



Ipsos Reid



Canadian Consumer Specialty Products Association

Omnibus 2006

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60-3315-05



Introduction

Purpose:

- The Canadian Consumer Specialty Products Association (CCSPA) provides support and information on behalf of their members. Specifically, this research covers consumer confidence in the safety of household cleaning products, use of label information, understanding and the perceived adequacy of the current regulatory environment for these products.

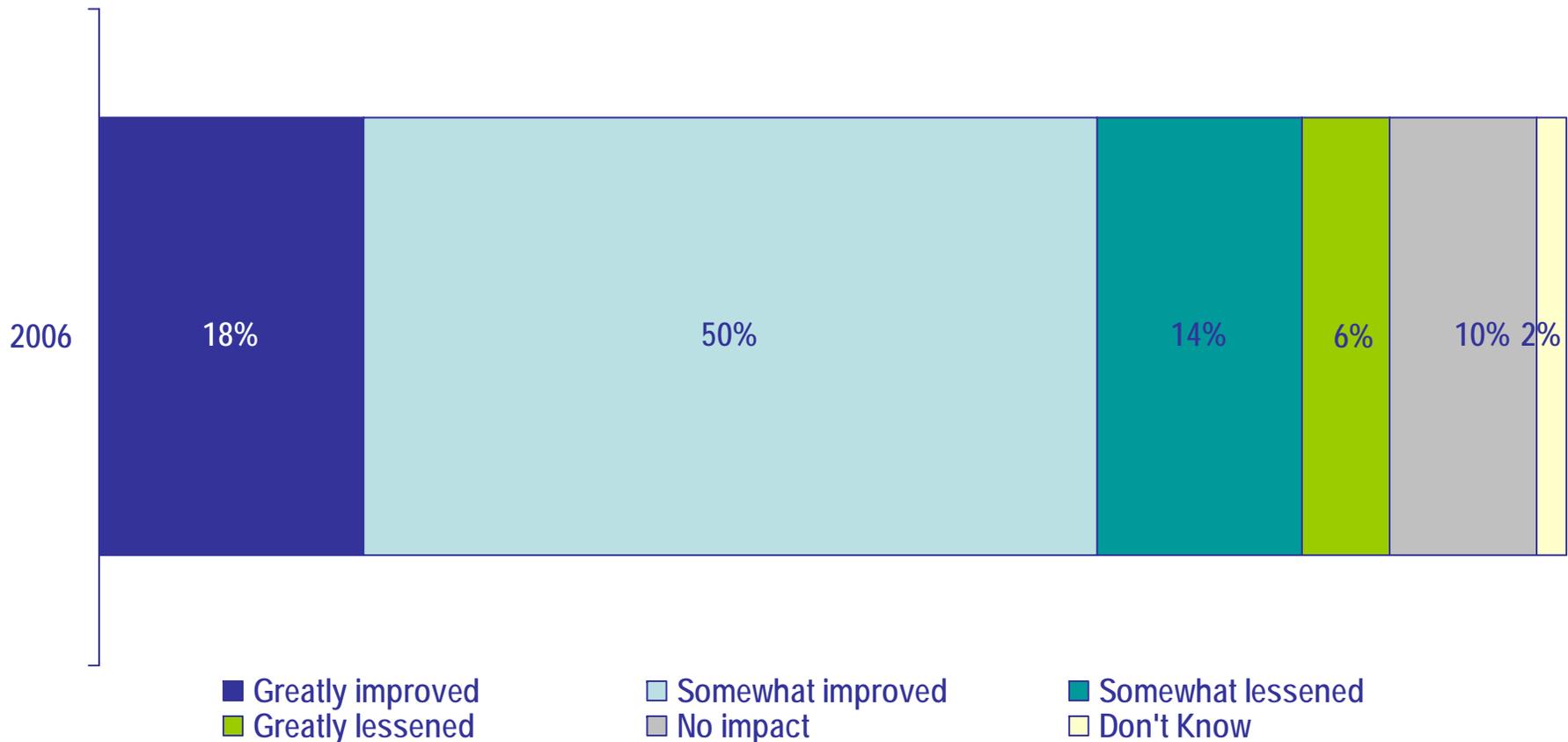
Methodology:

- The research was conducted using Ipsos-Reid's national telephone omnibus. The sample used is random with a representative cross-section of adults (18 years of age or older).
- A total of 1000 interviews were conducted between December 13 - 17, 2006.
- The survey data are statistically weighted in analysis - by region, age and gender - to reflect the actual distribution of the Canadian population.
- This report summarizes the findings. The complete computer cross-tabulations are reported under separate cover.



