

Mr. Clean

Detailed tables

1. Adding up all the time you spend cleaning and tidying your home each day, how much time would you say you typically spend?

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

	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: All respondents	1032	520	512	252	398	382	106	349	458	119
Weighted	1032	499	533	288	410	334	110	368	336	218
Less than 30 minutes	394 38%	245 49%	149 28%	114 40%	159 39%	121 36%	24 22%	134 36%	123 37%	113 52%
31 to 60 minutes	433 42%	200 40%	233 44%	132 46%	172 42%	129 39%	54 49%	150 41%	148 44%	82 37%
61 to 90 minutes	118 11%	31 6%	88 16%	25 9%	42 10%	52 16%	14 13%	44 12%	42 12%	18 8%
More than 90 minutes	87 8%	24 5%	63 12%	17 6%	37 9%	33 10%	18 16%	40 11%	23 7%	5 2%

2. Do you enjoy cleaning your home?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1032	520	512	252	398	382	106	349	458	119
Weighted	1032	499	533	288	410	334	110	368	336	218
Very much	124 12%	48 10%	76 14% A	35 12%	49 12%	40 12%	22 20% HI	53 14% I	38 11%	12 5%
Somewhat	429 42%	210 42%	219 41%	114 40%	174 43%	140 42%	50 46%	144 39%	151 45%	84 39%
Not very much	313 30%	175 35% B	137 26%	86 30%	120 29%	107 32%	29 27%	117 32%	103 31%	63 29%
Not at all	166 16%	66 13%	100 19% A	52 18%	67 16%	47 14%	8 8%	54 15%	45 13%	59 27% FGH
Summary										
Top2Box (Very much/ Somewhat)	553 54%	258 52%	295 55%	149 52%	223 54%	181 54%	72 66% GI	197 53%	189 56% I	96 44%
Low2Box (Not very much/ Not at all)	479 46%	241 48%	238 45%	139 48%	186 46%	154 46%	38 34% F	172 47%	148 44%	122 56% FH

3. Which of the following areas of your home do you enjoy cleaning the most?

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1032	520	512	252	398	382	106	349	458	119
Weighted	1032	499	533	288	410	334	110	368	336	218
Kitchen	422 41%	198 40%	224 42%	85 30%	184 45%	153 46%	46 42%	162 44%	132 39%	82 38%
Living room	283 27%	139 28%	144 27%	73 25%	123 30%	87 26%	33 30%	110 30%	89 26%	52 24%
Bedrooms	172 17%	70 14%	103 19%	98 34%	42 10%	32 10%	13 12%	50 14%	64 19%	46 21%
Bathrooms	75 7%	37 7%	38 7%	16 6%	30 7%	29 9%	8 7%	26 7%	26 8%	15 7%
Other	79 8%	55 11%	24 4%	15 5%	30 7%	34 10%	10 9%	20 5%	26 8%	23 11%