

Detailed Tables

How often do you thoroughly clean your home ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Daily	243 24%	16 12%	26 27% A	17 25% A	82 22% A	71 29% AD	31 41% AD	82 28%	93 24%	64 22%	106 22%	137 26%
Weekly	535 53%	73 55%	49 51%	34 50%	194 51%	153 62% DF	32 42%	155 53%	215 55%	155 53%	266 55%	269 52%
Every other week	145 15%	30 23% EF	13 14%	9 13%	66 17% E	19 8%	8 10%	36 12%	56 14%	50 17%	68 14%	77 15%
Less often	73 7%	13 10% E	6 7% E	8 12% E	35 9% E	4 2%	6 8% E	20 7%	26 7%	25 8%	41 8%	32 6%
Don't know/Refused	4 0	1 1%	2 2% DE	0 -	1 0	0 -	0 -	1 0	2 0	0 -	2 0	2 0

How often do you thoroughly clean your home ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
Daily	243 24%	177 22%	67 32% A	49 46% DEF	58 28% F	98 23% F	36 14%	81 39% HI	74 24%	68 19%
Weekly	535 53%	430 55%	104 49%	40 38%	117 56% C	234 56% C	142 54% C	85 41%	172 55% G	217 59% G
Every other week	145 15%	120 15%	25 12%	8 8%	26 12%	54 13%	57 22% CDE	25 12%	51 16%	55 15%
Less often	73 7%	58 7%	15 7%	8 8%	8 4%	28 7%	28 11% D	17 8%	17 5%	25 7%
Don't know/Refused	4 0	4 0	0 -	0 -	0 -	3 1%	0 -	0 -	0 -	2 1%

Detailed Tables

Which of the following areas of your home gives you the most satisfaction in cleaning ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
The living room or family room	311 31%	43 32%	24 25%	33 48% ABDE	106 28%	76 31%	30 38%	78 27%	136 35% G	89 30%	172 36% K	139 27%
The bedrooms	97 10%	15 11%	11 11%	5 7%	40 11%	23 9%	4 5%	53 18% HI	31 8% I	12 4%	51 11%	46 9%
The bathroom	124 12%	15 12% C	11 12% C	2 3%	46 12% C	41 17% C	9 12% C	34 12%	48 12%	34 12%	50 10%	74 14%
The basement or attic	21 2%	0 -	6 6% ADF	0 -	7 2%	8 3% A	0 -	8 3%	9 2%	5 2%	16 3% K	4 1%
The kitchen	384 38%	48 36%	41 42%	28 42%	146 39%	87 35%	35 45%	107 36%	148 38%	125 43%	155 32%	229 44% J
None of the above	56 6%	9 7% F	3 3%	1 1%	32 8% CF	13 5% F	0 -	11 4%	18 5%	26 9% GH	34 7%	22 4%
Don't know/Refused	7 1%	3 2% E	2 2% E	0 -	2 1%	0 -	0 -	2 1%	2 0	3 1%	5 1%	2 0

Detailed Tables

Which of the following areas of your home gives you the most satisfaction in cleaning ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
The living room or family room	311 31%	232 29%	78 37% A	38 35%	68 33%	134 32%	70 26%	70 34%	108 35% I	99 27%
The bedrooms	97 10%	78 10%	19 9%	15 14%	25 12%	33 8%	24 9%	22 11%	29 9%	34 9%
The bathroom	124 12%	106 13%	18 9%	6 6%	20 10%	59 14% C	36 14% C	28 14%	33 10%	49 13%
The basement or attic	21 2%	17 2%	3 1%	3 3%	4 2%	8 2%	4 1%	3 1%	7 2%	10 3%
The kitchen	384 38%	299 38%	85 40%	38 36%	77 37%	164 39%	105 40%	70 33%	119 38%	158 43% G
None of the above	56 6%	49 6%	7 3%	6 6%	12 6%	16 4%	22 8% E	13 6%	17 5%	14 4%
Don't know/Refused	7 1%	6 1%	1 0	0 -	1 1%	3 1%	3 1%	2 1%	0 -	3 1%