Impact of Chemicals Found in Household Cleaning Products on Quality of Life

- Sixty-eight (68%) percent of Canadians feel that chemicals found in household cleaning products and other consumer products have greatly or somewhat improved the quality of life.

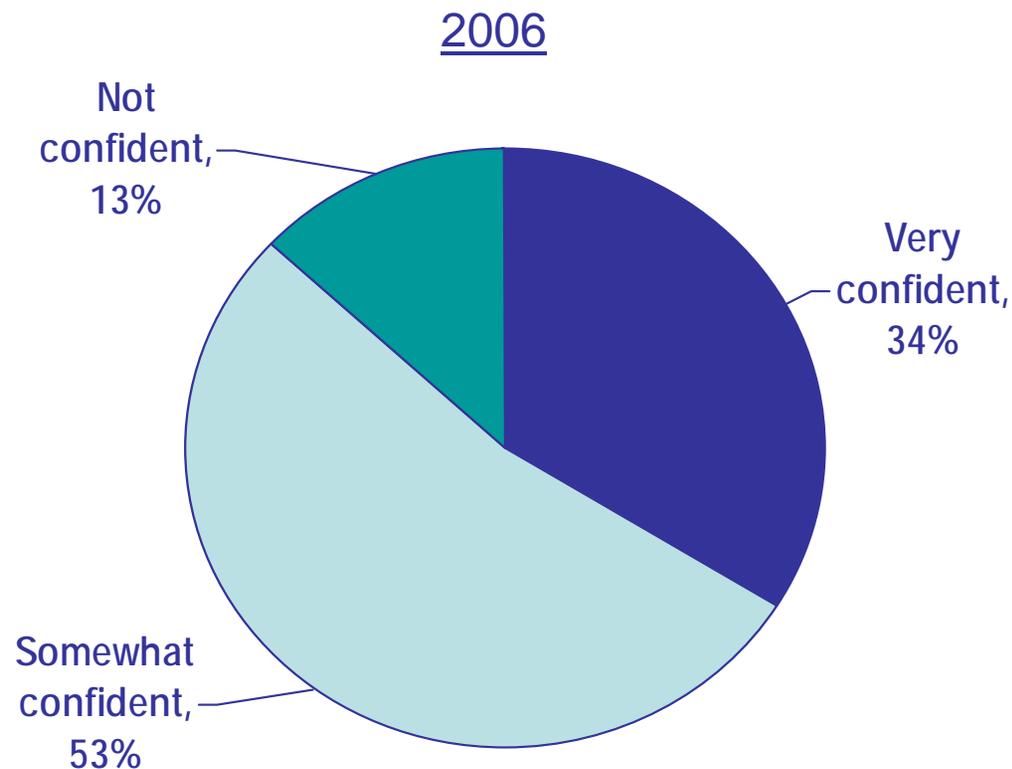


1. To what extent do you feel that the chemicals found in household cleaning products and other consumer products such as soaps & detergents, household disinfectants and air fresheners have improved the quality of life of Canadians? Do you feel they have greatly improved, somewhat improved, somewhat lessened, greatly lessened or had no impact on the quality of life of Canadians?
Base: All respondents (n=1000)



Confidence in Safety of Household Cleaning Products

- Canadians are confident in the safety of household cleaning products overall, with 87% stating they are at least somewhat to very confident. Only 13% say they are not confident in the safety of household cleaning products.

