

H1_1. (Because of my busy life, finding time to do household cleaning is difficult) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Because of my busy life, finding time to do household cleaning is difficult										
Strongly agree	294 27%	121 23%	173 32% A	107 34% E	123 29% E	65 20%	8 15%	59 29%	133 28%	94 28%
Somewhat agree	465 43%	241 46%	224 41%	158 50% E	188 44% E	119 36%	24 43%	83 40%	216 45%	144 43%
Somewhat disagree	242 23%	132 25%	110 20%	46 14%	89 21% C	107 33% CD	15 28%	47 23%	103 22%	77 23%
Strongly disagree	69 6%	30 6%	39 7%	4 1%	26 6% C	39 12% CD	8 14% HI	16 8%	26 5%	20 6%
Summary										
Top2Box - Agree	759 71%	362 69%	397 73%	265 84% DE	311 73% E	183 56%	32 58%	142 69%	348 73% F	238 71%
Low2Box - Disagree	312 29%	162 31%	150 27%	50 16%	115 27% C	146 44% CD	23 42% H	63 31%	129 27%	96 29%

H1_1. (Because of my busy life, finding time to do household cleaning is difficult) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Because of my busy life, finding time to do household cleaning is difficult												
Strongly agree	294 27%	38 26%	31 30% E	24 33% E	132 32% E	47 18%	22 27%	61 23%	93 28%	140 30%	103 32%	191 26%
Somewhat agree	465 43%	68 45%	52 51%	32 45%	171 42%	103 41%	40 49%	116 44%	141 43%	208 44%	157 48% K	308 41%
Somewhat disagree	242 23%	37 25%	17 16%	12 16%	81 20%	80 32% BCDF	16 19%	68 26%	71 21%	103 22%	58 18%	185 25% J
Strongly disagree	69 6%	7 4%	3 3%	4 6%	27 7%	24 9%	4 5%	22 8% I	27 8% I	21 4%	8 3%	61 8% J
Summary												
Top2Box - Agree	759 71%	106 71% E	83 81% E	56 78% E	304 74% E	150 59%	61 75% E	177 66%	235 71% G	348 74% G	260 80% K	500 67%
Low2Box - Disagree	312 29%	43 29%	20 19%	16 22%	109 26%	104 41%	20 25%	90 34%	97 29%	124 26%	66 20%	246 33%

H1_2. (I would like to find easier ways to clean my home) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
I would like to find easier ways to clean my home										
Strongly agree	525 49%	208 40%	317 58% A	171 54% E	219 52% E	135 41%	29 54%	107 53% I	256 54% I	132 40%
Somewhat agree	476 44%	278 53% B	197 36%	129 41%	176 41%	170 52% CD	20 37%	82 40%	194 41%	179 54% FGH
Somewhat disagree	58 5%	31 6%	27 5%	15 5%	25 6%	18 5%	5 10%	13 6%	22 5%	18 5%
Strongly disagree	12 1%	7 1%	5 1%	0 -	6 1%	6 2% C	0 -	2 1%	6 1%	4 1%
Summary										
Top2Box - Agree	1001 93%	487 93%	514 94%	300 95%	395 93%	306 93%	50 90%	190 93%	450 94%	311 93%
Low2Box - Disagree	70 7%	38 7%	32 6%	15 5%	31 7%	24 7%	5 10%	14 7%	28 6%	22 7%

H1_2. (I would like to find easier ways to clean my home) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
I would like to find easier ways to clean my home												
Strongly agree	525 49%	71 48%	53 51%	38 54%	215 52% E	105 41%	44 54%	136 51%	165 50%	224 48%	165 51%	361 48%
Somewhat agree	476 44%	64 43%	45 44%	29 41%	173 42%	132 52% D	33 41%	114 43%	146 44%	216 46%	136 42%	340 46%
Somewhat disagree	58 5%	13 9% D	3 3%	3 5%	18 4%	18 7%	3 4%	15 6%	16 5%	27 6%	20 6%	38 5%
Strongly disagree	12 1%	1 1%	2 2% E	1 1%	7 2%	0 -	1 1%	2 1%	6 2%	4 1%	5 2%	7 1%
Summary												
Top2Box - Agree	1001 93%	135 90%	98 95%	67 94%	388 94%	236 93%	77 95%	250 94%	310 93%	440 93%	300 92%	701 94%
Low2Box - Disagree	70 7%	14 10%	5 5%	4 6%	24 6%	18 7%	4 5%	17 6%	22 7%	31 7%	26 8%	45 6%

H1_3. (It is important for me to keep my home clean, but I would like to spend less time doing it) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
It is important for me to keep my home clean, but I would like to spend less time doing it										
Strongly agree	562 52%	244 46%	318 58%	179 57%	233 55%	150 46%	35 64%	119 58%	254 53%	154 46%
Somewhat agree	442 41%	240 46%	202 37%	121 38%	169 40%	152 46%	16 29%	77 38%	195 41%	154 46%
Somewhat disagree	57 5%	36 7%	21 4%	15 5%	18 4%	24 7%	3 6%	7 4%	24 5%	22 7%
Strongly disagree	10 1%	5 1%	5 1%	1 0	6 1%	3 1%	1 1%	1 0	5 1%	3 1%
Summary										
Top2Box - Agree	1004 94%	484 92%	520 95%	300 95%	402 94%	303 92%	51 93%	196 96%	449 94%	308 92%
Low2Box - Disagree	67 6%	40 8%	26 5%	16 5%	24 6%	27 8%	4 7%	8 4%	29 6%	26 8%

