

You'd Be Floored: A Survey of Cleanliness of the Home and Indoor Flooring



The Institute of Inspection, Cleaning and Restoration Certification

November 29, 2007

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Background & Research Objectives

- The Institute for Inspection, Cleaning and Restoration Certification (IICRC) has served as the industry guardian for the cleaning, inspection and restoration service industries for more than 30 years. The IICRC helps ensure that consumers have access to trusted and trained cleaning professionals by establishing and monitoring education programs and standards for these industries.
- The IICRC solicited Harris Interactive to conduct a survey about cleanliness of the home and of indoor flooring.
- The objectives of the study are to:
 - Determine the types of flooring that homeowners have in their homes
 - Gauge homeowner's frequency of cleaning their indoor flooring
 - Understand homeowner's perception of the cleanliness of floors to their family's health
 - Understand how homeowners manage wear and tear caused by pets and children
 - Understand floor cleaning habits during the holidays

Methodology

- An online survey was designed using the following criteria:
 - United States resident
 - Ages 18 and over
 - Own their primary place of residence
- Interviews, averaging 17 minutes in length, were conducted between October 29 and November 2, 2007, among Harris Poll Online panelists. A total of 1,155 respondents qualified and completed the survey.
- Data were weighted to be representative of the U.S. population on the basis of age by gender, age, education, race/ethnicity, region, household income, number of adults and children living in the household, and propensity to join an online panel. With a probability sample of this size, one can say with 95 percent certainty that the results have a statistical precision of ± 2.9 percentage points. However, this was not a probability sample.

Respondent Profile

Gender	%
Men	49
Women	51

Age	%
18-25	8
26-35	16
36-45	18
46-55	24
56-65	18
66+	17

Own or Rent Primary Residence	%
Own	100
Rent	0
Other	0

Type of Primary Residence	%
House	87
Condo / Townhouse	8
Apartment	1
Other	5

Levels in Home	%
Yes, multiple levels	48
No, single level	52

Length of Time in Current Residence	%
Less than 1 year	5
1 to less than 5 years	28
5 to less than 10 years	23
10 to less than 15 years	13
15 to less than 20 years	8
20 years or more	22

Own Pets	%
Yes	63
No	37

Types of Pets (among those with pets)	%
Dog	65
Cat	55
Other	16

Have Children	%
Yes	38
No	62

Region	%
East	21
Midwest	24
South	33
West	22

Education	%
HS or less	38
Some college, no degree	21
Assoc. degree	9
College degree	20
Some grad., no degree	3
Grad school	9

Income	%
<\$35,000	19
\$35,000-\$74,999	29
\$75,000-\$124,999	25
\$125,000 or more	14
Decline to answer	13

Ethnicity	%
White	77
Black or African American	8
Hispanic	10
Asian or Pacific Islander	1
Native American or Alaskan Native	1
Mixed racial background	1
Other race	<1
Decline	3

Key Findings

■ Indoor Flooring, General

- Carpeting is the most commonly used floor covering in U.S. homes. The majority of U.S. homeowners have bedrooms, living rooms, offices/dens and family rooms that are carpeted.
- The primary advantage of carpet is that it's comfortable, according to half of U.S. homeowners. One in seven also say carpet looks good. The biggest drawback of carpet is that it shows soil. A quarter of U.S. homeowners say there is no disadvantage of using carpets.
- Relative to other surveyed flooring surfaces, carpet is deemed to be the least durable, with U.S. homeowners expecting an average life of 8.2 years. Stone, marble and wood are expected to last the longest, averaging 15 years or more in expected durability.
- Three quarters of U.S. homeowners have replaced their flooring, with nearly six in ten homeowners saying they have replaced carpets. The top three reasons for carpet replacement are wear, redecorating and soiling/staining issues.
- The average annual budget for maintaining and cleaning floors is \$197. One in four US homeowners saying they don't have a budget, a quarter have a budget of \$100-\$199, and a third have a budget of \$200 or more.

■ Rugs

- Nearly two thirds of U.S. homeowners use rugs over their current flooring – most notably over wood flooring but also over tile floors and carpets.
- Compared to general maintenance clean and vacuuming, rug cleaning is done less frequently by U.S. homeowners.

Key Findings

■ Children and Pets

- When asked specifically how they manage wear and tear caused by children, more than half of U.S. homeowners who have children say they do nothing extra, cleaning normally as they would. About a quarter use rugs in high traffic areas, while two in ten say their children do not cause wear and tear.
- When asked specifically how they manage wear and tear caused by pets, four in ten U.S. homeowners with pets say they do nothing extra, cleaning normally as they would. Two in ten use rugs in high traffic areas, while four in ten say their pets do not cause wear and tear.

■ Maintenance & Cleaning

- Seven in ten homeowners maintenance clean their floors at least once a week. About the same percentage vacuum their carpets at least once a week. When it comes to deep cleaning their floors (polishing wood or marble, cleaning carpets, etc.), however, U.S. homeowners do it with less frequency – nearly half deep clean their carpets and 45% deep clean other hard surfaces at least once every six months.

Key Findings

■ Professional Cleaning

- Six in ten U.S. homeowners have never hired a professional cleaning service to clean their carpets, while more than nine out of ten have never hired professional help for hard surfaces.
- Among those who have hired professional help to clean their floors, the majority depend on referrals from friends, followed by the phone book at a distant second. Cost and quality of workmanship are primary factors in selecting professional cleaning services. U.S. homeowners expect to pay about \$79 per room for professional cleaning.
- Over half of U.S. homeowners say that it is extremely or very important for the cleaning company they hire to be certified and trained by a professional trade organization.

■ Household Cleaning Products

- Although half of U.S. homeowners do not know if they currently own cleaning products that are designed to be environmentally-friendly, nearly six in ten say they would be likely to purchase green products that are safe for the environment.

Key Findings

■ Health & Allergies

- Eight in ten U.S. homeowners see a direct relationship between the health of their families and the cleanliness of their floors.
- A third of U.S. homeowners say someone in their household suffers from some form of indoor allergies. Half of these homeowners believe that the type of flooring used causes or aggravates allergies.
- Wood floors are seen to be the most effective in controlling allergies and most effective for improving indoor air quality. Carpets are seen to be the least effective in minimizing conditions that aggravate allergies.

■ Holidays

- This holiday, more than half of U.S. homeowners do not anticipate doing anything different compared to any other time of year in terms of cleaning their carpets/floors.
- The living room and kitchen receive the most mentions for being the most difficult to clean parts of the house during the holiday season.

Detailed Findings:

Indoor Flooring, General



Current Flooring

- Carpets cover most of the rooms in the average American home.
 - More than six in ten U.S. homeowners indicate that their bedrooms, living rooms, offices/dens and family rooms are carpeted.
 - Six in ten also cover their hallways with carpet (59%) and more than three in ten have carpeted basements (37%).
- There is not a single dominant flooring surface for dining rooms and kitchens.
 - 39% of dining rooms are carpeted, 29% have wood floors, and 11% have tile floors.
 - 29% of kitchens have tile floors, 25% have linoleum floors, and 14% have wood floors.

		Carpet	Wood	Tile	Stone	Granite	Marble	Linoleum	Laminate	Vinyl
Bedroom(s)	N=1140	80	16	3	1	<1	<1	1	3	1
Living room	N=1091	65	23	6	1	<1	<1	<1	5	1
Office / Den	N=611	68	20	5	1	<1	<1	<1	2	2
Family room	N=580	63	19	9	2	<1	<1	1	5	1
Hallways	N=1001	59	24	10	1	1	1	2	5	1
Dining room	N=880	39	29	11	2	<1	1	7	6	5
Basement	N=506	37	2	7	12	2	0	3	2	4
Bathroom(s)	N=1131	14	4	42	3	2	2	19	5	16
Entry way / Foyer	N=652	10	31	29	4	2	4	5	6	6
Kitchen	N=1139	4	14	29	2	1	<1	25	9	15
Library	N=70	53	32	6	0	0	1	1	<1	0

BASE: HAVE THIS TYPE OF ROOM IN THE HOUSE

Q505 What type of flooring do you currently have in each of the following rooms? Please select all that apply.

Desired Flooring

Carpets are the preferred for bedrooms and family rooms. Tile is the most preferred for bathrooms and kitchens. Many prefer wood for their dining rooms.

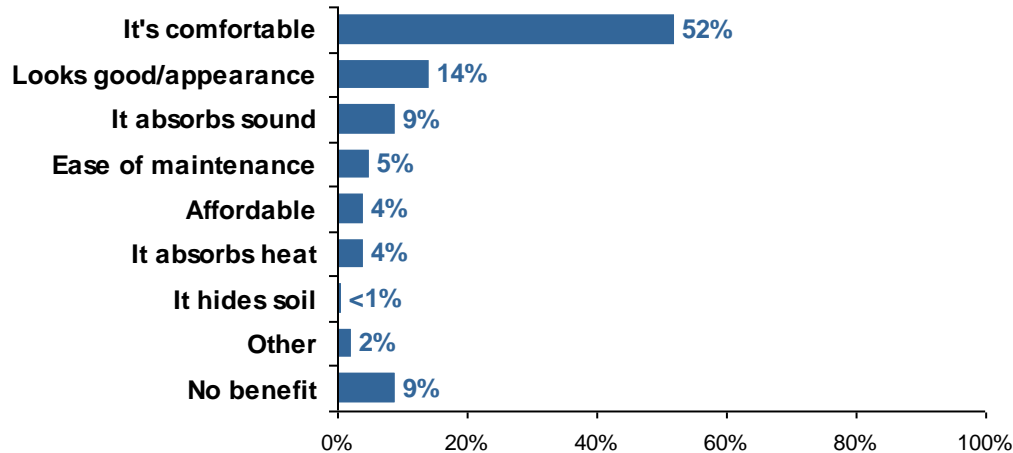
		Carpet	Wood	Tile	Laminate	Marble	Stone	Granite	Linoleum	Vinyl
Bedroom(s)	N=1140	68	25	3	3	1	1	<1	<1	<1
Family room	N=580	50	32	8	5	1	1	<1	1	1
Living room	N=1091	49	38	5	4	1	1	<1	<1	<1
Office / Den	N=611	47	38	6	4	1	1	1	1	<1
Hallways	N=1001	41	39	8	5	2	2	<1	1	1
Basement	N=506	41	8	11	2	1	9	3	3	4
Library	N=70	40	47	5	<1	1	0	0	0	2
Dining room	N=880	22	49	11	7	3	2	1	3	2
Bathroom(s)	N=1131	8	4	53	2	6	5	2	9	10
Entry way / Foyer	N=652	6	35	26	5	9	10	2	2	3
Kitchen	N=1139	3	18	37	6	5	7	3	13	8

BASE: HAVE THIS TYPE OF ROOM IN THE HOUSE
 Q500 If you could have any type of flooring in your home, what would your preference be in each of the following rooms? Please select one type of flooring per room.

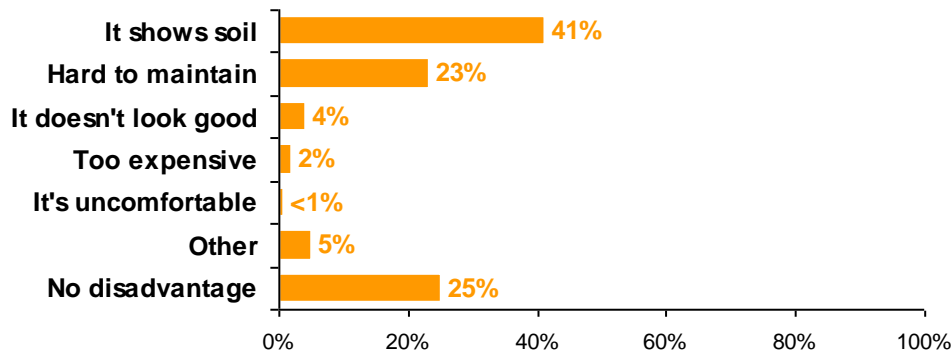
Advantages and Disadvantages of Using Carpet

Comfort is a primary advantage to owning carpet while soiling is a big drawback

Advantages



Disadvantages



- The vast majority of homeowners who use carpet in their home cite comfort as the primary advantage. One in seven also say they use carpets because it look good.
- The primary disadvantages of using carpets are that it shows soil and is hard to maintain, according to homeowners. A quarter of homeowners say there are no disadvantages of using carpets.



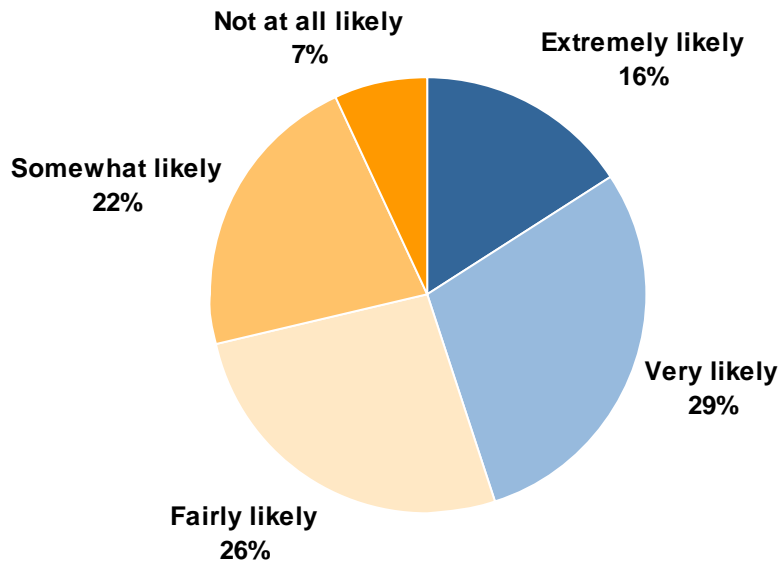
BASE: OWNS CARPETING. N=1015

Q510 What is the primary benefit, if any, of using carpet in your home? Please select one.
 Q512 What is the primary disadvantage, if any, of using carpet in your home? Please select one.

Selecting New Flooring

When selecting new flooring, more than four in ten are extremely/very likely to pick a color and texture because it is easy to maintain

- Almost half of U.S. homeowners (45%) are either very or extremely likely to choose a certain color or texture because it is easy to maintain. Another 26% are fairly likely to choose color/texture because for ease of maintenance.



- 53% of female homeowners are extremely/very likely to choose color or texture for ease of maintenance vs. 38% male homeowners.
- 55% of Matures (those born before 1946) are extremely/likely to do this as well, more so than Echo Boomers or Gen Xers.



