

# Laundry Study

# Detailed tables

AK1. Which one of the following best describes your general level of knowledge and effectiveness when it comes to doing the laundry?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
I am an expert - I know exactly how much water and soap to use and can remove every stain on my family's clothing	268	24	23	15	113	71	22	0	69	24	112	88	180
	28%	20%	23%	20%	29%	35%	27%	-	30%	20%	27%	34%	25%
My knowledge is average - I sort of know how much soap and water to use, but I can usually remove most stains on my family's clothing	633	90	74	61	237	123	47	0	149	86	270	166	466
	65%	74% DEF	73% E	80% DEF	62%	60%	59%	-	65%	71%	65%	64%	66%
My knowledge is poor - I have no idea how much soap and water to use, and I usually have a hard time removing stains from my family's clothing	68	7	4	0	33	12	12	0	12	10	33	7	61
	7%	6% C	4%	-	9% C	6%	15% ABCE	-	5%	9%	8%	3%	9% K

**AK1. Which one of the following best describes your general level of knowledge and effectiveness when it comes to doing the laundry?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
I am an expert - I know exactly how much water and soap to use and can remove every stain on my family's clothing	268	65	203	41	143	84	9	105	95	59
	28%	14%	41%	24%	35%	22%	14%	28%	31%	27%
My knowledge is average - I sort of know how much soap and water to use, but I can usually remove most stains on my family's clothing	633	341	291	125	243	264	47	238	199	149
	65%	73%	58%	73%	59%	68%	70%	64%	64%	68%
My knowledge is poor - I have no idea how much soap and water to use, and I usually have a hard time removing stains from my family's clothing	68	64	4	6	24	38	10	31	15	11
	7%	14%	1%	4%	6%	10%	15%	8%	5%	5%

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**AK2. Have you ever ruined a piece of clothing because you weren't sure how to properly wash or care for it? (i.e. shrinkage, bleach stains, running colours, improper fabric care). If so, approximately how often does this happen?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
I have never ruined a piece of clothing	301 31%	164 35% B	137 27%	32 19%	126 31% C	142 37% C	29 44% HI	125 33%	90 29%	56 26%
It happens about once week	8 1%	8 2% B	0 -	4 3%	2 0	2 0	0 -	4 1%	1 0	3 1%
It happens about once a month	10 1%	5 1%	5 1%	4 2% E	5 1%	1 0	0 -	7 2%	3 1%	0 -
It happens about a few times a year	110 11%	48 10%	62 12%	34 20% DE	49 12% E	27 7%	7 10%	43 11%	38 12%	23 10%
It happens about once a year or less	540 56%	245 52%	295 59% A	97 56%	228 56%	215 56%	31 47%	196 52%	176 57%	137 63% FG

# Laundry Study

# Detailed tables

**AK2. Have you ever ruined a piece of clothing because you weren't sure how to properly wash or care for it? (i.e. shrinkage, bleach stains, running colours, improper fabric care). If so, approximately how often does this happen?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
I have never ruined a piece of clothing	301 31%	28 23%	28 28%	17 22%	126 33%	82 40%	19 24%	0 -	79 35%	42 35%	131 32%	69 27%	231 33%
It happens about once week	8 1%	1 1%	1 1%	0 -	3 1%	4 2%	0 -	0 -	2 1%	1 1%	1 0	0 -	8 1%
It happens about once a month	10 1%	0 -	1 1%	0 -	8 2%	1 1%	0 -	0 -	3 1%	1 1%	2 0	7 3%	3 0
It happens about a few times a year	110 11%	23 19%	9 9%	3 4%	42 11%	25 12%	7 9%	0 -	25 11%	9 7%	42 10%	42 16%	68 10%
It happens about once a year or less	540 56%	71 58%	63 62%	55 74%	204 53%	93 45%	54 67%	0 -	120 52%	68 57%	239 58%	143 55%	397 56%
		BCD	BCD	ADE			DE					L	

