

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 - J/K
Overlap formulae used. * small base

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1032	139	104	78	368	270	73	250	308	474	230	802
Weighted	1032	136	105*	67*	395	252	76*	244	308	481	249	783
Less than 30 minutes	394 38%	49 36%	41 39%	24 36%	157 40%	98 39%	24 31%	107 44%	117 38%	169 35%	75 30%	318 41%
31 to 60 minutes	433 42%	61 45%	37 35%	30 45%	168 43%	106 42%	32 41%	85 35%	133 43%	216 45%	118 47%	315 40%
61 to 90 minutes	118 11%	16 12%	20 19% DE	7 11%	37 9%	24 10%	13 17%	27 11%	36 12%	55 11%	33 13%	85 11%
More than 90 minutes	87 8%	10 7%	7 7%	5 8%	33 8%	23 9%	8 10%	24 10%	21 7%	41 9%	23 9%	64 8%

2. Do you enjoy cleaning your home?

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Weighted	1032	139	104	78	368	270	73	250	308	474	230	802
	1032	136	105*	67*	395	252	76*	244	308	481	249	783
Very much	124 12%	15 11%	10 10%	8 11%	44 11%	42 17%	6 7%	37 15% I	40 13%	48 10%	19 8%	105 13% J
Somewhat	429 42%	56 41%	46 44%	28 42%	159 40%	103 41%	36 47%	112 46%	117 38%	200 42%	110 44%	319 41%
Not very much	313 30%	45 33%	30 29%	16 24%	122 31%	74 30%	25 33%	60 25%	96 31%	156 33% G	81 33%	231 30%
Not at all	166 16%	20 15%	18 18%	15 23% E	70 18%	32 13%	10 13%	35 14%	55 18%	76 16%	39 15%	128 16%
Summary												
Top2Box (Very much/ Somewhat)	553 54%	71 52%	57 54%	36 53%	203 51%	145 58%	41 54%	149 61% HI	156 51%	248 52%	129 52%	424 54%
Low2Box (Not very much/ Not at all)	479 46%	65 48%	49 46%	32 47%	192 49%	107 42%	35 46%	95 39% G	151 49% G	233 48% G	120 48%	359 46%

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1032	139	104	78	368	270	73	250	308	474	230	802
Weighted	1032	136	105*	67*	395	252	76*	244	308	481	249	783
Kitchen	422 41%	61 45%	43 40%	28 41%	143 36%	118 47%	30 39%	81 33%	133 43%	208 43%	94 38%	328 42%
Living room	283 27%	35 26%	27 26%	20 29%	123 31%	55 22%	23 30%	74 31%	80 26%	128 27%	83 33%	200 26%
Bedrooms	172 17%	16 12%	21 20%	8 12%	74 19%	41 16%	12 16%	40 16%	49 16%	84 17%	39 16%	134 17%
Bathrooms	75 7%	9 6%	7 7%	3 4%	25 6%	24 10%	7 9%	24 10%	27 9%	24 5%	13 5%	63 8%
Other	79 8%	15 11%	7 6%	9 13%	30 8%	13 5%	5 7%	24 10%	19 6%	36 8%	21 8%	58 7%

Detailed tables