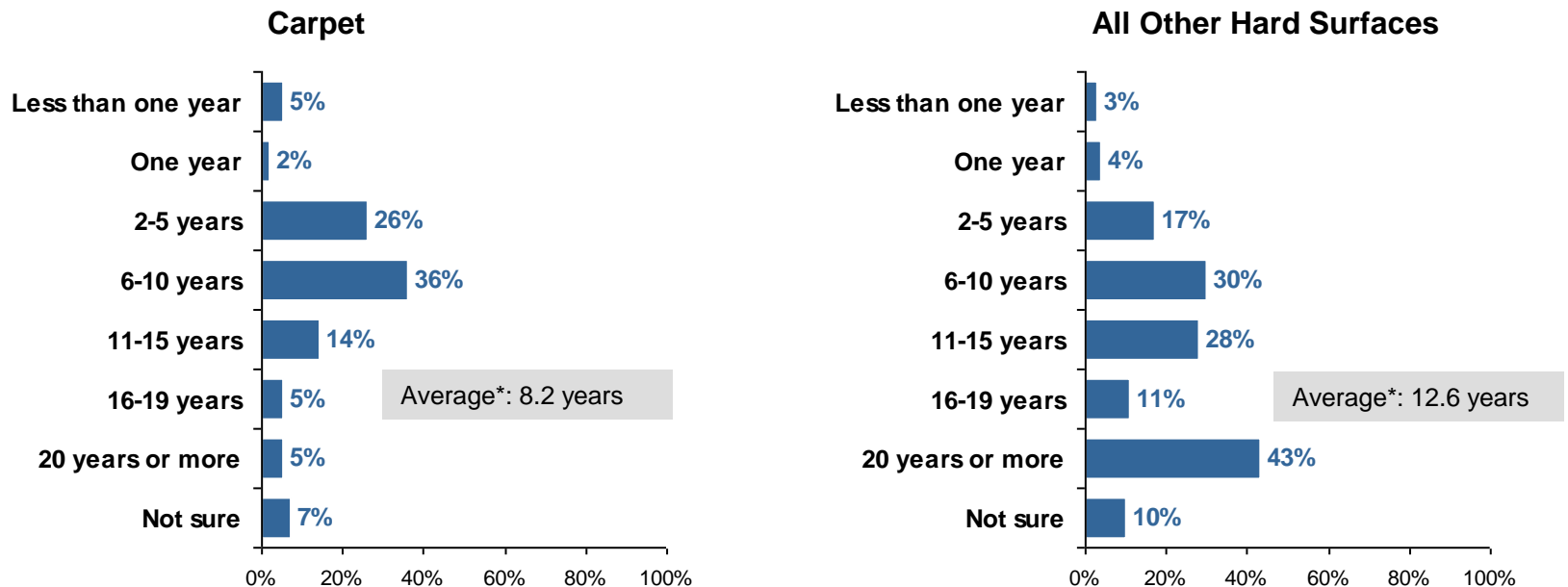
BASE: QUALIFIED RESPONDENTS (N=1155)

Q604 When selecting new flooring for your home, how likely are you to pick a certain color or texture because it's easy to maintain?

Flooring Lifetime Expectations

Hard surface flooring is expected to outlast carpet by a long shot

- U.S. homeowners expect their carpets to last, on average, 8.2 years. By comparison, they expect all other hard flooring surfaces to last, on average, 12.6 years, with 43% saying hard flooring surfaces should last 20 years or more.



* Average is calculated by taking the midpoint of the ranges. In the case of "less than one year", 0 years was used. In the case of "20 years or more", 20 years was used.

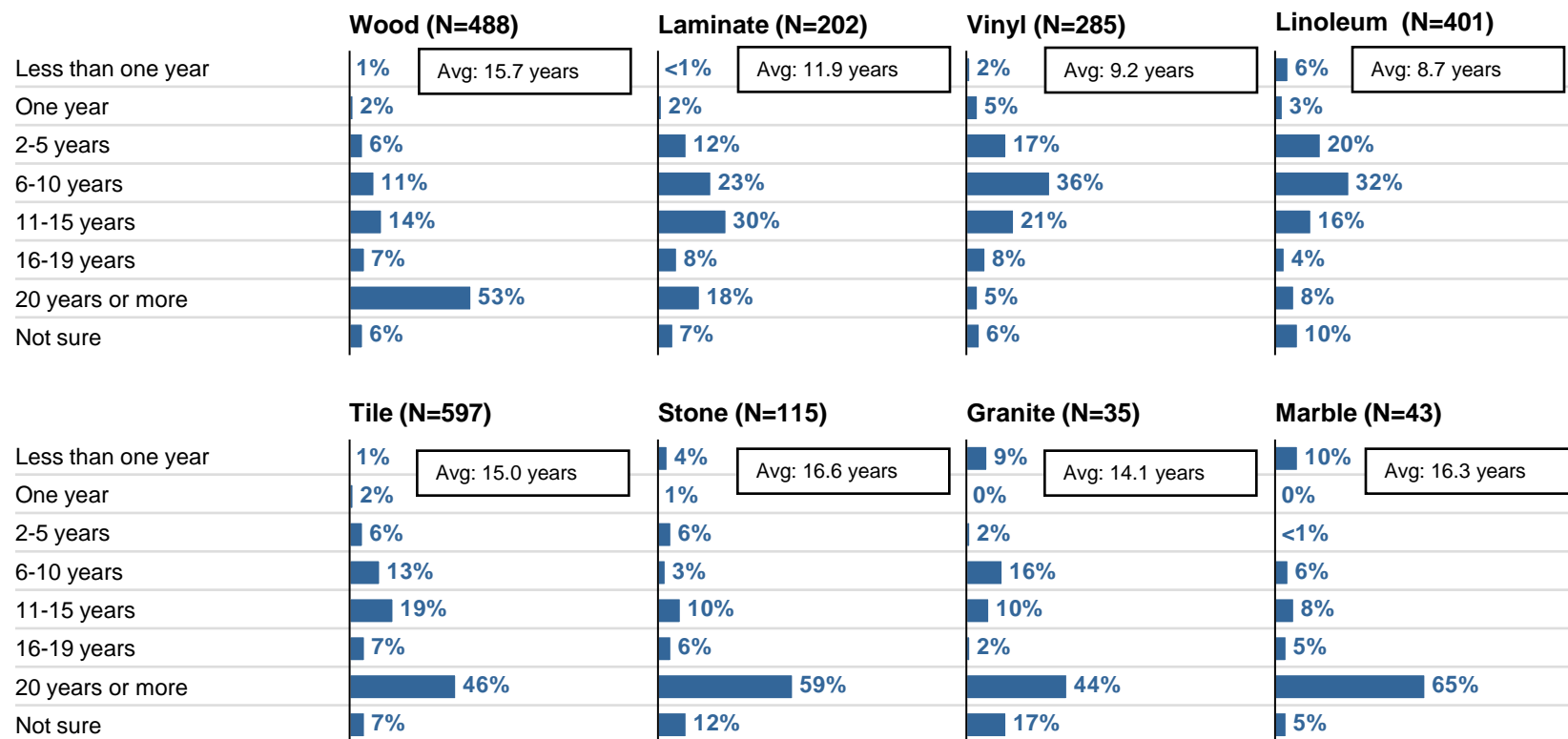
BASE: QUALIFIED RESPONDENTS (N=1155)

Q520 How long do you expect the following types of flooring in your home to last?

Flooring Lifetime Expectations, continued

Stone, marble and wood floors are seen to have the longest durability

- Of the various kinds of hard flooring surfaces, U.S. homeowners expect stone and marble floors to last the longest (16.6 years and 16.3 years, respectively).
- Wood floors and tile floors are also expected to be durable – 15.7 years for wood, and 15.0 years for tile.
- Relative to other hard surfaces, U.S. homeowners expect shorter durability for linoleum and vinyl floors – 8.7 years and 9.2 years respectively – but still expect linoleum and vinyl floors to outlast carpets.



* Average is calculated by taking the midpoint of the ranges. In the case of "less than one year", 0 years was used. In the case of "20 years or more", 20 years was used.

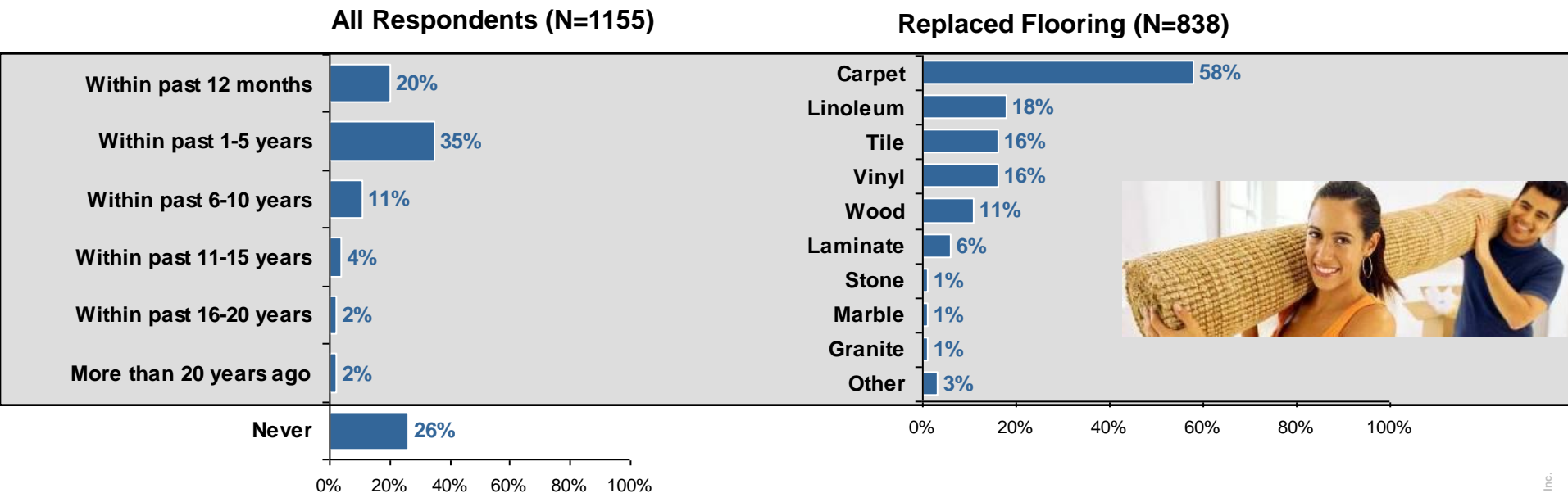
BASE: QUALIFIED RESPONDENTS (N=1155)

Q520 How long do you expect the following types of flooring in your home to last?

Flooring Replacement Choices

The vast majority have replaced their flooring, with carpets topping the type of flooring that has been replaced

- Nearly three quarters of U.S. homeowners have replaced some type of flooring in their home. Among these homeowners, nearly six in ten have replaced their carpets, followed by an equal percentage who have replaced their linoleum, tile, vinyl, and wood floors. Stone, marble, and granite floors are the least likely to have been ever replaced.

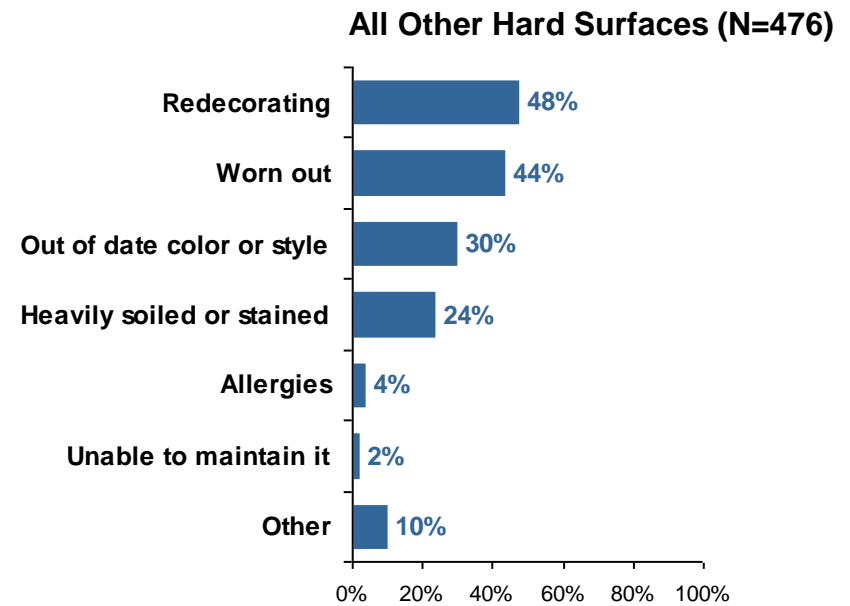
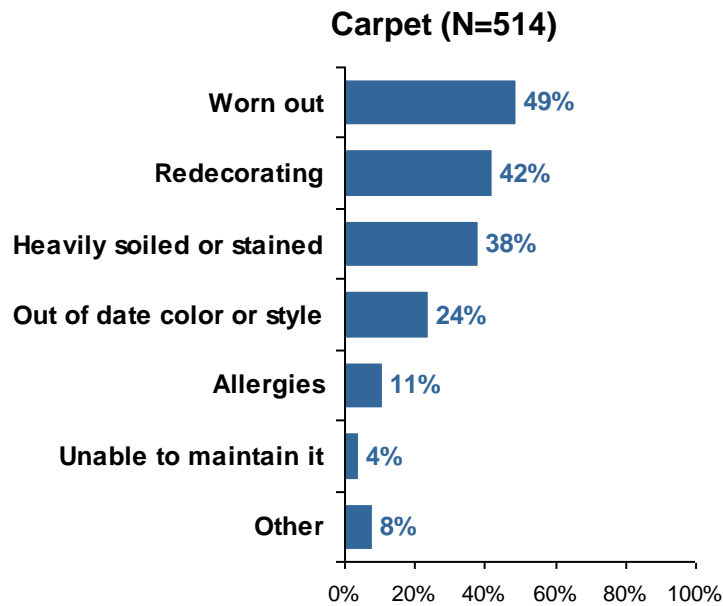


BASE: QUALIFIED RESPONDENTS (N=1155)
 Q515 When did you or someone in the household last replace the flooring in any room of your home?
 BASE: HAVE REPLACED FLOORING IN HOME (N=838)
 Q516 What type of flooring did you replace? Please select all that apply

Reasons for Flooring Replacement

Homeowners replace their carpets mainly due to wear and tear, redecorating, and soiling/staining issues

- Among homeowners who replaced carpets, nearly half replaced it due to wear (49%), while almost four in ten replaced it for soiling/staining issues. Another four in ten replaced their carpets for redecorating purposes, and 24% replaced for color/style updates.
- Compared to other types of hard surfaces, relatively more homeowners replace their carpets due to soiling/staining issues (38% vs. 24%).
- One in ten U.S. homeowners replaced their carpets due to allergies, compared to 4% who replaced all other hard flooring surfaces for allergy reasons.

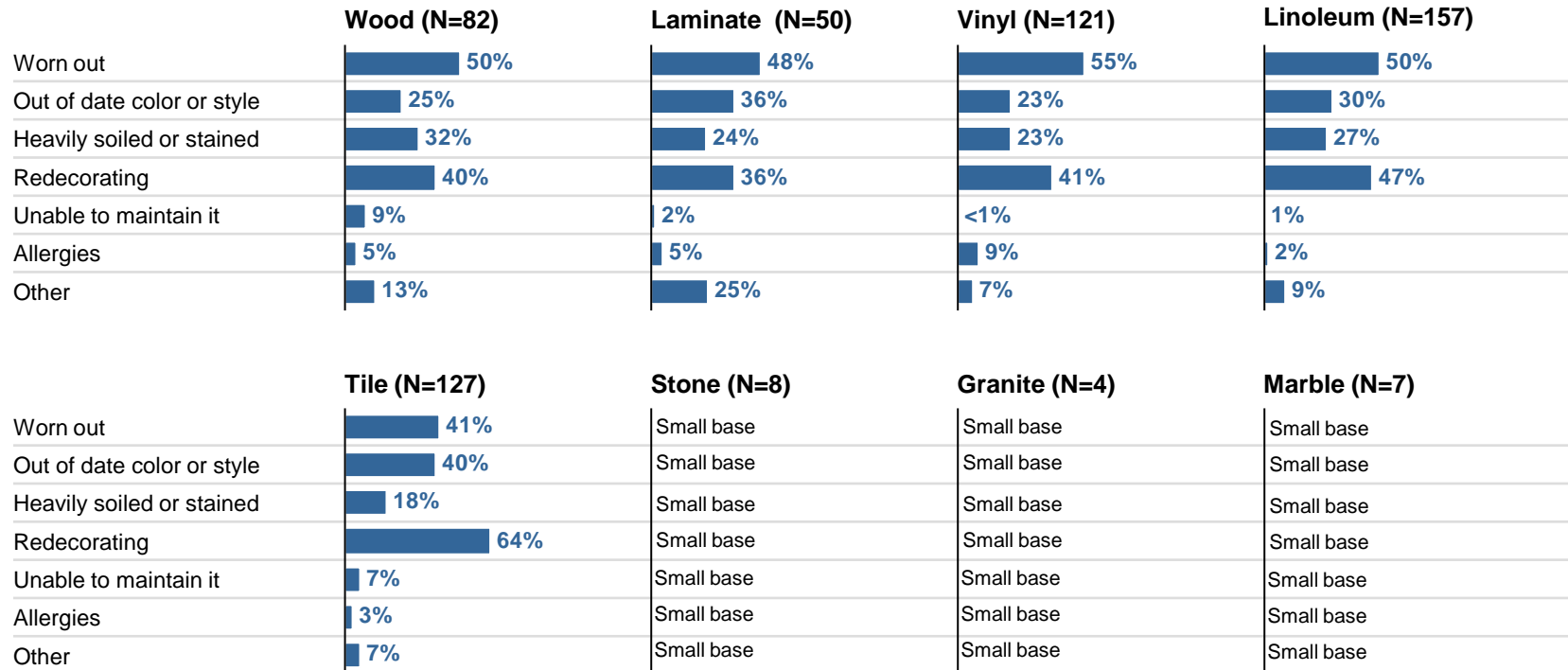


BASE: HAVE REPLACED FLOORING IN HOME (N=838)
Q518 Why did you replace the flooring in your home? Please select all that apply.