H1_3. (It is important for me to keep my home clean, but I would like to spend less time doing it) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
It is important for me to keep my home clean, but I would like to spend less time doing it												
Strongly agree	562 52%	73 49%	60 59%	40 56%	224 54%	123 48%	41 51%	141 53%	175 53%	246 52%	185 57%	377 51%
Somewhat agree	442 41%	67 45%	38 37%	25 36%	162 39%	113 45%	37 45%	113 42%	134 40%	195 41%	123 38%	319 43%
Somewhat disagree	57 5%	10 6%	4 4%	6 8%	17 4%	17 7%	3 4%	12 5%	21 6%	23 5%	13 4%	44 6%
Strongly disagree	10 1%	0 -	1 1%	0 -	8 2%	1 0	0 -	1 0	2 1%	7 2%	5 2%	5 1%
Summary												
Top2Box - Agree	1004 94%	140 94%	98 95%	65 92%	386 94%	236 93%	78 96%	254 95%	309 93%	441 94%	307 94%	697 94%
Low2Box - Disagree	67 6%	10 6%	5 5%	6 8%	26 6%	18 7%	3 4%	13 5%	23 7%	30 6%	19 6%	48 6%



H1_4. (Any help I can get in making household cleaning easier is greatly appreciated) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

	GENDER			AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Any help I can get in making household cleaning easier is greatly appreciated										
Strongly agree	586 55%	234 45%	352 64%	177 56%	239 56%	171 52%	28 52%	129 63%	271 57%	158 47%
Somewhat agree	433 40%	263 50%	169 31%	120 38%	165 39%	148 45%	27 48%	65 32%	184 38%	157 47%
Somewhat disagree	45 4%	24 5%	21 4%	18 6%	19 4%	8 3%	0 -	9 5%	18 4%	18 5%
Strongly disagree	7 1%	3 1%	4 1%	0 -	4 1%	3 1%	0 -	1 1%	5 1%	2 0
Summary										
Top2Box - Agree	1019 95%	497 95%	521 95%	297 94%	403 95%	319 97%	55 100%	194 95%	455 95%	315 94%
Low2Box - Disagree	52 5%	27 5%	25 5%	18 6%	23 5%	11 3%	0 -	10 5%	23 5%	19 6%

H1_4. (Any help I can get in making household cleaning easier is greatly appreciated) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Any help I can get in making household cleaning easier is greatly appreciated												
Strongly agree	586 55%	72 48%	59 57%	44 62%	244 59%	121 48%	47 57%	153 57%	180 54%	253 54%	184 56%	402 54%
Somewhat agree	433 40%	70 47%	38 37%	22 31%	150 36%	122 48%	30 37%	99 37%	137 41%	197 42%	123 38%	309 41%
Somewhat disagree	45 4%	6 4%	6 6%	4 6%	14 3%	11 4%	4 6%	14 5%	14 4%	17 4%	16 5%	29 4%
Strongly disagree	7 1%	2 1%	0 -	1 1%	4 1%	0 -	0 -	1 1%	1 0	5 1%	2 1%	5 1%
Summary												
Top2Box - Agree	1019 95%	141 95%	97 94%	66 93%	394 96%	243 96%	77 94%	252 94%	317 95%	450 95%	307 94%	712 95%
Low2Box - Disagree	52 5%	8 5%	6 6%	5 7%	18 4%	11 4%	4 6%	15 6%	15 5%	22 5%	19 6%	34 5%



H1_5. (There is usually grime or soap scum build-up on the wall of my shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
There is usually grime or soap scum build-up on the wall of my shower										
Strongly agree	159 15%	69 13%	90 16%	56 18%	62 15%	41 12%	8 15%	33 16%	72 15%	46 14%
Somewhat agree	358 33%	170 32%	189 35%	134 42% DE	138 32%	86 26%	18 33%	82 40% I	158 33%	100 30%
Somewhat disagree	365 34%	198 38% B	167 31%	95 30%	162 38% C	108 33%	14 25%	61 30%	174 36%	116 35%
Strongly disagree	189 18%	88 17%	101 18%	31 10%	63 15% C	95 29% CD	15 27% GH	28 14%	74 16%	72 22% GH
Summary										
Top2Box - Agree	518 48%	239 46%	279 51%	190 60% DE	201 47% E	127 39%	26 48%	116 57% I	229 48%	146 44%
Low2Box - Disagree	553 52%	286 54%	268 49%	125 40%	225 53% C	203 61% CD	29 52%	89 43%	248 52%	188 56% G

