

Mr Clean

The 'Joy of Cleaning': Investigating Consumers' Responses to Cleaning Combining Conscious & Nonconscious Measures

September 2018

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GAME CHANGERS



Methodology

- These are the findings from an Ipsos study conducted August 6 - 10, 2018 on behalf of Mr. Clean.
- For the study, a sample of 62 adults between the ages of 25 - 45 living in Chicago were recruited to participate in this experiment, in English. In order to qualify for the study, participants had to be neutral/positive towards cleaning (rated 5-10 on a ten point scale).
- In addition to collecting qualitative and quantitative data, participants were equipped with Shimmer devices to collect GSR and heart rate.
- The study consisted of three main components:
 - **PRE-CLEAN:** series of questions about cleaning routines and current mood, capturing audio recording for voice analytics. Set up with biometric device
 - **CLEANING:** completion of two cleaning tasks, one at the sink and one at the stove, with option to complete a third cleaning task. Collection of biometric data during this phase
 - **POST-CLEAN:** series of questions about experience using Mr. Clean products/control products, attitudes towards cleaning/cleaning satisfaction, and current mood. Audio recording also captured during this phase for voice analytics and quantitative data collected via online survey. Viewing of skydiving video/racecar driving video also during this phase, collection of biometric data here as well
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

Mr. Clean – Cleaning Satisfaction Study

SURVEY RESULTS

1. HOW DO PEOPLE FEEL ABOUT CLEANING?

Attitudes Toward Cleaning (1)



The act of cleaning drives a feeling of satisfaction for what accomplished:

"How do I feel when cleaning is complete? I feel like everything is in order, I have a fresh clean house that's neat and orderly for appearance sake for when people come over but also for us to live."



"My Favorite part of cleaning would have to be the satisfaction of getting it done, you know, when I start something, finish it."

"You know it gives you a great sense of satisfaction seeing things get done, and you know, when your family sits in the kitchen to eat or whatever and it's clean, you feel like you've done what you were supposed to do, and you know your kids are eating off clean plates and tables, and you know, sitting on clean chairs."

Q1. Please tell me a little bit about your everyday cleaning experiences – for instance, what areas of your home do you clean the most, why do you clean, and how do you feel when cleaning is complete? Base: All Participants (n=62)

GAME CHANGERS



Attitudes Toward Cleaning (2)



People also enjoy the way a clean room smells and seeing that everything is finally in order.

“I clean because I like my house to be clean, I like the way it looks when I’m done, and I also like the way it smells. When I’m done cleaning I feel satisfied – and obviously happy that I’m finished with that task. My favorite thing to clean would probably be my kitchen because we are in it so much and I like everything clean when I’m preparing food.”



“I find it really soothing just seeing a mess, kind of like, disappear – and I also like the sound of scrubbing and the bubbles – I don’t know, I think I find that very soothing.”

Q1. Please tell me a little bit about your everyday cleaning experiences – for instance, what areas of your home do you clean the most, why do you clean, and how do you feel when cleaning is complete? Base: All Participants (n=62)

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Mr. Clean – Cleaning Satisfaction Study

SURVEY RESULTS

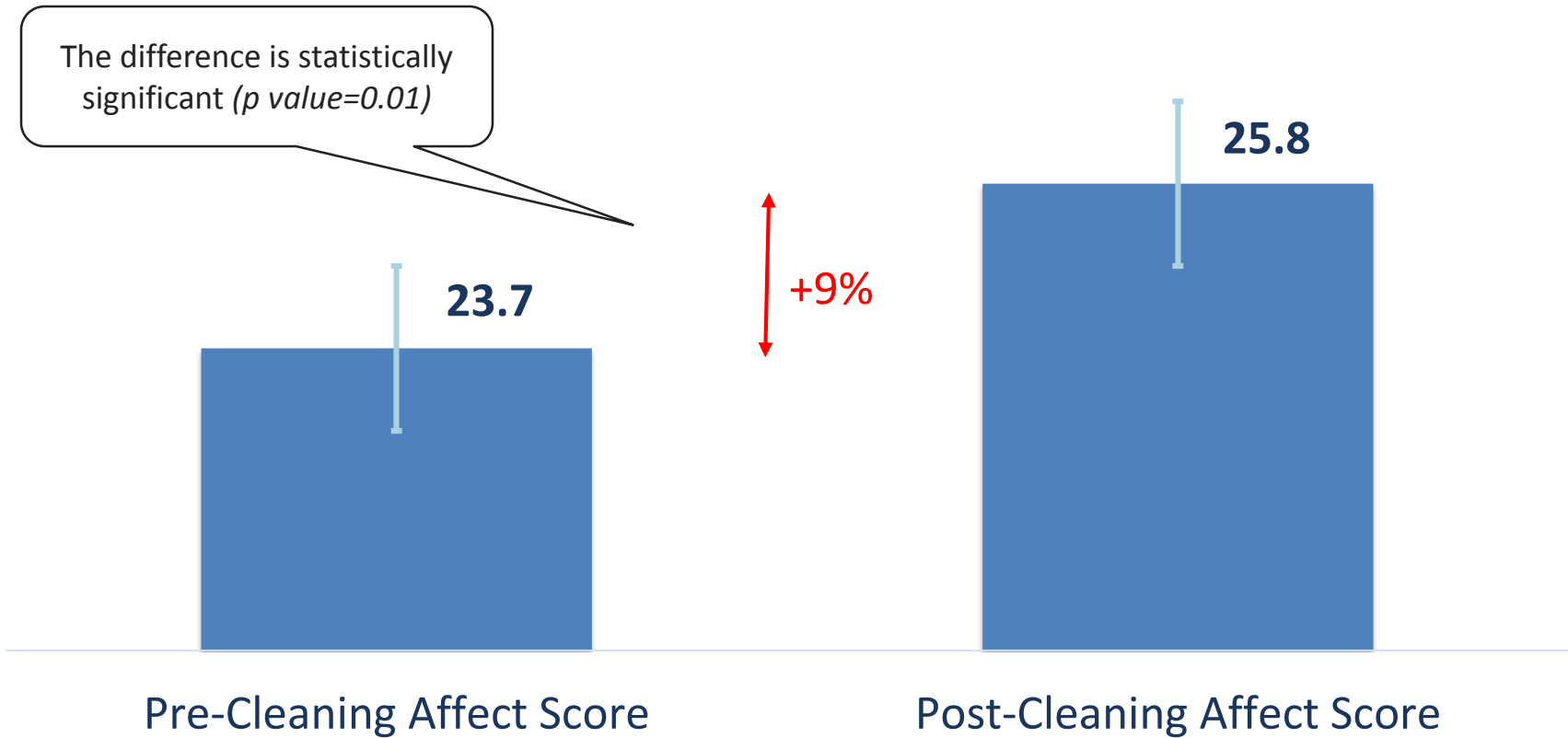
2. WHAT IS THE EFFECT OF CLEANING ON MOOD?

Cleaning has a Positive Impact on Mood



- **The act of cleaning boosts people's mood:** The overall affective score is significantly higher (more positive) after the task than before:

PANAS Average Scores Post Vs. Pre Cleaning Task - N=62 - T-test P = 0.01



Q4/Q13. Below are several words that describe different feelings and emotions. Please indicate to what extent you feel this way right now, that is, at the present moment, using a scale of 1 to 5, where 1 is not at all and 5 is extremely.

Base: All Participants (n=62).

