

MOST CANADIANS LOOKING FOR HELP WHEN IT COMES TO KEEPING THEIR SHOWER CLEAN



Ipsos Reid

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MOST CANADIANS LOOKING FOR HELP WHEN IT COMES TO KEEPING THEIR SHOWER CLEAN

Toronto, ON – According to a new survey conducted by Ipsos Reid on behalf of SC Johnson, strong majorities of Canadians like a clean home and a clean shower, but they certainly would like to be able to spend less time cleaning and would appreciate any help they can get in making their chores easier.

For example, about nine in ten Canadians agree that

- “Any help I can get in making household cleaning easier is greatly appreciated” (95%);
- “It is important for me to keep my home clean, but I would like to spend less time doing it (94%)”;
- “I would like to find easier ways to clean my home” (93%);
- “I like the shower to be germ free” (92%); and
- “I would really like an easier way to clean my shower” (89%).

So where in particular, do Canadians need the most help when it comes to cleaning? Canadians point to the kitchen (83%) and bathroom (74%) as the two most time consuming rooms in their home to clean. In fact, on average, Canadians say they clean their shower 5.7 times per month, and spend approximately 22 minutes scrubbing their shower each time – translating into over two hours time spent scrubbing per month.

Many Canadians would seem to resent the time spent scrubbing their showers, as a full one in three (33%) say “I would rather spend my time doing something else” while another 14% state that “I think it takes too much time” and 14% find that “it takes too much effort”. Others still remark that “it is too hard staying on my hands and knees” (17%).



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Further, one-quarter (27%) say the worst part about scrubbing their shower is “cleaning the shower walls” (27%), 18% say it is “scrubbing the dirt and grime” and “cleaning the grout”.

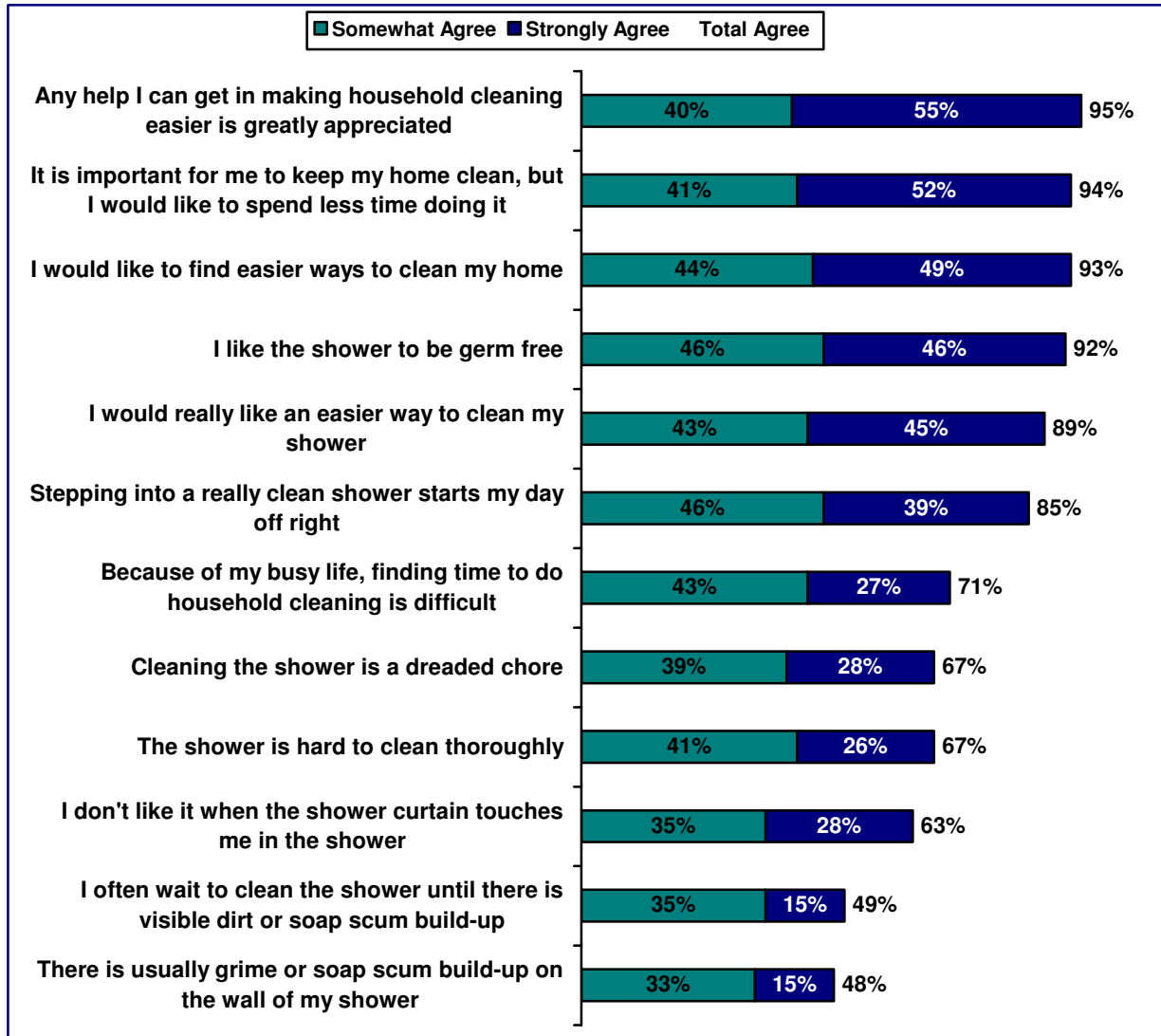
Most often, Canadians say it is their job to clean the shower (64%), but many say it is their wife/girlfriend’s (21%) usual responsibility.