H1_5. (There is usually grime or soap scum build-up on the wall of my shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
There is usually grime or soap scum build-up on the wall of my shower												
Strongly agree	159 15%	26 17% E	22 21% EF	13 18%	66 16% E	25 10%	8 10%	47 18%	53 16%	60 13%	51 16%	108 14%
Somewhat agree	358 33%	54 36% E	26 25% BE	33 47% BE	150 36% E	58 23%	37 45% BE	98 37%	109 33%	151 32%	120 37%	239 32%
Somewhat disagree	365 34%	50 33%	36 35%	16 23%	133 32%	104 41% CD	25 30%	77 29%	109 33%	180 38% G	111 34%	254 34%
Strongly disagree	189 18%	20 13%	19 18%	9 13%	63 15%	66 26% ACDF	12 15%	45 17%	62 19%	81 17%	44 13%	145 19% J
Summary												
Top2Box - Agree	518 48%	80 54% E	48 47% E	46 64% BDE	215 52% E	84 33%	44 55% E	145 54% I	162 49%	211 45%	171 52%	347 47%
Low2Box - Disagree	553 52%	69 46%	55 53% C	25 36%	197 48% C	170 67% ABCDF	37 45%	122 46%	171 51%	261 55% G	155 48%	399 53%

H1_6. (Stepping into a really clean shower starts my day off right) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Stepping into a really clean shower starts my day off right										
Strongly agree	413 39%	178 34%	235 43% A	98 31%	167 39% C	148 45% C	26 48% I	95 46% I	188 39% I	103 31%
Somewhat agree	498 46%	257 49%	241 44%	165 52% E	194 45%	139 42%	22 40%	89 44%	223 47%	164 49%
Somewhat disagree	135 13%	72 14%	63 11%	40 13%	59 14%	36 11%	5 10%	15 7%	53 11%	61 18% GH
Strongly disagree	26 2%	18 3%	8 1%	12 4%	7 2%	7 2%	1 2%	5 3%	13 3%	6 2%
Summary										
Top2Box - Agree	911 85%	435 83%	476 87%	263 83%	361 85%	287 87%	48 88%	184 90% I	411 86% I	267 80%
Low2Box - Disagree	160 15%	90 17%	71 13%	52 17%	65 15%	43 13%	7 12%	20 10%	66 14%	67 20% GH

H1_6. (Stepping into a really clean shower starts my day off right) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Stepping into a really clean shower starts my day off right												
Strongly agree	413 39%	54 36%	40 39%	29 40%	169 41%	96 38%	26 31%	107 40%	139 42%	166 35%	116 36%	296 40%
Somewhat agree	498 46%	79 53% D	46 44%	29 41%	178 43%	122 48%	44 54%	123 46%	149 45%	226 48%	162 50%	335 45%
Somewhat disagree	135 13%	15 10%	14 14%	10 13%	57 14%	28 11%	11 14%	29 11%	37 11%	69 15%	42 13%	93 12%
Strongly disagree	26 2%	1 1%	3 3%	4 5% A	9 2%	8 3%	1 1%	7 3%	8 2%	11 2%	6 2%	20 3%
Summary												
Top2Box - Agree	911 85%	133 89%	86 83%	58 81%	346 84%	218 86%	69 85%	231 86%	288 87%	392 83%	279 86%	632 85%
Low2Box - Disagree	160 15%	16 11%	18 17%	13 19%	66 16%	36 14%	12 15%	37 14%	44 13%	79 17%	47 14%	113 15%

H1_7. (I often wait to clean the shower until there is visible dirt or soap scum build-up) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
I often wait to clean the shower until there is visible dirt or soap scum build-up										
Strongly agree	156 15%	79 15%	77 14%	71 23% DE	59 14% E	27 8%	4 7%	27 13%	64 13%	62 19% F
Somewhat agree	373 35%	194 37%	179 33%	137 44% DE	144 34%	91 28%	18 33%	79 39%	171 36%	104 31%
Somewhat disagree	318 30%	159 30%	159 29%	75 24%	134 31% C	108 33% C	18 33%	56 28%	145 30%	98 29%
Strongly disagree	224 21%	93 18%	131 24% A	31 10%	89 21% C	104 31% CD	15 27%	42 20%	98 20%	70 21%
Summary										
Top2Box - Agree	529 49%	273 52%	256 47%	209 66% DE	203 48% E	118 36%	22 40%	106 52%	235 49%	166 50%
Low2Box - Disagree	542 51%	251 48%	291 53%	107 34%	223 52% C	212 64% CD	33 60%	98 48%	243 51%	168 50%

H1_7. (I often wait to clean the shower until there is visible dirt or soap scum build-up) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
I often wait to clean the shower until there is visible dirt or soap scum build-up												
Strongly agree	156 15%	28 19% E	13 12%	11 15%	70 17% E	23 9%	12 15%	39 14%	39 12%	79 17%	49 15%	107 14%
Somewhat agree	373 35%	54 36% E	37 36%	33 47% E	159 38% E	62 24%	28 35%	106 40% I	124 37% I	142 30%	129 39% K	244 33%
Somewhat disagree	318 30%	46 31%	31 30%	17 24%	103 25%	96 38% CD	25 31%	75 28%	94 28%	149 32%	93 28%	225 30%
Strongly disagree	224 21%	22 15%	23 22%	10 14%	80 19%	73 29% ACD	16 19%	47 18%	75 23%	102 22%	55 17%	169 23% J
Summary												
Top2Box - Agree	529 49%	82 55% E	49 48% E	44 62% E	229 55% E	85 33%	40 50% E	145 54%	163 49%	221 47%	178 55% K	351 47%
Low2Box - Disagree	542 51%	68 45%	54 52%	27 38%	184 45%	169 67%	41 50%	122 46%	169 51%	250 53%	148 45%	394 53%