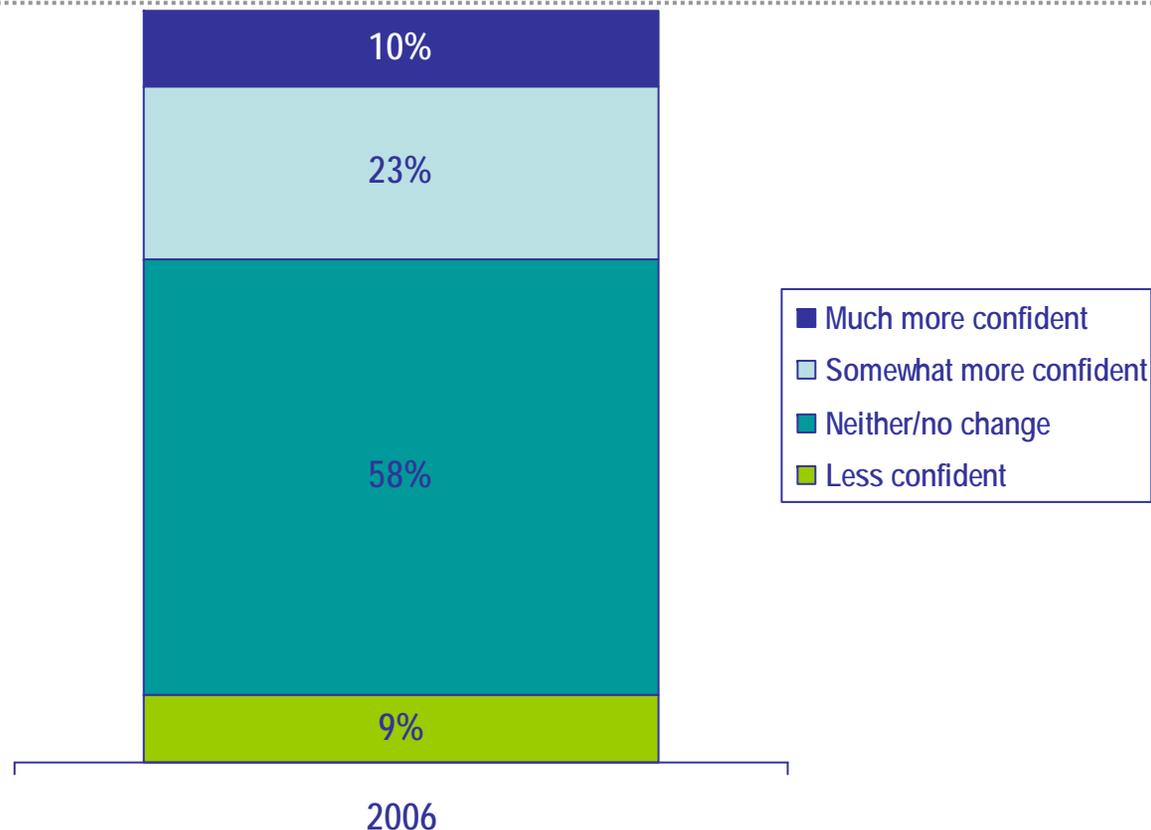


2. In general, assuming the products are used and stored properly, how confident are you in the safety of household cleaning products? Are you...?
Base: All respondents (n=1000)



Confidence in Safety of Household Cleaning Products Compared to 5 Years Ago

- The majority of Canadians (58%) feel that compared to 5 years ago, there has been no change in their confidence level in the safety of household cleaning products. One-third of Canadians (33%) say they are at least somewhat more confident compared to 5 years ago.