These are the findings of an Ipsos Reid poll conducted for SC Johnson and fielded from June 29th to July 5th, 2006. For the survey, a representative sample of 1071 adult Canadians were interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to Census data to accurately reflect the population of Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.

When It Comes To Cleaning The Shower...

Attitudes Towards Cleaning And Showers

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:



- Residents of Quebec are the least likely to agree with the statement “because of my busy life, finding time to do household cleaning is difficult” (59%) and are also the least likely to agree that “there is usually grime or soap scum building up on the wall of my shower” (33%) or that “the shower is hard to clean thoroughly” (58%).



- Those with children in the household are the most likely to feel that “finding time to household clean is difficult” (80%) and are most likely to agree that they “often wait to clean the shower until there is visible dirt or soap scum build-up” (55%).

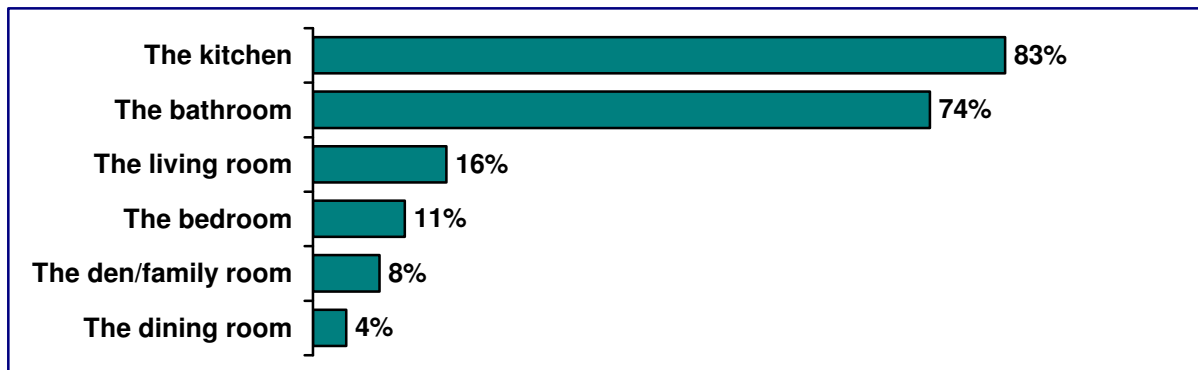
Women are the most likely to agree that:

- “Cleaning the shower is a dreaded chore” (67%);
- “The shower is hard to clean thoroughly” (67%);
- “I like the shower to be germ free” (92%); and
- “I don’t like it when the shower curtain touches me in the shower” (63%).

Kitchen And Bathroom Rate As The Two Most Time Consuming Rooms To Clean...

Most Time Consuming Room To Clean

Of the following, what are the TWO most time consuming rooms in your home to clean?



- Those between the ages of 35-54 are the most likely to say the bathroom is “one of the most time consuming rooms to clean in their house”.



Canadians Report, On Average, Cleaning Their Shower 5.7 Times Per Month...

On average, Canadians say they clean their shower 5.7 times per month. One in ten (11%) say they clean their shower more than ten times per month.

- Canadians 35-54 (5.9 times) and 55 and over (7.2 times) think their showers are cleaned much more often in one month than Canadians 18 to 34 (3.8 times).
- Ontario (5.0 times) residents think their shower is cleaned much less often in a month than Quebec (7.4 times) or Atlantic (8.0 times) residents.

And, On Average, Canadians Say It Takes 22 Minutes To Clean Their Shower – Equalling Over Two Hours Per Month Scrubbing...

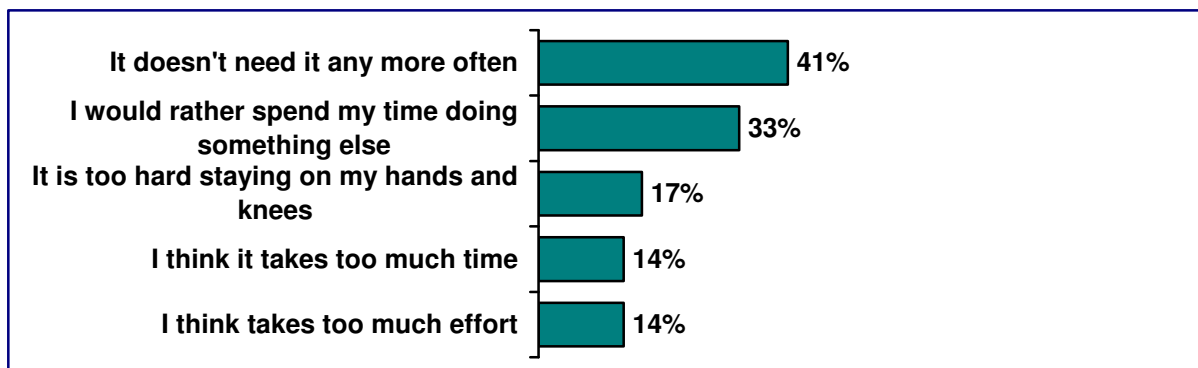
On average, Canadians spend approximately 22 minutes cleaning their shower each time. One in ten (11%) spend over half an hour when they scrub the shower.