# Laundry Study

# Detailed tables

**AK8\_4. (At some point in time I have ruined one of my favourite outfits in the laundry because I just guessed about how to best treat it) Please indicate the extent to which you agree or disagree with each of the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
At some point in time I have ruined one of my favourite outfits in the laundry because I just guessed about how to best treat it										
Strongly agree	91 9%	49 10%	42 8%	22 13%	39 10%	29 8%	5 8%	31 8%	36 12%	19 9%
Somewhat agree	221 23%	102 22%	118 24%	44 25%	100 24%	77 20%	16 24%	87 23%	76 25%	42 19%
Somewhat disagree	290 30%	139 29%	151 30%	63 36%	122 30%	105 27%	20 31%	102 27%	88 28%	80 36%
Strongly disagree	367 38%	180 38%	187 38%	43 25%	149 36%	175 45%	25 37%	155 41%	109 35%	78 36%
Summary										
Top2Box - Agree	312 32%	151 32%	160 32%	66 38%	139 34%	107 28%	21 32%	117 31%	112 36%	61 28%
Low2Box - Disagree	657 68%	319 68%	338 68%	106 62%	271 66%	280 72%	45 68%	257 69%	197 64%	158 72%

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# Detailed tables

**AK8\_4. (At some point in time I have ruined one of my favourite outfits in the laundry because I just guessed about how to best treat it) Please indicate the extent to which you agree or 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/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
At some point in time I have ruined one of my favourite outfits in the laundry because I just guessed about how to best treat it													
Strongly agree	91 9%	15 12%	11 11%	5 7%	41 11%	15 8%	4 5%	0 -	29 13% J	8 6%	26 6%	32 12%	60 8%
Somewhat agree	221 23%	42 34% DEF	30 29% D	18 24%	72 19%	42 21%	17 21%	0 -	55 24%	28 23%	83 20%	59 22%	162 23%
Somewhat disagree	290 30%	28 23%	31 30%	29 38% A	120 31%	56 27%	27 34%	0 -	60 26%	36 30%	141 34% H	76 29%	213 30%
Strongly disagree	367 38%	38 31%	31 31%	24 32%	151 39%	91 45% AB	32 40%	0 -	85 37%	49 41%	163 40%	94 36%	273 39%
<b>Summary</b>													
Top2Box - Agree	312 32%	56 46% CDEF	40 40%	23 30%	113 30%	58 28%	21 26%	0 -	84 37% J	36 30%	109 26%	90 35%	222 31%
Low2Box - Disagree	657 68%	65 54%	62 60%	52 70% A	270 70% A	147 72% A	60 74% A	0 -	145 63%	85 70%	305 74% H	171 65%	486 69%

# Laundry Study

# Detailed tables

AK4a\_1. (1st) Please rank the following household chores from your favourite to the least favourite:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	**	230	121	414	261	708
Outdoor maintenance/gardening	372 38%	50 41%	38 37%	37 49%	142 37%	72 35%	34 42%	0 -	87 38%	52 43%	146 35%	80 31%	292 41%
Grocery shopping	324 33%	38 31%	33 32%	25 33%	130 34%	75 36%	23 29%	0 -	85 37%	28 23%	143 34%	115 44%	209 30%
<b>1st</b>													
Making the bed	109 11%	13 11%	14 14%	6 8%	47 12%	22 11%	6 7%	0 -	22 9%	17 14%	49 12%	28 11%	80 11%
Doing the laundry	74 8%	10 8%	6 6%	3 4%	29 8%	15 7%	12 14%	0 -	13 6%	10 8%	41 10%	16 6%	57 8%
Doing the dishes	63 6%	9 7%	7 7%	3 3%	25 7%	15 7%	5 6%	0 -	13 6%	11 9%	25 6%	8 3%	55 8%
Vacuuming	28 3%	2 2%	4 4%	2 3%	10 3%	7 3%	2 2%	0 -	9 4%	4 3%	11 3%	14 5%	14 2%