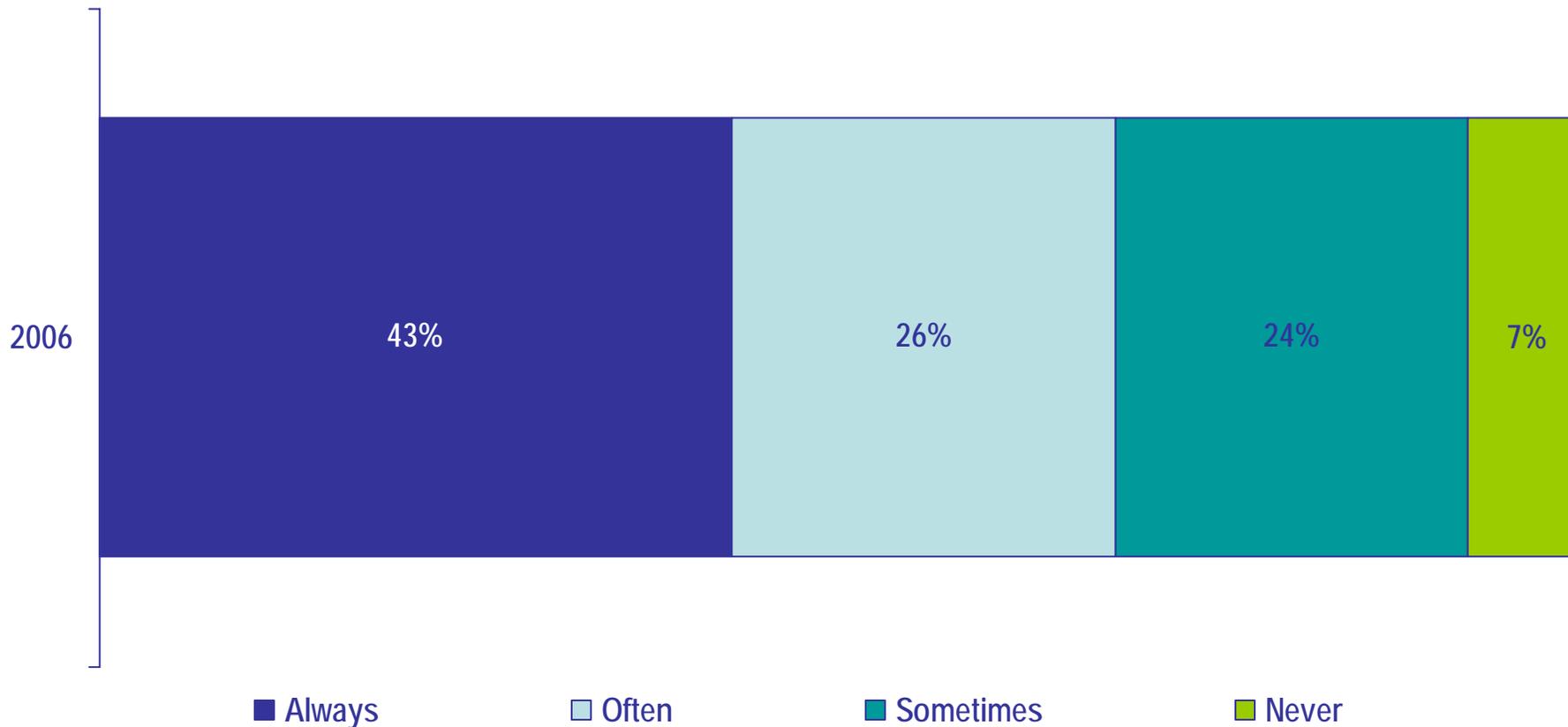
3. Still assuming that the products are used and stored properly, and compared with five years ago, are you more confident now, less confident now, or neither more nor less confident, in the safety of household cleaning products?

Base: All respondents (n=996) not including DK/NS (n=6)



Frequency of Reading Labels on Household Cleaning Products

- The majority (69%) of Canadians claim they always or often read directions or other label information on household cleaning products before use.

