

**For the Love of Clean:
A Majority (54%) of Canadians Enjoy
Cleaning Their Homes**

*Two in Ten (19%) Spend At Least An Hour A Day
Cleaning and Tidying Their Home*

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Ipsos Reid

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Toronto, ON – The results of a new Ipsos Reid poll, conducted on behalf of P&G, have revealed that a majority (54%) of Canadians ‘enjoy’ (12% very much/42% somewhat) cleaning their home. In fact, two in ten (19%) Canadians say they spend at least an hour a day cleaning and tidying their home, with 8% spending more than an hour and a half of their time daily on this activity.

Some, though, are not quite as enthused with the task of cleaning their home, saying that they don’t enjoy it ‘very much’ (30%), or ‘not at all’ (16%). Four in ten (38%) spend less than 30 minutes a day cleaning and tidying, and a similar proportion (42%) says this task takes between half an hour and an hour to complete on a daily basis.

- Women (28%) are more likely than men (11%) to say they spend at least an hour a day cleaning and tidying their home. Conversely, men (49%) are more likely than women (28%) to spend less than 30 minutes a day.

And what room do Canadians enjoy cleaning the most? Four in ten (41%) say the kitchen is their favourite room to clean, while 27% voted for the living room. Others enjoy cleaning the

bedrooms (17%) the most, and 7% say cleaning the bathroom takes the cake. One in ten (8%) chose some other room.

These are the findings of a poll conducted on behalf of Proctor and Gamble from January 30 to February 5, 2009. This online survey of 1032 Canadians was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of these polls are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20, had the entire adult population of Canada been polled.

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