# Laundry Study

# Detailed tables

AK4a\_1. (1st) Please rank the following household chores from your favourite to the least favourite:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
Outdoor maintenance/gardening	372 38%	197 42%	175 35%	39 23%	163 40%	170 44%	26 39%	158 42%	112 36%	76 35%
Grocery shopping	324 33%	171 36%	153 31%	84 49%	137 33%	102 27%	19 29%	109 29%	110 36%	86 39%
1st										
Making the bed	109 11%	42 9%	66 13%	26 15%	43 10%	40 10%	10 15%	40 11%	33 11%	26 12%
Doing the laundry	74 8%	16 3%	58 12%	11 6%	30 7%	33 8%	5 8%	29 8%	26 9%	13 6%
Doing the dishes	63 6%	30 6%	33 7%	8 4%	26 6%	30 8%	4 6%	27 7%	16 5%	16 7%
Vacuuming	28 3%	14 3%	14 3%	4 2%	12 3%	12 3%	2 3%	10 3%	12 4%	3 1%



# Laundry Study

# Detailed tables

**AK7. (Dislike Summary) Please indicate whether you very much dislike, somewhat dislike, or actually don't mind dealing with the following aspects of doing the laundry:**

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
Removing tough stains from your family's clothing	691	337	354	145	280	267	45	261	216	169
	71%	72%	71%	84% DE	68%	69%	68%	70%	70%	77%
Doing a large volume of laundry all at once	480	223	256	74	209	196	29	200	153	98
	50%	47%	51%	43%	51%	51%	43%	53%	49%	45%
Trying to keep up with the amount of laundry	412	203	209	85	185	142	28	165	127	92
	43%	43%	42%	50% E	45% E	37%	42%	44%	41%	42%
Spending time in your laundry room or basement	398	186	212	94	165	139	22	153	139	84
	41%	39%	43%	55% DE	40%	36%	33%	41%	45%	38%
Dealing with your laundry machines	212	126	86	43	86	83	17	92	64	39
	22%	27% B	17%	25%	21%	22%	25%	25%	21%	18%
Keeping all of your supplies stocked	180	110	70	32	81	67	13	73	54	41
	19%	23% B	14%	19%	20%	17%	19%	19%	17%	19%

# Laundry Study

# Detailed tables

AK7. (Dislike Summary) Please indicate whether you very much dislike, somewhat dislike, or actually don't mind dealing with the following aspects of doing the laundry:

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners Weighted	1012	153	98	68	378	227	88	0	262	129	416	250	762
	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
Removing tough stains from your family's clothing	691	88	78	55	285	120	66	0	168	77	297	188	503
	71%	72% E	76% E	73% E	74% E	58%	82% E	-	73%	64%	72%	72% L	71% L
Doing a large volume of laundry all at once	480	64	46	41	197	90	41	0	118	59	191	136	344
	50%	52%	45%	54%	51%	44%	51%	-	51%	49%	46%	52%	49%
Trying to keep up with the amount of laundry	412	52	48	30	186	62	33	0	87	36	180	150	262
	43%	43% E	47% E	40%	49% E	30%	41%	-	38%	30%	44% I	57% L	37% L
Spending time in your laundry room or basement	398	56	38	34	158	74	37	0	95	37	167	119	278
	41%	46%	37%	45%	41%	36%	46%	-	41%	31%	40%	46%	39%
Dealing with your laundry machines	212	29	18	13	97	36	19	0	48	26	87	59	154
	22%	23%	18%	17% E	25% E	18%	23%	-	21%	21%	21%	22%	22%
Keeping all of your supplies stocked	180	25	17	15	74	34	15	0	47	20	65	46	135
	19%	20%	16%	20%	19%	17%	19%	-	20%	16%	16%	17%	19%

