

INDA Omnibus Questionnaire + Survey Results

June 24, 2015

Methodology

A telephone survey using a dual sample methodology of landline and cell phone was conducted by ORC International on behalf of INDA among a sample of 1,009 adults, 487 men and 522 women, 18 years of age and older, living in the continental United States. Final data was adjusted to consider the two sample frames and then weighted by age, gender, region, race/ethnicity and education to be proportionally representative of the US adult population.

The survey was fielded between June 18-21, 2015. Total sample results have a margin of error of +/- 3.1% at the 95% confidence level.

Posted Questionnaire

1. Have you ever flushed products other than toilet paper down the toilet?

	Total	Male	Female
<i>WEIGHTED TOTAL ANSWERING</i>	1009	487	522
Yes	31%	28%	34%
No	68%	71%	65%
Don't know/Refused	1%	1%	1%

2. Which, if any, of the following are items you have flushed down the toilet before?

<i>BASE: Have flushed products other than toilet paper down the toilet</i>	Total	Male	Female
<i>WEIGHTED TOTAL ANSWERING</i>	311	135	177
Paper towels or napkins	44%	56%	35%
Baby wipes	37%	41%	34%
Tampons or other female hygienic products	36%	12%	54%
Cleaning wipes	33%	35%	31%
Facial wipes	23%	25%	21%
Fats, oil or grease	11%	14%	8%
Other*	22%	25%	20%
Don't know/Refused	3%	4%	3%

*See separate file for verbatim "other" responses.

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3. Which, if any, of the following are true for you?

	Total	Male	Female
<i>WEIGHTED TOTAL ANSWERING</i>	1009	487	522
You use a septic system in your home	38%	37%	39%
You think disposable products can be safely flushed down the toilet	22%	23%	22%
You think anything meant to be used in the bathroom can be flushed down the toilet	6%	8%	5%
You look for products with labels that say they are safe to flush down the toilet	33%	25%	41%
None of these	33%	37%	28%
Don't know/Refused	1%	0%	1%