

# MOST CANADIANS UNDERESTIMATE HOW MUCH ENERGY THEY CAN SAVE BY WASHING CLOTHES IN COLD WATER



## Ipsos Reid

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## **MOST CANADIANS UNDERESTIMATE HOW MUCH ENERGY THEY CAN SAVE BY WASHING CLOTHES IN COLD WATER**

**Toronto, On** – Nearly all Canadians (96%) say they would likely try to save energy if it “just involved simple changes in their day-to-day household activities”, according to a new Ipsos Reid survey conducted on behalf of Tide Coldwater Detergent. But many Canadians don’t realise the significant household energy savings they can gain by washing their clothes in cold water rather than warm water: most (68%) estimate that they could save less than 75% of household energy used per load by using cold water over warm.

One-quarter of Canadians (23%) usually wash their clothes in warm water, and a further 29% say they use warm water depending on what they’re washing –this, despite the fact that most recognize cleaning their clothes in cold water “saves energy” (68%). Most often, people use warm water because they think it is “better for cleaning heavily soiled clothes” (50%), or that it’s “better for whites” (30%).

But, if they were able to “use a laundry detergent that is specially designed for excellent cleaning results in cold water, meaning it would allow you to clean heavily soiled clothes, for example grease chocolate and grass stains”, eight in ten (80%) indicate they would be more likely to wash their clothes in cold water. With this in mind, a full 84% indicate they would be more likely to wash their clothes in cold water if they could save 75% more energy per load and still clean heavily soiled clothes.

*These are the findings of an Ipsos Reid poll conducted for Tide Cold Water and fielded from January 9-11, 2007. For the survey, a representative sample of 1000 adult Canadians was interviewed by telephone. 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  $\pm 3.1$  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.

### ***Nearly All (96%) Say They Would Likely Try To Save Energy If It Just Involved Simple Day-to-Day Changes...***

Ninety-six percent of Canadians say they would be “more likely to try and save energy if it just involved simple changes in their day-to-day household activities” -4% say “no”.

- Opinions are consistent across all regions of Canada.

### ***Most (68%) Estimate Saving Less Than 75% Of Energy Per Load By Washing Clothes In Cold Water Instead Of Warm Water...***

When asked how much energy they think they can save per load by washing their clothes in cold water instead of warm water, most Canadians (68%) estimate that it is less than 75%.

Full distribution of responses:

- |                           |                            |
|---------------------------|----------------------------|
| ➤ 90% less energy (7%);   |                            |
| ➤ 75% less energy (21%);  |                            |
| ➤ 50% less energy (41%);  |                            |
| ➤ 10% less energy (22%);  | } 68% answer less than 75% |
| ➤ None of the above (5%). |                            |

Four percent “don’t know” or refused to answer.

### ***One-Quarter (23%) Usually Wash Their Clothes In Warm Water...***

When it comes to washing their clothes, 45% usually wash them in “cold water”, 23% do so usually in “warm water”, and 29% say it depends on what they’re washing. Two-percent “don’t know”.

- Residents of Quebec are the most likely to wash their clothes “usually (in) cold water” (63%), followed by those in Atlantic Canada (51%).



- Residents of Saskatchewan/Manitoba are the most likely to usually wash their clothes in “warm water” (38%), followed by Atlantic Canadians and British Columbians (both at 26%).

### ***Reasons For Washing In Warm Water...***

Of those who usually or often wash their clothes in warm water:

- 50% say they do so because they think it “is better for cleaning heavily soiled clothes, for example grease, chocolate and grass stains”;
- 30% do so because they think it “is better for whites, in other words bleaching”; while
- 33% point to some other reason for washing their clothes in warm water.

Two percent “don’t know” or refused.

### ***When It Comes To Washing In Cold Water, Canadians Point To Several Advantages...***

When asked what are the major advantages of washing their clothes in cold water instead of warm water, most point to “saving energy” (68%), while others point to “less fading” (35%), “clothes last long, easier on the fabric, and fibre strength” (34%) and “less shrinkage/clothes won’t shrink” (3%).

Five percent say there is some other advantage to washing their clothes in warm water, 1% say there is no advantage, and 5% “don’t know”.

- No notable demographic variances.

### ***Eight In Ten (80%) Would Be More Likely To Use Cold Water To Wash Clothes If They Could Get The Same Results...***



Eight in ten (80%) indicate that they would be either “much more likely” (42%) or “somewhat more likely” (28%) to wash their clothes in cold water if they could “use a laundry detergent that is specially designed for excellent cleaning results in cold water, meaning it would allow you to clean heavily soiled clothes, for example grease chocolate and grass stains” .

One in three (28%) say they would be “no more or no less likely” to wash their clothes in cold water.

- No notable demographic variances.

***...And After Being Told They Could Save Up To 75% More Energy Washing With Cold Water And Still Clean Heavily Soiled Clothes, 84% Would Be More Likely To Use Cold Water...***

After being told that washing clothes in cold water as opposed to warm water can save up to 75% of the household energy used per load, 84% indicate they would be more likely to wash their clothes in cold water if they would “still be able to clean even heavily soiled clothes” (61% “much more likely”).

- No notable demographic variances.

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