

2023

# Clean Index



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## Battling Burnout in the Cleaning Industry

CloroxPro's 2023 Clean Index study shows there is a need to **lessen the burden on cleaning professionals**. The industry continues to face staffing shortages leading to **longer hours** and **less time for training**, **which exacerbates burnout** and perpetuates a severe cycle of **high employee turnover**.



Nearly **9 in 10** (87%)

cleaning professionals have **personally experienced burnout** in the last two years

Percentage of Cleaning Professionals by Industry Who Experienced Burnout in the Last 2 Years



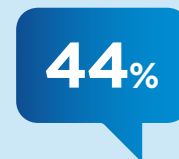
Leading causes of burnout as identified by cleaning professionals



Long hours



Hiring issues/short staffing



Not enough time for training



**PRO TIP:** Ready-to-use (RTU) cleaning and disinfecting products can help lessen the burden on cleaning professionals because they are easy to prepare — no dilution required — simple to use, and they offer versatility across many surfaces and spaces.

Learn about CloroxPro's wide selection of RTU cleaning and disinfecting products at [CloroxPro.com](https://www.cloroxpro.com).

Data for this report was collected in an April 2023 online survey of 1,000 consumers, a nationally representative U.S. General Population based on age, gender, region, race/ethnicity and income, and 714 cleaning industry professionals defined as business service contractors; facility managers in education, office buildings, medical facilities or gyms; or infection preventionists.

Visit [CloroxPro.com](https://www.cloroxpro.com)

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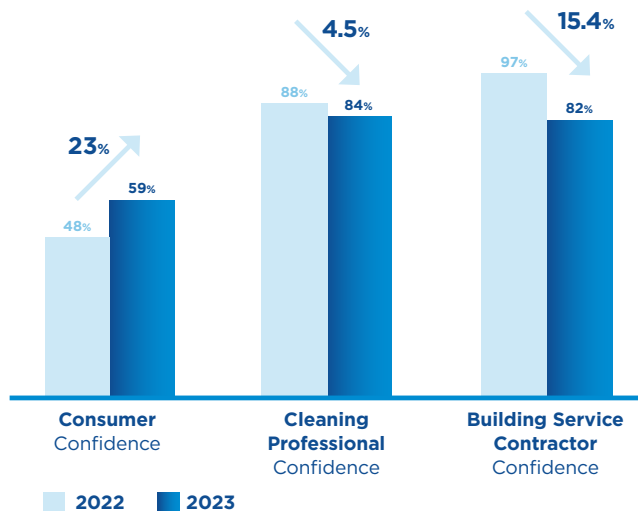


## A Crisis of Confidence for Cleaning Professionals

In comparison to research conducted by CloroxPro in 2022<sup>1</sup>, **consumers are more confident** in the cleanliness of public spaces, yet cleaning **professionals are less confident** in their ability to prevent the spread of illness-causing germs.

### Confidence in the Professional Cleaning Industry's Ability to Protect the Public from Germs

While consumer confidence in the professional cleaning industry grew 23% year over year, cleaning professionals' confidence in their own ability to keep the areas they manage clean and disinfected fell nearly 5%. The biggest drop came from building service contractors whose confidence declined more than 15%.



Top reasons that cleaning professionals are less confident in their ability to prevent illness in public spaces in 2023 include:



# 22%

### Lack of training programs

(In 2022, it was 13%)



# 20%

### Public scrutiny of cleaning practices

(In 2022, it was 14%)



**PRO TIP:** Access to high-quality, on-demand training can help provide cleaning professionals the knowledge and skills they need to confidently keep public spaces clean.

Visit [CloroxPro.com](https://www.cloroxpro.com) to learn more about the CloroxPro HealthyClean® learning platform, offering best-in-class training for frontline cleaning professionals and managers.

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<sup>1</sup>Results are from a CloroxPro online survey of 1,200 consumers and more than 554 Cleaning Professionals fielded in April 2022.

## It's Still an Uphill Battle for Eco-Conscious Cleaners

While **three out of four cleaning professionals agree that eco-conscious cleaners and disinfectants are important to use**, uncertainty remains.

When it comes to the **qualities cleaning professionals look for in eco-conscious cleaners**,



**82%**

cite **killing germs effectively** as the most important quality for eco-conscious cleaners.

The **top reasons** cleaning pros give for not adopting eco-conscious cleaners:

- 78%** increased cost
- 67%** uncertainty of cleaning effectiveness
- 58%** compromised efficiency of cleaning
- 56%** limited product availability on market
- 52%** prefer using traditional solutions



**PRO TIP:** Ready-to-use eco-conscious cleaners and disinfectants can be as affordable and effective as traditional products. When selecting eco-conscious solutions, look for products that display the EPA Safer Choice or Design for the Environment logos on their product labels.

Visit [CloroxPro.com](https://www.cloroxpro.com) to discover Clorox EcoClean™, a line of cleaners and disinfectants made with EPA Safer Choice and Design for the Environment (DfE) certified ingredients.