



# CLEANING INDEX FACT SHEET

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## FIRST-EVER SWIFFER® CLEANING INDEX UNVEILS TO AMERICANS THAT IT'S TIME FOR A "CLEANING TALK"

### THE NEW SWIFFER® CLEANING INDEX UNLOCKS KEY COMMUNICATION POINTS SURROUNDING CLEANING STYLES TO BETTER UNDERSTAND THE DYNAMICS OF CLEANING AND ITS EFFECTS ON TODAY'S AMERICAN HOUSEHOLD.

Results of the Swiffer Cleaning Index indicate that while Americans think that household chores are evening out among American families, cleaning is a source of tension in most American households, and impacts relationships in the home.

The good news? Cleaning with Swiffer has a transformative, positive effect, making cleaning more fun and effective, and leaving family members with more time to enjoy what matters most to them, and less time worrying about or dealing with the messes in the home.

IT'S TIME  
FOR A  
"CLEANING  
TALK!"

- A large majority of American couples (85%) say that 'cleaning tensions' add stress to their relationships at home.
- 82 percent of American wives don't ask for help with cleaning because they don't want to be a 'nag,' yet 61 percent of husbands said they would help with the chores if just asked!
  - Interestingly, 67 percent of husbands admit that they, too, avoid asking for help around the house out of fear of being a 'nag.'
- Despite admitting to having an average of two cleaning disagreements in the past month, 96 percent of adult Americans say that having a clean home makes them happy.

**SHE SAID**

**HE SAID**

- 89 percent of wives say that ‘cleaning tensions’ in the home add stress to their relationships. Interestingly, 80 percent of husbands feel the same way.
- 76 percent of wives think they do most of the cleaning in their home, while 40 percent of husbands say that everyone pitches in equally when cleaning their home.
- 35 percent of men admit that they are likely to clean before having friends come over, compared to 29 percent of women.

## CHANGING FAMILY ROLES

- Americans feel dads are now pitching in with chores nearly twice as much as their dads did growing up.
- Americans feel that their moms – compared to their dads – did 83 percent of the household chores and cleaning when they were growing up, but today, that number has dropped to 69 percent.

**MOMS  
THE WORD**

- The majority of adult Americans (57%) say their mom taught them how to clean.
- 75 percent of American adults say that they want their home to pass the “mom test” when they clean, meaning their mom or mother-in-law would be proud of the cleanliness of their home.

## AMERICAN FAMILIES’ CLEANING TRENDS

- American families spend an average of six hours per week cleaning their homes, with women saying they personally spend an average of two more hours per week cleaning than men do.
- While 71 percent of women feel they do the most of the cleaning in their home, they are not the ones making the most messes. Kids (40%) are the #1 mess-makers in the home according to women, followed by significant others (23%).
- The majority of women (59%) say that dirty or sticky floors and/or little pieces of food or crumbs on the floor cause ‘cleaning tensions’ in their home.
- 67 percent of Americans say they are most likely to clean their home before having friends over and/or hosting a party or family event.
  - Nearly two in five (39%) people using a cleaning service admit they still clean up before having friends over.
- For a majority of Americans (64%), “touch-up” cleaning is the new clean, meaning people are spending less time doing long cleaning sessions and are opting for quicker solutions to tidy up.

### METHODOLOGICAL NOTES:

The Swiffer Cleaning Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 nationally representative U.S. adults ages 18+, between June 12th and June 20th, 2014, using an email invitation and an online survey. The margin of error for this survey is +/- 3.1 percent.

