



Scrubbing Bubbles® Reveals the Dirt Behind Cleaning For Fall Entertaining!

Dirty Work Index Survey Fact Sheet, Fall 2010

Scrubbing Bubbles® conducted the first-ever Dirty Work Index, which scrubs the data on women's attitudes and feelings about how, when and why they clean their homes and, most importantly, what they believe a clean home says about them.

The Dirty Work Index shows how women's attitudes toward cleaning change throughout their lives and how they identify themselves differently as cleaners throughout all of life's stages:

THE PEOPLE PLEASER

Women revealed that one of the real reasons they clean is for their family:

- **55 percent** of women clean for their children, in order to keep the house germ-free and healthy
- **53 percent of women ages 25-34** clean for their husbands in order to make them feel comfortable in their homes
- **81 percent of women 35-44** say that having children is the strongest influence on why their cleaning habits have changed



PARTY PLANNING PREP

Fall and holiday entertaining can be stressful, especially when anticipating overnight guests:

- The anticipation of entertaining guests influences **82 percent of women** to clean
- **47 percent of women 35-44** actually tell guests not to go in certain rooms if they don't feel they are clean enough
- **83 percent of women** are prompted to clean if they're hosting a party – women 25-34 are most likely at **89 percent**
- **64 percent** worry about what others think about the cleanliness of their home

CONFESSIONS OF A HOUSEHOLD CLEANER

Women feel judged based on how clean their homes are and, in turn, pay close attention to other women's homes and cleanliness:

- **Three out of four (79 percent) women** say that how clean their homes are says a lot about them as individuals
- Women say they **feel guilty** if they do not clean regularly (**80 percent** of women 25-42, and **52 percent** of women 55-64)
- **70 percent of women ages 18-24** wish that others took as much care in cleaning their homes as they do and **66 percent of them** feel their cleaning standards are higher than others
- **58 percent of women** say they've thought differently about a person because of how that person keeps house
- **51 percent** of women avoid going into someone else's bathroom because it's not often cleaned



For more information, visit www.scrubbingbubbles.com.

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