Detailed Tables

Which of the following areas of your home is your least favourite to clean ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
The living room or family room	40 4%	6 4%	2 2%	3 5%	18 5%	6 2%	4 5%	12 4%	13 3%	15 5%	22 5%	17 3%
The bedrooms	57 6%	5 4%	3 3%	4 6%	28 7%	12 5%	5 7%	26 9%	21 5%	10 3%	30 6%	27 5%
The bathroom	444 44%	64 48%	47 48%	29 43%	150 40%	119 48%	35 45%	148 51%	187 48%	100 34%	212 44%	231 45%
The basement or attic	251 25%	34 26%	24 24%	18 27%	98 26%	54 22%	23 29%	45 15%	101 26%	101 34%	109 23%	143 28%
The kitchen	148 15%	18 13%	15 15%	11 16%	54 14%	40 16%	11 14%	57 19%	51 13%	35 12%	76 16%	72 14%
None of the above	49 5%	2 1%	5 6%	2 3%	26 7%	14 5%	0 -	5 2%	16 4%	28 9%	26 5%	22 4%
Don't know/Refused	11 1%	3 3%	1 1%	0 -	4 1%	2 1%	0 -	1 0	4 1%	5 2%	7 1%	4 1%

Detailed Tables

Which of the following areas of your home is your least favourite to clean ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
The living room or family room	40 4%	32 4%	8 4%	6 5%	9 4%	14 3%	12 4%	11 5%	11 3%	14 4%
The bedrooms	57 6%	49 6%	9 4%	4 4%	6 3%	29 7%	17 7%	12 6%	17 6%	24 6%
The bathroom	444 44%	355 45%	88 42%	42 40%	82 39%	205 49% D	112 42%	85 41%	134 43%	183 50% G
The basement or attic	251 25%	185 24%	65 31% A	22 21%	66 32% CE	99 24%	64 24%	42 20%	82 26%	93 25%
The kitchen	148 15%	119 15%	29 14%	19 18%	34 16%	54 13%	41 15%	44 21% I	55 18% I	36 10%
None of the above	49 5%	40 5%	9 4%	12 11% DE	10 5%	13 3%	14 5%	12 6%	14 4%	12 3%
Don't know/Refused	11 1%	8 1%	2 1%	1 1%	2 1%	3 1%	4 1%	3 1%	1 0	4 1%

Detailed Tables

Which household activity would you rather do ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Clean	734 73%	90 68%	79 82% AD	54 80% D	255 67%	195 79% AD	60 78%	246 84% HI	283 72% I	190 65%	364 75%	370 72%
Iron	160 16%	34 26% BE	11 12%	12 17%	68 18%	23 9%	12 16%	36 12%	64 16%	57 20% G	61 13%	99 19% J
None of the above.	101 10%	8 6%	5 6%	2 3%	52 14% ABC	29 12% C	5 7%	11 4%	44 11% G	44 15% G	57 12%	44 9%
Don't know/Refused	5 0	0 -	1 1%	0 -	4 1%	0 -	0 -	0 -	2 0	2 1%	2 0	3 1%

Which household activity would you rather do ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
Clean	734 73%	568 72%	165 78%	81 77%	157 75%	314 75% F	176 67%	158 76%	230 73%	275 75%
Iron	160 16%	132 17%	27 13%	13 13%	32 15%	62 15%	53 20%	29 14%	53 17%	59 16%
None of the above.	101 10%	84 11%	17 8%	11 10%	18 9%	39 9%	32 12%	20 10%	30 10%	30 8%
Don't know/Refused	5 0	3 0	2 1%	0 -	2 1%	2 0	1 0	2 1%	0 -	2 1%

Detailed Tables

Thinking of the overall cleanliness of your home, which of the following best describes the state of your home ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Martha Stewart would be proud	651	74	68	40	233	186	50	193	243	201	318	333
	65%	56%	70% A	59%	62%	75% ACD	65%	66%	62%	69%	66%	64%
It's a disaster area	200	29	20	18	82	36	15	68	93	36	96	104
	20%	22%	20%	27% E	22%	15%	20%	23% I	24% I	12%	20%	20%
None of the above	141	26	8	10	61	24	12	33	53	53	62	79
	14%	20% BE	9%	14%	16% E	10%	16%	11%	14%	18% G	13%	15%
Don't know/Refused	7	3	1	0	3	1	0	0	4	3	6	1
	1%	2%	1%	-	1%	0	-	-	1%	1%	1% K	0