Reasons for Flooring Replacement, continued

Hard surface flooring are replaced for similar reasons -- wear and tear and redecorating

- Half of homeowners who have replaced their wood, vinyl or linoleum floors did so due to wear, while another four in ten replaced these floor types for redecorating reasons.
- Tile floors are the most likely to be replaced for redecorating reasons.

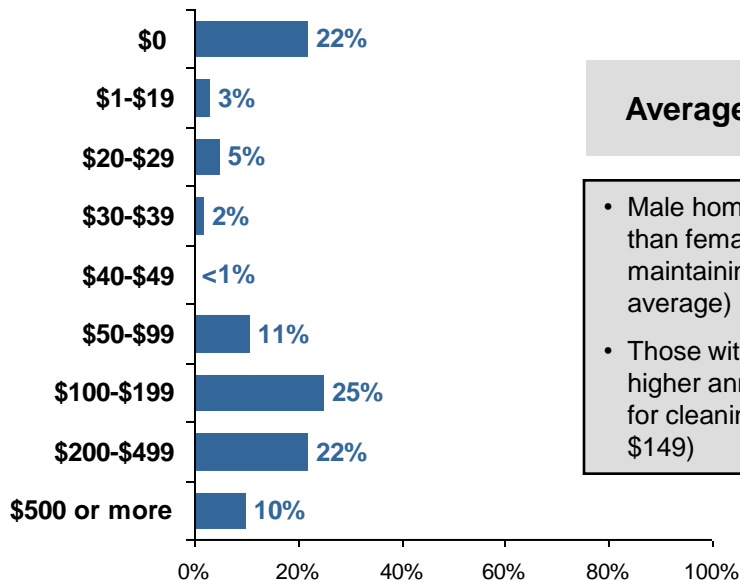


BASE: HAVE REPLACED FLOORING IN HOME (N=838)
 Q518 Why did you replace the flooring in your home? Please select all that apply.

Flooring Maintenance Budgets

Almost eight in ten homeowners have an annual budget for maintaining and cleaning their floors

- U.S. homeowners have an annual budget of \$197 for cleaning and maintaining their floors. Specifically, 25% have between \$100-\$199, 22% have between \$200-\$499, and 22% have \$0. Just one in ten have an annual budget of \$500 or more for floor cleaning and maintenance.



Average (Mean) Dollars Spent: \$197

- Male homeowners have a higher annual budget than female homeowners for cleaning and maintaining their floors (\$246 vs. \$150 on average)
- Those with \$100K+ in household income have a higher annual budget than those with <\$50,000 for cleaning and maintaining their floors (\$267 vs. \$149)

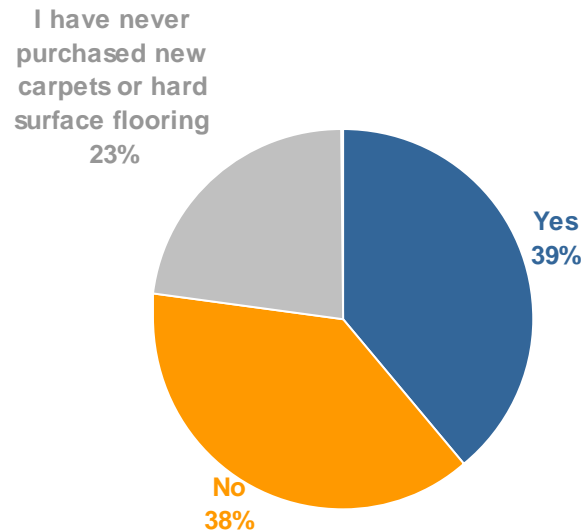
BASE: QUALIFIED RESPONDENTS (N=1155)

Q625 What is your annual budget for cleaning and maintaining your flooring?
Please respond in a whole dollar amount, no decimal point.

Flooring Warranties

About four in ten homeowners have a copy of their carpet or hard surface flooring warranty

- When asked if they have a copy of their carpet warranty or hard surface flooring warranty, U.S. homeowners are split – 39% have it, 38% do not, while 23% have never purchased new carpets or hard surface flooring.



BASE: QUALIFIED RESPONDENTS (N=1155)

Q645 Did you receive a copy of your carpet or hard surface flooring warranty when you purchased it?

Detailed Findings:

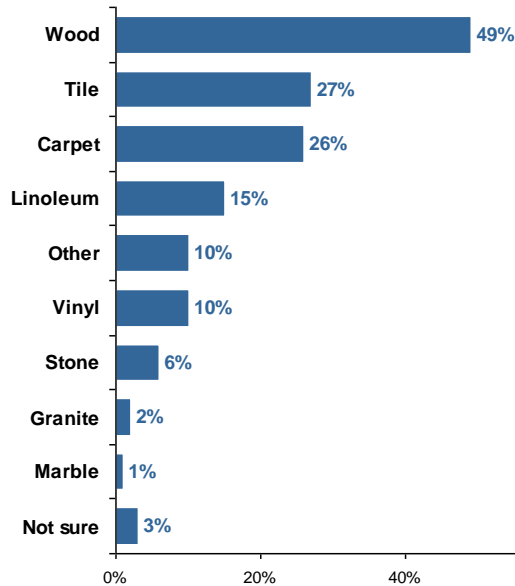
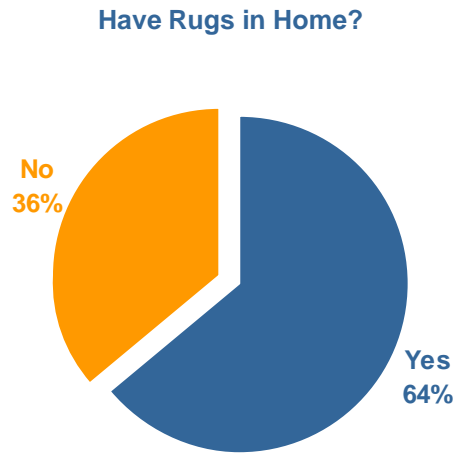
Rugs



Rug Usage

Most homeowners use rugs, particularly over wood floors

- Nearly two thirds of U.S. homeowners have rugs in the home. Among these homes, nearly half of the rugs cover wood floors, followed equally by tile floors and carpets, linoleum floors and vinyl floors .



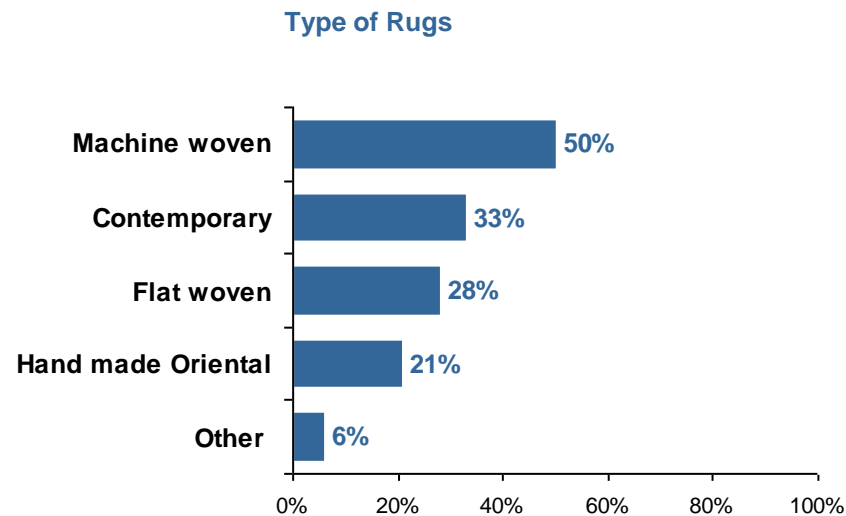
Q700 Do you have rugs in your home? A rug is defined as carpet made or cut and bound into room dimensions and loose laid.

Q720 What type of flooring is under your rugs? Please select all that apply.

Types of Rugs Owned

Machine woven rugs are the most popular

- U.S. homeowners who have rugs are likely to own machine woven rugs (50%), followed by contemporary rugs (33%), flat woven rugs (28%), followed by hand-made Oriental rugs (21%).

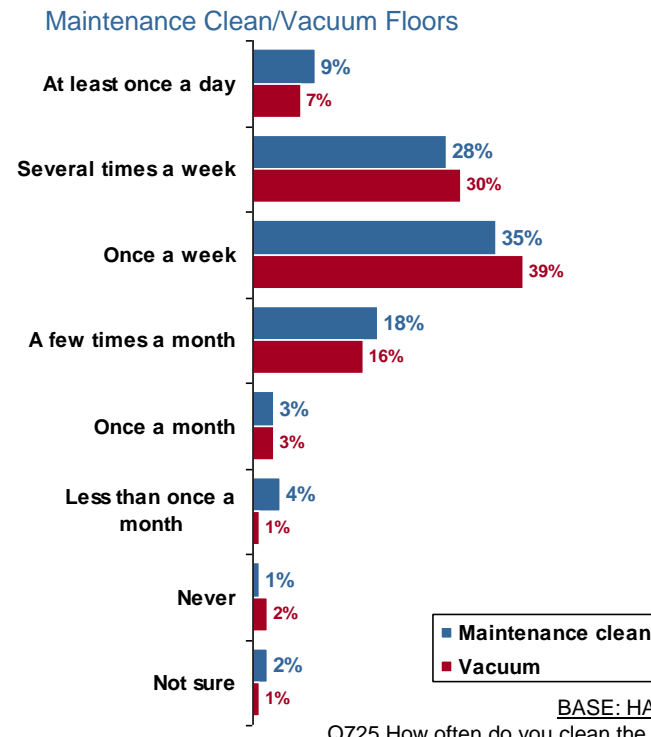
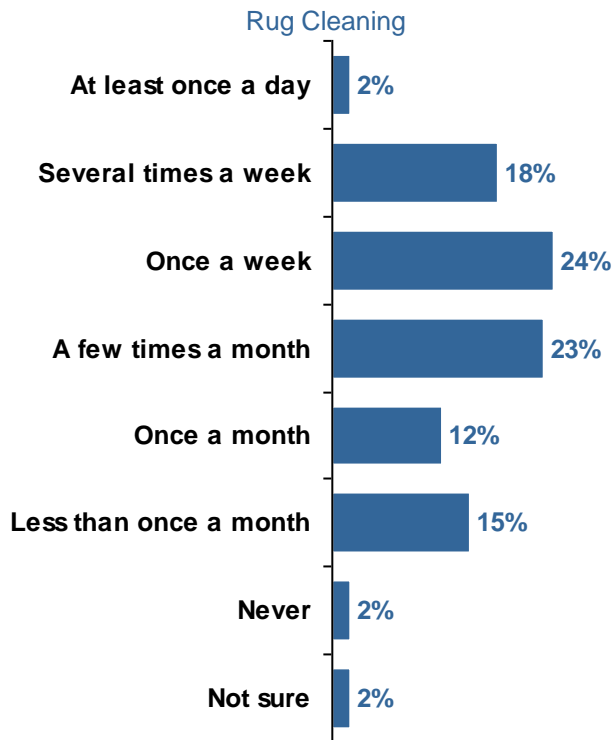


BASE: HAVE RUGS (N=709)
Q705 What kinds of rugs do you have? Please select all that apply.

Rug Cleaning

U.S. homeowners do not clean their rugs as often as they maintenance clean or vacuum their floors

- Four in ten U.S. homeowners who have rugs clean their rugs at least once a week. This compares to the 72% of homeowners who maintenance clean their floors at least once a week and 75% of homeowners who vacuum at least once a week.



BASE: HAVE RUGS (N=709)

Q725 How often do you clean the rugs in your home?

BASE: QUALIFIED RESPONDENTS (N=1155)

Q600 How often do you maintenance clean (mop or spot clean, not including vacuuming) your floors?

Q605 How often do you vacuum your floors, carpet or rugs?

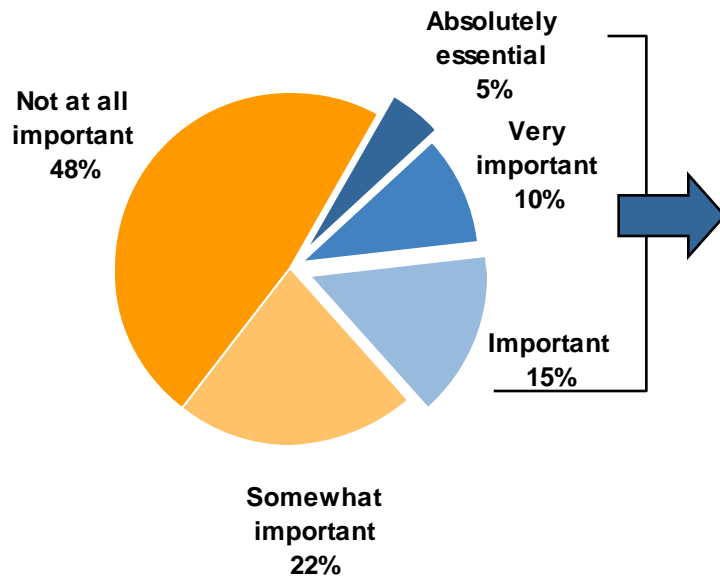
Rugs and Professional Cleaning

Almost half of U.S. homeowners say it is not at all important to have their rugs professionally cleaned every 12-18 months

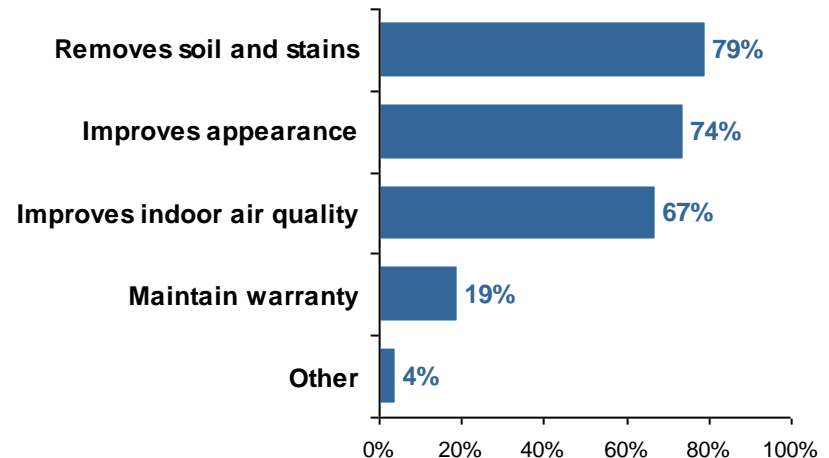
- Three in ten homeowners who use rugs say it is absolutely essential, very important, or fairly important to have their carpets/rugs professionally cleaned every 12-18 months.
- More than two thirds say it is necessary for professional cleaning to remove soil/stains, improve appearance and improve indoor air quality.