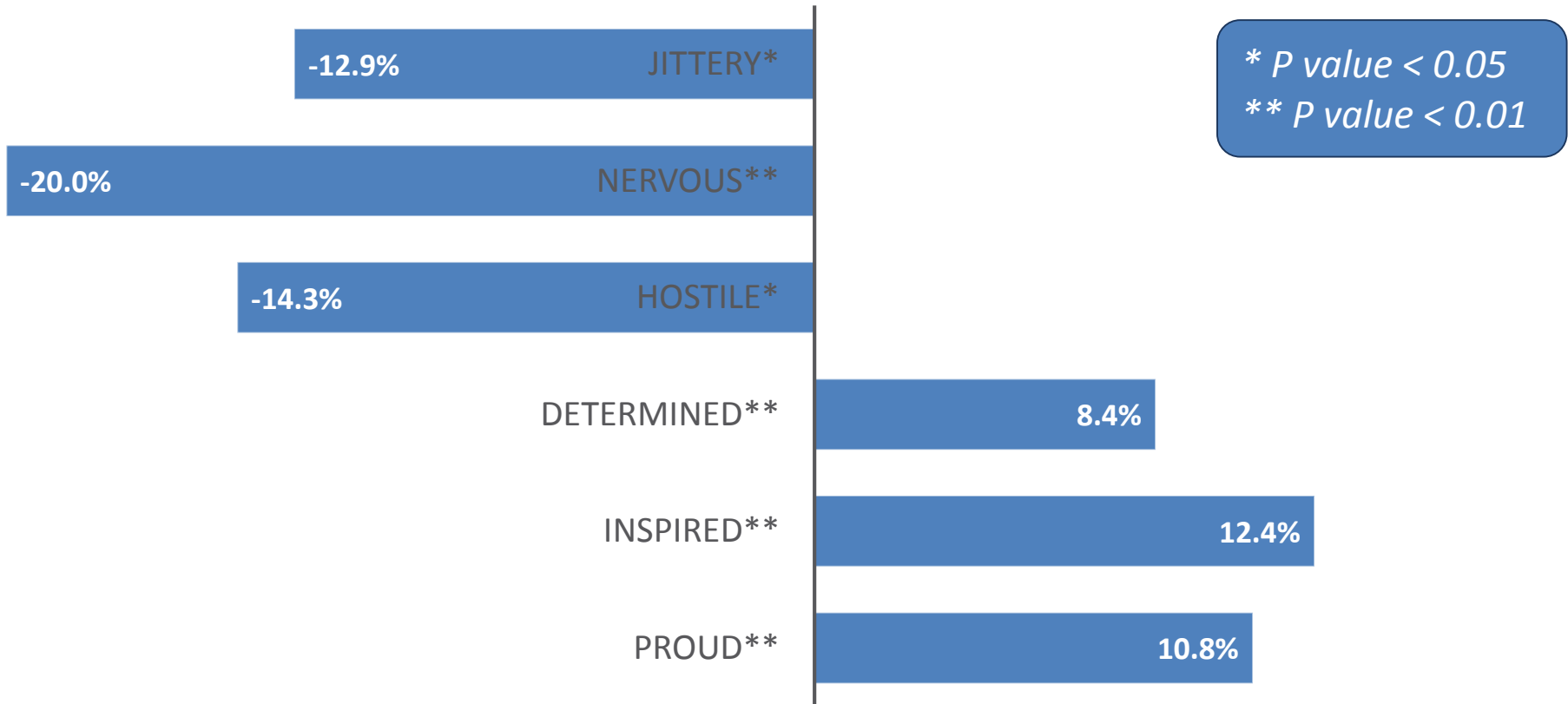
Source: Watson, D., Clark, L. A., & Tellegan, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1063–1070.

Cleaning Makes People Less Nervous and More Proud



- When computing which affective items are significantly different when comparing pre and post cleaning experience:
 - Respondents report significantly higher scores for DETERMINED, INSPIRED and PROUD
 - And significantly lower scores for JITTERY, NERVOUS and HOSTILE

PANAS Scores - N=62 (Post- vs Pre- Cleaning Task)



Q4/Q13. Below are several words that describe different feelings and emotions. Please indicate to what extent you feel this way right now, that is, at the present moment, using a scale of 1 to 5, where 1 is not at all and 5 is extremely.

Base: All Participants (n=62)

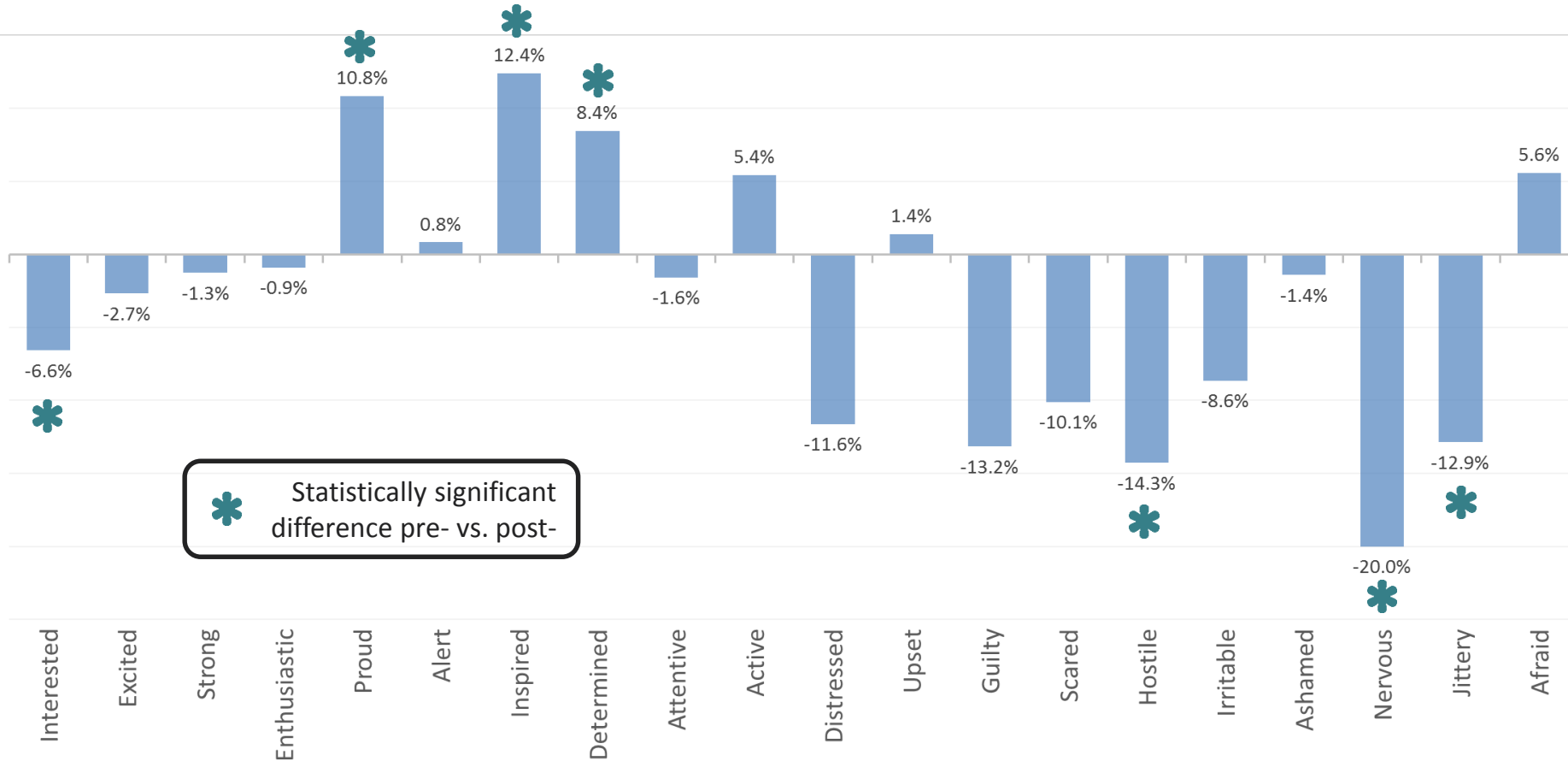
Overall Affective Score – All Results



PANAS SCORES (Post- vs Pre- cleaning task)