- Canadians 55 and over (18.3 minutes) say it takes significantly less time to scrub their shower than Canadians 18 to 34 (23.6 minutes) and Canadians 35-54 (23.4 minutes).

Why Don't They Clean Their Shower More Often?

Why They Don't Scrub The Shower More Often

Of the following, which best describes why don't you scrub your shower even more often?



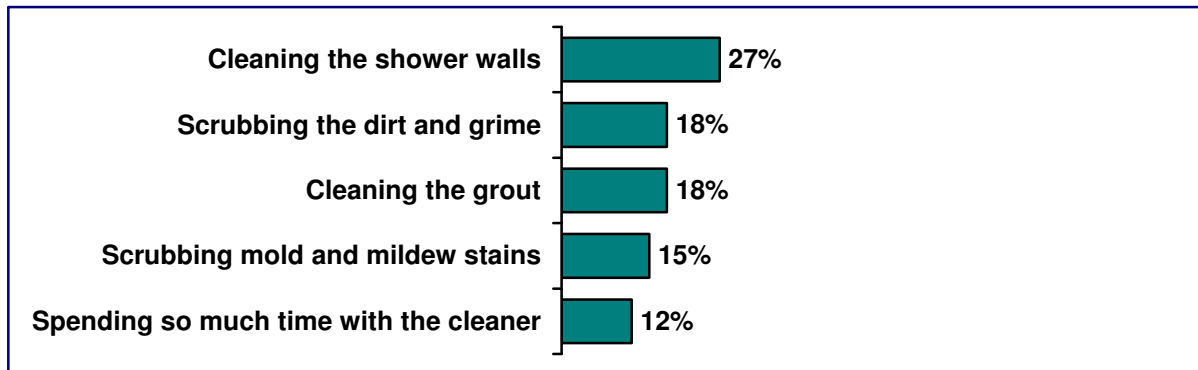


- Respondents that live with children (38%) are significantly more likely to say they would “rather spend their time doing something else” than respondents who do not live with children (31%).
- Similarly, Canadians aged 18-34 (44%) are significantly more likely to say they would “rather spend their time doing something else” than Canadians 35 and over (29%).

What Is The Worst Part About Cleaning Their Shower?

The Worst Part About Scrubbing Their Shower

What do you think is the worst part about scrubbing your shower?



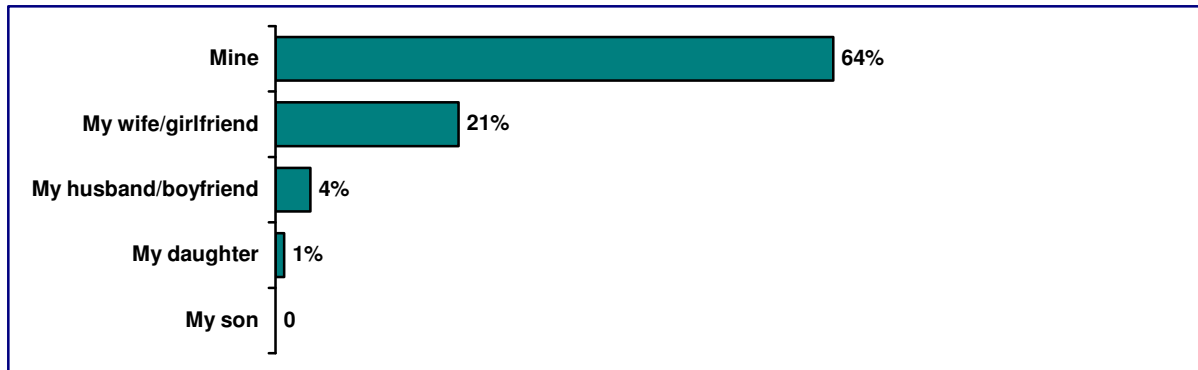
- Albertans (40%) are the most likely to indicate that “cleaning the shower walls” is the worst part about scrubbing the shower.
- Ontario residents (18%) are much more likely than Quebec residents (11%) to state that “scrubbing mold and mildew stains” is the worst part.



And, Whose Job Is It To Scrub The Shower Most Often?

Who Scrubs The Shower Most Frequently

And whose job is it usually to clean the shower in your household? If more than one person shares the job, who does it most frequently



- Ontario residents are significantly more likely to report that it is their husband/boyfriend's job to clean the shower than respondents from the Atlantic Provinces.

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