

Laundry Habits - UK - November 2011

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“Laundry patterns are gradually changing, with more men under the age of 55 sharing the responsibilities and consumers responding to the manufacturer push to run more wash loads on lower temperatures and shorter cycles to save energy. A strong desire for clothes that always smell fresh also suggests a need for more quick washes for freshening up items of clothing.”

– Richard Caines, Senior Household Care Analyst

In this report we answer the key questions:

- How frequently do people do the laundry and who are the best targets?
- Who is taking on the main responsibility for laundry tasks in UK homes?
- How much do consumers wash items of clothing to freshen them up?
- Are any changes being seen in how people are washing their clothes?
- What opportunities exist for making clothes drying and ironing easier?

Definition

This report looks at how often people do the laundry, who takes responsibility for the main laundry tasks and how they go about completing these tasks, including the following:

- washing laundry in the washing machine or washer/dryer
- drying the laundry outside, inside or using a tumble dryer
- ironing the laundry.

For the purposes of this report, laundry includes all items of clothing, bedding and towels that are laundered in the home.

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