



The Dirt on Spring Cleaning:

Americans' Top Cleaning Confessions

When it comes to **deep cleaning** their household,



nearly **1 in 3 (31%)** Americans admit to never doing it or not often



while **3 in 5 (59%)** engage in spring cleaning every year

Millennials have the **worst cleaning habits** out of all the demographic cohorts

31% admit that they haven't cleaned behind the toilet since moving in



Parents wish their children **kept their bedrooms tidy**



while married Americans wish their spouse helped **clean the bathroom**



Americans' bad cleaning habits include **not cleaning microwaves** and **not mopping the floor**

3 in 4

Americans (78%)

admit to hiding clutter/messes when cleaning in a rush – with closets and bedrooms as the most popular places



Americans' least favorite chore is **organizing** and **dusting bedrooms (11%)**



Women's least favorite chore is **taking out the trash (10%)**



while men least like **cleaning out closets (10%)**



*Methodology: On behalf of Clorox, Ketchum Analytics conducted an online survey with a sample of 1,234 adults 18+ in the United States. This survey was conducted between February 27-28, 2019, with a margin of error of +/- 2.79 percent at a 95 percent confidence level.

