 11%	51 15%
Blood	152 15%	114 14%	38 19%	22 20% F	36 16%	59 16%	32 11%	42 19%	38 13%	50 15%
Ink	289 29%	221 28%	69 33%	30 27%	63 28%	114 32%	81 27%	58 26%	91 30%	102 30%
Grass	137 14%	106 13%	30 15%	19 17%	41 19% EF	44 12%	31 10%	43 19% I	43 14%	33 10%
Grease	58 6%	44 6%	13 6%	8 7%	9 4%	23 7%	18 6%	9 4%	22 7%	22 6%
Oil	52 5%	42 5%	10 5%	3 2%	13 6%	21 6%	13 4%	12 5%	19 6% I	9 3%
Food stains - unspecified	6 1%	6 1%	0 -	0 -	1 0	0 -	5 2% E	1 0	3 1%	2 1%
Tomato sauce/ ketchup	27 3%	21 3%	6 3%	2 2%	8 3%	9 2%	8 3%	6 3%	5 2%	12 4%
Other	109 11%	92 12%	17 8%	10 9%	19 8%	41 11%	38 13%	20 9%	30 10%	45 13%
Don't know/Refused	49 5%	42 5%	7 4%	4 4%	11 5%	17 5%	17 6%	9 4%	18 6%	15 4%