

1x. To what extent do you feel that the chemicals found in household cleaning products and other consumer products such as soaps & detergents, household disinfectants and air fresheners have improved the quality of life of Canadians? Do you feel they have greatly improved, somewhat improved, somewhat lessened, greatly lessened or had no impact on the quality of life of Canadians?

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

		REGION						AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	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	235	452	309	493	507
Weighted Base	1000	139	96*	67*	385	237	76*	294	394	308	490	510
Greatly improved	182 18%	23 17%	10 10%	11 17%	75 20%	46 19%	16 21%	47 16%	66 17%	68 22%	103 21%	79 15%
Somewhat improved	503 50%	67 48%	53 55%	37 56%	202 53%	101 43%	42 56%	167 57%	201 51%	134 43%	250 51%	253 50%
Somewhat lessened	144 14%	21 15%	19 20%	7 11%	51 13%	39 16%	6 8%	39 13%	64 16%	41 13%	61 12%	83 16%
Greatly lessened	58 6%	8 5%	3 3%	3 5%	16 4%	26 11%	3 3%	12 4%	26 7%	20 7%	23 5%	35 7%
No impact	102 10%	17 12%	10 10%	7 10%	38 10%	22 9%	8 10%	28 10%	35 9%	38 12%	49 10%	53 10%
(DK/NS)	11 1%	3 2%	2 2%	0 -	2 1%	3 1%	1 1%	1 0%	3 1%	6 2%	4 1%	7 1%
Summary												
Top2box (Improved)	685 68%	90 65%	63 65%	49 74%	278 72%	147 62%	58 77%	214 73%	267 68%	202 65%	353 72%	332 65%
Low2box (Lessened)	202 20%	29 21%	22 23%	11 16%	67 17%	65 27%	9 12%	51 17%	90 23%	62 20%	83 17%	119 23%