Level of Importance to Have Carpets/Rugs Professionally Cleaned Regularly (Every 12-18 Months)



Reasons that Carpets/Rugs Need to Be Professionally Cleaned Regularly



BASE: HAVE RUGS (N=709)

Q730 How important is it for you that your carpets or rugs be professionally cleaned regularly (every 12-18 months)?

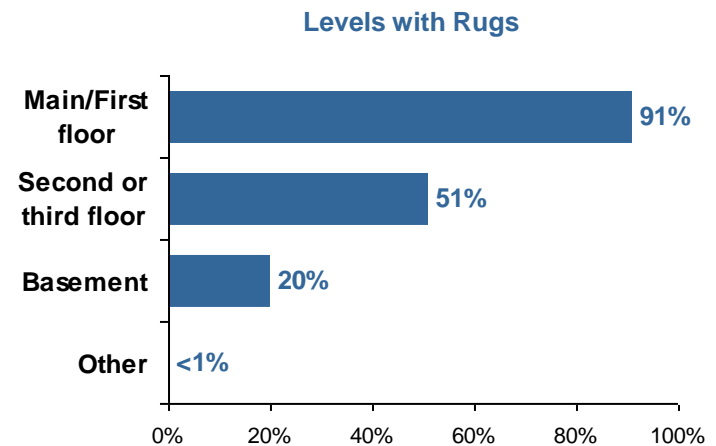
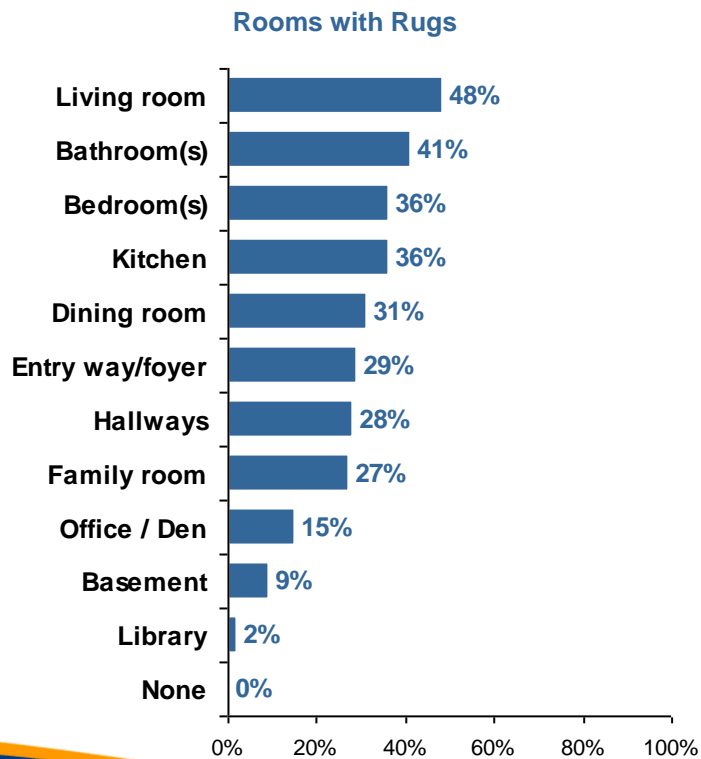
BASE: THOSE WHO THINK IT'S IMPORTANT TO HAVE CARPET/RUGS CLEANED REGULARLY (N=168)

Q735 Why is it important that your carpets or rugs be professionally cleaned regularly (every 12-18 months)? Please select all that apply.

Rug Locations

Many parts of the house have rugs, but most are located on the main floor

- More than three in ten homeowners have rugs in their living rooms, bathrooms, bedrooms, kitchens, and dining rooms.
- Among those who live in multiple level homes, nearly all have rugs on the main floor.



BASE: HAVE RUGS (N=709)
Q710 Which rooms in your house contain rugs? Please select all that apply.
BASE: HAVE MORE THAN ONE LEVEL IN HOME (N=375)
Q715 On which levels of your home do you have rugs? Please select all that apply.

Detailed Findings:

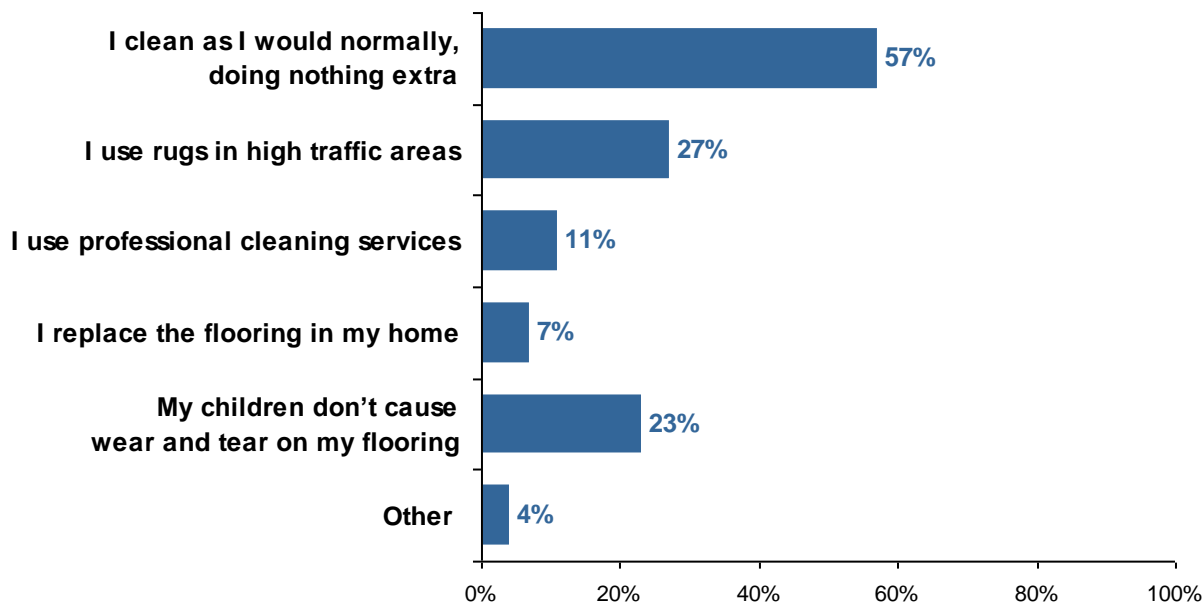
Children & Pets



Wear and Tear By Children

The majority of parents do not do anything extra to manage wear and tear caused by children on their floors

- More than half of homeowners who have children say they clean normally, doing nothing extra, to manage wear and tear caused by their children. A quarter use rugs in high traffic areas, and 11% use professional cleaning services.
- Two in ten indicate that their children do not cause wear and tear on their floors.



BASE: PARENTS (N=405)

Q800 How do you manage the wear and tear caused by your children on your flooring? Please select all that apply.

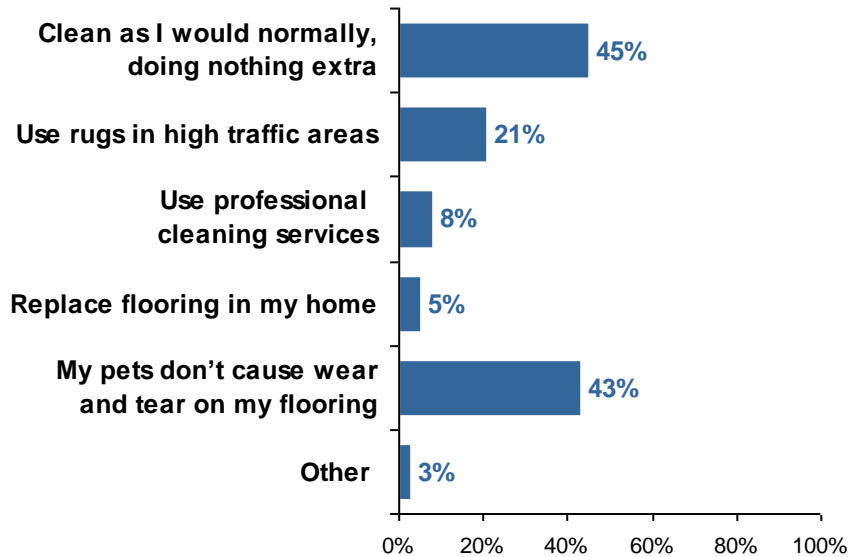
Wear and Tear by Pets

The majority of pet owners do not do anything extra to manage wear and tear caused by pets on their floors; a similar percentage say their pets do not cause wear and tear

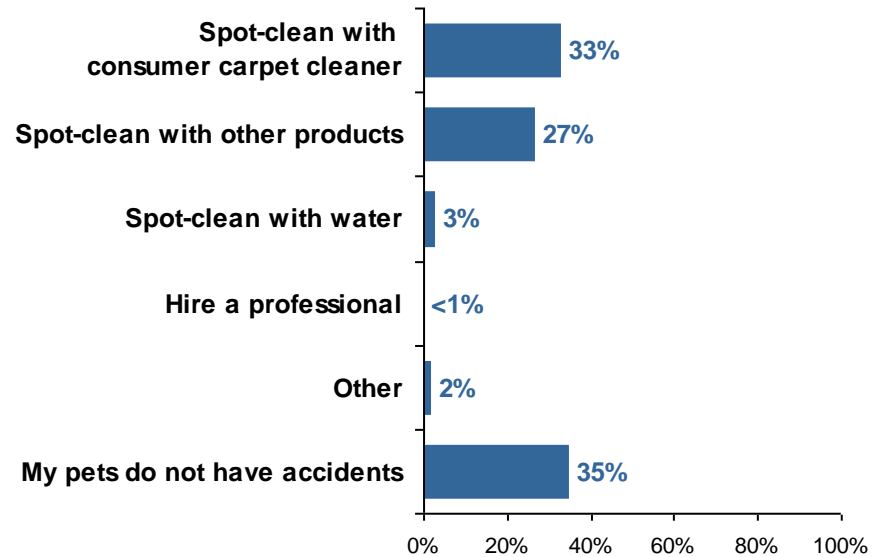
- More than four in ten homeowners with pets say they clean normally, doing nothing extra, to manage wear and tear caused by their pets. Another four in ten say their pets do not cause wear and tear on their floors. Two in ten use rugs in high traffic areas, and 8% use professional cleaning services.
- When asked how they clean their floors after a pet has an accident, a third of homeowners with pets say they spot-clean with commercial carpet cleaners and a quarter spot-clean with other products.



Methods to Manage Wear and Tear on Flooring Caused by Pets



Methods of Cleaning after Accident



BASE: PET OWNERS (N=738)

Q805 How do you manage the wear and tear caused by your pets on your flooring? Please select all that apply.
Q810 How do you typically clean your floor after your pet has an accident? Please select one.

Detailed Findings:

Maintenance & Cleaning

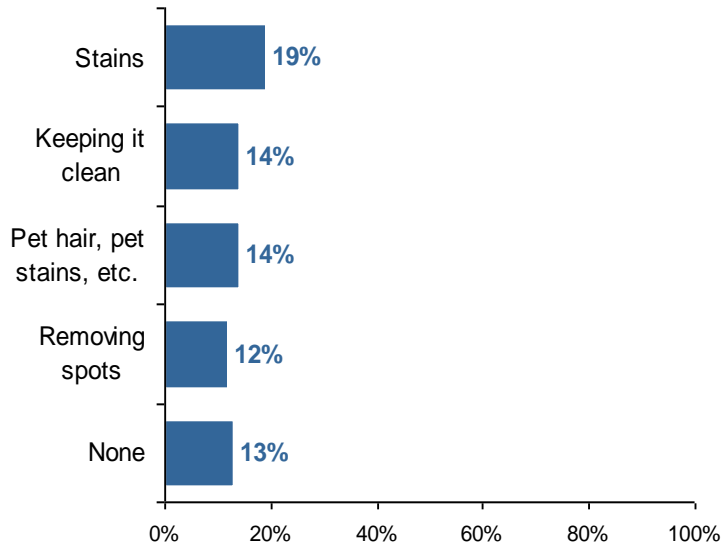


Challenges of Maintaining Floor Types

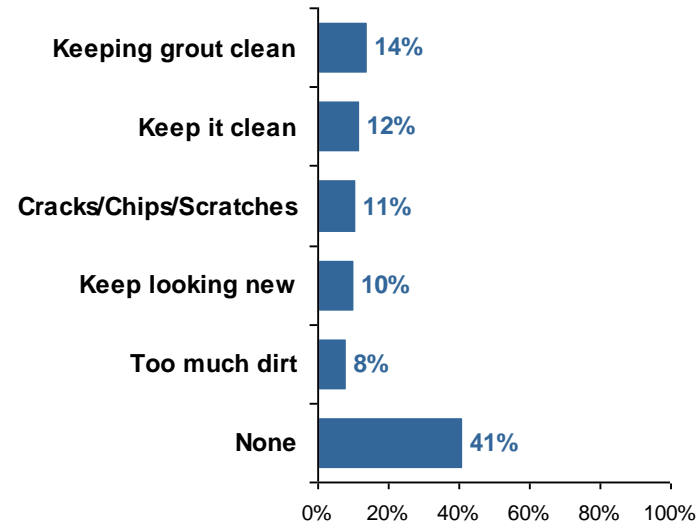
- Homeowners cite a variety of challenges of maintaining their carpets – among them, issues with stains, keeping it clean, pet hair/stains, removing spots, etc. One in ten do not have any challenges with maintaining their carpets.
- Those with other hard surfaces have their own unique challenges – keeping grout clean, keeping the floors clean, cracks/chips/scratches, keeping their floors from looking new, too much dirt accumulating on the floors, etc. Four in ten do not have any challenges with maintaining their hard surface flooring.