# Laundry Study

# Detailed tables

## AK5. How many loads of laundry do you typically do in a week?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
0	56 6%	56 12% B	0 -	2 1%	12 3%	42 11% CD	6 9% H	27 7% H	9 3%	14 6%
1	85 9%	62 13% B	23 5%	17 10%	27 6%	41 11% D	7 10%	20 5%	27 9%	32 15% G
2	161 17%	91 19% B	69 14%	25 15%	51 13%	84 22% D	14 21%	60 16%	52 17%	34 16%
3	173 18%	87 18%	87 17%	40 23%	67 16%	67 17%	14 20%	57 15%	52 17%	51 23% G
4	149 15%	68 14%	81 16%	18 10%	72 18%	60 15%	7 10%	68 18%	49 16%	26 12%
5	106 11%	36 8% A	70 14%	23 13%	38 9%	45 12%	7 10%	38 10%	43 14%	18 8%
6	84 9%	28 6% A	56 11%	16 9%	47 11% E	22 6%	5 7%	39 10%	22 7%	18 8%
7	26 3%	8 2% A	18 4%	6 3%	16 4% E	5 1%	0 -	13 4%	7 2%	6 3%
8	37 4%	8 2% A	29 6%	7 4%	22 5% E	8 2%	4 7%	11 3%	13 4%	8 3%
9	15 2%	3 1% E	12 2%	8 4%	7 2% E	1 0%	0 -	7 2%	4 1%	4 2%
10	42 4%	16 3% E	26 5%	3 2%	28 7% E	10 3%	4 7%	21 5%	13 4%	4 2%
More than 10	35 4%	7 1% A	28 6%	8 5% E	24 6% E	3 1%	0 -	14 4%	16 5%	5 2%
<b>Summary</b>										
Mean	4.3	3.3	5.2 A	4.6 E	5.1 E	3.2	3.6	4.5 I	4.6 I	3.6
Standard Deviation	3.3	3.0	3.4	3.4	3.8	2.4	2.7	3.3	3.8	2.7
Standard Error	0.1	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.2	0.2
Median	3.1	2.3	3.9	3.1	3.7	2.4	2.5	3.3	3.3	2.6

# Laundry Study

# Detailed tables

## AK5. How many loads of laundry do you typically do in a week?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/ NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	**	230	121	414	261	708
0	56 6%	6 5%	1 1%	2 3%	29 7%	11 5%	7 8%	0 -	11 5%	4 3%	30 7%	7 3%	49 7%
1	85 9%	8 7%	11 11%	5 7%	35 9%	17 8%	10 12%	0 -	31 13%	12 10%	29 7%	8 3%	77 11%
2	161 17%	22 18%	18 18%	15 19%	68 18%	26 13%	11 14%	0 -	51 22%	27 22%	59 14%	12 5%	149 21%
3	173 18%	22 18%	25 24%	19 25%	64 17%	34 16%	10 13%	0 -	39 17%	21 18%	81 20%	21 8%	153 22%
4	149 15%	22 18%	15 15%	9 12%	58 15%	33 16%	11 13%	0 -	39 17%	19 16%	59 14%	45 17%	105 15%
5	106 11%	15 12%	10 10%	1 2%	38 10%	31 15%	11 13%	0 -	17 7%	12 10%	50 12%	38 15%	68 10%
6	84 9%	9 7%	11 11%	11 14%	32 8%	15 7%	7 8%	0 -	21 9%	9 8%	33 8%	38 15%	46 6%
7	26 3%	3 2%	2 2%	0 -	11 3%	8 4%	3 3%	0 -	6 3%	0 -	13 3%	16 6%	10 1%
8	37 4%	5 4%	1 1%	4 5%	14 4%	7 3%	6 7%	0 -	3 1%	3 3%	20 5%	16 6%	20 3%
9	15 2%	3 3%	0 -	3 3%	4 1%	4 2%	1 1%	0 -	2 1%	0 -	9 2%	11 4%	4 1%
10	42 4%	5 4%	3 3%	5 7%	16 4%	8 4%	4 5%	0 -	6 3%	6 5%	17 4%	20 8%	22 3%
More than 10	35 4%	2 2%	4 4%	1 2%	14 4%	11 5%	2 3%	0 -	4 2%	6 5%	15 4%	28 11%	7 1%
<b>Summary</b>													
Mean	4.3	4.2	4.2	4.3	4.1	4.6	4.2	0	3.6	4.2	4.3	6.3	3.5
Standard Deviation	3.3	3.0	3.5	2.9	3.4	3.6	3.1	0	2.6	3.5	3.4	3.9	2.7
Standard Error	0.1	0.2	0.4	0.4	0.2	0.2	0.3	0	0.2	0.3	0.2	0.2	0.1
Median	3.1	3.2	2.8	2.8	2.9	3.4	3.2	0	2.6	2.8	3.1	5.0	2.5

# Laundry Study

# Detailed tables

AK6. And how much money do you think your household spends on laundry-related costs each month. Please include everything that you spend on detergent, fabric softener, dry cleaning, stain-removal product, etc).