H1_8. (I would really like an easier way to clean my shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
I would really like an easier way to clean my shower										
Strongly agree	487 45%	201 38%	285 52% A	145 46%	203 48%	138 42%	31 56% I	117 57% I	233 49% I	105 32%
Somewhat agree	466 43%	265 50% B	201 37%	145 46%	176 41%	145 44%	23 41%	65 32%	198 41% G	181 54% GH
Somewhat disagree	96 9%	47 9%	49 9%	20 6%	38 9%	38 12% C	1 2%	19 9%	38 8%	39 12% F
Strongly disagree	23 2%	12 2%	11 2%	5 2%	10 2%	8 2%	1 1%	4 2%	9 2%	9 3%
Summary										
Top2Box - Agree	952 89%	466 89%	486 89%	290 92% E	379 89%	283 86%	53 97% I	182 89%	431 90%	286 86%
Low2Box - Disagree	119 11%	59 11%	60 11%	25 8%	47 11%	46 14% C	2 3%	23 11%	46 10%	48 14% F

H1_8. (I would really like an easier way to clean my shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
I would really like an easier way to clean my shower												
Strongly agree	487 45%	69 46%	49 48%	33 47%	191 46%	104 41%	40 50%	131 49%	159 48%	196 42%	154 47%	333 45%
Somewhat agree	466 43%	65 44%	42 41%	32 45%	173 42%	119 47%	35 43%	110 41%	139 42%	217 46%	144 44%	322 43%
Somewhat disagree	96 9%	12 8%	10 10%	5 7%	38 9%	28 11%	4 5%	20 8%	29 9%	47 10%	24 7%	72 10%
Strongly disagree	23 2%	4 2%	2 2%	1 2%	10 2%	3 1%	2 2%	6 2%	5 2%	11 2%	4 1%	19 3%
Summary												
Top2Box - Agree	952 89%	134 90%	91 88%	65 91%	364 88%	223 88%	75 93%	241 90%	298 90%	413 88%	298 91%	654 88%
Low2Box - Disagree	119 11%	15 10%	12 12%	6 9%	48 12%	31 12%	6 7%	27 10%	34 10%	59 12%	28 9%	91 12%

H1_9. (Cleaning the shower is a dreaded chore) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Cleaning the shower is a dreaded chore										
Strongly agree	301 28%	116 22%	185 34% A	100 32% E	124 29%	77 23%	17 30%	67 33% I	140 29%	77 23%
Somewhat agree	421 39%	208 40%	213 39%	130 41%	156 37%	135 41%	22 40%	73 36%	193 40%	134 40%
Somewhat disagree	285 27%	167 32% B	119 22%	71 22%	122 29%	93 28%	13 23%	55 27%	119 25%	99 30%
Strongly disagree	63 6%	34 6%	29 5%	15 5%	24 6%	24 7%	3 6%	10 5%	26 5%	24 7%
Summary										
Top2Box - Agree	723 67%	324 62%	398 73% A	230 73% DE	280 66%	212 64%	39 70%	140 68%	333 70%	211 63%
Low2Box - Disagree	348 33%	200 38% B	148 27%	85 27%	146 34% C	117 36% C	16 30%	65 32%	144 30%	123 37%

H1_9. (Cleaning the shower is a dreaded chore) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Cleaning the shower is a dreaded chore												
Strongly agree	301 28%	49 33% E	34 33% E	21 29%	121 29% E	55 22%	21 26%	80 30%	95 29%	126 27%	111 34% K	190 26%
Somewhat agree	421 39%	57 38%	43 42%	30 42%	175 42% E	83 33%	33 41%	106 40%	127 38%	189 40%	118 36%	303 41%
Somewhat disagree	285 27%	37 25%	19 19%	15 21%	92 22%	97 38% ABCD	26 32% B	67 25%	92 28%	127 27%	82 25%	203 27%
Strongly disagree	63 6%	6 4%	7 7%	5 7% F	25 6%	19 7% F	1 1%	15 5%	18 5%	30 6%	15 5%	48 6%
Summary												
Top2Box - Agree	723 67%	106 71% E	77 75% E	51 72% E	296 72% E	138 54%	54 67%	186 70%	222 67%	314 67%	229 70%	494 66%
Low2Box - Disagree	348 33%	43 29%	26 25%	20 28%	116 28% ABCD	27 46% ABCD	27 33%	81 30%	110 33%	157 33%	97 30%	252 34%

H1_10. (The shower is hard to clean thoroughly) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
The shower is hard to clean thoroughly										
Strongly agree	282 26%	116 22%	166 30% A	106 34% DE	105 25%	72 22%	18 32%	60 29% I	133 28%	72 21%
Somewhat agree	439 41%	198 38%	240 44%	128 41%	175 41%	135 41%	19 34%	82 40%	190 40%	148 44%
Somewhat disagree	285 27%	175 33% B	110 20%	75 24%	113 27%	97 29%	11 20%	51 25%	126 26%	97 29%
Strongly disagree	65 6%	35 7%	30 5%	6 2%	33 8% C	26 8% C	8 14% GHI	11 6%	29 6%	17 5%
Summary										
Top2Box - Agree	721 67%	315 60%	406 74% A	234 74% DE	280 66%	207 63%	36 66%	142 70%	323 68%	219 66%
Low2Box - Disagree	350 33%	210 40% B	140 26%	81 26%	146 34% C	123 37% C	19 34%	62 30%	155 32%	114 34%

