

PUBLIC POLL FINDINGS AND METHODOLOGY

Half of Americans spend three or more hours cleaning their homes in preparation for holiday guests

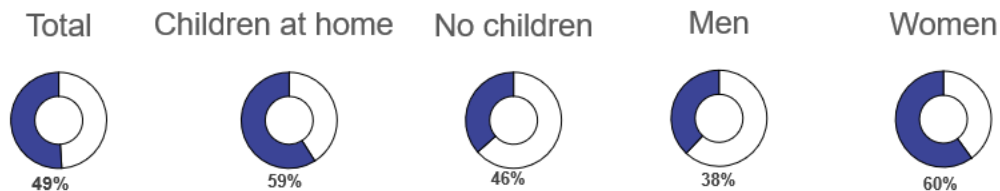
Many are concerned about their guests' opinions of the cleanliness of their home

Washington, DC, December 1, 2021 – A recent Ipsos poll conducted on behalf of the American Cleaning Institute finds that nearly half of Americans are concerned about their holiday guests' opinions of the cleanliness of their homes. As new coronavirus variants continue to emerge around the globe, a large majority of Americans plan to wash their hands (89%), use hand sanitizer (79%), and disinfect surfaces (69%) while gathering with friends and family this holiday season.

Detailed Findings

- Just under half (49%) of Americans typically spend three or more hours cleaning their home in preparation for holiday guests. Women and those with children in the home are more likely to report spending longer to clean.
 - In households with children, nearly six out of ten (59%) say they spend three or more hours cleaning ahead of guests' arrival.
 - Sixty percent of woman say they spend three or more hours cleaning to prepare for guests compared to only 38 percent of men.
 - About one in ten Americans (11%) say they don't spend time cleaning ahead of welcoming holiday guests.

Typically spends three or more hours cleaning before guests arrive for the holidays



© Ipsos | American Cleaning Institute Nov. 2021

- Nearly half of Americans are concerned about their guests' opinions of their home's cleanliness.
 - Americans with children in the household are significantly more likely to be concerned (64%) about guests' opinions of their home's cleanliness than those without children (43%).
 - A similar proportion of men (47%) and women (50%) report being concerned with their guests' opinions.
- Many report they are likely to engage in cleaning practices designed to prevent the spread of COVID-19 while visiting with friends and family for the holidays.
 - A large majority of Americans plan to wash their hands with soap and water frequently (89%), use hand sanitizer (79%), and disinfect frequently touched surfaces (69%) while gathering with loved ones this holiday season.
 - Comparatively fewer Americans, though still around half, are likely to social distance (53%), wear a mask (53%), or use alternative greetings like fist or elbow bumps (47%).



PUBLIC POLL FINDINGS AND METHODOLOGY

These are the findings of an Ipsos poll conducted between November 22-23, 2021. For this study, a sample of 1,006 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. How likely are you, if at all, to do the following while gathering with friends and family during the holiday season?

Total Likely Summary

	Total (N=1,006)
Frequently washing hands with soap and water	89%
Using hand sanitizer	79%
Disinfecting frequently touched surfaces	69%
Social distance	53%
Use alternative greetings (fist bumping/elbow bumping)	53%
Wear a mask	47%

- a. Frequently washing hands with soap and water

	Total
Very likely	53%
Somewhat likely	36%
Not very likely	8%
Not at all likely	4%
<i>Likely (net)</i>	<i>89%</i>
<i>Not likely (net)</i>	<i>11%</i>

- b. Using hand sanitizer

	Total
Very likely	44%
Somewhat likely	36%
Not very likely	13%
Not at all likely	7%
<i>Likely (net)</i>	<i>79%</i>
<i>Not likely (net)</i>	<i>21%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

1. How likely are you, if at all, to do the following while gathering with friends and family during the holiday season?

- c. Disinfecting frequently touched surfaces

	Total
Very likely	31%
Somewhat likely	37%
Not very likely	22%
Not at all likely	9%
<i>Likely (net)</i>	<i>69%</i>
<i>Not likely (net)</i>	<i>31%</i>

- d. Wear a mask

	Total
Very likely	25%
Somewhat likely	22%
Not very likely	29%
Not at all likely	24%
<i>Likely (net)</i>	<i>47%</i>
<i>Not likely (net)</i>	<i>53%</i>

- e. Social distance

	Total
Very likely	22%
Somewhat likely	31%
Not very likely	30%
Not at all likely	17%
<i>Likely (net)</i>	<i>53%</i>
<i>Not likely (net)</i>	<i>47%</i>

- f. Use alternative greetings (fist bumping/elbow bumping)

	Total
Very likely	21%
Somewhat likely	31%
Not very likely	28%
Not at all likely	20%
<i>Likely (net)</i>	<i>53%</i>
<i>Not likely (net)</i>	<i>47%</i>

PUBLIC POLL FINDINGS AND METHODOLOGY

2. If hosting for the holidays, how concerned, if at all, are you about your guests' opinions of your home's cleanliness and tidiness?

	Total
Very concerned	22%
Somewhat concerned	26%
Not very concerned	18%
Not at all concerned	14%
Not applicable/Not hosting for the holidays	21%
<i>Total concerned (net)</i>	48%
<i>Total not concerned (net)</i>	31%

3. How much, if at all, do you feel like you judge other people on the cleanliness and tidiness of their home?

	Total
A lot	22%
A little	52%
Not at all	25%

4. How long do you typically spend cleaning before guests arrive for the holidays?

	Total
Less than 1 hour	8%
1-2 hours	32%
3-4 hours	28%
5-6 hours	10%
7-8 hours	4%
More than 8 hours	7%
No time at all/I don't do this	11%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

These are the findings from an Ipsos poll conducted November 22-23, 2021, on behalf of the American Cleaning Institute. For the survey, a sample of 1,006 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see [link](#) for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see [link](#) for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval = +/-5.0 percentage points for all respondents).

For more information on this news release, please contact:

Chris Deeney
Senior Vice President, US
Public Affairs
Chris.Deeney@ipsos.com

Ashley Belanger
Contractor, US
Public Affairs
Ashley.Belanger@ipsos.com

Mallory Newall
Vice President, US
Public Affairs
Mallory.Newall@ipsos.com





PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