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
\$0	1 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -
\$1-\$10	342 35%	161 34%	181 36%	48 28%	114 28%	180 46% CD	20 29%	122 33%	105 34%	96 44% GH
\$11-\$20	307 32%	137 29%	170 34%	64 37%	124 30%	118 31%	26 38%	112 30%	107 34%	62 29%
\$21-\$30	170 18%	96 20% B	74 15%	26 15%	89 22% E	55 14%	11 16%	77 21%	49 16%	34 15%
\$31-\$40	43 4%	28 6% B	15 3%	8 5%	23 6%	11 3%	2 4%	18 5%	11 4%	12 5%
\$41-\$50	56 6%	23 5%	33 7%	11 6%	30 7% E	15 4%	2 3%	20 5%	21 7%	12 6%
\$51-\$100	39 4%	18 4%	21 4%	12 7% E	23 5% E	5 1%	5 8% I	19 5%	12 4%	3 1%
More than \$100	11 1%	6 1%	4 1%	3 2%	6 1%	2 0	1 1%	6 2%	4 1%	0 -
<b>Summary</b>										
Mean	23.0	23.3	22.6	25.6 E	26.2 E	18.4	28.9 I	25.1 I	22.5 I	18.0
Standard Deviation	27.2	24.7	29.4	26.1	25.6	28.7	56.7	26.9	24.5	13.8
Standard Error	0.9	1.2	1.2	2.4	1.2	1.4	7.2	1.4	1.1	1.2
Median	17.3	18.3	14.9	15.4	19.1	11.6	16.6	17.9	17.8	12.7

# Laundry Study

# Detailed tables

**AK6. And how much money do you think your household spends on laundry-related costs each month. Please include everything that you spend on detergent, fabric softener, dry cleaning, stain-removal product, etc).**

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
\$0	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	1 0	1 0
\$1-\$10	342 35%	52 43% D	44 43% D	25 33%	113 30%	80 39% D	28 35%	0 -	100 44%	48 40%	153 37%	40 15%	302 43% K
\$11-\$20	307 32%	35 28%	33 32%	26 35%	136 35%	56 27%	22 27%	0 -	75 33%	34 28%	132 32%	88 34%	219 31%
\$21-\$30	170 18%	19 16%	15 15%	11 15%	77 20%	30 15%	18 22%	0 -	32 14%	24 20%	65 16%	55 21%	115 16%
\$31-\$40	43 4%	2 2%	3 3%	8 11% ABE	20 5%	7 3%	3 3%	0 -	7 3%	5 4%	19 5%	27 10% L	16 2%
\$41-\$50	56 6%	4 3%	4 4%	3 5%	20 5%	20 10% A	4 5%	0 -	6 3%	6 5%	21 5%	26 10% L	30 4%
\$51-\$100	39 4%	9 7% D	4 4%	2 3%	11 3%	9 4%	5 6%	0 -	5 2%	3 2%	19 5%	21 8% L	18 3%
More than \$100	11 1%	0 -	0 -	0 -	6 1%	4 2%	1 2%	0 -	3 1%	1 0	4 1%	4 1%	7 1%
<b>Summary</b>													
Mean	23.0	21.1	18.6	20.5	23.1	24.9	27.9	0	19.4	20.1	22.1	30.3 L	20.2
Standard Deviation	27.2	20.4	14.6	13.5	23.2	31.1	52.6	0	24.0	18.4	22.3	25.4	27.4
Standard Error	0.9	1.7	1.5	1.6	1.2	2.1	5.6	0	1.5	1.6	1.1	1.6	1.0
Median	17.3	13.6	12.2	17.2	16.7	14.9	15.5	0	12.8	14.5	14.7	22.1	13.1