H1_10. (The shower is hard to clean thoroughly) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
The shower is hard to clean thoroughly												
Strongly agree	282 26%	39 26%	30 29%	25 36% E	110 27%	56 22%	22 27%	76 28%	96 29%	110 23%	90 28%	193 26%
Somewhat agree	439 41%	64 43%	42 41%	28 40%	178 43%	90 36%	35 44%	107 40%	129 39%	202 43%	133 41%	306 41%
Somewhat disagree	285 27%	38 26%	25 24%	15 21%	100 24%	86 34% CD	21 25%	64 24%	88 26%	134 28%	87 27%	198 27%
Strongly disagree	65 6%	7 5%	6 6%	2 3%	25 6%	22 9%	3 4%	21 8%	19 6%	25 5%	16 5%	49 7%
Summary												
Top2Box - Agree	721 67%	104 70% E	72 70% E	54 75% E	287 70% E	146 58%	58 71% E	183 68%	226 68%	312 66%	223 68%	498 67%
Low2Box - Disagree	350 33%	45 30%	31 30%	18 25%	125 30%	108 42% ABCDF	24 29%	84 32%	107 32%	159 34%	103 32%	247 33%

H1_11. (I like the shower to be germ free) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
I like the shower to be germ free										
Strongly agree	494 46%	196 37%	298 55% A	143 45%	174 41%	177 54% D	33 59% I	112 55% I	231 48% I	119 36%
Somewhat agree	493 46%	278 53% B	215 39%	151 48%	210 49% E	132 40%	20 37%	83 41%	211 44%	178 53% FGH
Somewhat disagree	75 7%	46 9% B	29 5%	20 6%	38 9% E	17 5%	2 4%	6 3%	33 7%	34 10% G
Strongly disagree	9 1%	4 1%	5 1%	1 0	4 1%	5 1%	0 -	3 1%	3 1%	3 1%
Summary										
Top2Box - Agree	987 92%	474 90%	513 94% A	294 93%	384 90%	308 93%	53 96%	195 96% I	442 93%	297 89%
Low2Box - Disagree	84 8%	51 10% B	34 6%	21 7%	42 10%	22 7%	2 4%	9 4%	36 7%	37 11% G

H1_11. (I like the shower to be germ free) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
I like the shower to be germ free												
Strongly agree	494 46%	69 46% E	47 46%	34 48% E	214 52% E	89 35%	41 50% E	124 47%	172 52% I	198 42%	150 46%	344 46%
Somewhat agree	493 46%	73 49%	46 44%	33 46%	168 41%	140 55% DF	33 41%	113 42%	141 42%	239 51% GH	147 45%	345 46%
Somewhat disagree	75 7%	7 5%	8 7%	4 6%	27 7%	24 9%	5 6%	25 9%	17 5%	32 7%	25 8%	50 7%
Strongly disagree	9 1%	1 0	2 2%	0 -	3 1%	1 1%	2 2%	5 2%	2 1%	2 0	3 1%	6 1%
Summary												
Top2Box - Agree	987 92%	142 95%	93 90%	67 94%	382 93%	229 90%	74 91%	238 89%	312 94% G	437 93%	298 91%	689 92%
Low2Box - Disagree	84 8%	8 5%	10 10%	4 6%	30 7%	25 10%	7 9%	30 11% H	20 6%	35 7%	28 9%	56 8%

H1_12. (I don't like it when the shower curtain touches me in the shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
I don't like it when the shower curtain touches me in the shower										
Strongly agree	305 28%	104 20%	200 37% A	110 35% DE	116 27%	79 24%	21 38% I	63 31%	144 30% I	77 23%
Somewhat agree	371 35%	179 34%	192 35%	111 35%	146 34%	115 35%	17 31%	69 34%	164 34%	121 36%
Somewhat disagree	283 26%	175 33% B	108 20%	72 23%	111 26%	100 30%	15 28%	47 23%	123 26%	98 29%
Strongly disagree	113 11%	66 13% B	46 8%	22 7%	54 13% C	36 11%	1 3%	26 13% F	47 10%	38 11%
Summary										
Top2Box - Agree	676 63%	284 54%	392 72% A	221 70% DE	261 61%	194 59%	38 69%	132 65%	308 64%	198 59%
Low2Box - Disagree	395 37%	241 46% B	154 28%	95 30%	165 39% C	136 41% C	17 31%	72 35%	170 36%	136 41%

H1_12. (I don't like it when the shower curtain touches me in the shower) Please indicate, if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
I don't like it when the shower curtain touches me in the shower												
Strongly agree	305 28%	42 28%	20 19%	20 27%	113 27%	86 34% B	24 30%	85 32% I	104 31%	116 25%	101 31%	204 27%
Somewhat agree	371 35%	46 31%	37 36%	26 37%	148 36%	87 34%	27 33%	88 33%	115 35%	168 36%	115 35%	256 34%
Somewhat disagree	283 26%	46 31%	29 28%	18 26%	103 25%	63 25%	24 29%	64 24%	78 24%	141 30%	78 24%	205 27%
Strongly disagree	113 11%	15 10%	17 17% E	7 10%	49 12%	18 7%	6 8%	30 11%	35 11%	47 10%	31 10%	81 11%
Summary												
Top2Box - Agree	676 63%	88 59%	57 55%	46 64%	261 63%	173 68% B	51 63%	173 65%	218 66%	284 60%	217 66%	459 62%
Low2Box - Disagree	395 37%	61 41%	46 45% E	26 36%	151 37%	81 32%	30 37%	94 35%	114 34%	188 40%	109 34%	286 38%