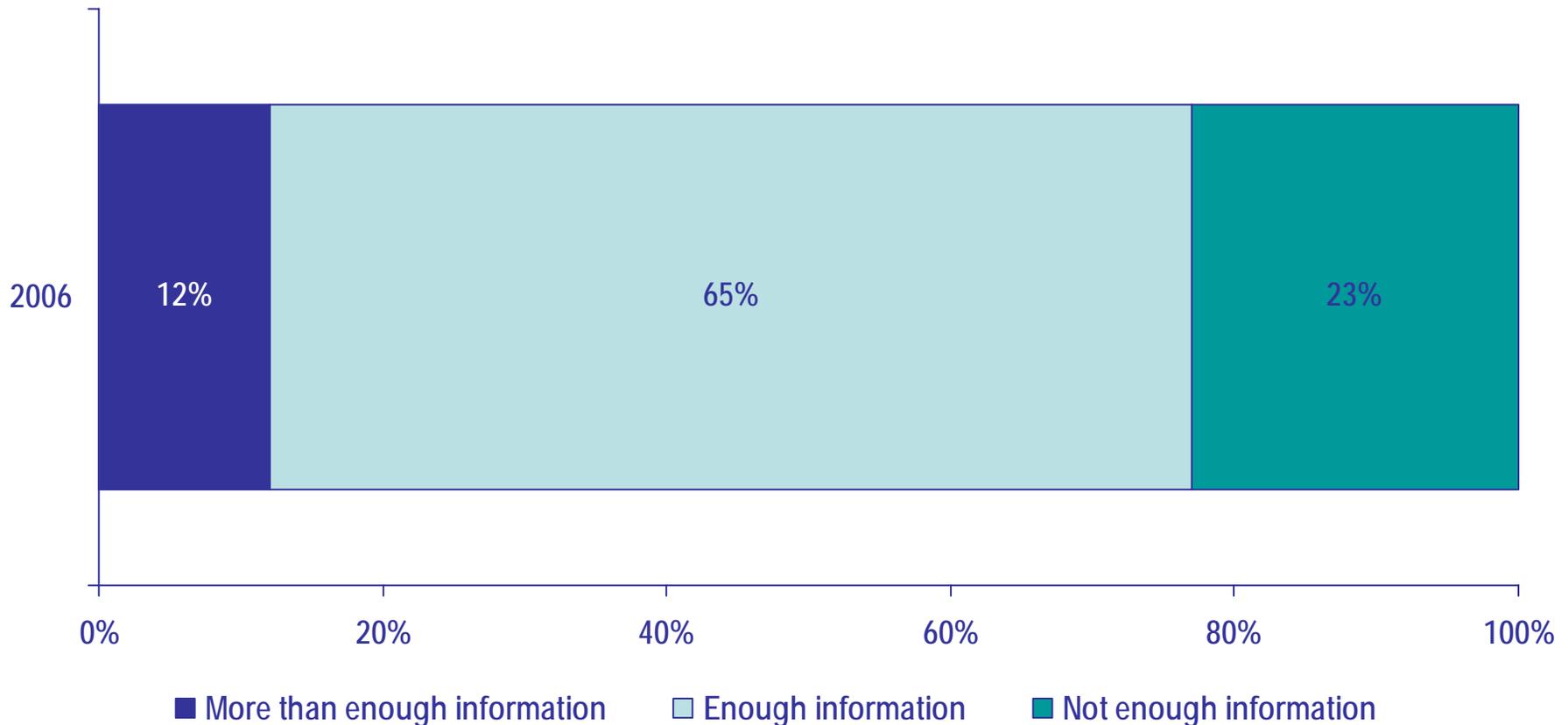


4. How often do you read the directions or other label information on household cleaning products before using these products? Is it...?
Base: All respondents (n=1000)



Perception About Amount of Information on Household Cleaning Product Labels

- Seventy-seven (77%) percent of Canadians believe that there is at least "enough information" found on household cleaning products labels. Less than a quarter (23%) of Canadians think there is not enough information on the labels.

