

Cleaning in and around the Home - UK - August 2016

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This report looks at the following areas:

- Overturning the image of cleaning as a chore
- Adding technology to the cleaning process
- Engaging younger groups with outside space

The average amount of time that people spend cleaning their home each week has fallen by half an hour to four hours and seven minutes since 2014. Factors including a reduction in the size of the average household, the increasing prevalence of easy-to-use multipurpose products and ever-more time-pressed consumers are likely to be impacting the amount of time people spend cleaning.

The majority of consumers tend to feel pride in a clean home, and believe it reflects positively on them; however, there is still a strong sense that cleaning is a chore. With a balance to be struck between the amount of time it takes to clean and getting a spotless home, highlighting the positive mental benefits of a clean home could help to promote more regular, and deeper, cleaning.



“Busy lives mean there is a balance to be struck between the amount of time it takes to clean and getting everything spotless, but leveraging the pride and emotional benefits that people feel from a clean home could help to encourage more regular cleaning.”

– Richard Hopping, Brand and Household Analyst

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Table of Contents

OVERVIEW

- **What you need to know**
- **Products covered in this report**

EXECUTIVE SUMMARY

- **Average household becoming smaller**
Figure 1: UK households, by size, 2011-21
- **A fall in the amount of time spent cleaning**
Figure 2: Average time spent cleaning indoors in hours and minutes per week, by parental status, May 2016
- **Older groups most likely to spend longer maintaining outdoor space**
Figure 3: Average time spent maintaining outside space in hours and minutes per week, by age, May 2016
- **Cleaning is mostly unplanned**
Figure 4: Unplanned cleaning vs scheduled cleaning, May 2016
- **Multipurpose favoured over specialised products**
Figure 5: Multipurpose cleaners vs specialised cleaners, May 2016
- **A balance between speed and thoroughness**
Figure 6: A thorough clean vs speedy cleaning, May 2016
- **Oven cleaning least enjoyed task**
Figure 7: Least enjoyed cleaning tasks in and around the home, May 2016
- **Pride in home and preserving healthiness two drivers of cleaning**
Figure 8: Attitudes towards cleaning the home, May 2016
- **What we think**

ISSUES AND INSIGHTS

- **Overturning the image of cleaning as a chore**
- **The facts**
- **The implications**
- **Adding technology to the cleaning process**
- **The facts**
- **The implications**
- **Engaging younger groups with outside space**
- **The facts**
- **The implications**

What's included

- Executive Summary
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THE MARKET – WHAT YOU NEED TO KNOW

- **Number of families with young children looks set to decline**
- **Average household size falls**
- **Uncertainty after the EU referendum**
- **Rise in multipurpose products**
- **Urbanisation has knock-on effects for outside space**

MARKET DRIVERS

- **Number of families with young children likely to decline...**

Figure 9: Trends in the age structure of the UK population, 2011-21

- **...whilst seniors increase in number**

- **Household size falling**

Figure 10: UK households, by size, 2011-21

- **A period of economic uncertainty**

Figure 11: Trends in how respondents would describe their financial situation, February 2009-July 2016

- **Exit from EU has knock-on effect on product regulations**
- **Shift towards multipurpose products**
- **A need to increase renter pride in their home**

Figure 12: Proportion of dwelling stock by tenure, 2003-14

- **Urbanisation likely to limit presence and size of outdoor spaces**

- **Home is where the heart is**

Figure 13: Agreement with attitudes regarding time at home, November 2015

- **Benefits of gardening**

Figure 14: Agreement with attitudes towards the garden or outdoor space, April 2016

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Household income a main influencer on size of home**
- **Majority of people take some responsibility for cleaning**
- **Time spent cleaning indoors drops from 2014**
- **Less time spent maintaining outdoor space**
- **Consumers are time-pressed**
- **Cleaning the oven is least enjoyed**
- **Emotional benefits from cleaning, but it is still seen as a chore**

STRUCTURE OF THE HOME

- **Vast majority have some kind of outdoor space**

Figure 15: Presence of outdoor space, May 2016

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Executive Summary

Full Report PDF

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Interactive Databook

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- Location and income have strong influence on amount of outdoor space**

