

## Survey: Moms Applying Business Techniques In The Home

(NAPSA)—Think about what it takes to maintain a successful business. You need a strong leader, someone not afraid to make important decisions, delegate tasks and handle logistical challenges. These same qualities are essential when it comes to running a home and it's usually Mom that steps into that leadership role, taking on the title of Chief Home Officer.

American homes are being run more like businesses, according to the first-ever State of the Home survey from Whirlpool Home Appliances. The company is now using Chief Home Officer or CHO to describe this new breed of home manager that uses basic business techniques like delegation, prioritization and task completion to keep their families on track.

"Today's moms are taking the techniques they've learned in the workplace and using them to great effect in the home," said Stacy DeBroff, president of Mom Central, Inc.

"With the growth of two-income families, a multitude of children's activities and households headed by singles, the only way that all the tasks can get done is if the household is organized."

According to Whirlpool's State of the Home Survey of 1,000 women:

- Ninety-five percent of moms delegate household tasks to other family members
- Nearly 40 percent say they run their home like a business
- Almost two out of three (61 percent) rank themselves as "very efficient in managing their homes"
- More than half (58 percent) say they keep to-do lists at home for themselves and family members

The tasks CHOs most often delegated to other family members include: cleaning bedrooms (65 percent); doing dishes (62 percent); vacuuming (61 percent);



**CHOs use basic business techniques to keep their families on track.**

and putting away groceries (57 percent).

The result of these findings has inspired Whirlpool, the world's largest appliance manufacturer, to create new products that help homes run more efficiently.

**Fabric Care:** The Duet front-loading washer is capable of holding 16 pairs of jeans. It uses 68 percent less water and 67 percent less electricity than standard washing machines.

**Food Preparation:** Polara is the world's first refrigerated range. It can keep food cool all day and have it cooked and ready to serve when you walk in the door after work.

**Food Preservation:** The new Whirlpool side-by-side refrigerators have ice makers built into the door. This creates 19 percent more freezer space compared to a standard 25 cu. ft refrigerator—enough to hold eight frozen pizza boxes.

**Cleaning:** The Tall Tub dishwasher is 15 percent larger than standard models and was built to hold tall and odd shapes on both racks. It can handle everything from a 13-inch vase to a cookie sheet.