Carpet (N=1015)



All Other Hard Surfaces (N=1128)

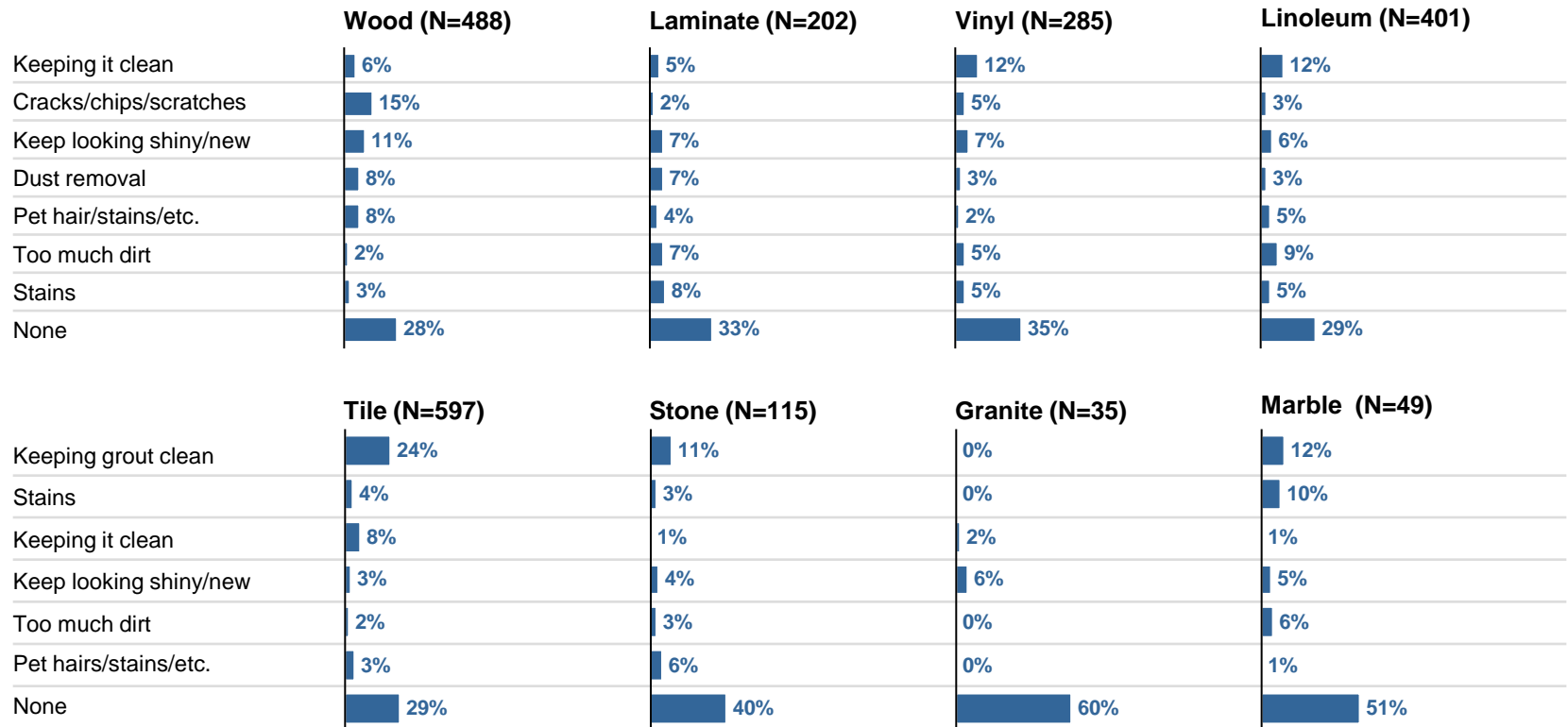


BASE: QUALIFIED RESPONDENTS (N=1155)

Q603 What is the biggest challenge you have with maintaining your [TYPE OF FLOORING]?

Challenges of Maintaining Floor Types

- For homeowners with tile, stone, and marble floors, keeping grout clean is a unique challenge.
- Those with wood floors appear to be more challenged by cracks/chips/scratches than other with other hard flooring surfaces.
- One in ten homeowners with vinyl and linoleum floors are challenged by keeping those surfaces clean.



BASE: QUALIFIED RESPONDENTS (N=1155)

Q603 What is the biggest challenge you have with maintaining your [TYPE OF FLOORING]?

Major Challenges of Carpet – Verbatim Comments

Stains	Keeping it Clean	Pet hair/stains/etc.	Removing spots
<i>“Cleaning with carpet-cleaner for hard-to-get-out dirt stains/spills.”</i>	<i>“It is light colored and it shows soil. I have it professionally cleaned once a year. We enter thru the basement or the breakfast nook. I use area rugs by the front door.”</i>	<i>“Stains and matted down areas in the most traveled areas also dirt gets tracked in by the animals and it seeps through the carpeting.”</i>	<i>“Cleaning the spots from the spills that the grandchildren make.”</i>
<i>“The stains seem to pop back up after shampooing. We have two active kids. Hard to keep it clean.”</i>	<i>“I hate it!!! Constantly vacuuming, steam cleaning.”</i>	<i>“Pet stains and smells are hard to get out.”</i>	<i>“Spots. We have frieze, and I thought that it wouldn't show spots, but it does.”</i>
<i>“Stains and matted down areas in the most traveled areas also dirt gets tracked in by the animals and it seeps through the carpeting.”</i>	<i>“Keeping it clean, not worn and dirty looking.”</i>	<i>“Things dragged in by pets and feet.”</i>	<i>“Spots that won't come out.”</i>
<i>“Old stains that reappear after cleaning.”</i>	<i>“Keeping it clean and spot free and getting all the hair out.”</i>	<i>“Pet hair and soil from dogs.”</i>	<i>“Spots are hard to remove without a lot of elbow grease.”</i>

BASE: THOSE WITH CARPETS (N=1015)

Q603 What is the biggest challenge you have with maintaining your [TYPE OF FLOORING]?

Major Challenges of Wood, Laminate, Vinyl, and Linoleum Floors – Verbatim Comments

	Wood (N=488)	Laminate (N=202)	Vinyl (N=285)	Linoleum (N=401)
Keeping it clean	<i>"Really getting it clean. The vacuum and Swiffer are not enough."</i>	<i>"It shows everything so needs done constantly."</i>	<i>"It needs to be cleaned more than once a week."</i>	<i>"Keeping it looking clean, it seems to stain."</i>
Cracks/chips/scratches	<i>"Preventing dropped items making chips into the wood."</i>	<i>"Keeping from scratching it."</i>	<i>"Dents from dropped utensils."</i>	<i>"As it ages we have scuffs and scratches that aren't as easy to clean."</i>
Keep looking shiny/new	<i>"The shine/finish has worn off and I put rugs over those spots in front of couch and lounge chairs in living room."</i>	<i>"Keeping it from looking dull."</i>	<i>"Finding a good wax that can be used to produce a shine without building up and dulling the floor."</i>	<i>"Keeping the shine on it."</i>
Dust removal	<i>"It shows dust easy, even after vaccuuming I have to go over it with a Swiffer to get the dust."</i>	<i>"It shows dust almost everyday...so i dry Swiffer it almost every other day."</i>	<i>"Dust build up in corners."</i>	<i>"Getting rid of dust."</i>
Pet hairs/stains	<i>"Getting rid of the cat hair."</i>	<i>"Keeping the dog hair off of it."</i>	<i>"The dogs track a lot of debris in the house, and vacuuming is a must. Leaves and mud are the biggest problems."</i>	<i>"With a dog it gets scratched and dirty."</i>
Too much dirt	<i>"Dirt gets into nail holes and small crevices and shows poorly."</i>	<i>"The laminate we have is light colored and the dirt is ground in and makes it look dingy."</i>	<i>"Light colored vinyl and the dirt gets ground in and makes it look dingy."</i>	<i>"Keeping dirt out of the creases."</i>
Stains	<i>"Scratches and water stains."</i>	<i>"Keeping colored kool-aid stains off of it."</i>	<i>"Stains that have set in."</i>	<i>"Spills and dark streaks."</i>

BASE: QUALIFIED RESPONDENTS (N=1155)

Q603 What is the biggest challenge you have with maintaining your [TYPE OF FLOORING]?

Major Challenges of Tile, Stone, Granite, Marble Floors – Verbatim Comments

	Tile (N=597)	Stone (N=115)	Granite (N=35)	Marble (N=49)
Keeping grout clean	<i>"The grout gets dirty more."</i>	<i>"Cleaning grout between the stone."</i>	<i>n/a</i>	<i>"Keeping grout in place and white."</i>
Stains	<i>"Stains that are hard to remove."</i>	<i>"It stains easily."</i>	<i>n/a</i>	<i>"Marble can be stained and hard to remove those stains."</i>
Keeping it clean	<i>"It is a relatively rough, industrial tile, so the Swiffer doesn't always clean as thoroughly as I would like."</i>	<i>"Keeping clean."</i>	<i>"Keeping it clean."</i>	<i>"Clean"</i>
Keep looking new/shiny	<i>"Keeping it shiny."</i>	<i>"Making it look brand new."</i>	<i>"Shine"</i>	<i>"Maintaining shine."</i>
Too much dirt	<i>"When we wet swiffer, keeping the wet dirt from spreading."</i>	<i>"Dirt in the crevices."</i>	<i>n/a</i>	<i>"Dirt that collects in cracks."</i>
Pet hair/stains	<i>"Tile gets dirty and dusty quickly because of the cats."</i>	<i>"Muddy feet and paw prints."</i>	<i>n/a</i>	<i>"When the dogs come from outside."</i>

BASE: QUALIFIED RESPONDENTS (N=1155)

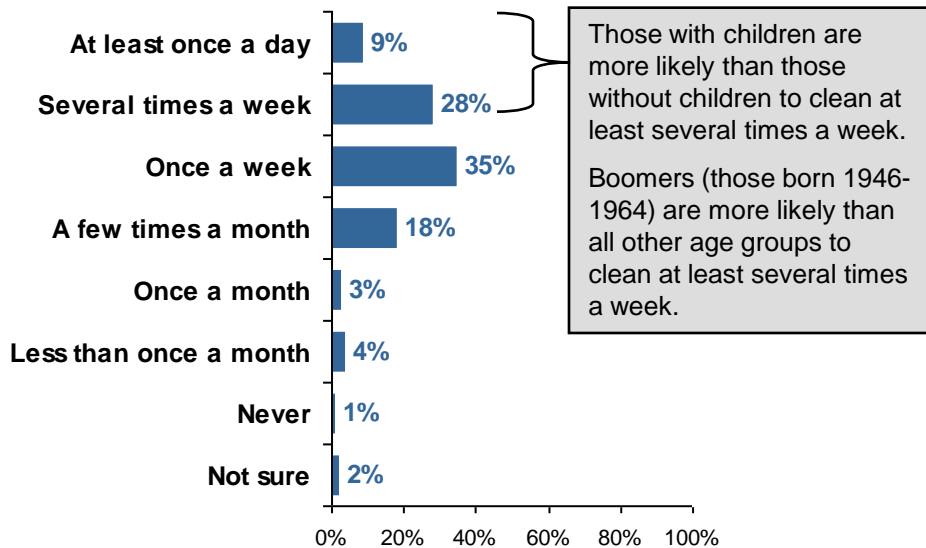
Q603 What is the biggest challenge you have with maintaining your [TYPE OF FLOORING]?

Maintenance Cleaning

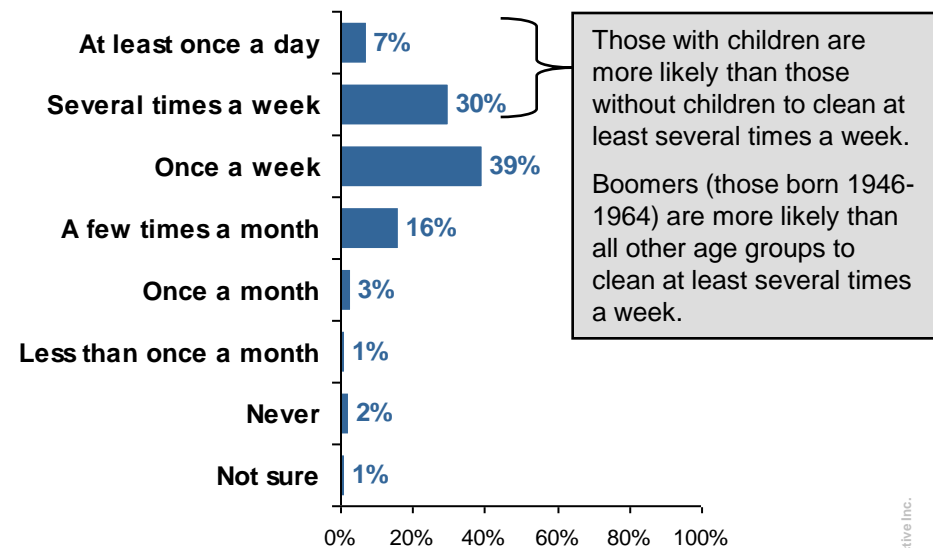
U.S. homeowners regularly maintenance clean and vacuum their floors

- U.S. homeowners clean their floors frequently.
 - 37% maintenance clean their floors several times a week; another three in ten maintenance clean or vacuum once a week
 - 37% vacuum their carpets or rugs at least several times a week; another four in ten vacuum once a week

Maintenance Clean Floors



Vacuum



BASE: QUALIFIED RESPONDENTS (N=1155)

Q600 How often do you maintenance clean (mop or spot clean, not including vacuuming) your floors?

Q605 How often do you vacuum your floors, carpet or rugs?

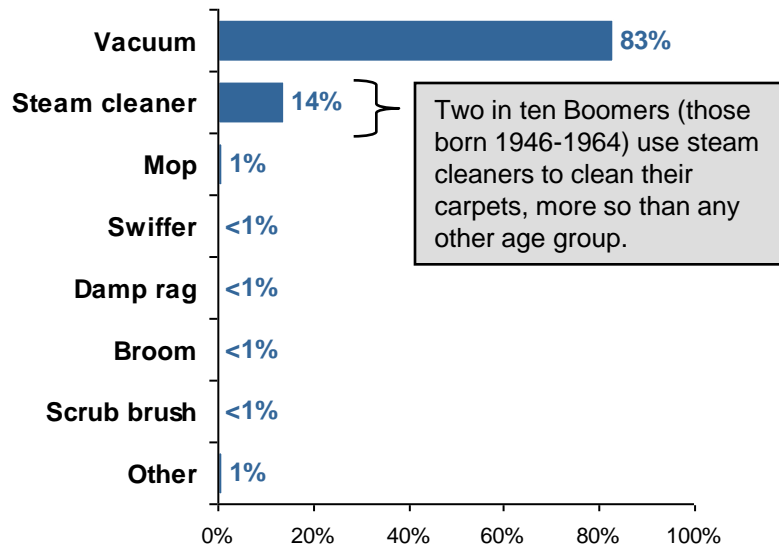
Cleaning Preferences

U.S. homeowners prefer to vacuum their carpets while other hard surfaces are mostly cleaned by broom

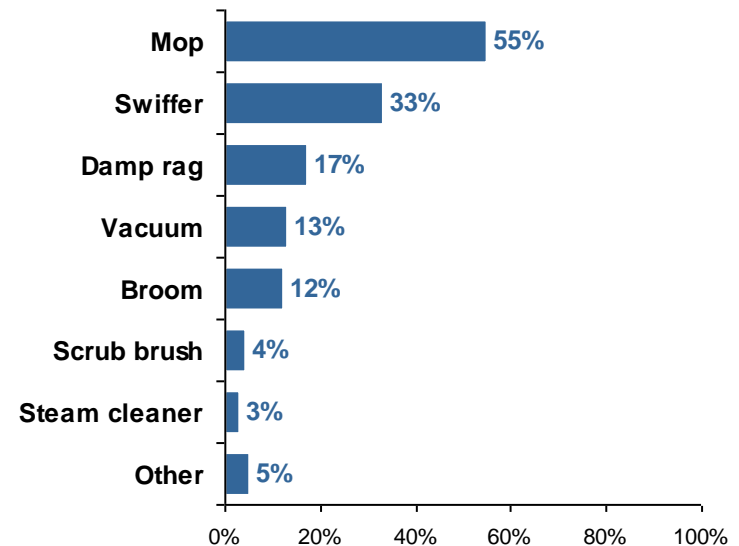
- The vast majority of homeowners who have carpets prefer to clean their carpets by vacuum (83%), while one in ten prefer steam cleaners.
- Homeowners with other hard surface floors prefer to use a mop or Swiffer (55% and 33% respectively), followed by damp rag (17%), vacuum (13%), and broom (12%).



