The couple that scrubs together stays together, says Mr. Clean

Want to do something special this Valentine's Day to strengthen the relationship with your significant other? Try cleaning the toilet together!

It might help, judging by a new report by Procter & Gamble's Mr. Clean brand. In the study, by Harris Interactive, nearly three out of five married adults said doing household chores and cleaning together can maintain a healthy relationship. Fifty percent of women said cleaning together can freshen those bonds, while 65 percent of men said the same. When it comes to the actual cleaning, however, 86 percent of women said they find it stressful that their partner ignores some dirty areas of the house (73 percent of men said the same of their partners). Areas easily overlooked include the inside of the fridge (54 percent), the microwave (45 percent) and the base of the toilet bowl (39 percent).

Not everyone thinks such activities foster closeness. Denise Lee Yohn, a brand consultant in San Diego, Calif., is skeptical of the survey's findings. "It seems a stretch to say that cleaning products—no matter how well designed, developed or positioned they could be—are a catalyst for strengthening marital relationships," she says. "Cleaning and romance just don't go together." Jocelyn Petrella, a doctoral candidate in psychology at the University of Denver's Center for Marital and Family Studies, adds: "It's still housework, and my guess is, no matter how you package it, couples would still rather be doing something else together."

—Posted by Elaine Wong
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