H2. Of the following, what are the TWO most time consuming rooms in your home to clean?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
The kitchen	885 83%	417 80%	468 86%	242 77%	357 84%	286 87%	43 77%	161 79%	396 83%	286 86%
The bathroom	795 74%	400 76%	395 72%	227 72%	338 79%	230 70%	43 79%	153 75%	356 75%	242 73%
The living room	175 16%	93 18%	82 15%	59 19%	68 16%	48 14%	12 21%	43 21%	78 16%	42 13%
The bedroom	117 11%	49 9%	68 12%	54 17%	37 9%	25 8%	7 12%	24 12%	51 11%	36 11%
The den/family room	90 8%	45 9%	45 8%	19 6%	33 8%	39 12%	3 5%	15 7%	38 8%	34 10%
The dining room	38 4%	24 5%	14 3%	21 7%	13 3%	4 1%	2 4%	3 2%	18 4%	14 4%

H2. Of the following, what are the TWO most time consuming rooms in your home to clean?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
The kitchen	885 83%	126 84%	91 88%	63 88%	331 80%	207 82%	68 83%	216 81%	264 80%	405 86%	277 85%	609 82%
The bathroom	795 74%	106 71%	83 80%	55 77%	302 73%	193 76%	56 69%	191 72%	233 70%	370 79%	240 74%	555 74%
The living room	175 16%	30 20%	13 13%	7 10%	75 18%	31 12%	18 22%	62 23%	65 20%	48 10%	51 16%	124 17%
The bedroom	117 11%	17 12%	8 7%	4 6%	53 13%	24 9%	11 14%	30 11%	45 13%	42 9%	35 11%	82 11%
The den/family room	90 8%	9 6%	5 5%	7 10%	43 10%	20 8%	6 8%	11 4%	30 9%	50 10%	34 10%	57 8%
The dining room	38 4%	2 1%	3 3%	2 3%	6 1%	25 10%	1 1%	12 5%	13 4%	13 3%	14 4%	24 3%

H3. Please estimate how often you think your shower is cleaned

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
0	6 1%	1 0	5 1%	0 -	1 0	4 1%	0 -	1 0	3 1%	1 0
1	134 13%	79 15% B	55 10%	62 20% DE	42 10%	31 9%	6 10%	18 9%	58 12%	53 16% G
2	175 16%	98 19%	77 14%	69 22% DE	67 16%	40 12%	6 11%	22 11%	76 16%	71 21% G
3	93 9%	46 9%	48 9%	36 12% E	40 9% E	17 5%	3 5%	22 11%	35 7%	33 10%
4	298 28%	151 29%	147 27%	78 25%	131 31%	89 27%	12 21%	60 29%	148 31% I	78 23%
5	94 9%	40 8%	54 10%	26 8%	37 9%	31 9%	6 11%	20 10%	33 7%	36 11%
6 - 10	151 14%	63 12%	87 16%	32 10%	57 13%	62 19% C	15 27% HI	36 17% I	65 14%	35 10%
11 - 15	43 4%	13 3%	30 6% A	6 2%	19 4%	18 6% C	3 5%	11 5%	23 5%	7 2%
16+	75 7%	32 6%	42 8%	6 2%	31 7% C	38 11% C	5 9%	16 8%	35 7%	19 6%
(DK/NS)	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Mean	5.7	5.3	6.1	3.8	5.9 C	7.2 CD	6.9 I	6.2 I	5.9	4.9
Standard Deviation	6.5	6.7	6.2	3.4	6.9	7.7	6.6	6.1	6.8	6.2
Standard Error	0.2	0.3	0.2	0.2	0.3	0.4	0.9	0.4	0.3	0.3
Median	3.4	3.3	3.6	2.8	3.5	3.8	4.2 GHI	3.7	3.4	3.1