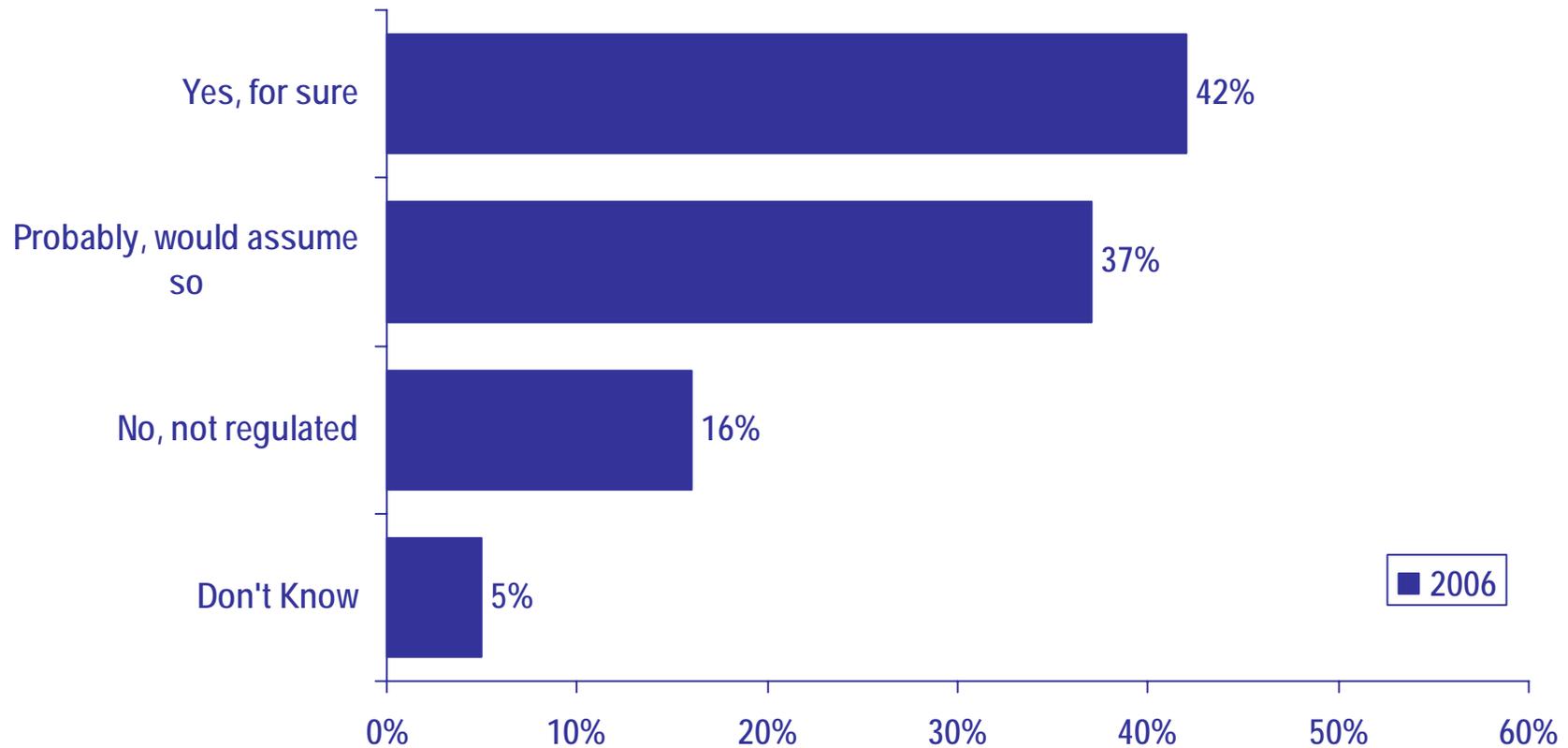


5. Still thinking about the directions and other label information on household cleaning products, would you say there is currently more than enough information, enough information, or not enough information in terms of what the product is and how to use it?
Base: All respondents (n=1000)



Perception of Whether Household Cleaning Products are Regulated by the Government

- Canadians are confident that household cleaning products are regulated by the Government with 42% stating they are sure the Government is regulating these products. A portion of Canadians (37%) assume that the Government is regulating these products.