Positive attributes

Negative attributes



Statistically significant difference pre- vs. post-

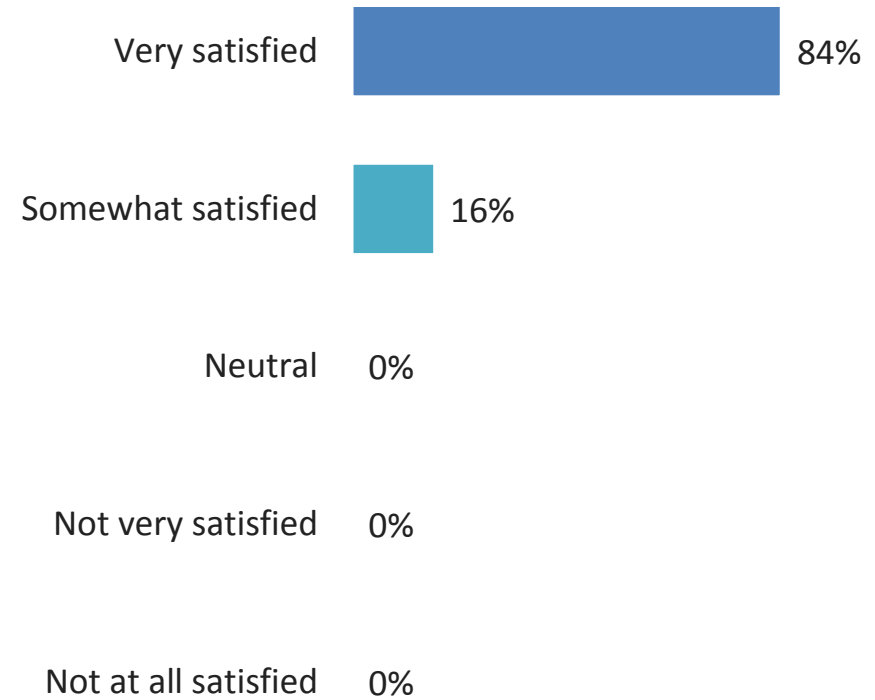
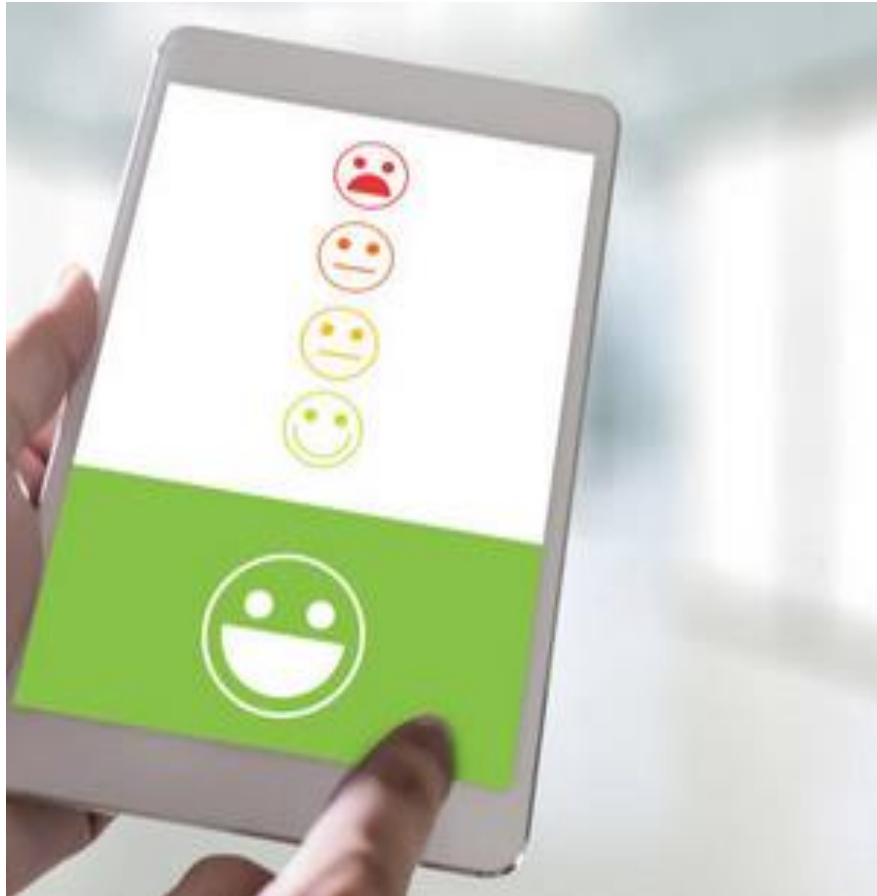
Q4/Q13. Below are several words that describe different feelings and emotions. Please indicate to what extent you feel this way right now, that is, at the present moment, using a scale of 1 to 5, where 1 is not at all and 5 is extremely.

Base: All Participants (n=62).

Cleaning Drives a Feeling of Satisfaction



- All participants reported feeling very/somewhat satisfied once the cleaning was over, knowing that they turned a messy kitchen into a clean, tidy kitchen. This includes an overwhelming majority (84%) who say that they felt VERY satisfied.
- Women (87% vs. 79% of men), older participants (90% of those age 35-44 vs. 78% of those age 25-34), and higher income earners (90% of those earning at least \$50,000 annually vs. 72% of those earning less than this) are among those most likely to report being very satisfied. However, due to small base sizes, these findings are more directional in nature.



Q12. How satisfied do you feel right now knowing that you turned a messy kitchen into a clean, tidy kitchen?
Base: All Participants (n=62)

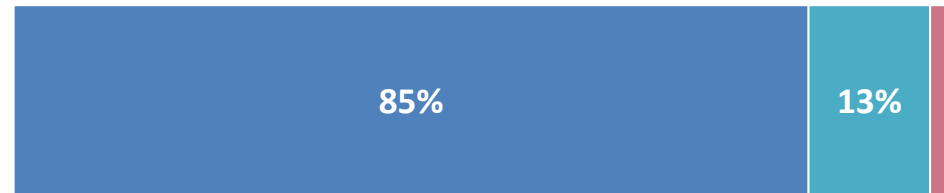
Cleaning Gives Participants Sense of Accomplishment



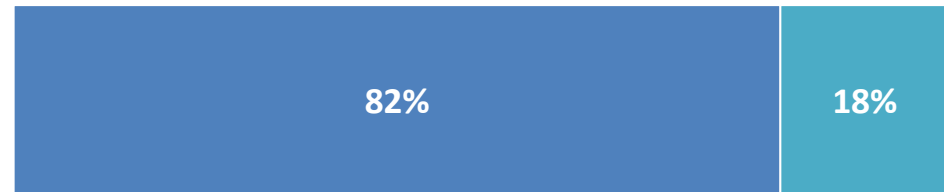
- More than eight in ten STRONGLY agree that having a clean organized home has a positive effect on how they feel and that cleaning gives them a sense of accomplishment. Similar proportions agree that it's a great feeling to take a step back and admire the results after a good clean.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

