

Executive Summary

May 30, 2007

CCSPA public outreach activities guided by national poll that shows Canadians are Confident about Safety of Cleaning Products

Introduction

The Canadian Consumer Specialty Products Association (CCSPA) commissioned Ipsos-Reid to poll Canadian consumers on their perspectives of the safety, labelling and regulation of household cleaning products. Relevant questions were placed on Ipsos-Reid's national omnibus poll and 1,000 interviews were conducted between December 13 and 17, 2006. The results of the poll are considered accurate to within +/- 3.1 per cent, 19 times out of 20.

Summary of Findings

Confidence

- 87% of Canadians are confident in the safety of household cleaning products, provided they are used and stored properly. 34% said they were "very confident" and 53% were "somewhat confident".
- 58% of consumers polled said their confidence in the safety of household cleaning products had not changed over the past five years, while 33% of those polled said they were more confident.

Product labelling adequacy

- 69% of Canadians read the label for instructions, with 43% always reading the label and 26% often reading the label.
- 77% of Canadians feel they receive enough information from labels on household cleaning products, with 65% stating they receive "enough" information and 12% stating they receive "more than enough" information.

Government regulation

- When asked how Canadians felt about the current level of government regulation of these products, 79% of those polled said they knew or assumed these products were regulated by the government. 42% said "Yes, for sure" they are regulated and 37% said they "probably, would assume so" that they are regulated.
- 69% of respondents felt that government regulation is either adequate (59%) or more than adequate (10%).

Conclusions

Clearly, there is a high degree of consumer confidence in the safety of household cleaning products if they are used and stored correctly. CCSPA is committed to continuing our education outreach opportunities to further increase consumer confidence and inform Canadians. Our website for consumers can be found at: <http://www.healthycleaning101.org>.

The complete survey results, including regional breakdowns, can be accessed on the Internet at the following address: <http://www.ipsos-na.com/news/>.

CCSPA is a national trade association representing Canada's consumer, industrial and institutional specialty products industry. Its mission is to enhance the ability of its 44 member companies to conduct business fairly, ethically and effectively by fostering industry cooperation, providing a national voice for communications and developing effective partnerships with governments, other stakeholders and the public.