

Canadians Confident in Safety of Household Cleaning Products

*Most (87%) Canadians Say They're Confident, Provided Products
are Used and Stored Properly*

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Ipsos Reid

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Toronto, ON – An Ipsos Reid study conducted in December of 2006 finds that most Canadians (87%) have confidence in the safety of their household cleaning products, provided they are used and stored properly. Conversely, just 13% of Canadians are not confident in the safety of these products.

Compared with the impressions of Canadians five years ago, one third (32%) report that they have more confidence in the safety of these products than they did before. Just one in ten (10%) say that they have lost some degree of confidence in the safety of their household cleaning products, while the impressions of a strong majority (57%) of Canadians have not changed over this period of time.

And how often do Canadians consult the product label prior to use? Over two-thirds (69%) of Canadians report that they read the directions on the label prior to use at least "often". Nearly half (43%) claim to 'always' read the label, while one quarter (26%) 'often' read the label. A similar proportion (24%), maintain that they 'sometimes' read the label. Just 7% say that they 'never' consult the directions on the label.

Canadians generally feel that the label provides them with the information they need, with nearly eight in ten (77%) indicating that there is either 'enough' (65%) information or 'more



than enough' (12%) in terms of what the product is and how to use it. Under one quarter (23%) believe that there is 'not enough information'.

Canadians Say Governments Doing Adequate Job Regulating these Products...

It appears that Canadians are comfortable with the amount of regulation that is happening in the area of household cleaning products, with most (79%) Canadians indicating that they either 'know for sure' (42%) or 'assume' (37%) that household cleaning products are regulated by the government. Conversely, only 16% of Canadians believe that these products are not regulated. Based on that knowledge, seven in ten (69%) Canadians feel that those regulations are adequate, with one in ten (10%) stating that those regulations are 'more than adequate'.

These are the findings of an Ipsos Reid poll conducted on behalf of the Canadian Consumer Specialty Products Association from December 12 to December 14, 2007. For the survey, a representative randomly selected sample of 1000 adults was interviewed online. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.



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