Thinking of the overall cleanliness of your home, which of the following best describes the state of your home ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
Martha Stewart would be proud	651	512	137	74	143	275	155	129	197	248
	65%	65%	65%	70%	69% F	66%	59%	62%	63%	68%
It's a disaster area	200	158	42	18	38	85	58	50	71	68
	20%	20%	20%	17%	18%	20%	22%	24%	23%	18%
None of the above	141	113	28	13	27	57	44	28	42	51
	14%	14%	13%	12%	13%	14%	17%	13%	13%	14%
Don't know/Refused	7	5	2	1	0	0	5	2	3	0
	1%	1%	1%	1%	-	-	2% DE	1%	1%	-

Detailed Tables

Now thinking just about surface cleaners, such as Fantastic, Mr. Clean, or Pledge, please tell me how many you currently have in your home. These don't necessarily have to be surface cleaners you use regularly, just ones you have in your home at this time.

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
None	40 4%	6 4%	5 5%	1 2%	15 4%	8 3%	6 7%	13 4%	12 3%	15 5%	19 4%	22 4%
1	100 10%	17 13%	9 9%	6 9%	36 9%	26 10%	6 8%	30 10%	36 9%	32 11%	54 11%	46 9%
2	156 16%	18 14%	12 12%	17 25% DF	51 13%	48 19% D	9 12%	37 13%	62 16%	50 17%	72 15%	83 16%
3	202 20%	31 24%	20 20%	16 23%	76 20%	47 19%	12 16%	59 20%	80 20%	61 21%	108 22%	94 18%
4	140 14%	17 13%	18 19%	10 14%	54 14%	30 12%	11 15%	39 13%	61 15%	38 13%	66 14%	74 14%
5	123 12%	11 8%	3 3%	7 10%	60 16% AB	34 14% B	9 11%	34 12%	48 12%	36 12%	51 10%	72 14%
6	74 7%	11 8%	7 7%	3 4%	31 8%	18 7%	4 5%	14 5%	31 8%	26 9%	34 7%	40 8%
7	27 3%	5 4%	5 6% D	0 -	5 1%	8 3%	4 5%	11 4%	10 3%	4 1%	10 2%	17 3%
8	32 3%	0 -	4 4% A	4 6% A	11 3%	9 3% A	5 6% A	14 5%	13 3%	5 2%	19 4%	13 3%
9	6 1%	3 2% DE	1 1%	0 -	1 0	0 -	0 -	6 2% HI	0 -	0 -	4 1%	1 0
10+	84 8%	9 7%	11 11%	4 7%	33 9%	14 6%	12 16% AE	34 12% I	36 9% I	14 5% GH	33 7% K	51 10%
Don't know/Refused	18 2%	4 3%	2 2%	0 -	7 2%	5 2%	0 -	2 1%	5 1%	11 4% GH	14 3% K	4 1%
SUMMARY												

Detailed Tables

Now thinking just about surface cleaners, such as *Fantastic*, *Mr. Clean*, or *Pledge*, please tell me how many you currently have in your home. These don't necessarily have to be surface cleaners you use regularly, just ones you have in your home at this time.