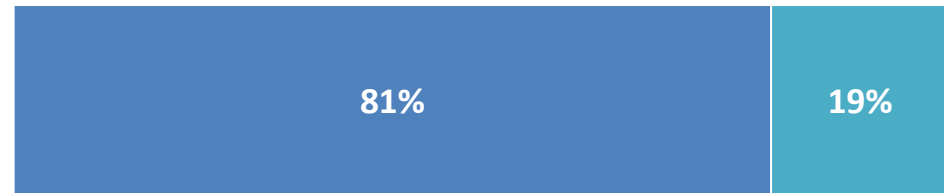
Having a clean, organized home has a positive effect on how I feel



It's great to be able to take a step back and admire the results after a good clean



Cleaning gives me a sense of accomplishment



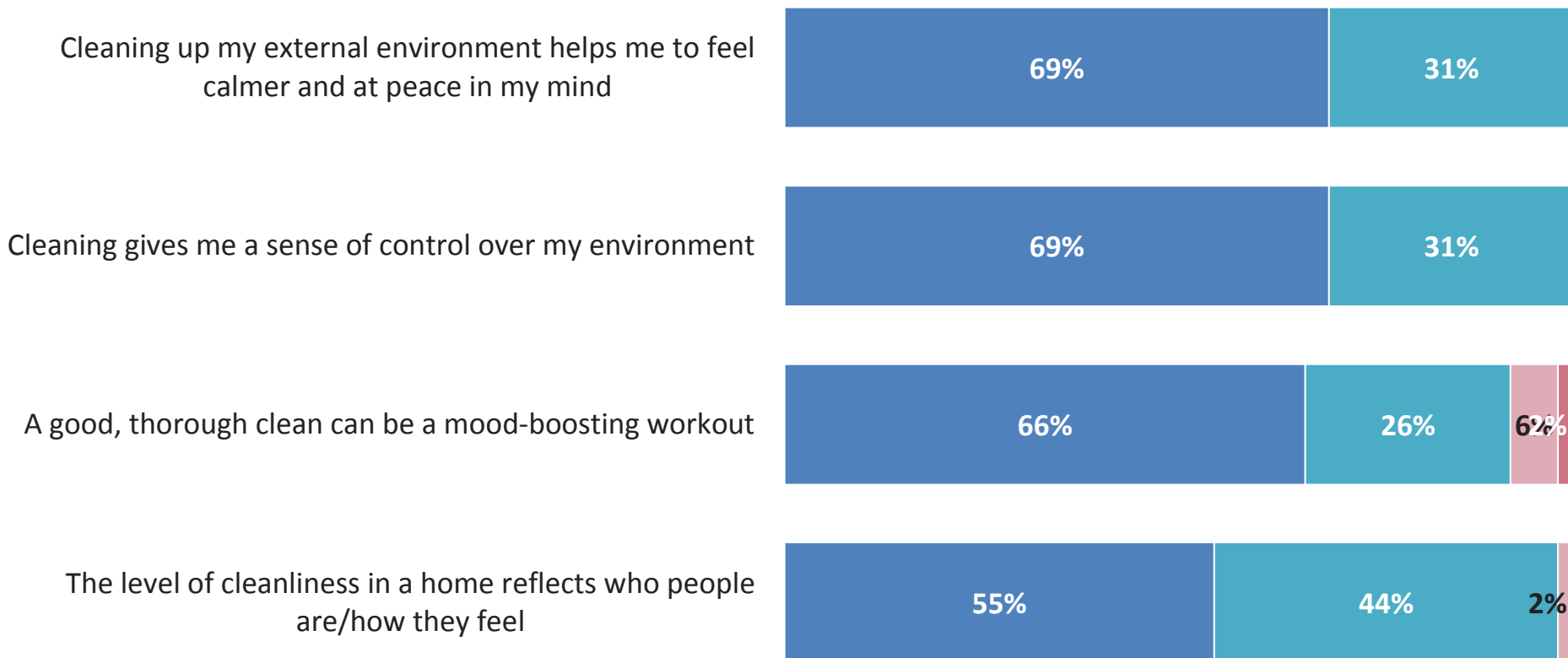
Q14. To what extent do you agree or disagree with the following statements?
Base: All Participants (n=62)

Cleaning Also Brings About a Sense of Calmness and Control



- Cleaning is also seen to bring about peace of mind and a sense of control over one's environment, with all participants saying they strongly/somewhat agree with these statements. Two thirds also strongly agree that a good, thorough clean can be a mood-boosting workout.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree



Q14. To what extent do you agree or disagree with the following statements?
Base: All Participants (n=62)

GAME CHANGERS



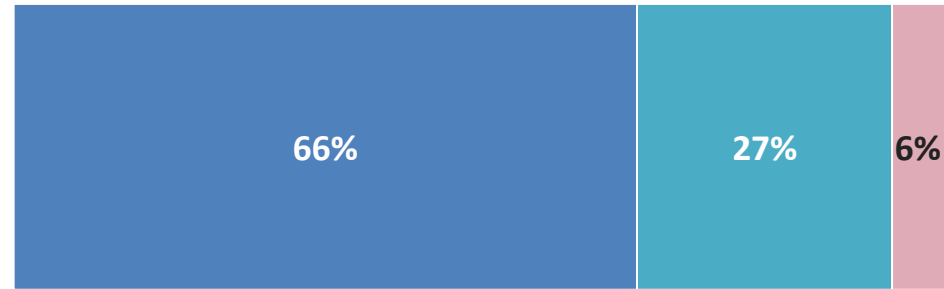
Cleaning is Contagious!



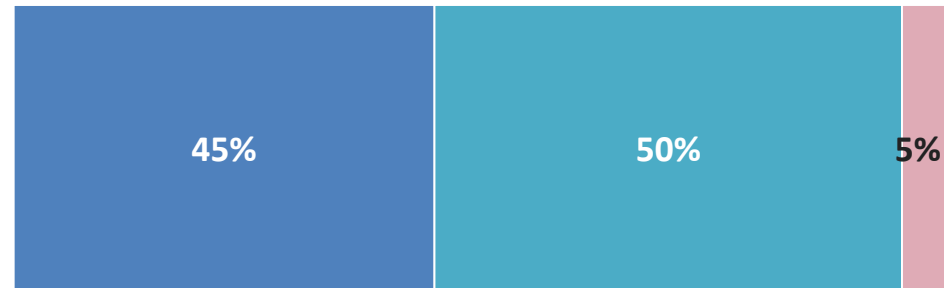
- A majority of participants strongly agree that they often find themselves cleaning more than they originally set out to clean once they get started, and nearly half strongly agree that they could have continued cleaning the kitchen if there were more cleaning tasks to do.

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Once I start cleaning at home, I often find myself cleaning more than I originally set out to do



I could have continued cleaning the kitchen if there were more cleaning tasks to do



Q14. To what extent do you agree or disagree with the following statements?
Base: All Participants (n=62)

Mr. Clean – Cleaning Satisfaction Study

SURVEY RESULTS

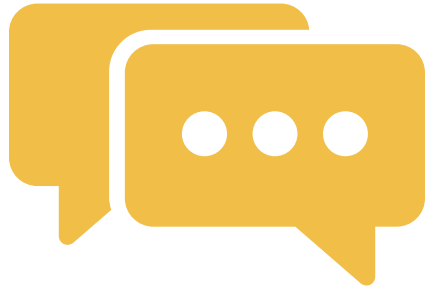
2. WHAT DO CONSUMERS SAY ABOUT MR. CLEAN?

