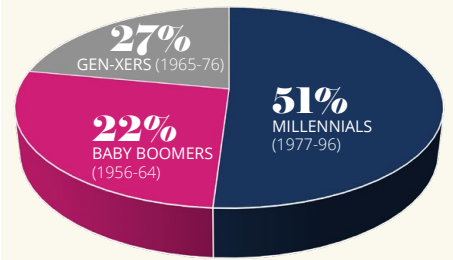


The STATE of HOUSEWORK & HOME ORGANIZATION

in the United States

RESEARCH SAMPLE BY GENERATION



Full sample: 1,505 participants, with a 500-person female oversample

GENERAL POPULATION SAMPLE DYNAMICS (1,002 participants)



48%
MALE



60%
MARRIED



57%
HAVE CHILDREN



68%
EMPLOYED



52%
FEMALE



40%
UNMARRIED



33%
NO CHILDREN



32%
UNEMPLOYED

THE 4 TYPES of HOUSEWORK



Cleaning Your Home

includes tasks such as sanitizing the bathroom, sweeping or mopping floors, and dusting.



Home Maintenance

includes tasks such as repairing and servicing appliances, indoor and outdoor repairs/upkeep, and lawn care.



Tasks of Daily Living

includes tasks such as running errands, grocery shopping, paying bills, and doing laundry.



Home Organization

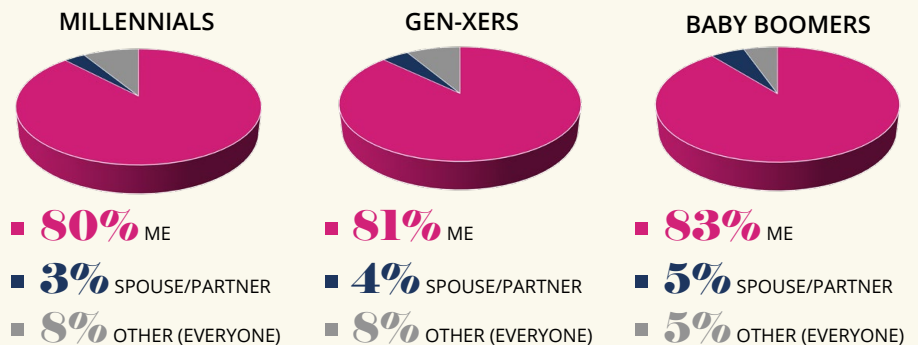
includes tasks such as sorting mail and other household papers, maintaining the pantry, as well as organizing storage spaces.



1 CLEANING YOUR HOME

Who cleans the home? Females are consistently responsible for cleaning the home across generations. The following graphs illustrate who cleans the home, as answered by females in the research group. The top 3 of 4 possible answers are recorded here (me, spouse/partner, everyone, or hired help).

Who is responsible for cleaning the home?



70%

OF WOMEN SAY THEY ARE CONSTANTLY TRYING TO IMPROVE THE LOOK AND FEEL OF THEIR HOME.

63%

OF WOMEN PUT PRESSURE ON THEMSELVES TO COMPLETE THEIR HOUSEWORK.

48%

OF WOMEN RARELY FEEL SATISFIED WITH THE CLEANLINESS OF THEIR HOME.

ORGANIZE 365[®] RESEARCH STUDIES

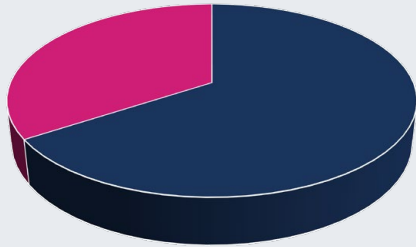
ORGANIZE365.COM/RESEARCH



2 HOME MAINTENANCE

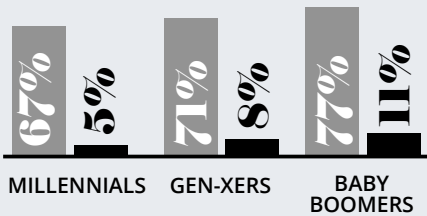
Research shows that home maintenance is the only household task where men bear the majority of the responsibility. In addition, results indicate that these are also the most frequently outsourced tasks within the home.