Carpet (N=1015)



All Other Hard Surfaces (N=1128)

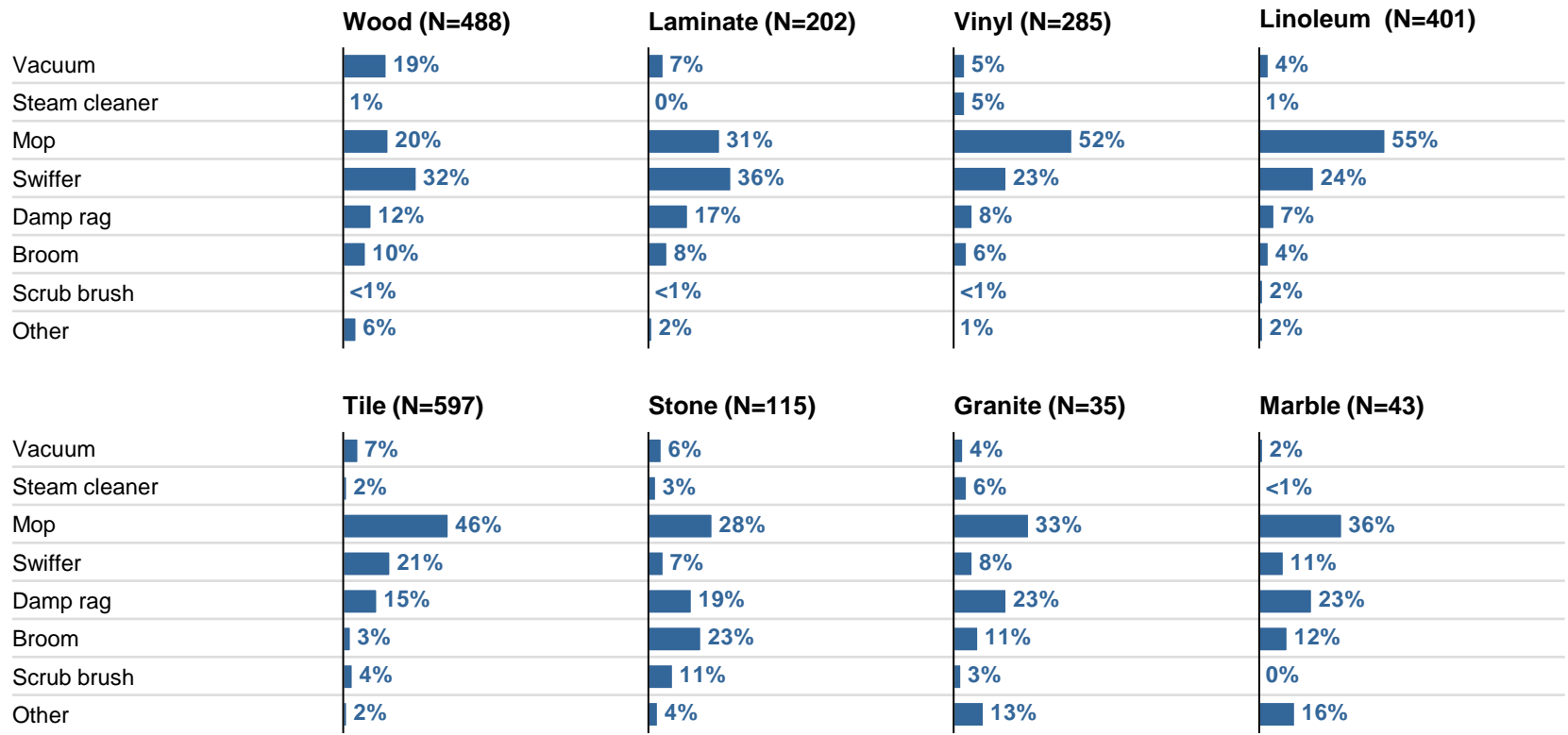


BASE: QUALIFIED RESPONDENTS (N=1155)

Q602 What is your preferred method for cleaning your (type of flooring)?

Cleaning Preferences, continued

Vinyl, linoleum, and tile floors are more likely to be mopped while wood and laminate surfaces are more likely to be cleaned with a Swiffer

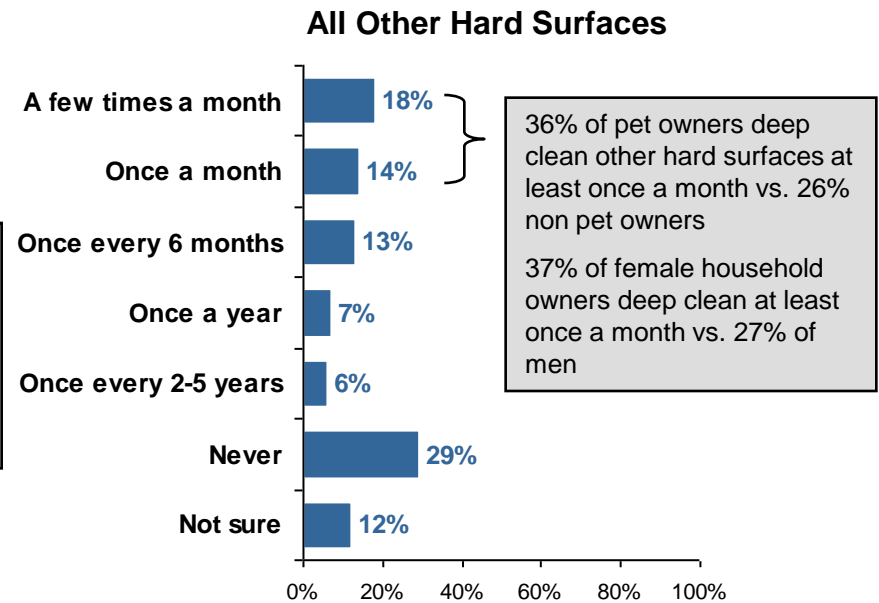
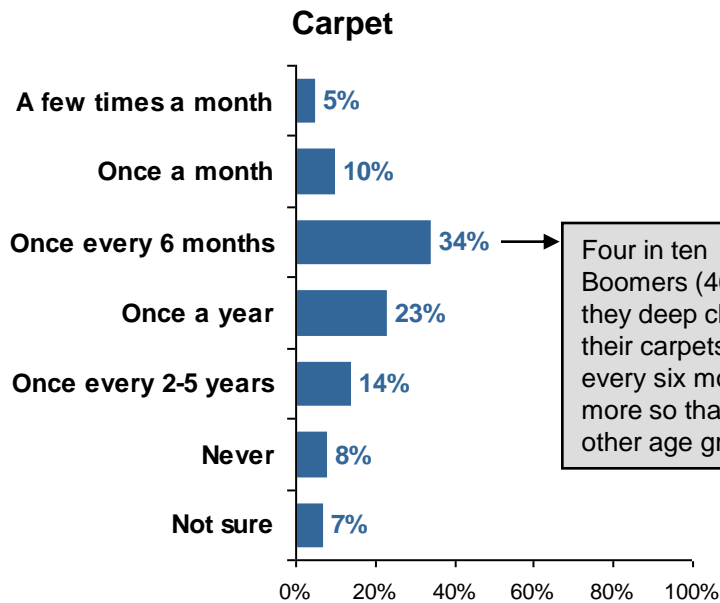


BASE: QUALIFIED RESPONDENTS (N=1155)
Q602 What is your preferred method for cleaning your (type of flooring)?

Deep Cleaning

Most U.S. homeowners deep clean their floors once in a while

- Nearly half of U.S. homeowners say they deep clean their carpets at least once every six months (49%).
- Similarly, four in ten homeowners indicate that they deep clean all other hard surfaces at least once every six months (45%).
- Three in ten U.S. homeowners have never deep cleaned their hard surface flooring, while 8% have never deep cleaned their carpets.



BASE: QUALIFIED RESPONDENTS (N=1155)

Q610 How often do you deep clean the following types of floors (i.e. polish wood or marble, strip wood floor, clean carpet, etc.)?

Detailed Findings:

Professional Cleaning

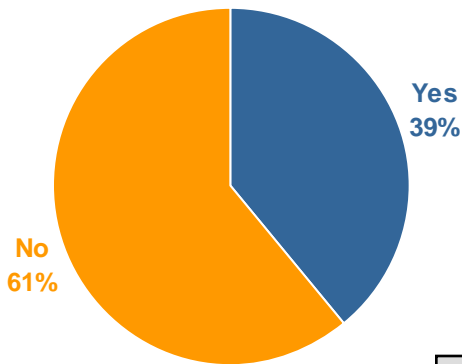


Professional Cleaning

The majority of homeowners have never hired professional cleaning services companies to clean their carpets or other hard surfaces

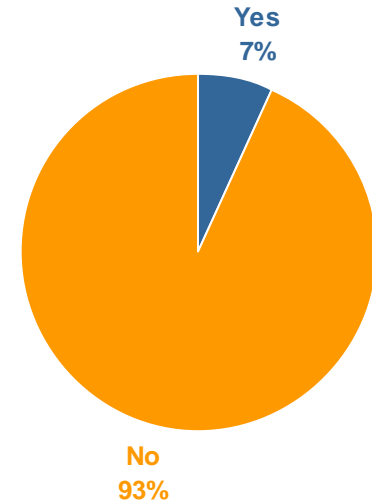
- Six in ten U.S. homeowners (61%) have never hired professionals to clean their carpets.
- An even larger proportion (93%) have never hired professionals to clean all other hard flooring surfaces in their homes.

Hire Professional to Clean Carpet



56% of Matures (those born before 1946) have hired professionals to clean their carpets, more so than any other age group.

Hire Professional to Clean All Other Hard Surfaces



BASE: HAS CARPETING (N=1015)
Q615 Do you ever hire a professional cleaning service to clean your carpet?

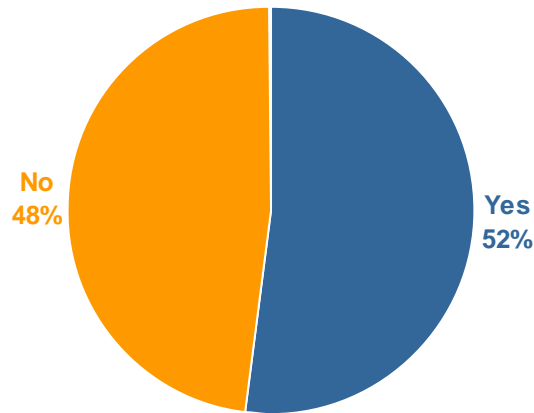
BASE: HAS HARD FLOORING SURFACES (N=1128)
Q616 Do you ever hire a professional cleaning service to clean your hard flooring surfaces?

Fabric Protection

Half apply fabric protection to their carpets after it is professionally cleaned

- Among those who have used professional carpet cleaning services, half have had fabric protection applied to their carpet.

Applied Fabric Protection After Cleaning



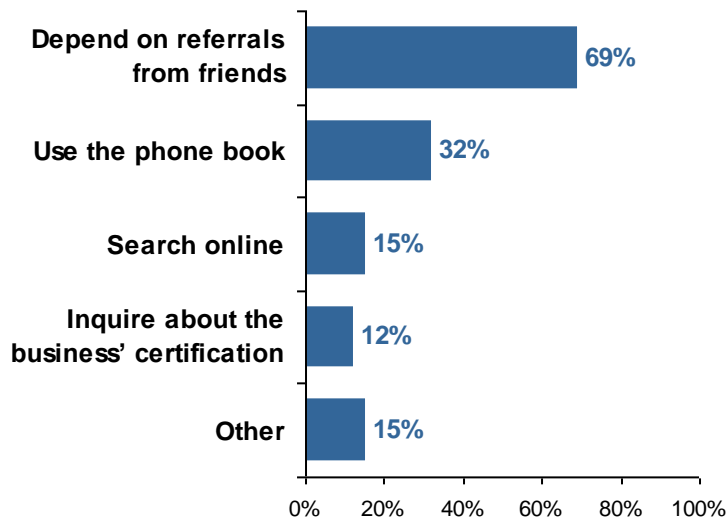
BASE: USE CARPET CLEANING SERVICE (N=374)
Q635 Do you have fabric protection applied after the carpet has been cleaned?

Selecting a Cleaning Company

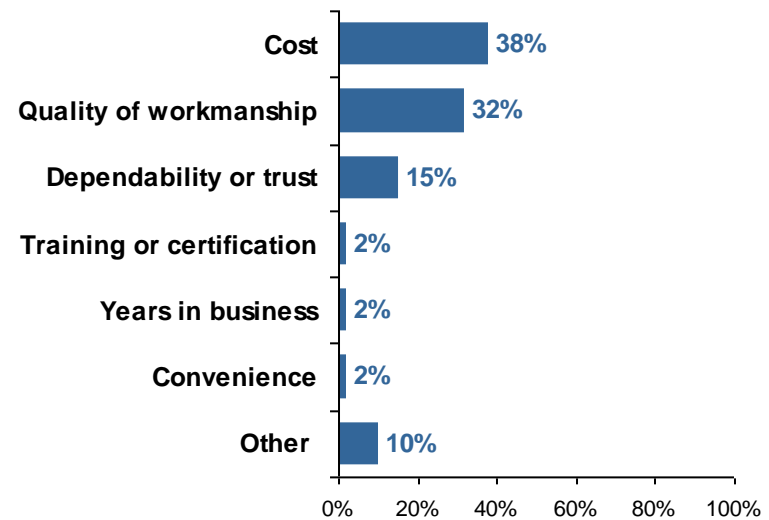
Most homeowners who hired professional help to clean their floors depend on referrals from friends. Cost and quality of workmanship are key criteria.

- Among U.S. homeowners who have used professional cleaning service for their floors, the vast majority depend on referrals from friends, followed by using yellow pages and searching online.
- Among all U.S. homeowners, cost and quality of workmanship are the top factors in selecting professional cleaning services.
- One in ten would inquire about the business' certification when determining which professional cleaning company to use (12%), and just a handful of all U.S. homeowners say training or certification are factors in their selection (2%).

How They Look for a Cleaning Company



Factors in Selecting Professional Cleaning



BASE: USE CLEANING SERVICE (N=388)

Q620 When looking to hire a cleaning company, how do you determine which one to select? Please select all that apply.

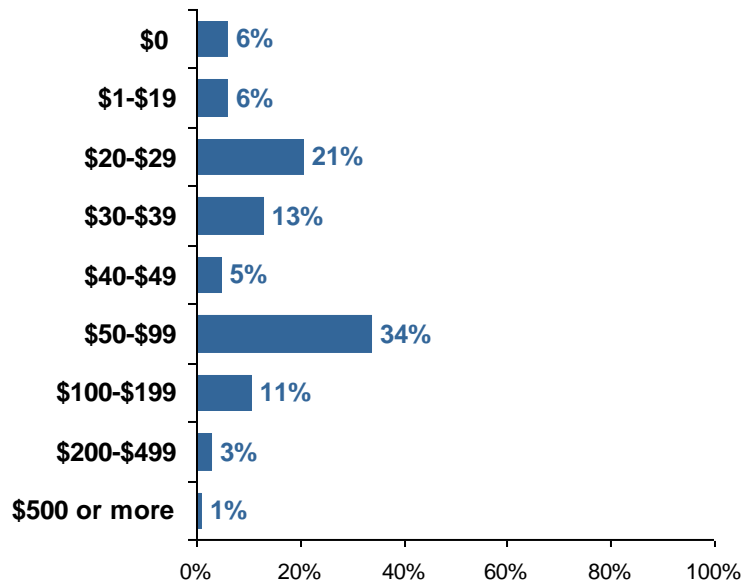
BASE: QUALIFIED RESPONDENTS (N=1155)

Q622 Which factor plays the biggest role in selecting a professional cleaning service to do your floors?

Professional Cleaning Cost Expectation

Homeowners expect to pay on average \$79 per room for professional floor cleaning

- U.S. homeowners expect to pay, on average, \$79 per room for professional cleaning service. Specifically, 21% expect to pay \$20-\$29, 13% expect \$30-\$39, 34% expect \$50-\$99, and 11% expect \$100-\$199.



