



PROFESSIONAL
PRODUCTS COMPANY

Urine Trouble

Clorox Professional Products Company finds the **Number 1** public restroom problem **has to go!**



URINE STAINS AND ODORS



3 in 4

Americans are **DISGUSTED** by urine stains and odors.



Cleaning professionals report that removing urine odors is their

No. 1¹

cleaning priority.

PEE EXTREMES



50%

Drive home to **AVOID** using dirty public restrooms.

63 minutes



Average time people have "held it" to avoid an unpleasant restroom.



64%

hold breath to avoid bad restroom odors.

BOTTOM LINE

70%

of parents think a school's restroom reflects the quality of the school and staff.



More than

1/3



have left a place of business because the restroom smelled like urine.

55%



would give a more negative review of a business based on restroom cleanliness. (online/offline)



With a century of expertise, Clorox Professional Products Company knows **tough jobs demand smart solutions.** For more information, visit www.CloroxProfessional.com.

Source: Clorox Professional Products Company and Opinion Research Corporation. (March 2013). *Restroom Pet Peeves Omnibus Survey*. (Survey of 1,005 U.S. adults)
1. Clorox Professional Products Company and ClearVoice Research (February 2012). *Online Survey of Professional Cleaning Service Industry Decision Makers*. (Survey of 933 cleaning industry decision makers across various industries)