# Laundry Study

# Detailed tables

**AK8\_1. (I would enjoy doing laundry more if I had a nicer, newer laundry room (or area)) Please indicate the extent to which you agree or disagree with each of the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
<b>I would enjoy doing laundry more if I had a nicer, newer laundry room (or area)</b>										
Strongly agree	180 19%	55 12%	125 25%	37 21%	97 24%	46 12%	13 19%	80 21%	61 20%	26 12%
Somewhat agree	255 26%	120 26%	134 27%	58 34%	97 24%	99 26%	21 31%	93 25%	80 26%	61 28%
Somewhat disagree	252 26%	143 30%	109 22%	36 21%	112 27%	104 27%	14 22%	93 25%	77 25%	69 31%
Strongly disagree	282 29%	153 32%	129 26%	41 24%	104 25%	136 35%	19 28%	108 29%	91 30%	64 29%
<b>Summary</b>										
Top2Box - Agree	434 45%	175 37%	260 52%	95 55%	194 47%	145 38%	33 50%	173 46%	141 46%	87 40%
Low2Box - Disagree	534 55%	296 63%	239 48%	77 45%	216 53%	241 62%	33 50%	201 54%	168 54%	132 60%

# Laundry Study

# Detailed tables

**AK8\_1. (I would enjoy doing laundry more if I had a nicer, newer laundry room (or area)) Please indicate the extent to which you agree or 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/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners Weighted	1012	153	98	68	378	227	88	0	262	129	416	250	762
	969	122	102*	75*	383	205	81*	**	230	121	414	261	708
<b>I would enjoy doing laundry more if I had a nicer, newer laundry room (or area)</b>													
Strongly agree	180	14	18	12	95	25	17	0	42	25	63	61	119
	19%	11%	17%	16%	25%	12%	21%	-	18%	21%	15%	23%	17%
Somewhat agree	255	40	24	28	104	39	21	0	58	24	107	78	176
	26%	33%	23%	37%	27%	19%	25%	-	25%	20%	26%	30%	25%
Somewhat disagree	252	33	38	21	84	55	21	0	69	37	108	62	191
	26%	27%	38%	28%	22%	27%	25%	-	30%	31%	26%	24%	27%
Strongly disagree	282	35	22	14	101	87	23	0	60	34	136	60	222
	29%	28%	22%	19%	26%	42%	29%	-	26%	29%	33%	23%	31%
AB C D E F G H I J K L													
<b>Summary</b>													
Top2Box - Agree	434	54	42	40	199	63	37	0	100	49	170	139	295
	45%	44%	41%	53%	52%	31%	46%	-	44%	41%	41%	53%	42%
Low2Box - Disagree	534	68	61	35	185	142	44	0	129	71	244	122	412
	55%	56%	59%	47%	48%	69%	54%	-	56%	59%	59%	47%	58%
A B C D E F G H I J K L													



# Laundry Study

# Detailed tables

**AK8\_2. (I would enjoy doing laundry more if I had nicer, newer laundry appliances) Please indicate the extent to which you agree or disagree with each of the following statements:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
I would enjoy doing laundry more if I had nicer, newer laundry appliances										
Strongly agree	157 16%	57 12%	101 20% A	43 25% E	69 17% E	46 12%	12 17%	62 17%	52 17%	32 14%
Somewhat agree	223 23%	111 24%	112 23%	48 28%	89 22%	86 22%	13 19%	89 24%	68 22%	53 24%
Somewhat disagree	271 28%	150 32% B	122 24%	35 20%	127 31% C	109 28%	24 36%	97 26%	84 27%	66 30%
Strongly disagree	317 33%	153 33%	164 33%	46 27%	124 30%	146 38% CD	19 28%	125 34%	104 34%	68 31%
Summary										
Top2Box - Agree	380 39%	167 36%	213 43% A	90 52% DE	159 39%	132 34%	24 36%	152 41%	120 39%	84 38%
Low2Box - Disagree	588 61%	303 64% B	285 57%	82 48%	252 61% C	255 66% C	42 64%	222 59%	188 61%	135 62%

