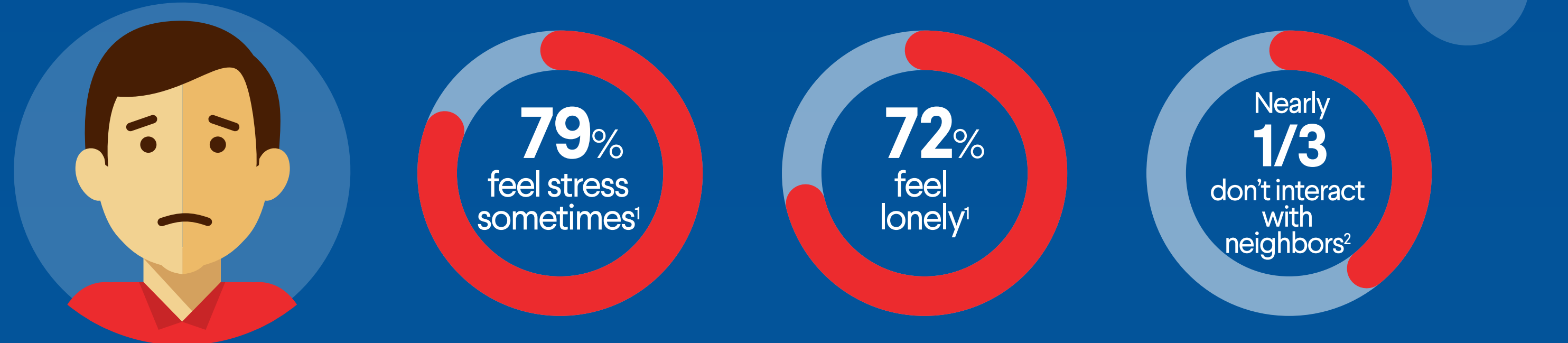


MORE THAN A CHORE:

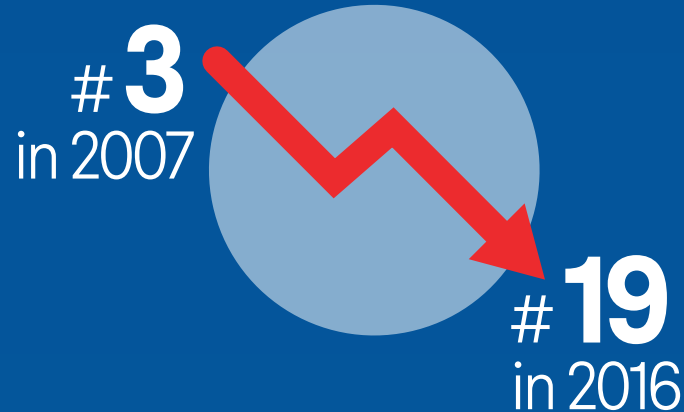
# The Power of Clean

New research shows that clean plays an important role in the need for empathy, compassion and connection in an increasingly complex and stressful world.

## Many Americans feel stressed and disconnected



Happiness levels in the U.S. are falling<sup>3</sup>



Both parents and kids want a kinder world

75% of parents worry the world is unkind<sup>4</sup>



24% of kids want a kinder world<sup>5</sup>

## Did you know?

## Cleaning makes us more empathetic toward others<sup>6</sup>

The impact of clean goes beyond our own feelings.

People who cleaned as part of childhood chores:

Increase the levels of compassion & community connections by **60%**



Increase the likelihood that they will exhibit higher empathy by **64%**

People responsible for cleaning:

Are **12%** more empathic



People who enjoy cleaning:

Have **57%** higher levels of compassion and community connections



## Clean spaces make us happier<sup>6</sup>

People who enjoy cleaning are **25% happier** than those who don't

In a clean home:

**77%** focus better

**72%** are more productive

**72%** sleep better

**80%** are more relaxed

**60%** are less stressed



and kids...

**59%** study better

**49%** behave better



Clorox believes that clean matters. Clean isn't the opposite of dirty— it is the start of new possibilities for ourselves, our family, friends and community. It's a way to show our loved ones that we care by creating an environment where they can succeed.

Clean is the beginning.  
What comes next is everything.



1. Gallup Poll, December 4-11, 2017: <http://news.gallup.com/poll/224336/eight-americans-afflicted-stress.aspx>  
2. City Observatory Less in Common report: [http://cityobservatory.org/wp-content/files/CityObservatory\\_Less\\_In\\_Common.pdf](http://cityobservatory.org/wp-content/files/CityObservatory_Less_In_Common.pdf) Less in Common, June 2015  
3. World Happiness Report: Helliwell, J., Layard, R., & Sachs, J. (2017). World Happiness Report 2017, New York: Sustainable Development Solutions Network.  
4. Sesame Workshop Kindness Survey, 2016: <http://kindness.sesamestreet.org/about-the-survey/>  
5. Highlights The State of the Kid, 2017: <https://www.highlights.com/state-of-the-kid-2017>  
6. Online survey of 2008 adults, aged 18+, across the US conducted by Ketchum Global Research & Analytics. Fieldwork was conducted from September 22nd to September 27th 2017.