What Consumers Say About with Mr. Clean Products (1)



“The Clean Freak Spray ... did seem to – after all the heavy stuff was gone – give it a clean and a shine, so everything looks nice and clean. The magic eraser did take off, it looked like scuff marks up there, that were hard to come off with the sponge, so this did a really good job wiping that off pretty easily.”

What Consumers Say About with Mr. Clean Products (2)



“One thing I liked about the Clean Freak spray was that it was automatic [...] once your hit the little lever, it keeps on spraying instead of having to repeatedly [press it]. If your cleaning for a long period of time, obviously that would get pretty tiring, but you can just hit it once it just goes by really quick. I also felt it was really effective with the things I had to clean up – it wasn’t leaving any residue, it wasn’t sticky or anything, and the smell wasn’t too strong either, it was just right. I would definitely buy it and recommend it later on.”

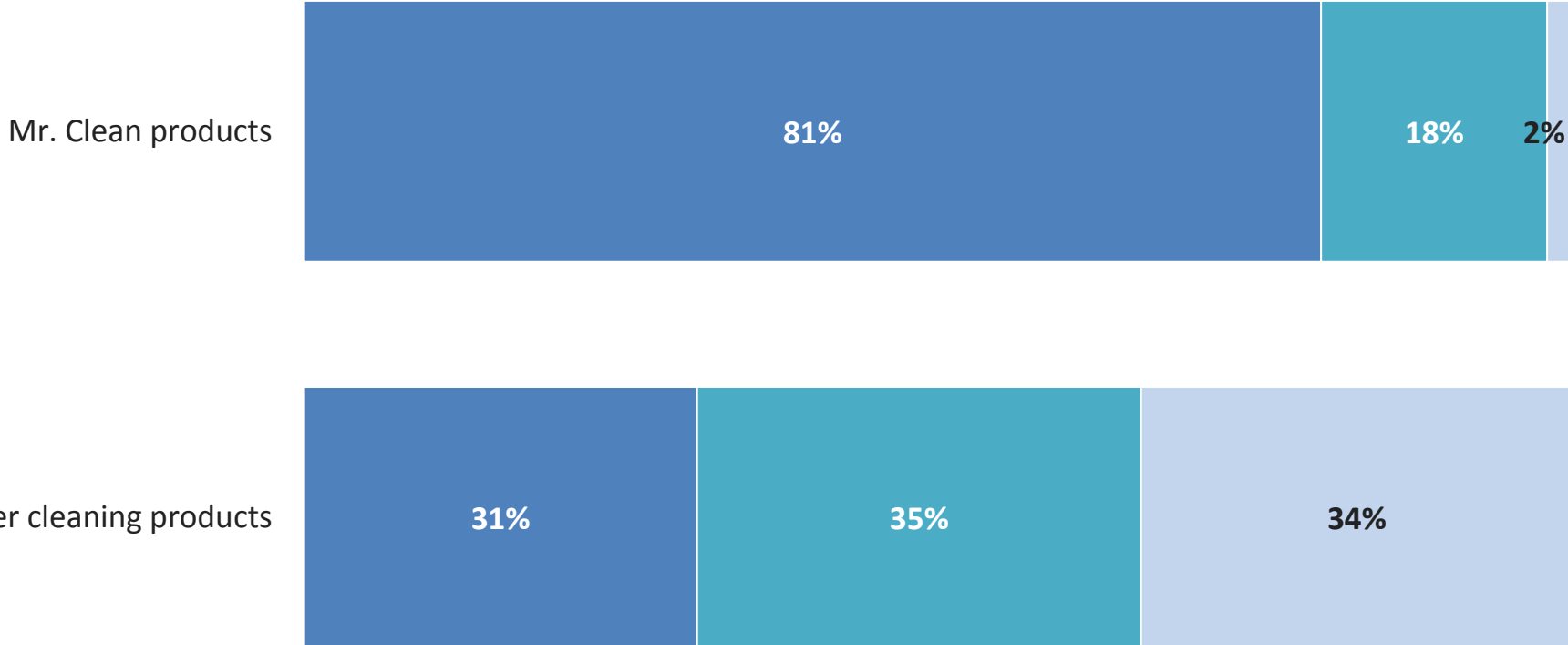
“I liked both products. The spray sprayed on really well and it wasn’t a strong scent – you know, easy to work with and deal with. And the magic eraser I absolutely loved it. It was easy to handle, easy to clean with, and easy to hold and fold – it wasn’t a lot of waste, I could rinse it and reuse it before throwing it out. Both worked well in the areas that I cleaned.”

Respondents are Satisfied with Mr. Clean's Performance



• Eight in ten felt as though the Mr. Clean products cleaned the messes 'very well' versus only three in ten who said the same thing about the other cleaning products that they used.

■ Very well ■ Somewhat well ■ Average ■ Somewhat poor ■ Very poor



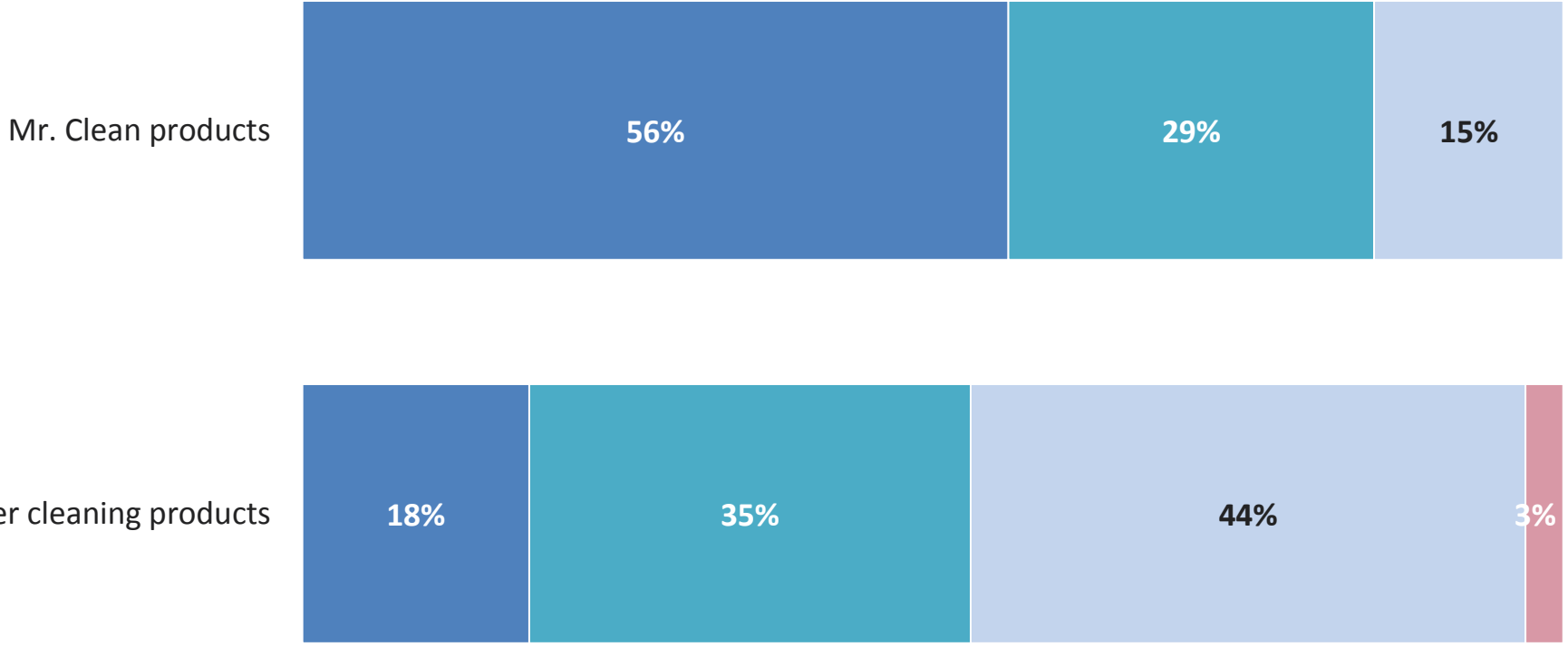
Q14a Please rate how well you feel each of the following products cleaned.
Base: All Participants (n=62)

Consumers Like Mr. Clean's Fragrance



• Similarly, a significantly greater proportion of adults who participated in the study reported liking the fragrance of Mr. Clean products 'a lot' compared to those who said the same thing about the other cleaning products' fragrances.