# Laundry Study

# Detailed tables

**AK8.2. (I would enjoy doing laundry more if I had nicer, newer laundry appliances) Please indicate the extent to which you agree or 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/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	**	230	121	414	261	708
<b>I would enjoy doing laundry more if I had nicer, newer laundry appliances</b>													
Strongly agree	157 16%	17 14%	17 17%	10 13%	71 19%	29 14%	13 17%	0 -	35 15%	21 17%	55 13%	54 21%	104 15%
Somewhat agree	223 23%	35 28%	23 23%	22 29%	98 26%	30 14%	16 20%	0 -	53 23%	25 21%	98 24%	66 25%	157 22%
Somewhat disagree	271 28%	28 23%	32 32%	28 37%	97 25%	60 29%	27 33%	0 -	67 29%	43 35%	116 28%	69 26%	203 29%
Strongly disagree	317 33%	42 34%	30 29%	16 21%	117 31%	87 43%	25 31%	0 -	75 32%	33 27%	145 35%	73 28%	244 34%
<b>Summary</b>													
Top2Box - Agree	380 39%	52 43%	40 39%	32 42%	169 44%	58 28%	29 36%	0 -	88 38%	46 38%	153 37%	119 46%	261 37%
Low2Box - Disagree	588 61%	70 57%	62 61%	44 58%	214 56%	147 72%	52 64%	0 -	141 62%	75 62%	261 63%	142 54%	447 63%

# Laundry Study

# Detailed tables

**AK8\_3. (I am envious of a friend or neighbour's laundry room) Please indicate the extent to which you agree or disagree with each of the following statements:**

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
<b>I am envious of a friend or neighbour's laundry room</b>										
Strongly agree	72 7%	23 5%	49 10% A	26 15% DE	28 7%	18 5%	4 6%	27 7%	24 8%	17 8%
Somewhat agree	107 11%	48 10%	59 12%	43 25% DE	31 8%	33 9%	3 5%	40 11%	34 11%	30 14%
Somewhat disagree	227 23%	113 24%	114 23%	31 18%	117 28% CE	80 21%	20 30%	87 23%	73 24%	47 22%
Strongly disagree	563 58%	286 61%	277 56%	73 42%	234 57% C	255 66% CD	40 59%	221 59%	178 57%	125 57%
<b>Summary</b>										
Top2Box - Agree	179 18%	71 15%	108 22% A	68 40% DE	59 14%	51 13%	7 11%	67 18%	58 19%	47 22%
Low2Box - Disagree	790 82%	399 85% B	390 78%	104 60%	351 86% C	335 87% C	59 89%	307 82%	251 81%	172 78%

# Laundry Study

# Detailed tables

**AK8\_3. (I am envious of a friend or neighbour's laundry room) Please indicate the extent to which you agree or 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/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	**	230	121	414	261	708
<b>I am envious of a friend or neighbour's laundry room</b>													
Strongly agree	72 7%	6 5%	12 12%	4 5%	32 8%	10 5%	8 10%	0 -	21 9%	8 7%	20 5%	18 7%	54 8%
Somewhat agree	107 11%	13 11%	14 14%	12 16%	46 12%	17 8%	5 7%	0 -	18 8%	12 10%	39 9%	39 15%	68 10%
Somewhat disagree	227 23%	27 22%	27 27%	19 26%	97 25%	38 19%	19 23%	0 -	52 23%	24 20%	109 26%	73 28%	154 22%
Strongly disagree	563 58%	76 63%	49 48%	41 54%	208 54%	140 68%	49 60%	0 -	138 60%	76 63%	246 59%	132 51%	431 61%
<b>Summary</b>													
Top2Box - Agree	179 18%	19 15%	26 26%	15 20%	78 20%	27 13%	14 17%	0 -	39 17%	20 17%	59 14%	56 22%	123 17%
Low2Box - Disagree	790 82%	103 85%	76 74%	60 80%	305 80%	178 87%	67 83%	0 -	191 83%	101 83%	355 86%	205 78%	585 83%