Average (Mean) Dollars Spent: \$79



BASE: QUALIFIED RESPONDENTS (N=1155)

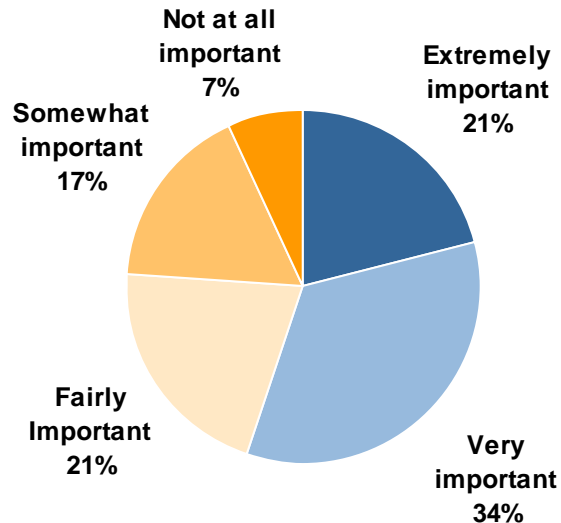
Q624 What would you expect to pay per room for a professional cleaning service?
Please respond in a whole dollar amount, no decimal point.

Certification and Training

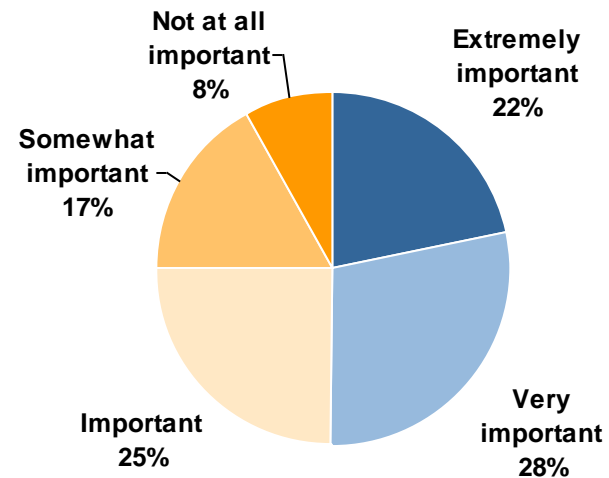
Half of homeowners say it is extremely or very important for a professional floor cleaning company to be certified or trained by a trade organization

- If they were to hire a professional cleaning service company to clean their home's floors, more than half of U.S. homeowners (55%) say it would be extremely or very important that the company was certified.
- Half also indicate that it would be extremely or very important that the company hired was certified and trained by a professional trade organization.

Level of Importance that Hired Company Was Certified



Level of Importance that Hired Company Was Certified and Trained by a Professional Trade Organization



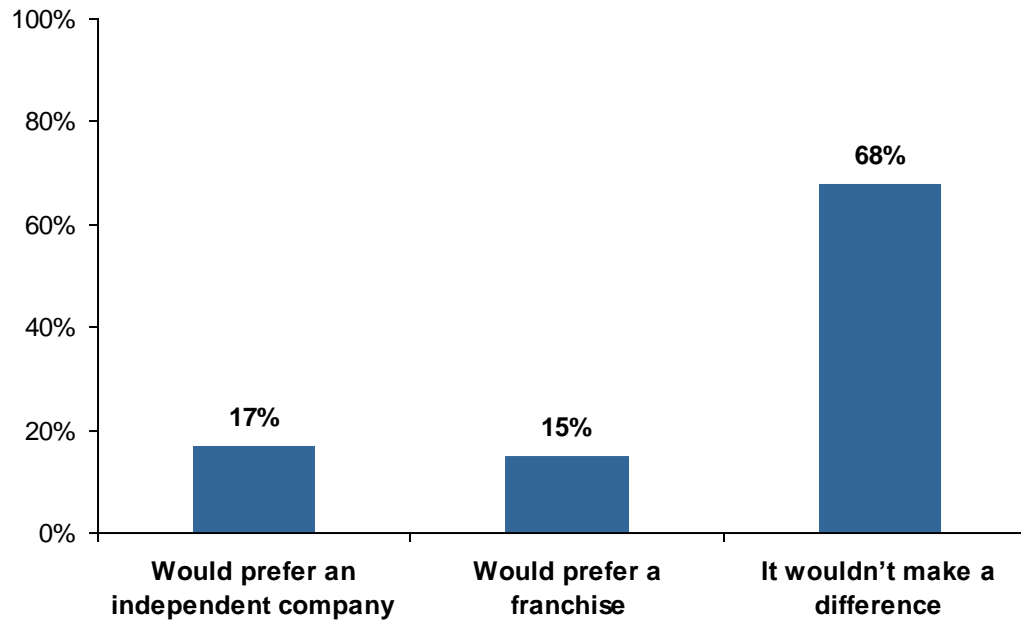
BASE: QUALIFIED RESPONDENTS (N=1155)

Q626 ...how important would it be to you that the company you hired was certified and trained by a professional trade organization?
Q628 ...how important would it be to you that the company you hired was certified?

Independent vs. Franchise

Most homeowners do not care if a professional floor cleaning company is independent or franchised

- When selecting to hire a professional floor cleaning company, the majority (68%) of U.S. homeowners state it does not matter if the company is an independent company or a franchised company.



BASE: QUALIFIED RESPONDENTS (N=1155)

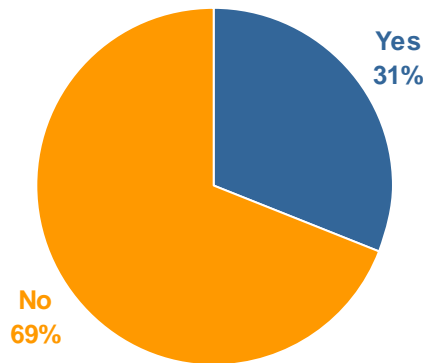
Q629 If you were to hire a professional cleaning service to do your floors, would you prefer an independent company, or a franchise, or would it make no difference?

Awareness of Certification and IICRC

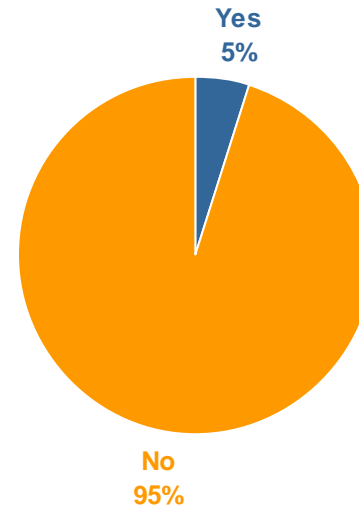
Almost seven in ten are unaware that professional cleaning companies can be certified. More than nine in ten are unaware of IICRC

- Sixty-nine percent of U.S. homeowners are not aware professional cleaning companies can become certified after successful completion of classes that follow industry standards.
- The vast majority (95%) have never heard of the Institute of Inspection, Cleaning and Restoration Certification.

Awareness of Certification for Companies



Awareness of IICRC



BASE: QUALIFIED RESPONDENTS (N=1155)

Q627 Are you aware that cleaning companies can go through a program to become certified based upon successful completion of classes that follow industry standards?

Q640 Have you ever heard of the Institute of Inspection, Cleaning and Restoration Certification?

Detailed Findings:

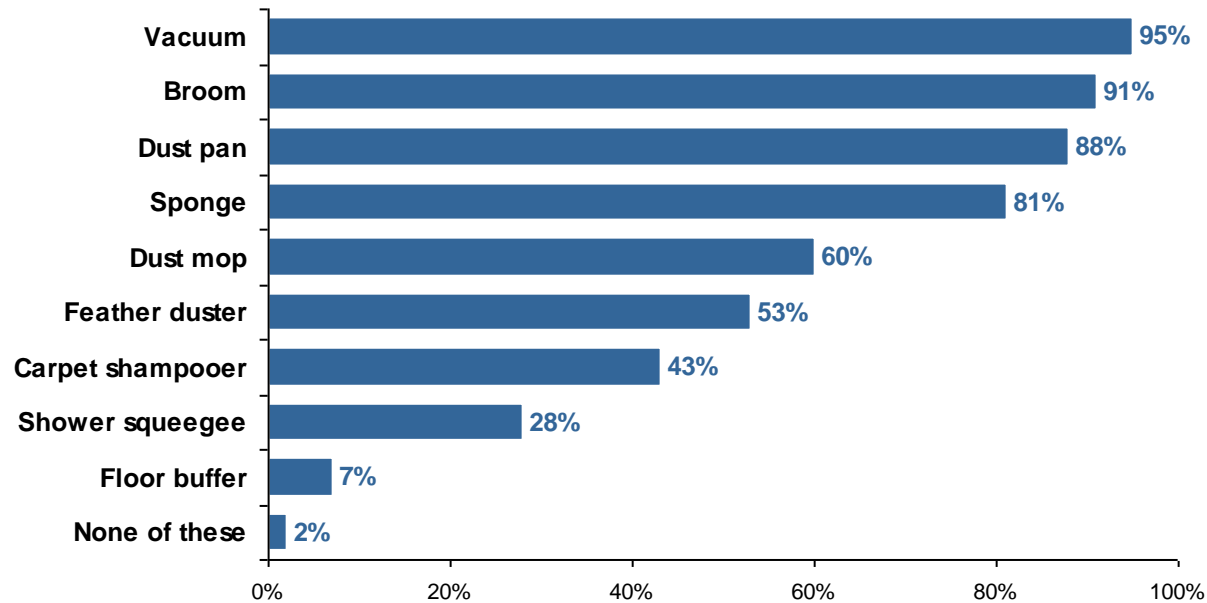
Household Cleaning Products



Household Cleaning Products

U.S. homeowners own a variety of floor cleaning equipment

- The vast majority of U.S. homeowners are equipped with a variety of household cleaning equipment – vacuums, brooms, dust pan, sponge, and dust mop top the list.



BASE: ALL RESPONDENTS (N=1155)

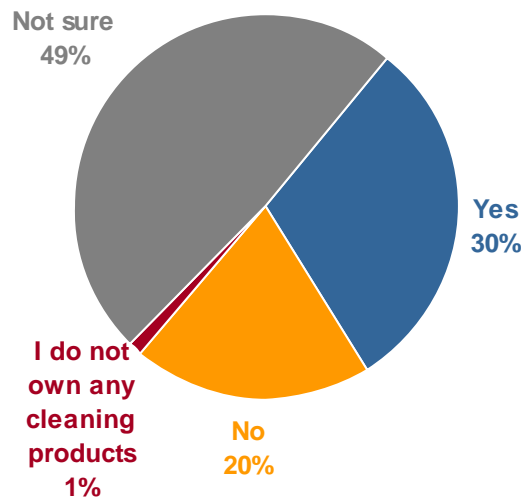
Q1300 Now, we would like to ask you a few questions about household cleaning products. Which of the following household cleaning products do you own? Please select all that apply.

Environmentally Safe Cleaning Products

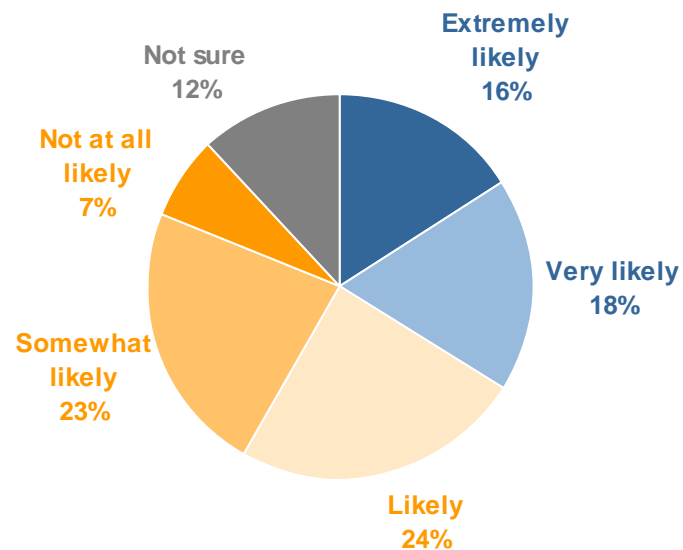
Nearly half of U.S. homeowners do not know if the cleaning products they own are environmentally safe. 58% are likely to purchase green cleaning products

- Thirty percent of U.S. homeowners own cleaning products that are designed to be environmentally-friendly. Close to half (49%) do not know if their cleaning products are environmentally-friendly.
- Nearly six in ten homeowners would be extremely likely, very likely, or likely to purchase cleaning products that are specifically designed to be environmentally-friendly.

Percent indicating cleaning products owned are designed to be environmentally friendly



Percent indicating likelihood of purchasing a cleaning product specifically designed to be environmentally friendly



BASE: ALL RESPONDENTS (N=1155)

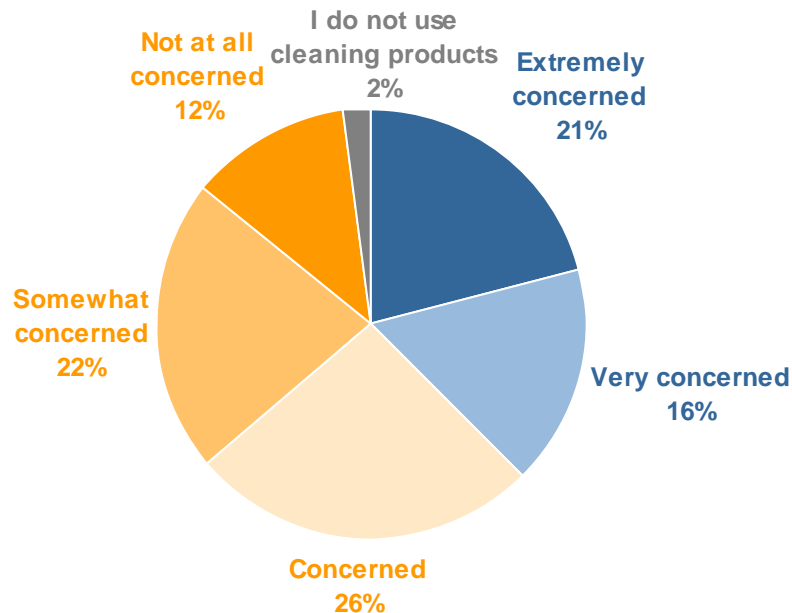
Q1305 Are any of the cleaning products (e.g., soaps, cleansers, etc.) you own designed to be environmentally friendly?
Q1310 How likely would you be to purchase a cleaning product that was specifically designed to be environmentally friendly?

Attitudes Toward Toxic Cleaners

The majority of U.S. households are concerned about cleaning products being hazardous to their health

- Over six in ten homeowners are extremely concerned, very concerned or concerned that cleaning products are made with toxic chemicals that may be hazardous to their health.

Percent indicating degree of concern that cleaning products are made with toxic chemicals that may be hazardous to their health



BASE: ALL RESPONDENTS (N=1155)

Q1315 How concerned are you that the cleaning products you use are made with toxic chemicals that may be hazardous to your health?