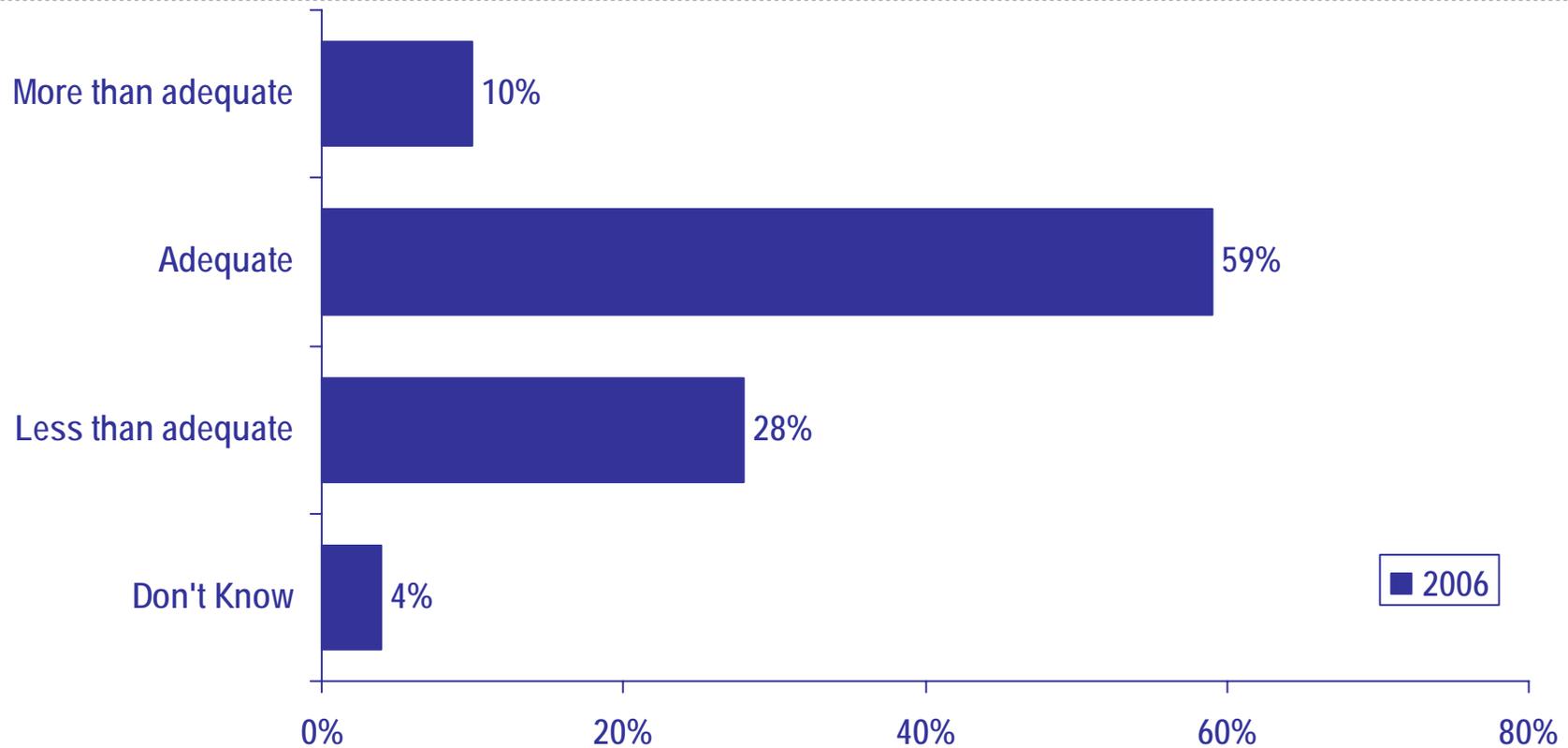


6. Based on what you know or may have heard, are household cleaning products subject to regulation by the government?
Base: All respondents (n=1000)



Perception on Current Level of Government Regulation for Household Cleaning Products

- The majority (69%) of the sample believe that the current level of government regulation for household cleaning products is "adequate". Twenty-eight percent of Canadians feel the Government is doing a less than adequate job in regulation of these products.



7. Do you feel that the current level of government regulation for household cleaning products is more than adequate, adequate or less than adequate?
Base: All respondents (n=1000)