

The Lever 2000® Making Every Touch Count Study A National Report on the Power of Touch & Family Closeness

KEY FINDINGS:

The Making Every Touch Count Study: A National Report on the Power of Touch & Family Closeness, commissioned by Lever 2000®, reveals family closeness is on the rise and that close physical contact is bringing families closer together especially in these tough economic times.

Family Closeness is on the Rise

- 81% parents surveyed say they show more physical affection to their own children than their parents did with them.
 - 84% of dads (vs. 78% of moms) show their kids more physical affection than their own parents did with them
- Parents report hugging and kissing their kids on average six times a day.
 - In fact, more than 65% admit to often sneaking their kids a goodnight kiss when they are sleeping, even at the risk of waking them up!

The Power of Touch: Hugs and Kisses Bring Families Closer

- Nearly half (45%) of parents say the #1 thing that contributes to their family's sense of closeness is showing physical affection, like a hug. Surprisingly, that's more than those who said eating dinner (31%) or discussing the days events (21%) contributes to their family's closeness.
- Parents believe there are many emotional and physical benefits of touch to their family including: strengthening family bonds (83%); providing comfort (77%); and reassurance (75%); and even helping them reduce stress (57%). 63% believe giving their kids lots of hugs also increases their confidence.

Squeeze Out the Stress – Hugs Each Day Keeps the Stress Away

- 63% of parents report that their family feels stressed because of the current economy and 74% say the economy has increased the level of stress and anxiety in their family.
- Kids with parents who have felt increased financial anxiety over the past 12 months are 4 times more likely to feel concern, anxiety or nervousness about their family's finances (41% vs. 9%). Even those not feeling economic stress (33%) say their children have expressed concern about the economy.
- Nearly half (49%) say they are showing their kids more frequent physical affection (such as hugs), 48% say they are telling them it will be okay, even if they aren't sure it will.
- The data shows a clear trend that the more hugs kids get, the less likely they are to have concerns, anxiety or nervousness about their family finances. Among kids getting 4 or more hugs per day, 28% of them are unconcerned about the family finances, compared to 40 % of kids who never get hugged.
- Shockingly, more than a quarter (28%) of parents who reported being stressed about the economy say having more frequent moments of physical closeness with family would reduce their stress even more than having more money.

One Positive Impact of the Economic Crisis: Increased Family Closeness

- More than four in five parents (81%) who say the economy has increased their family's stress and anxiety also say that it has made their family closer. The reasons:
- They are now spending more time at home as a family (64%) and have learned to enjoy the simple things in life (63%).
- 61% say that they have realized that family is more important than money.
- Nearly 2 in 5 parents (39%) say it has made them talk more frequently about their feelings.
- Unfortunately, nearly one-in-five parents (19%) say the economy has made their family grow apart (that's nearly 6.7 million American families). They attribute this to not being able to do as many family activities together (66%) and that unfortunately their focus on finances has taken attention away from their family (61%).

About Making Every Touch Count Study: A National Report on the Power of Touch & Family Closeness

Making Every Touch Count Study: A National Report on the Power of Touch & Family Closeness, commissioned by Lever 2000®, was conducted by among 1,018 nationally representative American parents ages 18+. The interviews were conducted by Wakefield between March 25, 2009 and April 1, 2009 using an e-mail invitation and an online survey. Quotas were set to ensure reliable and accurate representation of the U.S. population of parents ages 18 and older. The survey had a margin of error of 3.1%.

About Lever 2000®

Lever 2000® is a hydrating deodorant soap that leaves skin feeling smooth and touchable. With more skin hydrators than the leading deodorant bar, people can count on Lever 2000 for a refreshing clean that leaves skin feeling smoother and healthier. In fact, in a blind study, consumers rated Lever 2000® bar significantly higher on skin feel attributes such as softness and smoothness, than consumers who tried the leading Dial® bar. Lever 2000®'s skin hydrating ingredients help make every touch count for your family by keeping every member of the family smelling great and feeling healthy.

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