

## Cleaning the House - UK - January 2012

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"While the vast majority of people get satisfaction from seeing a clean and tidy home, most don't want their home to look akin to a show home. Promoting a homely rather than sterile look in advertising is therefore likely to appeal. This could include cleaning brands going beyond traditional messages about cleaning power and killing germs and focusing on the home as a social venue, including the promotion of seasonal products in the pre-Christmas period."

– Richard Caines, Senior Household Care Analyst

### In this report we answer the key questions:

- How frequently do people clean the home?
- Who takes on the main responsibility for cleaning tasks in UK homes?
- What triggers cleaning and how are people finding enough time for it?
- How can brands respond to attitudes towards cleaning?
- What factors are most likely to encourage the trial of new products?

#### Definition

This report looks at how often various household cleaning tasks are undertaken, who takes the main responsibility for buying cleaning products and doing the cleaning, typical cleaning behaviour (including triggers for cleaning the home), attitudes towards cleaning and the importance attached to different cleaning tasks, including the following:

- cleaning the toilet(s), bath and wash basins
- cleaning the kitchen, including worktops, hobs, ovens and fridges, as well as cleaning out bins
- other household cleaning tasks, including vacuuming and mopping floors, polishing/dusting and cleaning windows.

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