

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

Ottawa, May 30, 2007 – Canada's consumer, industrial and institutional specialty products industry said today it is using the results of a national public opinion poll to guide its public outreach activities so that Canadians are better informed about the industry and its products.

Shannon Coombs, President of the Canadian Consumer Specialty Products Association (CCSPA), said the poll, conducted in December 2006, has helped to fine-tune the association's public communications, such as the content of its consumer information website, <http://www.healthycleaning101.org>, which now receives over 5,000 visits per month.

"We are pleased that our consumer website has increasingly become an effective tool for providing the public with information on how to use the products and read the label and for helping to take some of the mystery out of issues such as product ingredients and regulation in Canada," Coombs said.

CCSPA commissioned Ipsos-Reid to conduct the poll to determine the views of Canadians on the safety, labelling and regulation of household cleaning products so the association could better respond to the information needs of consumers.

Results from the poll show that 87 per cent of Canadians were either "very confident" (34%) or "confident" (53%) in the safety of household cleaning products, provided they are used and stored properly.

The poll also indicated that while 58 per cent of respondents said their confidence level in the safety of household cleaning products had not changed over the past five years, 33 per cent felt that they were more confident.

The survey revealed that 69 per cent of Canadians read the label for instructions, with 43 per cent of respondents stating they always read the label and 26 per cent stating they often read the label.

"We were certainly pleased to see such a high rate of confidence in the safety of our members' products," Coombs said, "and that Canadians are reading the labels to ensure they are using and storing the products appropriately." Seventy-seven per cent of respondents also indicated they receive either "enough" (65%) or "more than enough" (12%) information from the labels on the household cleaning products.

When Canadians were asked about the current level of government regulations, 79 per cent of respondents stated they knew government is regulating household cleaning products (42%) or assumed government regulation exists (37%). Sixty-nine per cent of respondents indicated government regulation is adequate (59%) or more than adequate (10%). The survey revealed an area of opportunity - informing consumers on the issue of government oversight. Twenty-one per cent of those polled indicated they did not know if these products were regulated by government.

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“Clearly, our member companies are meeting and exceeding the needs of Canadians by providing them with safe and effective products to keep their homes, workplaces and families healthy,” said Coombs.

The research was conducted as part of a national telephone omnibus poll among a representative and random sample of 1,000 adult Canadians between Dec. 13 and 17, 2006. The results of the poll are considered accurate to within +/- 3.1 per cent, 19 times out of 20.

The complete poll and results, including regional statistics, can be accessed on the Internet at <http://www.ipsos-na.com/news/>.

For more information, please contact: Shannon Coombs, CCSPA President, (613) 232-6616 ext. 18, coombss@ccspa.org.

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.