# Laundry Study

# Detailed tables

**AK9. If you had \$10,000 to spend on one of the following options below, which would it be?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/ NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
New home appliances	427 44%	52 43%	41 40%	35 46%	175 46%	92 45%	32 40%	0 -	115 50% J	54 45%	160 39%	123 47%	304 43%
A new wardrobe	79 8%	10 8%	14 13% C	2 3%	26 7%	21 10%	6 7%	0 -	18 8%	8 7%	31 8%	15 6%	64 9%
Valuable artwork or paintings	53 5%	10 8%	2 2%	5 6%	21 6%	10 5%	5 6%	0 -	10 4%	6 5%	26 6%	7 3%	46 6% K
Backyard or landscaping improvements	409 42%	50 41%	45 44%	34 45%	161 42%	82 40%	38 47%	0 -	86 37%	52 43%	196 47% H	116 44%	293 41%

# Laundry Study

# Detailed tables

AK9. If you had \$10,000 to spend on one of the following options below, which would it be?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I  
 Overlap formulae used. \* 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: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
New home appliances	427 44%	202 43%	225 45%	79 46%	186 45%	162 42%	28 41%	171 46%	135 44%	94 43%
A new wardrobe	79 8%	33 7%	47 9%	27 16% DE	30 7%	23 6%	5 8%	28 7%	33 11%	14 6%
Valuable artwork or paintings	53 5%	31 7%	21 4%	6 3%	13 3%	34 9% D	1 2%	11 3%	13 4%	28 13% FGH
Backyard or landscaping improvements	409 42%	204 43%	205 41%	60 35%	181 44%	168 43%	33 49%	165 44%	128 41%	84 38%

# Laundry Study

# Detailed tables

## AK10. What is your dirtiest laundry secret?

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

	Total	GENDER		AGE			EDUCATION			
		Male A	Female B	18-34 C	35-54 D	55+ E	<HS F	HS G	Post Sec H	Univ Grad I
Base: Home owners	1012	423	589	114	447	451	62	349	468	133
Weighted	969	470	498	172*	410	386	67*	374	309	219
I let my laundry pile up until I have no clean underwear	288	134	155	54	133	101	18	108	98	64
	30%	28%	31%	31%	33% E	26%	27%	29%	32%	29%
I put everything in the drier, even when the label says not to	263	131	132	39	113	111	18	110	84	51
	27%	28%	27%	23%	28%	29%	27%	29%	27%	23%
I still get my mother to do my laundry for me	43	34	9	12	13	19	7	17	11	9
	4%	7% B	2%	7%	3%	5%	11% H	4%	3%	4%
I don't know what any of the laundry labels mean - so I just guess!	137	89	48	13	55	70	13	51	38	35
	14%	19% B	10%	7%	13%	18% C	20%	14%	12%	16%
I let my clothes sit in the washer/dryer for days before putting in the dryer or folding	237	84	153	55	96	86	10	89	78	60
	24%	18%	31% A	32%	23%	22%	15%	24%	25%	28%

**AK10. What is your dirtiest laundry secret?**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I/J - K/L  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	REGION							HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	YK/NWT/NV	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Home owners	1012	153	98	68	378	227	88	0	262	129	416	250	762
Weighted	969	122	102*	75*	383	205	81*	-**	230	121	414	261	708
I let my laundry pile up until I have no clean underwear	288	32	40	25	118	53	19	0	78	38	112	75	213
	30%	27%	39% E	34%	31%	26%	24%	-	34%	32%	27%	29%	30%
I put everything in the drier, even when the label says not to	263	40	25	17	96	55	30	0	49	35	120	89	174
	27%	33%	24%	23%	25%	27%	37% D	-	21%	29%	29% H	34% L	25%
I still get my mother to do my laundry for me	43	2	4	2	25	7	5	0	8	5	23	4	40
	4%	1%	3%	2%	6% A	3%	6%	-	4%	4%	6%	1%	6% K
I don't know what any of the laundry labels mean - so I just guess!	137	13	10	8	53	37	16	0	42	14	62	22	115
	14%	11%	10%	10%	14%	18%	20%	-	18%	12%	15%	8%	16% K
I let my clothes sit in the washer/dryer for days before putting in the dryer or folding	237	34	24	23	91	53	11	0	52	28	96	71	166
	24%	28% F	24%	31% F	24%	26% F	14%	-	23%	23%	23%	27%	23%