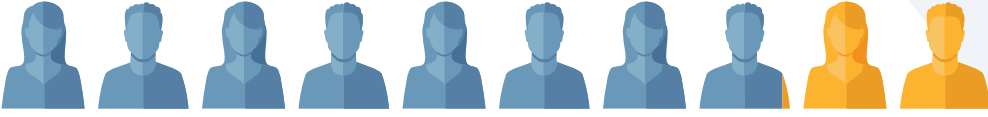


SPRING CLEAN

26.6%
spring clean
every year

5.1% never clean
(10.9% of millenials
compared to 4.6% of
over 65s)

79.6%
OF PEOPLE HAVE A SPRING CLEAN



51.6% do it at
the beginning
of spring

39.3% do it
in the middle
of spring

9.1% do it
at the end
of spring

PEOPLE'S FAVOURITE AREAS TO CLEAN ARE:

PEOPLE'S LEAST FAVOURITE AREAS TO CLEAN ARE:



30.8%
living room



22.3%
kitchen



18.0%
bedroom



37.2%
bathroom



18.5%
kitchen



8.5%
stairs

Why are they favourites?

28.2% spend the most time here so like it to be clean
27.9% find it satisfying to clean

Why do people find them such a chore?

30.3% find it hard work to clean
21.0% say it gets the dirtiest so takes ages to clean

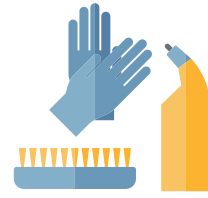
THE FAVOURITE HOUSEHOLD CHORE IS

AND THE LEAST FAVOURITE IS



Vacuuming
(with 17.5% of the vote)

although, 24.8%
said they don't
have a favourite



(cleaning the shower/bath/toilet
(with 20.5% of the vote)

HOW CLEAN AND TIDY IS YOUR HOUSE?

23.5%
clean but
not tidy

48.9%
clean & tidy

18.5%
tidy but
not clean

9.1%
neither tidy
nor clean

HOW OFTEN DO YOU DO THE FOLLOWING? (MOST POPULAR ANSWERS)

More than once a day	A couple of times a week	Weekly	Monthly	Never
Wash the dishes	Vacuum the house Do the laundry Clean the toilet Take out the rubbish	Change your bedding Clean the shower/bath Clean the fridge Dust the surfaces	Clean the windows	Change the guest bedding Defrost the freezer

OVERALL, HOW DO YOU FEEL ABOUT CLEANING YOUR HOUSE?



17.3%
find it theraputic and
enjoy doing it



40.0%
do it because they
have to



17.2%
find it a chore and
hate it