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
0-2	295 30%	41 31%	26 26%	24 35%	102 27%	82 33%	21 27%	80 27%	109 28%	98 33%	145 30%	151 29%
3-5	465 46%	59 45%	41 42%	32 47%	189 50%	111 45%	32 42%	132 45%	188 48%	136 46%	225 47%	240 46%
6-8	133 13%	16 12%	16 17%	7 11%	46 12%	35 14%	12 16%	39 13%	54 14%	35 12%	62 13%	70 14%
9-11	41 4%	10 8%	6 7%	1 1%	13 4%	8 3%	2 2%	17 6%	16 4%	8 3%	21 4%	19 4%
12-14	14 1%	1 1%	2 2%	1 2%	8 2%	1 0	1 1%	6 2%	6 1%	2 1%	9 2%	5 1%
15+	31 3%	1 1%	2 2%	1 2%	12 3%	5 2%	10 13% ABCDE	15 5% I	11 3%	4 1%	7 1%	25 5% J
STATISTICS												
Mean (Including 0)	4.34	3.88	4.45	3.96	4.47	3.99	5.76 ACDE	4.91 I	4.35 I	3.79	4.07	4.59 J
Median (Including 0)	2.96	2.73	3.06	2.60	3.14	2.83	3.52	3.15	3.06	2.71	2.83	3.14
Mean (Excluding 0)	4.53	4.06	4.68	4.02	4.66	4.14	6.21 ACDE	5.13 HI	4.49	4.00	4.24	4.79 J
Median (Excluding 0)	3.09	2.82	3.19	2.63	3.28	2.92	3.77	3.31	3.15	2.83	2.91	3.29

Detailed Tables

Now thinking just about surface cleaners, such as Fantastic, Mr. Clean, or Pledge, please tell me how many you currently have in your home. These don't necessarily have to be surface cleaners you use regularly, just ones you have in your home at this time.

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	1000	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
None	40 4%	34 4%	6 3%	3 3%	12 6%	12 3%	13 5%	9 4%	14 5%	10 3%
1	100 10%	83 11%	16 8%	14 14%	24 11%	40 10%	22 8%	39 19% HI	26 8%	23 6%
2	156 16%	111 14%	42 20% A	19 18%	30 14%	62 15%	45 17%	36 17%	62 20% I	47 13%
3	202 20%	166 21%	35 17%	27 25% E	51 24% E	69 16%	55 21%	44 21%	65 21%	74 20%
4	140 14%	109 14%	31 15%	12 11%	22 11%	72 17% D	33 12%	26 12%	46 15%	53 14%
5	123 12%	100 13%	23 11%	9 8%	18 9%	54 13%	40 15% D	18 8%	33 10%	53 14% G
6	74 7%	53 7%	21 10%	8 7%	16 8%	33 8%	17 6%	10 5%	20 7%	34 9%
7	27 3%	24 3%	3 1%	3 3%	6 3%	12 3%	6 2%	4 2%	7 2%	10 3%
8	32 3%	24 3%	8 4%	2 2%	5 2%	16 4%	8 3%	5 2%	10 3%	16 4%
9	6 1%	4 1%	1 1%	1 1%	3 1%	1 0	0 -	2 1%	0 -	4 1%
10+	84 8%	66 8%	18 9%	5 5%	16 8%	43 10%	19 7%	11 5%	28 9%	36 10%
Don't know/Refused	18 2%	12 2%	6 3%	2 2%	6 3%	4 1%	6 2%	4 2%	1 0	7 2%
SUMMARY										

Detailed Tables

Now thinking just about surface cleaners, such as Fantastic, Mr. Clean, or Pledge, please tell me how many you currently have in your home. These don't necessarily have to be surface cleaners you use regularly, just ones you have in your home at this time.

Proportions/Mean: 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
0-2	295 30%	229 29%	65 31%	37 35%	66 32%	113 27%	80 30%	84 41%	103 33%	81 22%
3-5	465 46%	375 48%	89 42%	47 45%	91 44%	194 47%	128 49%	88 42%	144 46%	180 49%
6-8	133 13%	102 13%	31 15%	13 13%	26 13%	61 15%	30 12%	19 9%	37 12%	60 16%
9-11	41 4%	34 4%	6 3%	3 3%	10 5%	19 5%	9 3%	6 3%	6 2%	26 7%
12-14	14 1%	11 1%	2 1%	0 -	3 2%	8 2%	3 1%	2 1%	7 2%	4 1%
15+	31 3%	22 3%	9 4%	3 3%	3 1%	18 4%	7 3%	4 2%	15 5%	9 2%
STATISTICS										
Mean (Including 0)	4.34	4.32	4.44	3.81	3.91	4.77 CD	4.18	3.57	4.50 G	4.67 G
Median (Including 0)	2.96	2.95	3.04	2.55	2.67	3.34	2.89	2.40	2.81	3.47
Mean (Excluding 0)	4.53	4.52	4.59	3.94	4.17	4.91 CD	4.39	3.74	4.71 G	4.81 G
Median (Excluding 0)	3.09	3.08	3.14	2.61	2.79	3.42	3.02	2.50	2.92	3.57

Detailed Tables

Of these products, how many of them do you use on a regular basis ?