Detailed Findings:

Health & Allergies

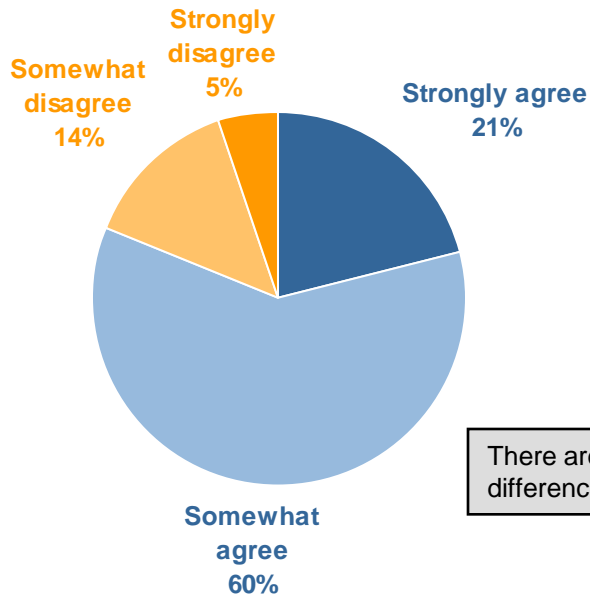


Family Health and Floor Cleanliness

The vast majority of U.S. homeowners agree that their family's health is related to the cleanliness of their floors

- Four out of five U.S. homeowners strongly or somewhat agree that the health of their family is directly related to the cleanliness of floors in the home.

Level of Agreement with Statement



“I believe the health of my family is directly related to the cleanliness of my floors.”

There are no significant differences by sub-groups.



BASE: QUALIFIED RESPONDENTS (N=1155)

Q630 How much do you agree or disagree with the following statement.

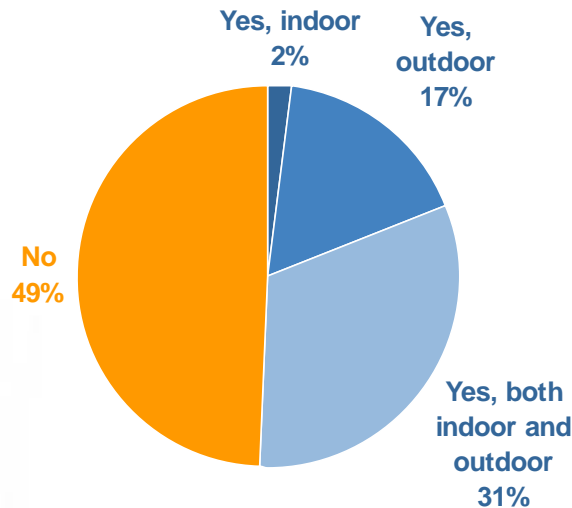


Indoor Allergies

A third of U.S. homeowners have someone in the household who suffers from indoor allergies; half of them believe that the type of flooring used can cause or aggravate allergies

- 33% of U.S. homeowners say someone in their household suffers from indoor or both indoor/outdoor allergies. Among these homeowners who have family members with allergies, half agree that the type of flooring in the home can cause or aggravate allergies.

Someone in Home Sufferers from Indoor/Outdoor Allergies



Believe that Flooring Caused or Aggravated Allergies



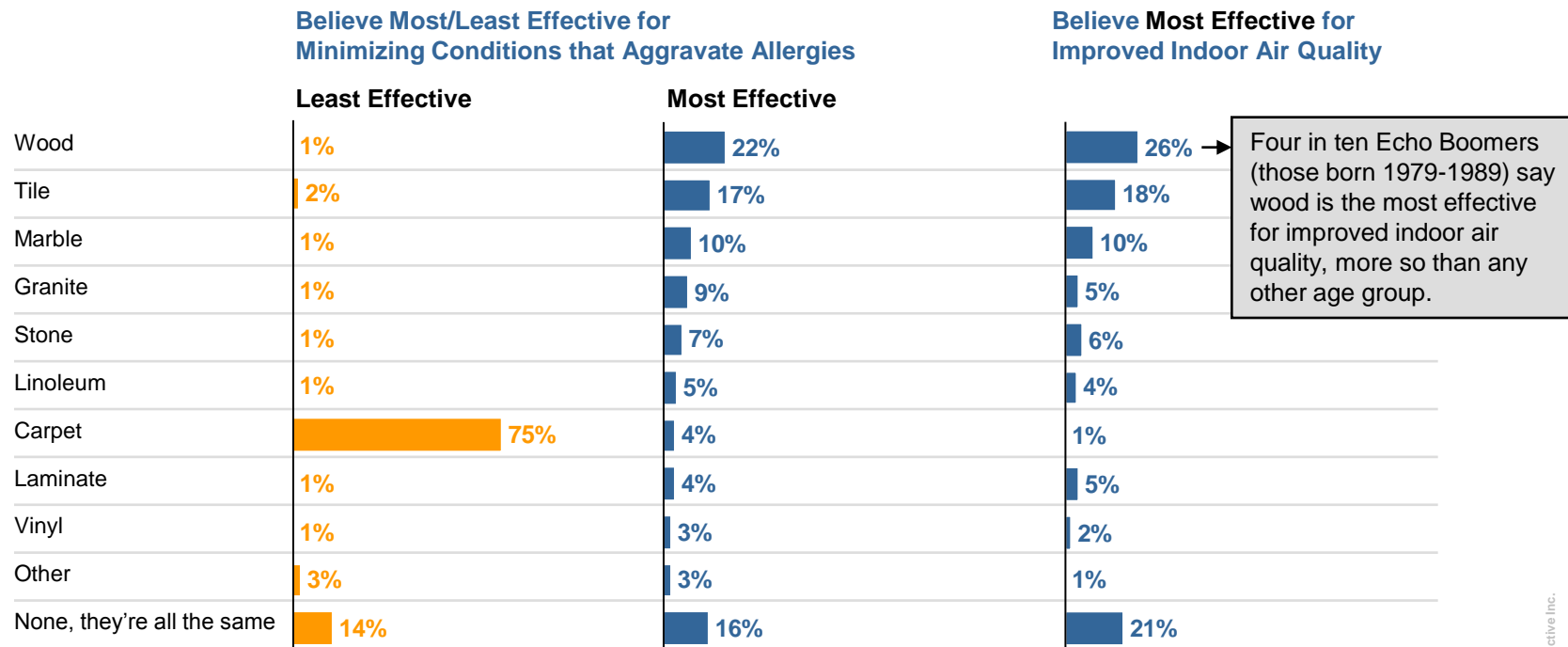
BASE: QUALIFIED RESPONDENT (N=1155)
Q900 Does anyone in your home suffer from indoor or outdoor allergies?

BASE: SUFFERS FROM ALLERGIES (N=592)
Q905 Do you believe that the type of flooring you have may cause or aggravate these allergies?

Flooring and Allergies

Wood floors are perceived to be most effective in controlling allergies and improving indoor air quality; carpet is seen to be the least effective in controlling allergies

- Three quarters of homeowners believe carpets are the least effective in minimizing conditions that aggravate allergies. Wood floors are perceived to be the most effective in controlling allergies.
- Wood and tile floors are considered to be the most effective type of flooring for improved indoor air quality, although 21% think all floor types are the same.



BASE: QUALIFIED RESPONDENTS (N=1155)

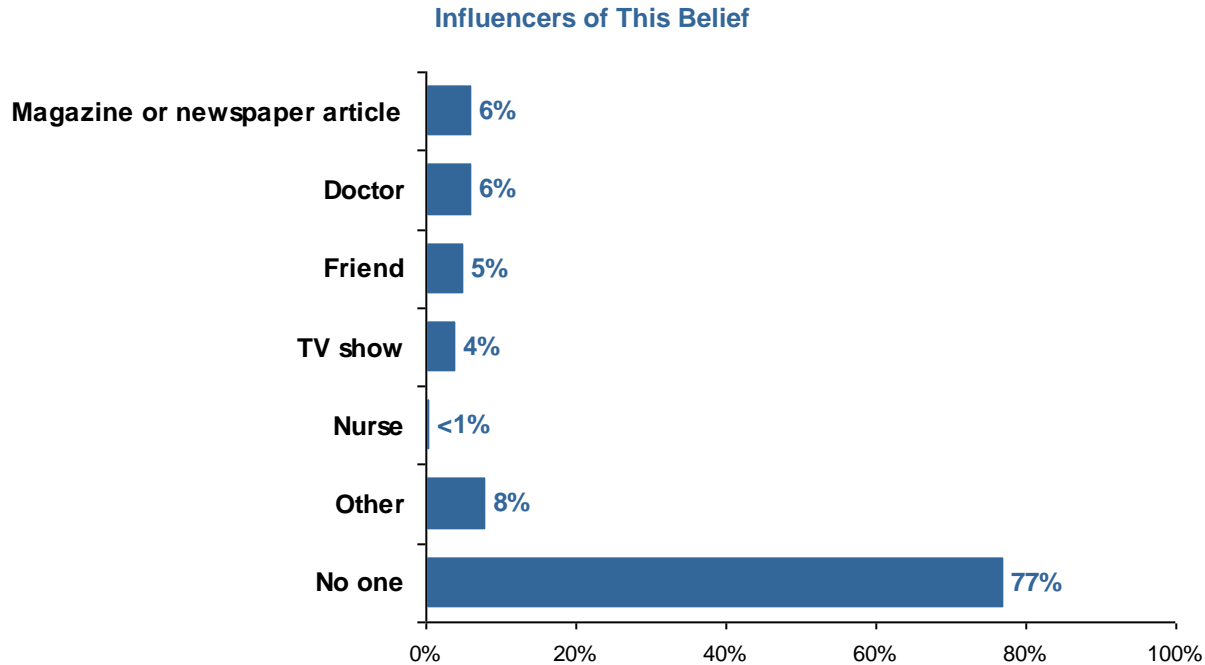
Q910 Which type of flooring do you believe is most effective and least effective for minimizing conditions that aggravate allergies? Please select one for each.

Q915 Which type of flooring do you believe is most effective for improved indoor air quality? Please select one.

Flooring and Air Quality

Homeowners are not influenced by what outside sources have to say about flooring and improved indoor air quality

- When thinking about the type of floor that is best for improved indoor air quality, the vast majority of homeowners were not influenced by anyone or any source.



BASE: CHOSE A FLOOR TYPE THAT IMPROVES AIR QUALITY (N=924)

Q920 Who or what influenced your belief that (flooring type) is best for improved air quality? Please select all that apply.

Detailed Findings:

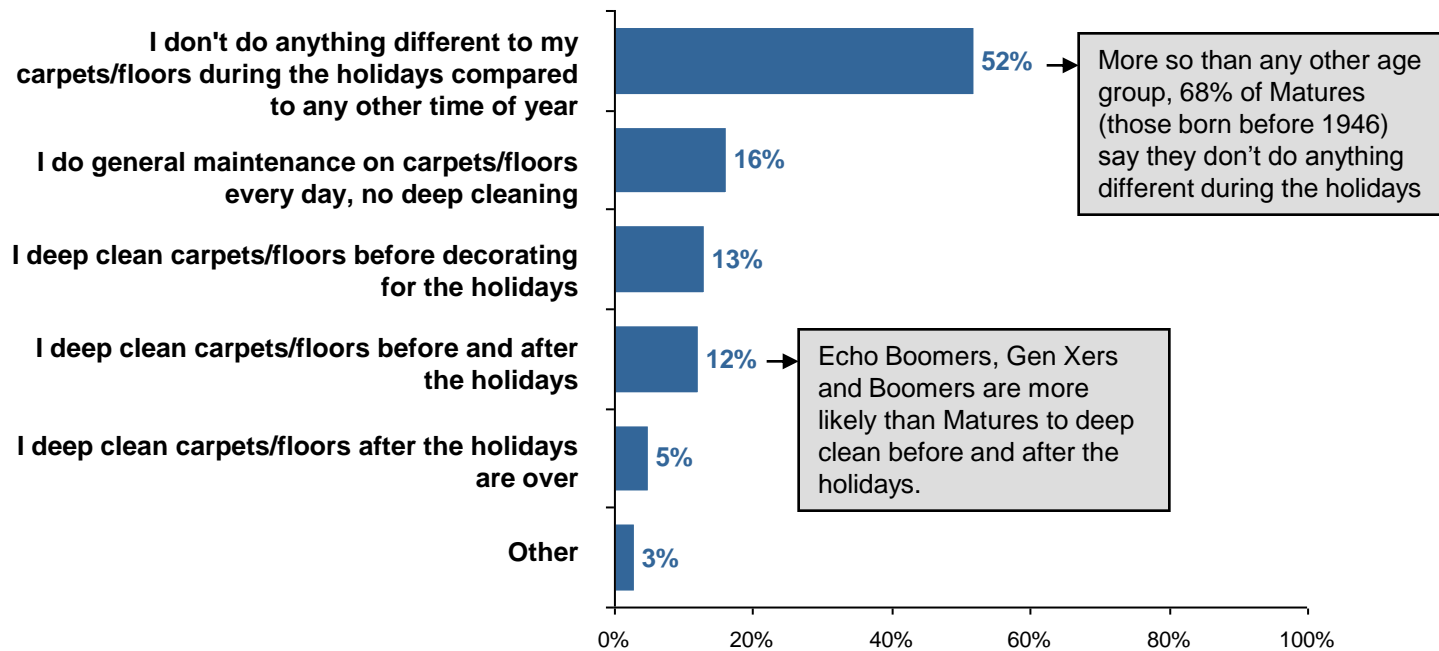
Holidays



Floor Cleaning During the Holidays

Half of U.S. homeowners don't do anything different to their floors or carpets during the holidays

- More than half of U.S. homeowners do not do anything different to their carpets/floors during the holidays.
- 16% do general maintenance daily, 13% deep clean before decorating for the holidays, and 12% deep clean before and after the holidays, and 5% deep clean after the holidays.



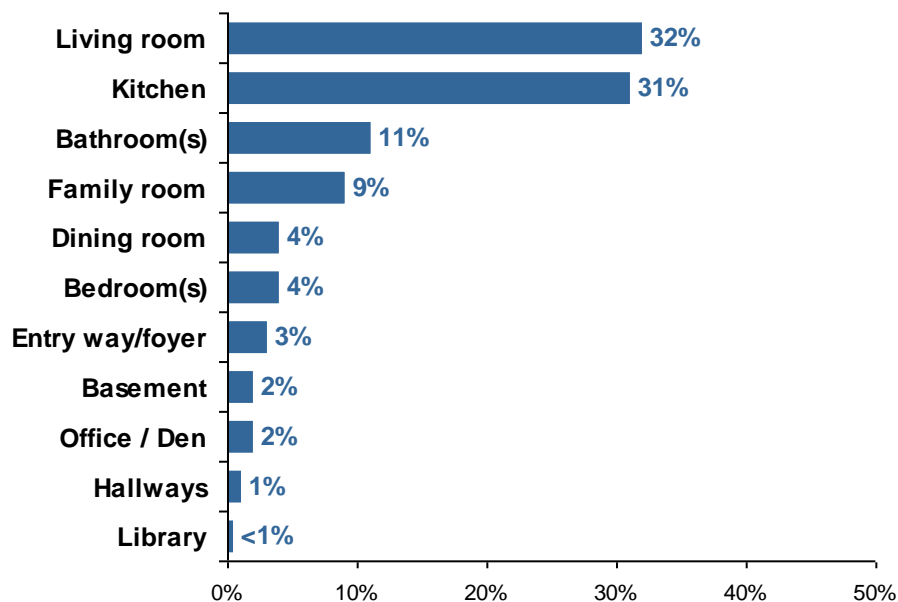
BASE: QUALIFIED RESPONDENTS (N=1155)

Q1000 Which of the following best describes your carpet or floor cleaning habits during the holidays? Please select one.

Keeping Rooms Clean During the Holidays

Nearly 1/3 of U.S. homeowners believe the living room and kitchen are the hardest rooms to clean during the holidays

- The living room and kitchen are the hardest rooms to clean in the house during the holidays, according to three in ten U.S. homeowners.



BASE: QUALIFIED RESPONDENTS (N=1155)

Q1005 What is the most difficult room in your house to clean during the holidays? Please select one.