H3. Please estimate how often you think your shower is cleaned

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
0	6 1%	0 -	0 -	1 1%	3 1%	2 1%	0 -	2 1%	2 1%	2 0	0 -	6 1%
1	134 13%	24 16% E	14 14% E	11 16% E	61 15% E	14 6%	9 10%	46 17% HI	33 10%	55 12%	33 10%	101 14%
2	175 16%	26 18%	27 27% DEF	11 15%	66 16%	36 14%	9 11%	38 14%	48 14%	89 19%	73 22% K	103 14%
3	93 9%	16 11% E	7 7%	8 11% E	42 10% E	11 4%	10 12% E	19 7%	30 9%	44 9%	30 9%	63 8%
4	298 28%	47 32%	29 28%	21 30%	116 28%	68 27%	17 21%	69 26%	88 27%	141 30%	104 32%	194 26%
5	94 9%	10 7%	8 8%	4 5%	35 9%	33 13%	4 5%	20 7%	27 8%	47 10%	20 6%	74 10%
6 - 10	151 14%	14 9%	11 10%	10 14%	56 14%	47 18% A	13 16%	38 14%	57 17% I	55 12%	41 12%	110 15%
11 - 15	43 4%	5 3%	6 6%	1 2%	17 4%	10 4%	5 6%	9 4%	18 5%	16 3%	15 5%	28 4%
16+	75 7%	6 4%	1 1%	5 6% B	16 4%	33 13% ABD	14 17% ABCD	25 9% I	27 8%	23 5%	10 3%	65 9% J
(DK/NS)	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Mean	5.7	4.5	4.2	5.6	5.0	7.4 ABD	8.0 ABD	6.0 I	6.4 I	5.0	4.7	6.1 J
Standard Deviation	6.5	4.4	3.6	7.9	5.9	7.6	8.3	6.9	7.3	5.5	4.3	7.2
Standard Error	0.2	0.3	0.4	0.9	0.3	0.5	0.9	0.4	0.4	0.3	0.2	0.3
Median	3.4	3.2	3.1	3.2 D	3.3	3.9	3.8 D	3.4	3.6	3.3	3.3	3.5

H4. And, please estimate how long you think it takes for your shower to be scrubbed in Minutes

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
0	2 0	0 -	2 0	0 -	0 -	2 1%	0 -	0 -	2 1%	0 -
1 - 10	331 31%	177 34%	154 28%	80 25%	129 30%	123 37%	18 32%	50 24%	128 27%	135 41%
11 - 20	388 36%	177 34%	211 39%	112 36%	153 36%	123 37%	17 30%	74 36%	189 40%	109 33%
21 - 30	217 20%	95 18%	122 22%	75 24%	85 20%	56 17%	15 28%	42 21%	105 22%	55 16%
31 - 60	114 11%	61 12%	53 10%	42 13%	49 12%	23 7%	5 9%	29 14%	50 11%	30 9%
61 - 120	16 1%	12 2%	3 1%	5 2%	7 2%	3 1%	0 -	9 5%	1 0	5 2%
121 - 180	1 0	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -
181+	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Summary										
Mean	21.9	22.5	21.3	23.6 E	23.4 E	18.3	20.2	27.0 HI	21.7	19.4
Standard Deviation	19.2	22.3	15.7	17.5	23.3	13.8	12.8	24.6	18.9	16.1
Standard Error	0.6	1.1	0.6	1.0	1.1	0.8	1.7	1.7	0.9	0.9
Median	14.7	14.3	16.5	16.8	14.8	13.5	14.0 GHI	16.8 H	14.8	13.6

H4. And, please estimate how long you think it takes for your shower to be scrubbed in Minutes

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
0	2 0	0 -	0 -	1 1% D	0 -	2 1%	0 -	0 -	2 0	1 0	0 -	2 0
1 - 10	331 31%	36 24%	33 32%	17 24%	143 35% A	79 31%	23 29%	75 28%	89 27%	168 36% GH	87 27%	244 33%
11 - 20	388 36%	70 47% CDE	37 36%	22 30%	138 33%	93 37%	29 35%	97 36%	125 38%	166 35%	127 39%	261 35%
21 - 30	217 20%	22 15%	23 22%	19 27% A	86 21%	47 19%	19 24%	62 23%	74 22%	81 17%	69 21%	149 20%
31 - 60	114 11%	18 12%	10 10%	12 17%	40 10%	28 11%	7 8%	30 11%	36 11%	48 10%	36 11%	79 11%
61 - 120	16 1%	3 2%	0 -	1 1%	3 1%	6 2%	3 4% BD	3 1%	7 2%	6 1%	8 2%	8 1%
121 - 180	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -
181+	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Summary												
Mean	21.9	22.5	20.3	24.1	21.2	22.1	24.1	22.3	22.3	21.4	23.5	21.2
Standard Deviation	19.2	19.1	14.0	16.7	20.9	17.9	22.3	17.2	17.1	21.6	20.8	18.5
Standard Error	0.6	1.5	1.4	1.8	1.0	1.2	2.4	1.1	0.9	1.0	1.2	0.7
Median	14.7	14.6 D	14.9 DE	19.1 ABDE	14.1	15.0	15.9 ADE	15.8	16.1	13.8	14.9 K	14.5

H5. Of the following, which best describes why don't you scrub your shower even more often?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
It doesn't need it any more often	443 41%	231 44%	212 39%	94 30%	171 40%	178 54%	28 50%	82 40%	188 39%	146 44%
I would rather spend my time doing something else	356 33%	177 34%	179 33%	140 44%	128 30%	88 27%	12 22%	56 27%	173 36%	115 34%
It is too hard staying on my hands and knees	184 17%	74 14%	111 20%	61 19%	75 18%	48 15%	12 22%	42 20%	87 18%	44 13%
I think it takes too much time	153 14%	82 16%	70 13%	72 23%	56 13%	24 7%	2 3%	35 17%	65 14%	51 15%
I think takes too much effort	149 14%	63 12%	85 16%	56 18%	64 15%	29 9%	5 9%	29 14%	64 13%	51 15%

