

KITCHEN CLEAN UP:

THE DOWN & DIRTY TRUTH ABOUT AMERICA'S CLEANING HABITS



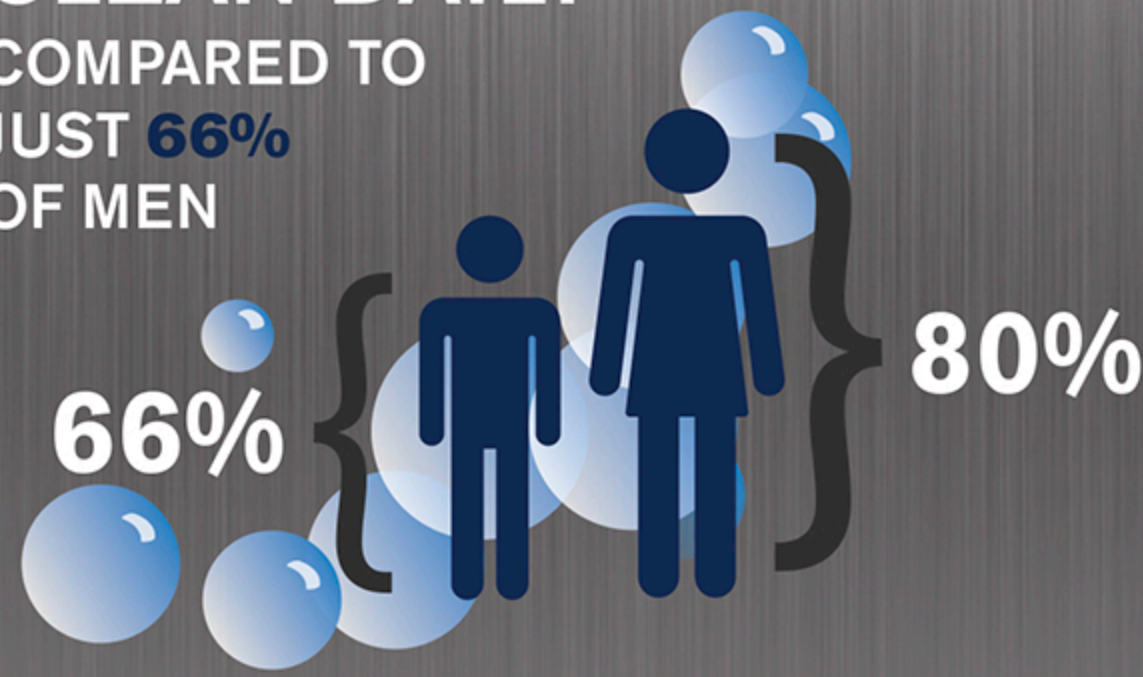
THE KITCHEN IS THE HEART AND CENTER OF THE HOME – BUT IT GETS DIRTY FAST! THAT'S WHY MAYTAG SURVEYED AMERICANS TO UNCOVER HOW MUCH AND HOW OFTEN WE ACTUALLY SPEND CLEANING OUR KITCHENS.*



Daily cleanup is easy thanks to the new Maytag Fingerprint Resistant Stainless Steel kitchen suite! The new Maytag Fingerprint Resistant French Door Refrigerator, Top Control Dishwasher, Range and Microwave guards against skin's natural oils to help prevent everyday smearing and streaking.

DID YOU KNOW? 80% OF WOMEN CLEAN DAILY

COMPARED TO
JUST 66%
OF MEN



THE AVERAGE PERSON SPENDS TIME EACH DAY DOING A "QUICK CLEAN" WHICH ADDS UP TO TWO HOURS AND FORTY EIGHT MINUTES (168 TOTAL) JUST CLEANING THEIR KITCHENS EACH MONTH



DO YOU DEEP CLEAN?



NEARLY ALL AMERICANS (91%) DEEP CLEAN THEIR KITCHEN AT LEAST ONCE A YEAR

54% OF AMERICANS AGREE THANKSGIVING COOKING LEAVES THE KITCHEN THE MESSIEST



MILLENNIALS 95%

BABY BOOMERS 90%

GEN X 88%

MILLENNIALS ARE MOST LIKELY TO DEEP CLEAN THEIR KITCHENS AT LEAST ONCE PER YEAR (95%) THAN OTHER GENERATIONS FOLLOWED BY BABY BOOMERS (90%) AND GEN X (88%)

WE CLEAN THESE AREAS "ALWAYS" OR "OFTEN"

AMERICANS AGREE THAT THE KITCHEN AREAS THEY CLEAN MOST FREQUENTLY INCLUDE COUNTERTOPS, STOVE TOP, SINK AND MICROWAVE



THE LEAST FREQUENTLY CLEANED AREAS INCLUDE INSIDE THE STOVE AND THE DISHWASHER (28%)



WOMEN REPORTED BEING MORE LIKELY THAN MEN TO CLEAN THE KITCHEN IN EVERY AREA



* MAYTAG ENLISTED THE OPTION RESEARCH CORP TO SURVEY AMERICANS