

Chores

UK Sample: 14th - 17th October 2016

Total	Gender		Age					Social Grade		Region								
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

How much would you say you enjoy or dislike doing the following household chores? (Please select one option on each row)

cleaning. Cleaning the house

Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Enjoy a lot	5%	4%	6%	3%	9%	3%	5%	5%	4%	6%	5%	6%	7%	3%	6%	5%	4%	4%	4%
Enjoy a little	20%	16%	23%	26%	21%	22%	20%	17%	18%	22%	27%	18%	18%	17%	18%	20%	21%	17%	10%
Neither enjoy nor dislike	28%	31%	26%	22%	20%	22%	27%	37%	27%	29%	26%	33%	22%	27%	29%	28%	29%	31%	28%
Dislike a little	21%	21%	21%	26%	22%	24%	21%	17%	24%	17%	24%	19%	20%	21%	18%	21%	16%	25%	25%
Dislike a lot	23%	23%	22%	18%	25%	25%	24%	21%	24%	21%	16%	20%	30%	25%	25%	22%	27%	21%	33%
Don't know	1%	1%	1%	2%	2%	2%	0%	0%	0%	2%	1%	2%	0%	1%	1%	0%	-	-	-
Not applicable - I do not ever do this chore	3%	4%	1%	3%	2%	1%	2%	3%	2%	3%	2%	3%	1%	6%	2%	3%	2%	2%	-

cooking. Cooking

Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Enjoy a lot	27%	25%	29%	30%	24%	21%	26%	31%	28%	27%	29%	25%	25%	28%	26%	27%	34%	29%	14%
Enjoy a little	34%	35%	33%	38%	35%	37%	35%	31%	34%	34%	33%	39%	38%	32%	32%	34%	37%	30%	45%
Neither enjoy nor dislike	19%	21%	17%	12%	19%	19%	19%	21%	18%	20%	21%	17%	16%	18%	21%	19%	11%	21%	13%
Dislike a little	9%	8%	10%	10%	12%	14%	8%	7%	10%	8%	9%	9%	11%	9%	9%	9%	10%	12%	8%
Dislike a lot	7%	6%	8%	4%	5%	7%	10%	7%	7%	7%	5%	6%	6%	8%	9%	7%	6%	6%	18%
Don't know	1%	1%	1%	2%	2%	2%	0%	0%	0%	1%	1%	2%	0%	0%	1%	1%	0%	-	-
Not applicable - I do not ever do this chore	2%	4%	1%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	4%	2%	2%	3%	1%	2%

ironing. Ironing

Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Enjoy a lot	3%	3%	4%	2%	3%	2%	4%	4%	3%	4%	3%	6%	4%	3%	4%	4%	3%	3%	-
Enjoy a little	13%	9%	16%	12%	9%	8%	13%	16%	14%	12%	15%	10%	14%	12%	13%	13%	12%	12%	5%
Neither enjoy nor dislike	23%	27%	19%	20%	18%	24%	23%	24%	21%	24%	22%	23%	18%	24%	23%	22%	23%	29%	14%
Dislike a little	20%	21%	20%	24%	22%	22%	17%	19%	20%	20%	21%	19%	24%	17%	21%	20%	22%	20%	18%
Dislike a lot	30%	27%	33%	26%	33%	33%	36%	26%	33%	26%	30%	31%	31%	32%	28%	30%	26%	27%	44%
Don't know	1%	1%	1%	2%	2%	3%	0%	0%	1%	2%	1%	2%	0%	1%	2%	1%	0%	1%	-
Not applicable - I do not ever do this chore	10%	13%	7%	14%	12%	8%	6%	9%	7%	12%	8%	9%	9%	11%	10%	9%	14%	7%	19%