Who is responsible for home maintenance?



■ 38% FEMALE ■ 73% MALE

Distribution of workload**



■ SOMEONE AT HOME ■ HIRED HELP

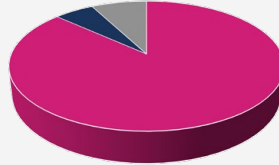


3 TASKS OF DAILY LIVING

Tasks of daily living are tasks that are required for survival. This includes tasks like getting dressed and personal hygiene. When applied to household tasks, tasks of daily living are grocery shopping, paying bills, doing laundry, and running errands related to household chores.

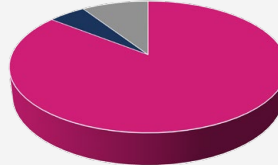
Who is responsible for the household tasks of daily living?***

MILLENNIALS



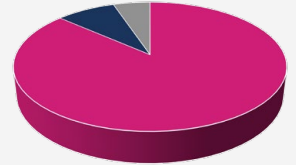
■ 78% ME ■ 5% SPOUSE/PARTNER ■ 7% OTHER (EVERYONE)

GEN-XERS



■ 83% ME ■ 5% SPOUSE/PARTNER ■ 9% OTHER (EVERYONE)

BABY BOOMERS

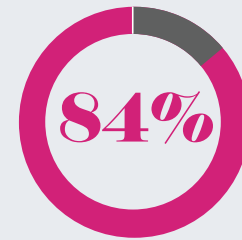


■ 83% ME ■ 8% SPOUSE/PARTNER ■ 5% OTHER (EVERYONE)



Organize 365® empowers individuals to learn the functional skills of home and paper organization so that they have time to pursue their passions and share their innate talents with the world.

Organize 365® is committed to ongoing research regarding home and paper organization in order to bring to light the organizational needs of individuals. Please visit organize365.com/research for the most up-to-date information. This document is copyrighted 2021 by Organize 365®. All rights reserved.



84% OF AMERICANS SURVEYED THINK THAT ORGANIZATION IS A LEARNABLE SKILL.



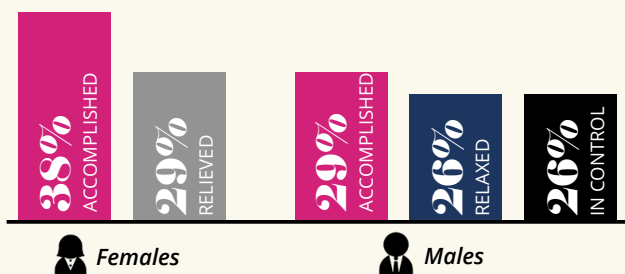
BOTH MEN AND WOMEN CONSIDER THEIR HOME TO BE THE MOST ORGANIZED WHEN EVERYTHING APPEARS TO BE IN ITS PLACE.



4 HOME ORGANIZATION

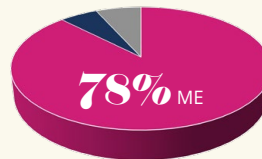
Home organization tasks are the tasks that keep a home decluttered, organized, and productive. This includes mail management, controlling household paperwork, stocking and maintaining the pantry, as well as organizing the garage and other household storage areas.

How do you feel when your home is organized?*



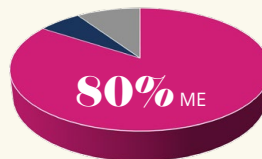
Who does the household tasks of home organization?***

MILLENNIALS



■ 5% SPOUSE/PARTNER ■ 6% OTHER (EVERYONE)

GEN-XERS



■ 6% SPOUSE/PARTNER ■ 9% OTHER (EVERYONE)

BABY BOOMERS



■ 6% SPOUSE/PARTNER ■ 6% OTHER (EVERYONE)

*Information gathered from the general population sample

**Information gathered from the female sample only