

Would you be more likely to try and save energy if it just involved simple changes in your day-to-day household activities?

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	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Yes	956 96%	135 97%	89 92%	63 95%	376 98% BE	220 93%	73 96%	280 95%	383 97%	290 94%	463 95%	493 97%
No	40 4%	4 3%	6 6% D	2 3%	8 2%	17 7% D	3 4%	14 5%	9 2%	17 5% H	24 5%	16 3%
Don't know/Refused	3 0	1 0	1 1% D	2 2% DE	0 -	0 -	0 -	0 -	2 1%	1 0	2 0	1 0

From what you know, how much energy do you think you can save per load by washing your clothes in cold water instead of warm water?

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	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	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
90% less energy	71 7%	11 8%	2 2%	4 7%	23 6%	26 11% BD	4 6%	13 4%	35 9% G	22 7%	37 8%	34 7%
75% less energy	211 21%	37 26%	27 28%	12 18%	76 20%	48 20%	12 16%	72 24%	83 21%	57 18%	99 20%	113 22%
50% less energy	411 41%	49 35%	40 42%	29 44%	167 43%	89 37%	37 49%	117 40%	160 40%	133 43%	184 38%	227 44% J
10% less energy	215 22%	31 22%	22 23%	16 24%	81 21%	47 20%	18 24%	68 23%	86 22%	61 20%	117 24%	98 19%
None of the above	54 5%	3 2%	5 5%	1 1%	21 6%	21 9% AC	3 4%	14 5%	21 5%	19 6%	32 7%	22 4%
Don't know/Refused	37 4%	9 6% B	0 -	4 7% B	16 4%	6 3%	2 3%	10 3%	11 3%	17 5%	20 4%	17 3%

What temperature of water do you usually use for washing your clothes?

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		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Usually cold water	452 45%	55 40%	35 36%	20 30%	153 40%	150 63% ABCD	39 51% C	151 51% I	190 48% I	109 35%	204 42%	248 49% J
Usually warm water	235 23%	36 26%	21 22%	25 38% BDE	83 22%	50 21%	20 26%	40 13%	88 22% G	106 34% GH	118 24%	117 23%
Depends on what you're washing	295 29%	44 31% E	38 40% EF	19 29% E	139 36% E	38 16%	17 23%	99 34%	114 29%	82 27%	153 31%	142 28%
Don't know/Refused	18 2%	4 3% E	2 2% E	2 3% E	10 3% E	0 -	0 -	4 1%	2 1%	11 4% H	15 3% K	3 1%

You indicated that you often wash your clothes in warm water. For what reason do you choose to wash your clothes in warm water instead of cold water?

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	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
TOTAL MENTIONS												
Base: Respondents who usually use/might use warm water for washing												
Unweighted Base	531	80	59	46	221	87	38	112	215	203	266	265
Weighted Base	530	80*	59*	45*	222	87*	37*	139	202	188	271	259
Warm water is better for cleaning heavily soiled clothes, for example grease, chocolate and grass stains	262 50%	38 48%	28 47%	24 54%	110 50%	42 48%	20 55%	65 47%	108 53%	89 47%	145 53%	118 45%
Warm water is better for whites, in other words bleaching	161 30%	23 28%	15 26%	7 16%	64 29%	37 42% BCD	16 42% C	42 30%	70 35%	49 26%	76 28%	85 33%
Some other reason	173 33%	22 28%	20 34%	17 39%	74 34%	29 33%	10 26%	44 32%	58 29%	71 38%	81 30%	92 35%
Don't know/Refused	12 2%	2 3%	0 -	1 2%	7 3%	2 2%	0 -	2 2%	6 3%	4 2%	8 3%	4 1%

And, from what you know, what are the major advantages of washing your clothing in cold water instead of warm water?

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	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
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Saves energy	677 68%	94 67% C	52 54%	34 51%	250 65% C	184 78% ABCD	63 83% ABCD	189 64%	274 69%	212 69%	332 68%	346 68%
Less fading	350 35%	43 31%	31 33%	28 42%	144 37%	79 33%	24 32%	112 38%	135 34%	102 33%	133 27%	217 43% J
Clothes last longer, easier on the fabric, and fibre strength	340 34%	39 28%	35 36%	25 38%	149 39% AE	68 29%	24 32%	101 34%	127 32%	109 35%	136 28%	205 40% J
Less shrinkage/ clothes won't shrink	32 3%	7 5%	3 3%	2 3%	15 4%	4 2%	2 2%	10 4%	10 2%	12 4%	12 2%	21 4%
Other	51 5%	5 3%	3 3%	4 6%	24 6%	13 5%	2 3%	21 7%	19 5%	11 4%	23 5%	28 5%
None/ no advantage	9 1%	1 0	0 -	0 -	1 0	6 3% D	1 1%	0 -	0 -	9 3% GH	5 1%	4 1%
Don't know/Refused	47 5%	7 5%	7 7% EF	5 7% EF	24 6% E	4 2%	0 -	17 6%	16 4%	14 4%	28 6%	18 4%

If you 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, in cold water, would you be much more likely, somewhat more likely, or no more or less likely, to use cold water for washing your clothes?

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Base: All Respondents												
Unweighted Base	1000	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Much more likely	421 42% C	60 43% C	39 40% C	17 26% C	159 41% C	105 44% C	41 55% C	117 40% I	183 47% I	119 39% I	201 41% J	220 43% K
Somewhat more likely	282 28% DEF	41 29% DEF	27 28% DEF	28 43% DEF	109 28% DEF	61 26% DEF	16 21% DEF	79 27% DEF	115 29% DEF	87 28% DEF	146 30% DEF	136 27% DEF
No more or no less likely	285 28% H	36 26% H	31 32% H	19 29% H	110 29% H	71 30% H	18 24% H	96 33% H	91 23% H	97 31% H	136 28% H	149 29% H
Don't know/Refused	12 1% H	2 1% H	0 - H	2 3% H	7 2% H	1 0% H	0 - H	2 1% H	4 1% H	6 2% H	8 2% H	5 1% H

Washing clothes in cold water, as opposed to warm water can save up to 75% of the household energy used per load. Knowing this, if you could wash your clothes in cold water and still be able to clean even heavily soiled clothes, would you be much more likely, somewhat more likely, or no more or less likely, to use cold water for washing your clothes?

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Unweighted Base	1000	139	96	67	385	237	76	244	420	332	474	526
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Much more likely	605 61%	85 61%	54 56%	28 43%	237 61%	148 62%	54 72%	183 62%	250 63%	170 55%	278 57%	327 64%
Somewhat more likely	227 23%	31 22%	29 30%	28 42%	81 21%	47 20%	12 15%	65 22%	92 23%	71 23%	130 26%	97 19%
No more or no less likely	154 15%	19 14%	13 13%	8 12%	63 16%	42 18%	10 13%	43 15%	50 13%	61 20%	75 15%	79 16%
Not applicable to you, you don't wash your laundry at home	10 1%	3 2%	1 1%	3 4%	2 0	1 0	0 -	1 0	3 1%	6 2%	5 1%	5 1%
Don't know/Refused	4 0	2 1%	0 -	0 -	2 1%	0 -	0 -	3 1%	0 -	1 0	2 0	2 0