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	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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
None	57 6%	13 9%	6 7%	2 3%	22 6%	10 4%	5 6%	21 7%	17 4%	18 6%	32 7%	25 5%
1	196 20%	30 23%	15 16%	14 21%	65 17%	56 23%	15 20%	52 18%	74 19%	68 23%	102 21%	95 18%
2	245 25%	32 24%	24 25%	26 38% ADF	82 22%	64 26%	17 22%	80 27%	102 26%	59 20%	125 26%	120 23%
3	195 19%	20 15%	16 17%	9 14%	83 22%	54 22%	12 16%	55 19%	77 20%	58 20%	88 18%	107 21%
4	113 11%	11 8%	19 19% AD	6 9%	40 11%	27 11%	10 13%	33 11%	50 13%	29 10%	53 11%	60 12%
5	67 7%	6 4%	2 2%	5 8%	32 9%	14 5%	9 11% B	23 8%	29 7%	14 5%	25 5%	42 8%
6	44 4%	8 6% F	2 2%	2 3%	24 6% F	8 3%	0 -	8 3%	15 4%	20 7% G	23 5%	21 4%
7	10 1%	2 1%	2 2%	0 -	4 1%	1 0	2 2%	4 1%	5 1% I	0 -	2 0	8 2%
8	6 1%	1 1%	2 2% E	1 1%	2 1%	0 -	1 1%	1 0	4 1%	2 1%	4 1%	2 0
9	4 0	2 1% D	2 2% DE	0 -	0 -	0 -	0 -	3 1%	1 0	0 -	2 0	2 0
10+	36 4%	6 4%	4 4%	1 2%	14 4%	5 2%	7 9% E	12 4%	13 3%	10 3%	9 2%	27 5% J
Don't know/Refused	26 3%	3 3%	2 2%	1 2%	11 3%	9 4%	0 -	4 1%	5 1%	16 5% GH	19 4% K	7 1%
SUMMARY												

Detailed Tables

Of these products, how many of them do you use on a regular basis ?

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	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
0-2	499 50%	74 56%	46 47%	42 62%	169 45%	130 53%	37 48%	152 52%	193 49%	145 49%	260 54%	239 46%
3-5	375 38%	37 28%	37 38%	21 30%	155 41%	94 38%	31 40%	110 37%	157 40%	101 34%	166 34%	209 40%
6-8	60 6%	10 8%	6 6%	3 4%	30 8%	9 3%	3 3%	13 4%	24 6%	22 7%	29 6%	32 6%
9-11	19 2%	6 4%	2 2%	0 -	7 2%	4 2%	1 1%	8 3%	4 1%	7 2%	6 1%	13 2%
12-14	2 0	0 -	0 -	0 -	1 0	0 -	1 1%	0 -	1 0	1 0	1 0	1 0
15+	10 1%	0 -	1 1%	0 -	4 1%	1 0	4 5% ADE	4 1%	4 1%	1 0	2 0	8 1%
STATISTICS												
Mean (Including 0)	2.94	2.72	2.96	2.49	3.11 E	2.64	3.77 ACE	2.95	2.97	2.88	2.68	3.18 J
Median (Including 0)	1.93	1.66	2.00	1.64	2.17	1.83	2.11	1.89	1.99	1.89	1.78	2.11
Mean (Excluding 0)	3.12	3.02	3.19	2.57	3.30 CE	2.75	4.03 CE	3.19	3.11	3.08	2.88	3.35 J
Median (Excluding 0)	2.06	1.85	2.20	1.68	2.30	1.90	2.31	2.04	2.09	2.04	1.91	2.22

Detailed Tables

Of these products, how many of them do you use on a regular basis ?