■ A lot ■ A little ■ Neutral ■ Somewhat disliked ■ Strongly disliked



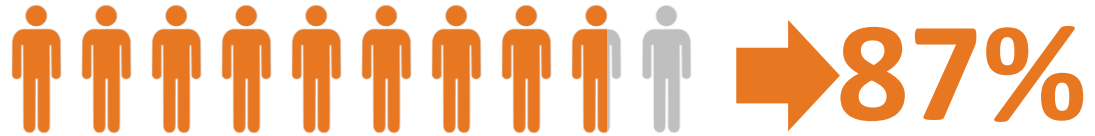
Q14b. To what extent did you like Mr. Clean products' fragrance?
Base: All Participants (n=62)

Respondents Would Recommend Mr. Clean to a Friend



- Nearly nine in ten would recommend the Mr. Clean Clean Freak spray to a friend, and more than half (53%) would recommend the Mr. Clean Magic Eraser Sheets. Very few would not recommend either product.

Yes, I would recommend the Mr. Clean Clean Freak spray



Yes, I would recommend the Mr. Clean Magic Eraser Sheets



No, I would not recommend



The Vast Majority of Respondents Prefers Mr. Clean



- If they had to clean the kitchen all over again using only one product, most participant would opt to use the Mr. Clean Clean Freak spray. Just over one in five would use the Mr. Clean Magic Eraser Sheets, while only 6% would opt to use the other spray/wipes combined.



Mr. Clean Clean Freak spray



➔ 73%



Mr. Clean Magic Eraser Sheets



➔ 21%



Other spray/wipes



➔ 6%

Q16. If you had to clean the kitchen all over again and could only use one product, which of the following products would you use? Base: All Participants (n=62)

Mr. Clean – Cleaning Satisfaction Study

BEHAVIORAL RESULTS

Behavioral Observation



The results from the behavioral task indicates that people really like and enjoy cleaning:

- Every participant was presented with a SURPRISE, OPTIONAL cleaning task upon completion of cleaning the sink and the stove. This task was designed to assess the 'willingness to clean'.
- More than eight in ten participants agreed to clean up the syrup that had spilled in the refrigerator, without any added incentive.



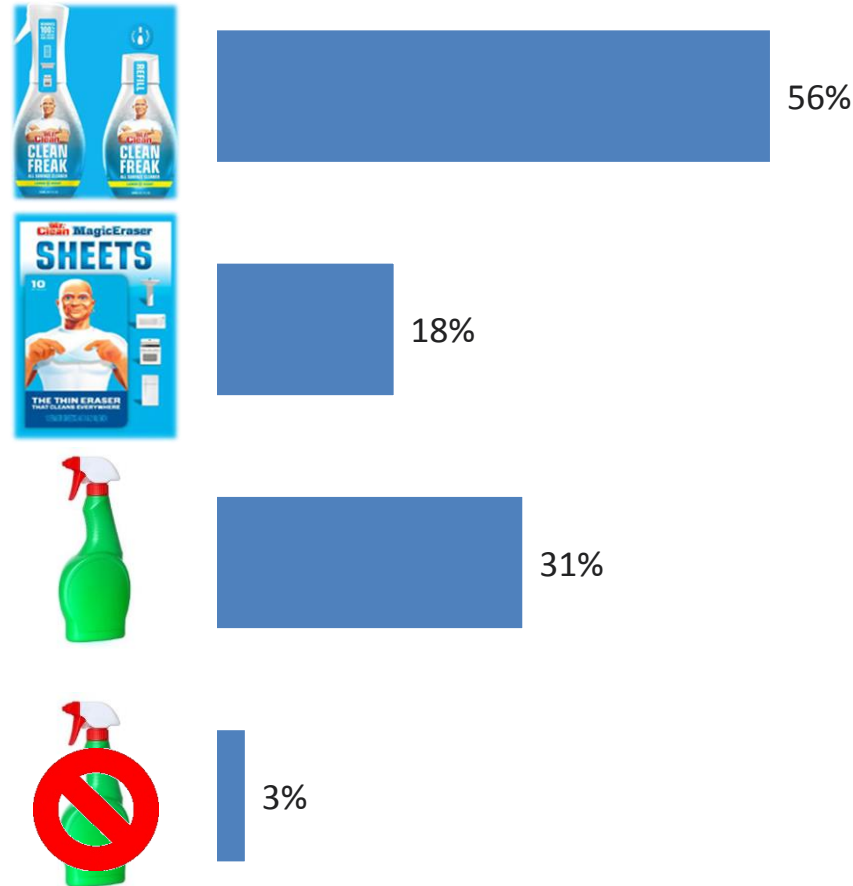
Q6. Did the participant complete the optional cleaning task?
Base: All Participants (n=62)

Cleaning Products Chosen



Mr. Clean 'Clean Freak Spray' is the most chosen product to complete the optional task:

- Among those who agreed to clean the optional mess, the majority used the Mr. Clean Clean Freak Spray. Another one in five (18%) opted to clean the optional mess using the Mr. Clean Magic Eraser Sheets.
- In comparison, three in ten used the other cleaning products, while very few (3%) did not use any products to clean up the mess.



Q7. Did the participant chose to clean the optional mess with one of the Mr. Clean products?

Base: All Participants (n=62)

Mr. Clean – Cleaning Satisfaction Study

BIOMETRIC RESULTS

We Used The Shimmer to Track Biometrics Responses During the Cleaning Task



The Shimmer is a small, medical grade wearable device which uses up to 4 electrodes placed on the skin to record:

- Galvanic Skin Response (GSR)
- Heart Rate (HR)

Changes in GSR are due to small skin sweating. Both GSR and HR changes are driven by factors such as emotional arousal and excitement.

GSR and HR are automatic and happen without our control. In fact, both activities are modulated by the autonomic nervous system (ANS).

