

2024 Clean Index



A Turn Toward Eco-Conscious Decisions

CloroxPro is committed to helping solve real-world professional cleaning challenges that result in healthier, safer public spaces. Keeping a pulse on the state of our industry helps us develop new, innovative solutions, and the CloroxPro 2024 Clean Index Report is one example of how we're teaming up to deliver breakthrough solutions. The CloroxPro 2024 Clean Index Study asked more than 1,500 cleaning professionals and consumers about their current perceptions, needs and challenges as they keep their spaces clean.

Among this year's findings, the call for eco-conscious solutions is louder than ever.

2 in 3

cleaning professionals indicated that they use eco-conscious products and **60%** report their facility has set a business goal to use more eco-conscious products.



In addition to meeting facility goals and requirements, **61%** feel that eco-conscious cleaners offer a more comfortable cleaning experience for themselves and others in the facility.

However, **41%** of cleaning professionals report that they have had challenges finding eco-conscious products that meet their facilities requirements.



EXPERT TIP: When searching for eco-conscious products, look for those made with EPA Safer Choice and/or EPA Design for the Environment-certified ingredients. Both certifications indicate the product is audited annually and meets specific criteria for efficacy, human health and environmental safety.



To learn more about CloroxPro's effective EPA-certified, eco-conscious cleaning solutions, including the Clorox EcoClean platform, visit **CloroxPro.com**.

The Burnout Blues

When cleaning professionals continually face increased workplace demands, overcoming burnout becomes a significant challenge.

So much so that 50% of cleaning professionals indicated **experiencing burnout within the last year**, with **almost half saying their level of burnout has increased** over the past two years.



Cleaning professionals experience burnout because they face long hours at work with constrained resources. When training is inadequate, employee confidence in cleaning outcomes declines.

Cleaning professionals expressed decreased confidence due to:

60%

Lack of training programs for employees

Lack of time to train employees

40%



EXPERT TIP: Access to high-quality, on-demand training can help provide cleaning professionals with the latest knowledge and skills to better help protect public health with improved cleaning and disinfection practices. This can increase confidence and streamline time spent cleaning and disinfecting, helping to reduce burnout.

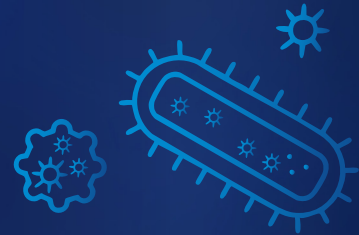


The CloroxPro HealthyClean online training program **empowers cleaning professionals** by offering **interactive and innovative self-paced courses** for continued learning.

Visit **CloroxPro.com** to learn more about the CloroxPro HealthyClean, an online learning platform for cleaning professionals, offering high-quality education and training on how to clean for health effectively, efficiently and safely.

Ready, Set, Wipe

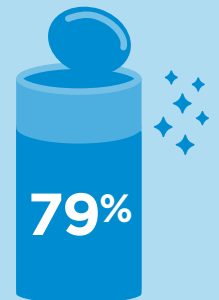
It's no secret that cleaning professionals are the backbone of keeping shared public spaces safe and healthy.



However, **more than half** of consumers say they are **worried about germ exposure at work**, emphasizing the ongoing demand for regular **cleaning and disinfection** of **high-traffic areas** and **frequently touched surfaces**.



In light of this, access to ready-to-use (RTU) products can make cleaning more efficient and engage consumers to help keep shared spaces cleaner and healthier. Additionally, **79%** of consumers say it is important for businesses to provide disinfecting wipes.



EXPERT TIP: Ready-to-use (RTU) disinfecting wipes are an efficient and effective solution for cleaning professionals and building occupants alike. By making RTU solutions readily available to building occupants, more individuals can feel confident that the facility places importance on keeping their spaces clean and disinfected.



CloroxPro's wide selection of RTU cleaning and disinfecting products, like Clorox Disinfecting Wipes, provide convenience and versatility to cleaning professionals and building occupants.

To explore CloroxPro's complete portfolio of product offerings, visit **CloroxPro.com**.