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	1000	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
None	57 6%	49 6%	8 4%	7 6%	15 7%	23 6%	13 5%	8 4%	22 7%	20 5%
1	196 20%	162 21%	34 16%	25 24%	44 21%	79 19%	47 18%	58 28% I	65 21%	55 15%
2	245 25%	180 23%	64 30% A	22 21%	46 22%	107 26%	69 26%	47 22% I	94 30% I	83 23%
3	195 19%	150 19%	44 21%	23 22%	45 22%	73 18%	53 20%	43 21%	57 18%	72 20%
4	113 11%	90 11%	23 11%	7 7%	20 9%	54 13%	32 12%	23 11%	28 9%	52 14% H
5	67 7%	56 7%	11 5%	3 3%	13 6%	33 8%	17 7%	10 5%	17 6%	32 9%
6	44 4%	34 4%	11 5%	6 6%	12 6%	16 4%	9 3%	5 3%	13 4%	22 6%
7	10 1%	9 1%	1 0	0 -	2 1%	5 1%	3 1%	1 0	2 1%	4 1%
8	6 1%	5 1%	2 1%	0 -	0 -	3 1%	4 1%	1 0	2 1%	4 1%
9	4 0	4 0	0 -	1 1%	2 1%	1 0	0 -	2 1%	0 -	2 1%
10+	36 4%	30 4%	6 3%	6 6%	4 2%	17 4%	9 3%	3 1%	12 4%	13 4%
Don't know/Refused	26 3%	19 2%	7 3%	6 5% E	6 3%	6 1%	8 3%	8 4% H	2 1%	8 2%
SUMMARY										

Detailed Tables

Of these products, how many of them do you use on a regular basis ?

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
0-2	499 50%	391 50%	106 50%	54 51%	105 50%	209 50%	128 49%	113 54% I	182 58% I	158 43%
3-5	375 38%	297 38%	78 37%	33 31%	77 37%	161 39%	102 39%	77 37%	102 32%	155 42% H
6-8	60 6%	47 6%	13 6%	6 6%	14 7%	24 6%	15 6%	7 3%	16 5%	30 8% G
9-11	19 2%	18 2%	1 0	2 2%	2 1%	9 2%	6 2%	3 2%	3 1%	8 2%
12-14	2 0	2 0	0 -	0 -	0 -	2 0	0 -	0 -	0 -	2 1%
15+	10 1%	9 1%	1 0	2 2%	0 -	5 1%	3 1%	1 0	4 1%	4 1%
STATISTICS										
Mean (Including 0)	2.94	2.99	2.75	2.88	2.60	3.08 D	3.00	2.58	2.75	3.24 GH
Median (Including 0)	1.93	1.95	1.90	1.75	1.87	1.96	1.98	1.73	1.70	2.29
Mean (Excluding 0)	3.12	3.20	2.87	3.09	2.81	3.26 D	3.15	2.70	2.96	3.43 GH
Median (Excluding 0)	2.06	2.11	1.96	1.90	2.04	2.10	2.10	1.82	1.82	2.43

Detailed Tables

Do you trust your current surface cleaner on your electronics ?

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	250	429	298	450	550
Weighted Base	1000	132	97*	68*	379	247	77*	293	393	294	483	517
Yes	546	58	56	29	183	176	44	173	202	162	246	300
	55%	44%	58% A	43%	48%	71% ABCDF	57%	59%	51%	55%	51%	58% J
No	423	70	38	37	183	63	31	116	182	115	219	203
	42%	53% E	39% E	55% E	48% E	26% E	40% E	40%	46%	39%	45%	39%
Don't know/Refused	31	5	2	1	13	7	2	4	9	17	18	14
	3%	4%	3%	2%	4%	3%	3%	1%	2%	6% GH	4%	3%

Do you trust your current surface cleaner on your electronics ?

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	786	212	106	206	414	267	209	312	366
Weighted Base	1000	788	210	106	208	417	263	208	313	367
Yes	546	423	122	70	116	227	128	139	169	188
	55%	54%	58%	66% EF	56%	55%	49%	67% HI	54%	51%
No	423	342	80	32	87	176	125	63	134	172
	42%	43%	38%	30%	42%	42% C	48% C	30%	43% G	47% G
Don't know/Refused	31	24	8	3	5	13	10	6	10	7
	3%	3%	4%	3%	3%	3%	4%	3%	3%	2%