We have tracked Biometrics response while respondents performed the cleaning task in the kitchen as well as in response to 3 videos:

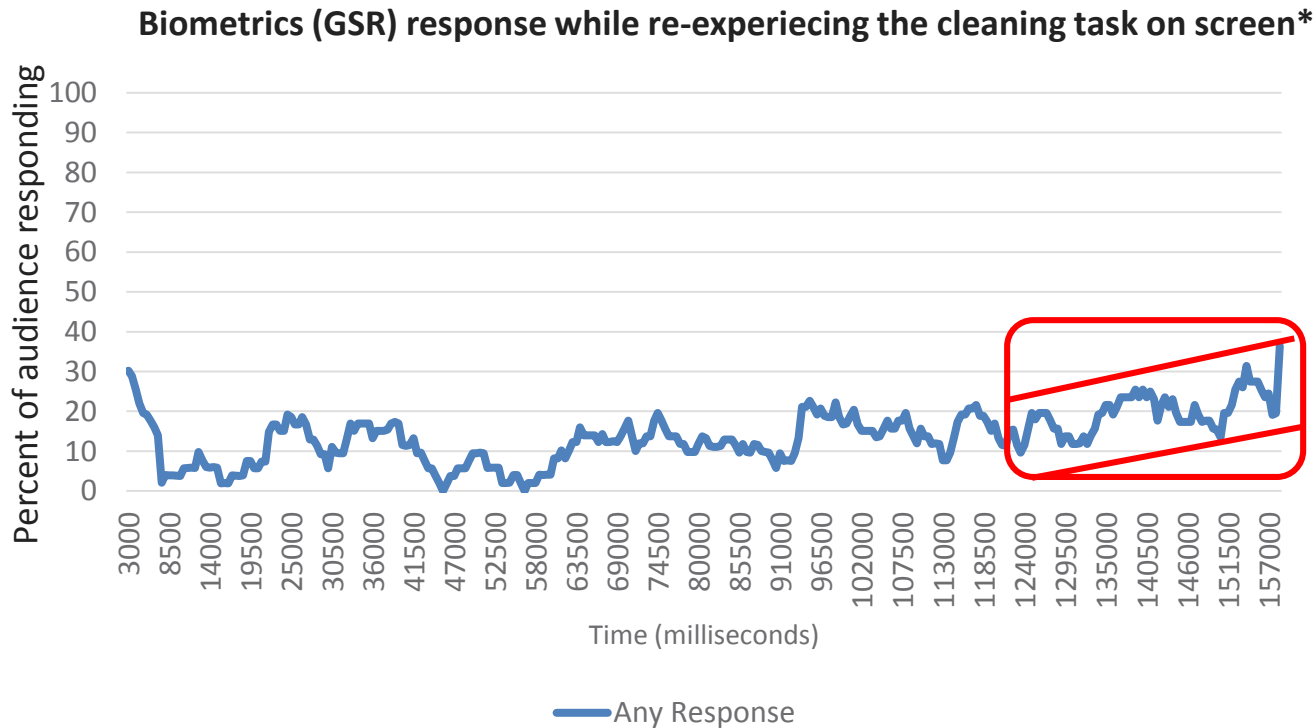
- A video of an actor performing the same task (in the same kitchen) as performed by the respondents
- A video of a sky diving experience
- A video reproducing a race-car driving



Biometrics (GSR) Reveal Higher Activation Toward the End of the Task, Probably Reflecting a ‘Sense of Accomplishment’



- Re-experiencing the cleaning process evokes, on average, lower emotional arousal / activation than the race car driving.
- During the last part of cleaning (approx. 35 seconds), the GSR data show a constantly increasing level of respondents’ arousal which lead to **comparable levels to the race car driving experience** (see next slide).
- This increased level of emotional arousal / activation can be due to an increased excitement and sense of accomplishment felt by the respondent in response to the process of cleaning the kitchen. This is supported (in-line) by the results we obtained from the PANAS, the behavioral study and what people stated about cleaning.

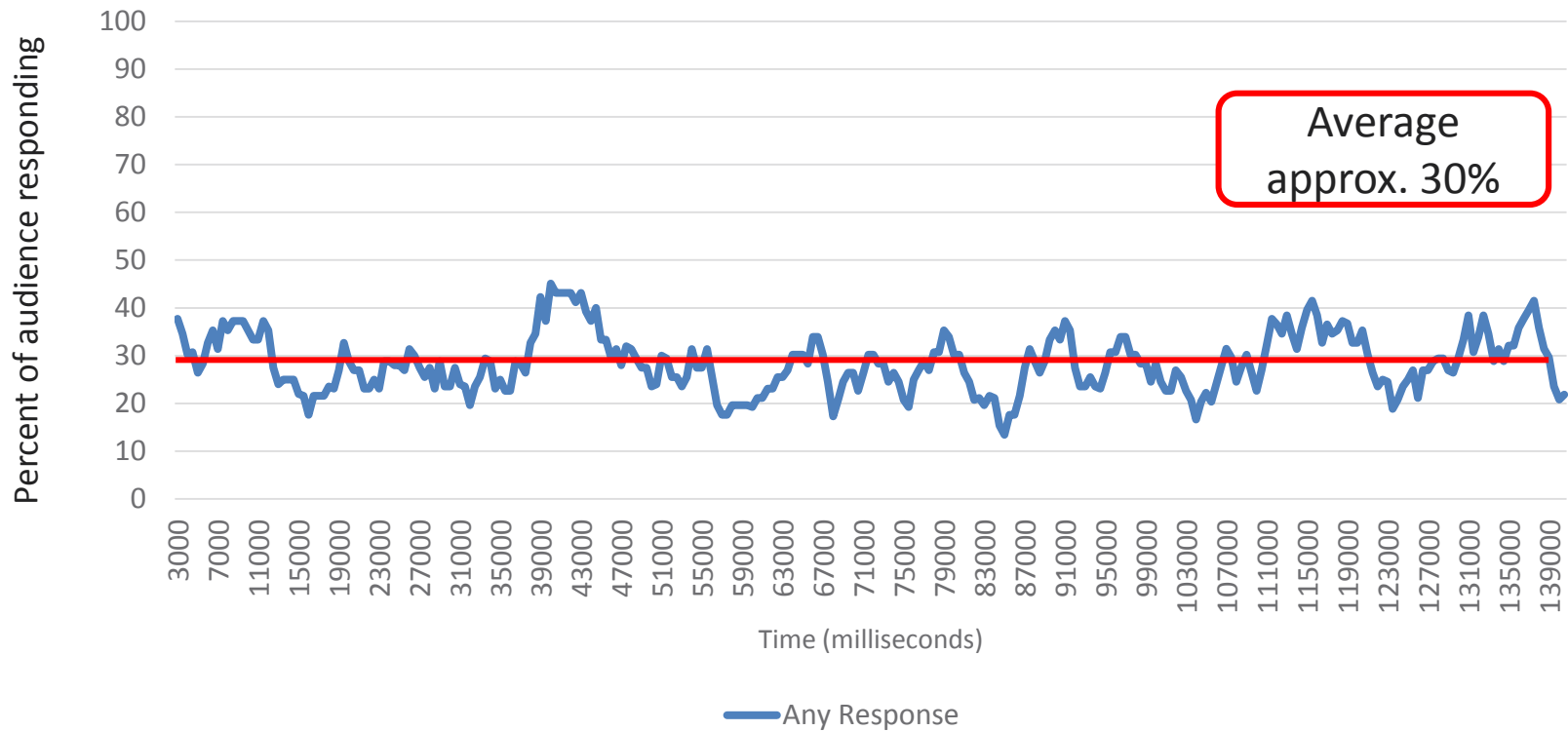


**We let respondents re-experience the cleaning experience on video to record biometrics data in a more controlled environment.*

The Exciting Race Car Driving Experience Induced on Average an Emotional Response in 30% of the Respondents