H5. Of the following, which best describes why don't you scrub your shower even more often?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
It doesn't need it any more often	443 41%	57 38%	40 39%	28 39%	165 40%	115 45%	37 46%	100 38%	137 41%	206 44%	109 34%	333 45%
I would rather spend my time doing something else	356 33%	52 35%	33 32%	20 28%	128 31%	98 39%	25 31%	96 36%	108 33%	152 32%	124 38%	232 31%
It is too hard staying on my hands and knees	184 17%	27 18%	16 16%	12 17%	75 18%	39 16%	14 18%	64 24%	61 18%	59 13%	61 19%	123 17%
I think it takes too much time	153 14%	26 17%	15 15%	10 15%	58 14%	33 13%	10 12%	33 12%	57 17%	63 13%	55 17%	98 13%
I think takes too much effort	149 14%	32 21%	12 11%	16 23%	60 14%	20 8%	9 11%	32 12%	43 13%	74 16%	54 16%	95 13%

H6. What do you think is the worst part about scrubbing your shower?

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

* small base

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Cleaning the shower walls	284 27%	128 24%	156 29%	65 21%	110 26%	109 33% CD	23 41% GHI	53 26%	116 24%	92 28%
Scrubbing the dirt and grime	188 18%	74 14%	114 21% A	79 25% DE	65 15%	43 13%	10 19%	42 20% I	90 19%	45 14%
Cleaning the grout	187 18%	105 20% B	82 15%	46 15%	72 17%	70 21% C	3 6%	37 18% F	86 18% F	61 18% F
Scrubbing mold and mildew stains	166 15%	96 18% B	69 13%	60 19% E	69 16%	37 11%	5 9%	35 17%	69 14%	57 17%
Spending so much time with the cleaner	123 12%	58 11%	66 12%	41 13%	54 13%	29 9%	9 16%	21 10%	54 11%	39 12%
Cleaning the shower door/curtain	123 11%	64 12%	59 11%	23 7%	57 13% C	42 13% C	5 9%	17 8%	62 13%	39 12%

H6. What do you think is the worst part about scrubbing your shower?

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

* small base

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Cleaning the shower walls	284 27%	34 23%	41 40% ACDE	11 15%	102 25%	70 28% C	26 32% C	69 26%	85 26%	130 28%	73 22%	211 28% J
Scrubbing the dirt and grime	188 18%	23 15%	18 17%	13 18%	75 18%	50 20%	10 12%	56 21% I	68 20% I	64 14%	60 18%	128 17%
Cleaning the grout	187 18%	26 17%	11 11%	10 14%	73 18%	53 21% B	14 18%	34 13%	64 19% G	90 19% G	51 16% K	137 18%
Scrubbing mold and mildew stains	166 15%	27 18% BE	8 8%	15 20% BE	75 18% BE	28 11%	12 15%	46 17%	45 14%	74 16%	63 19% K	103 14%
Spending so much time with the cleaner	123 12%	21 14%	12 12%	11 16%	50 12%	22 9%	7 9%	32 12%	36 11%	56 12%	44 14%	79 11%
Cleaning the shower door/curtain	123 11%	19 12%	14 13%	11 16%	37 9%	30 12%	12 14%	30 11%	35 10%	58 12%	36 11%	87 12%

H7. 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?

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

* small base

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Valid respondents	1071	440	631	290	459	322	56	208	478	329
Weighted	1071	525	546	315	426	330	55*	204	478	334
Mine	681 64%	239 45%	442 81%	184 59%	283 66%	214 65%	42 76%	125 61%	333 70%	182 54%
			A		C		GI		GI	
My wife/girlfriend	220 21%	218 42%	2 0	58 18%	89 21%	74 22%	5 9%	47 23%	91 19%	76 23%
			B					F		F
My husband/boyfriend	47 4%	5 1%	43 8%	12 4%	26 6%	10 3%	3 5%	6 3%	19 4%	20 6%
			A							
My daughter	8 1%	3 1%	5 1%	0 -	4 1%	4 1%	0 -	3 2%	3 1%	2 1%
My son	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	0 -	1 0
Someone else	114 11%	60 11%	54 10%	61 19%	25 6%	28 8%	5 10%	23 11%	32 7%	54 16%
				DE				H		H

H7. 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?

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

* small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Valid respondents	1071	166	94	87	407	232	85	262	332	477	327	744
Weighted	1071	149	103*	71*	412	254	81*	267	332	472	326	745
Mine	681 64%	103 69%	65 63%	46 65%	249 60%	164 65%	53 66%	194 73%	225 68%	262 56%	176 54%	505 68%
								I	I		J	J
My wife/girlfriend	220 21%	28 18%	17 16%	17 24%	87 21%	49 19%	22 27%	37 14%	68 21%	115 24%	86 26%	134 18%
									G	G	K	
My husband/boyfriend	47 4%	5 3%	6 6%	2 3%	24 6%	10 4%	0 -	8 3%	10 3%	29 6%	19 6%	28 4%
			F		F					H		
My daughter	8 1%	0 -	0 -	2 3%	2 1%	4 1%	0 -	3 1%	4 1%	1 0	4 1%	4 1%
				AD								
My son	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Someone else	114 11%	13 9%	15 15%	4 6%	49 12%	27 11%	6 7%	25 9%	26 8%	63 13%	40 12%	73 10%
										H		