Figure 16: Repertoire of outdoor spaces, May 2016

- A quarter have an open plan kitchen**

Figure 17: Type of kitchen in the home, May 2016

- Less than half have a separate dining area**

Figure 18: Presence of separate dining room in the home, by household income, May 2016

- Three-bedroom properties most common**

Figure 19: Number of rooms in the home, May 2016

RESPONSIBILITY FOR CLEANING AND MAINTAINING THE HOME

- Vast majority take part in cleaning the home**

Figure 20: Responsibility for cleaning indoors, by gender, May 2016

- Nine out of 10 responsible for outdoor spaces**

Figure 21: Responsibility for maintaining outdoor space, May 2016

TIME SPENT CLEANING INDOORS

- A gender imbalance**

Figure 22: Average time spent cleaning indoors in hours and minutes per week, by gender, May 2016

- Parents spend far longer cleaning**

Figure 23: Average time spent cleaning indoors in hours and minutes per week, by household size and parental status, May 2016

- Average time spent cleaning falls since 2014**

Figure 24: Average time spent cleaning indoors in hours and minutes per week, by multipurpose cleaners vs specialised cleaners, May 2016

TIME SPENT MAINTAINING OUTDOOR SPACE

- Age is a major differentiator on maintaining outdoor space**

Figure 25: Average time spent maintaining outdoor space in hours and minutes per week, by age, May 2016

- Area of the country also has an impact**

Figure 26: Average time spent maintaining outdoor space in hours and minutes per week, by area, May 2016

- Larger number of outdoor spaces drives up average**

Figure 27: Time spent maintaining outdoor space in hours and minutes per week, by repertoire of outdoor space, May 2016

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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CLEANING BEHAVIOURS

- **Cleaning not generally pre-planned**
Figure 28: Unplanned cleaning vs scheduled cleaning, May 2016
- **Most do cleaning in different stages**
Figure 29: Cleaning a little at a time vs cleaning in one session, May 2016
- **A quarter only clean based on visual cues**
Figure 30: Reactive cleaning vs proactive cleaning, May 2016
- **Multipurpose favoured over specialised products**
Figure 31: Multipurpose cleaners vs specialised cleaners, May 2016
- **A balance between time spent cleaning and results**
Figure 32: A thorough clean vs speedy cleaning, May 2016
- **Many children do their bit**
Figure 33: Children's involvement in cleaning, May 2016

CLEANING TASKS LEAST ENJOYED

- **Cleaning the oven is least enjoyed task**
Figure 34: Least enjoyed cleaning tasks in and around the home, May 2016
- **Brands could look to increase convenience**

ATTITUDES TOWARDS CLEANING THE HOME

- **Pride and healthiness are drivers of cleaning**
Figure 35: Attitudes towards cleaning the home, May 2016
- **Few people actively enjoy cleaning**
Figure 36: New Cillit Bang advertising campaign, July 2016
- **Brand and price not necessarily indicators of product quality**
- **Environment continues to be a noted issue**

TARGET GROUPS

- Figure 37: Target groups, May 2016
Figure 38: Average time spent cleaning indoors in hours and minutes per week, by target group, May 2016
- **Price Conscious Cleaners**
Figure 39: Attitudes towards cleaning the home, by target groups, May 2016
 - **Disengaged Cleaners**
Figure 40: A thorough clean vs speedy cleaning, by target groups, May 2016
 - **Constant Cleaners**

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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Figure 41: Reactive cleaning vs proactive cleaning, by target groups, May 2016

- **Indiscriminate Cleaners**

Figure 42: Attitudes towards cleaning the home, by target groups, May 2016

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**

APPENDIX – THE CONSUMER

Figure 43: Launches in the hard surface cleaning category, % share by sub-category, January 2015–June 2016

Figure 44: Leading claims in household hard surface cleaning launches*, by top claims in 2015, January 2015–June 2016

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Executive Summary

Full Report PDF

Infographic Overview

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