Biometrics (GSR) response while watching an exciting race-car driving video

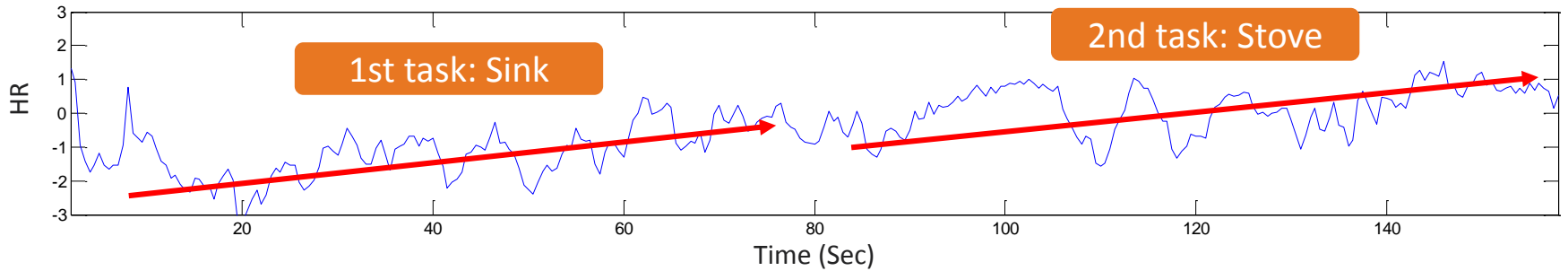


Heart Rate is in Line with the GSR findings

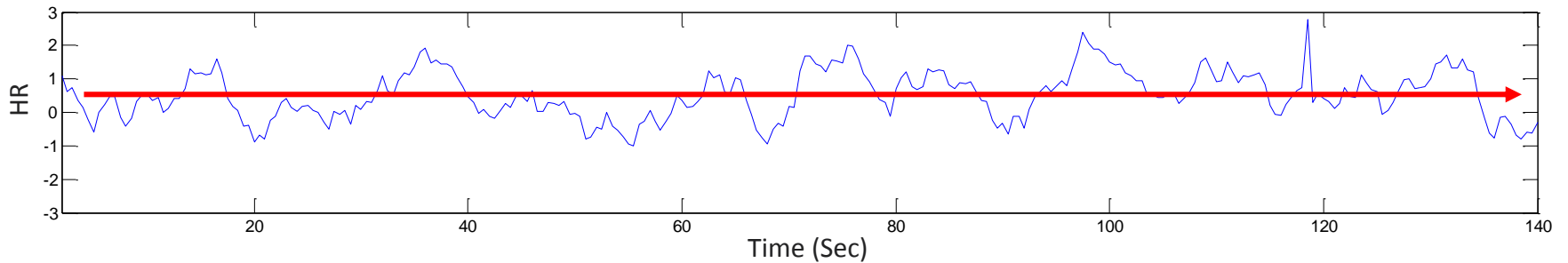


- We see that the highest levels of HR for the cleaning process are also experienced during the last part of the cleaning experience, confirming the GSR finding: **there is an increase level of activation / excitement / arousal toward the end of the cleaning task, which again can be due to sense of excitement accomplishment for what achieved.**

Biometrics (HR) response while re-experiencing the cleaning task on screen



Biometrics (HR) response while watching an exciting race-car driving video

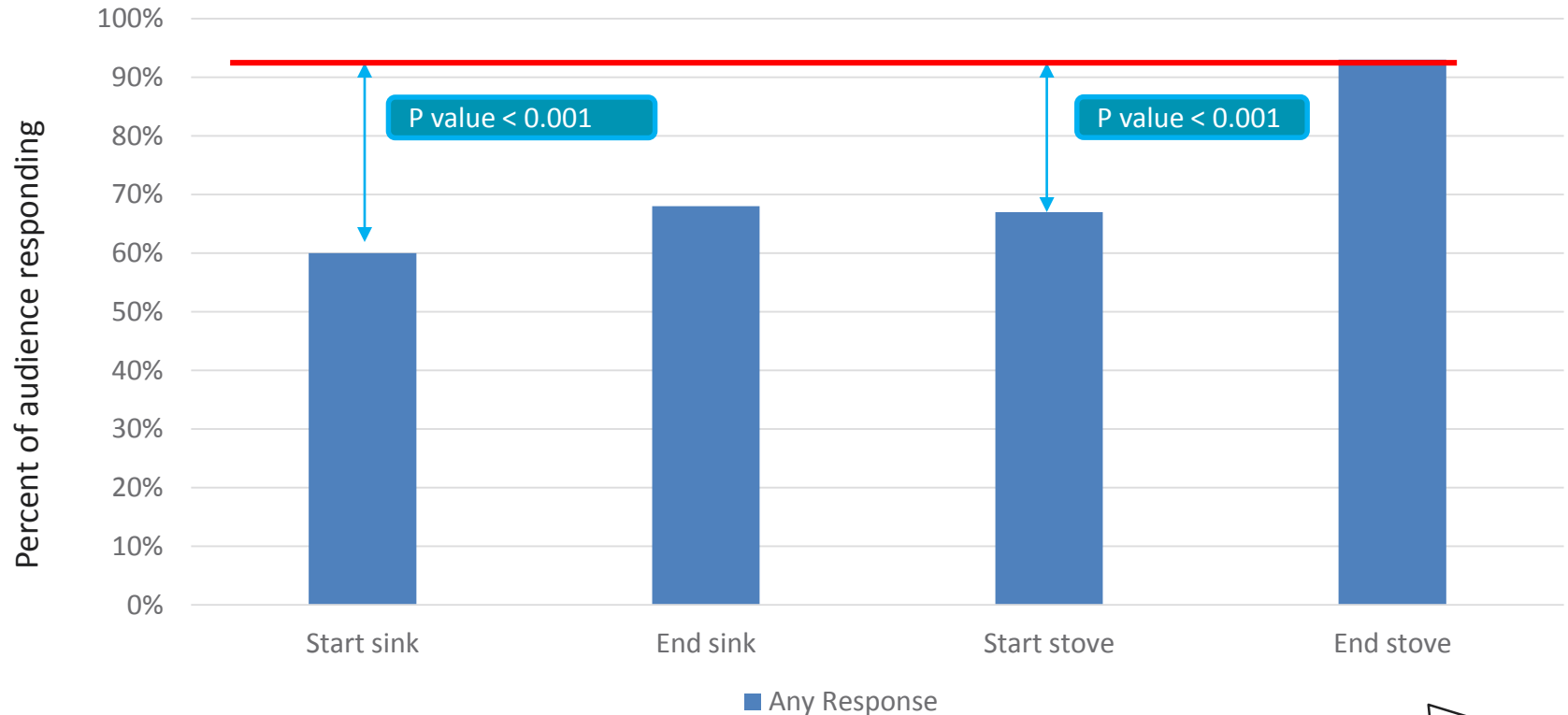


The average HR (BPM) for every respondent across all videos was removed to normalize the HR response and be able to aggregate across sample

Respondents Show Higher Level of Activation Toward the End of the Cleaning Task also In the Actual Kitchen



- Biometrics data reveal higher level of activation / emotional arousal towards the end of the cleaning task also during the 'real' cleaning task performed in the kitchen, in-line with the previous findings.



Start of the Cleaning Task

End of the Cleaning Task

Biometrics Results While Cleaning Kitchen



Any Response Comparison	t-statistic	Significance (p value)
Start Sink ~ End Sink	-1.12	0.26
Start Stove ~ End Stove	-4.02	<0.001
Start Sink ~ End Stove	-4.51	<0.001

Task	Number of Participants
	Any Response
Start Sink	36
End Sink	41
Start Stove	40
End Stove	56

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GAME CHANGERS

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