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	Total	Gender		Age					Social Grade		Region									
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	
laundry. Laundry																				
	Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
	Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
	Enjoy a lot	4%	3%	5%	3%	6%	2%	4%	4%	4%	5%	4%	7%	4%	1%	4%	4%	1%	6%	5%
	Enjoy a little	18%	10%	24%	13%	18%	12%	23%	18%	17%	18%	15%	18%	17%	18%	20%	18%	19%	16%	19%
	Neither enjoy nor dislike	46%	46%	46%	37%	41%	47%	44%	52%	47%	45%	49%	47%	43%	42%	47%	46%	45%	48%	38%
	Dislike a little	17%	20%	15%	29%	20%	20%	16%	12%	18%	16%	20%	15%	20%	18%	14%	17%	20%	17%	17%
	Dislike a lot	10%	12%	8%	11%	10%	15%	9%	7%	10%	9%	8%	6%	14%	14%	10%	10%	7%	9%	13%
	Don't know	1%	2%	1%	3%	2%	2%	1%	0%	1%	2%	1%	2%	0%	1%	2%	1%	1%	2%	-
	Not applicable - I do not ever do this chore	4%	7%	1%	5%	3%	3%	3%	6%	4%	5%	3%	5%	2%	6%	3%	4%	8%	3%	8%
bins. Taking the bins out																				
	Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
	Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
	Enjoy a lot	2%	3%	2%	2%	5%	2%	2%	2%	3%	2%	1%	4%	3%	2%	3%	3%	1%	4%	-
	Enjoy a little	7%	10%	5%	4%	5%	7%	7%	10%	6%	9%	5%	8%	6%	10%	8%	7%	10%	7%	6%
	Neither enjoy nor dislike	49%	56%	42%	24%	41%	46%	53%	59%	50%	47%	50%	50%	40%	42%	49%	48%	54%	53%	57%
	Dislike a little	21%	18%	23%	29%	24%	26%	19%	15%	22%	19%	22%	20%	28%	20%	17%	21%	20%	18%	19%
	Dislike a lot	16%	10%	22%	34%	20%	15%	16%	10%	17%	16%	17%	11%	18%	22%	18%	17%	10%	15%	15%
	Don't know	1%	1%	1%	2%	2%	2%	0%	0%	0%	2%	1%	3%	0%	1%	1%	1%	0%	-	-
	Not applicable - I do not ever do this chore	4%	3%	5%	5%	3%	2%	4%	4%	3%	5%	3%	4%	5%	4%	4%	4%	5%	4%	4%
tidying. Tidying and organising																				
	Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
	Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
	Enjoy a lot	11%	7%	16%	16%	14%	8%	11%	10%	11%	12%	10%	12%	10%	14%	13%	12%	14%	9%	4%
	Enjoy a little	32%	28%	36%	32%	33%	26%	34%	34%	31%	34%	37%	34%	36%	26%	31%	33%	34%	26%	21%
	Neither enjoy nor dislike	33%	38%	27%	26%	25%	34%	32%	38%	34%	31%	32%	31%	25%	35%	34%	32%	26%	41%	42%
	Dislike a little	14%	16%	12%	15%	15%	18%	14%	11%	15%	13%	13%	15%	16%	12%	12%	13%	18%	16%	19%
	Dislike a lot	7%	7%	7%	6%	7%	11%	9%	5%	7%	7%	6%	4%	10%	10%	7%	7%	6%	7%	14%
	Don't know	1%	2%	1%	2%	4%	2%	0%	0%	1%	2%	1%	3%	2%	1%	2%	2%	0%	-	-
	Not applicable - I do not ever do this chore	1%	2%	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	-

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	Total	Gender		Age					Social Grade		Region								
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
vacuuming. Vacuuming																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Enjoy a lot	6%	5%	7%	6%	10%	3%	6%	5%	5%	6%	6%	7%	8%	5%	6%	6%	2%	7%	-
Enjoy a little	21%	18%	24%	18%	23%	20%	22%	21%	19%	24%	27%	24%	20%	16%	18%	21%	24%	16%	23%
Neither enjoy nor dislike	39%	43%	36%	33%	30%	37%	42%	45%	40%	39%	41%	37%	37%	39%	37%	39%	40%	49%	34%
Dislike a little	19%	19%	19%	26%	21%	24%	15%	15%	21%	17%	17%	17%	22%	19%	19%	19%	24%	16%	29%
Dislike a lot	10%	9%	11%	12%	11%	11%	13%	8%	11%	9%	6%	11%	9%	13%	15%	11%	6%	10%	13%
Don't know	1%	1%	1%	2%	2%	3%	0%	0%	1%	2%	1%	2%	0%	2%	1%	0%	0%	-	1%
Not applicable - I do not ever do this chore	3%	4%	2%	3%	3%	2%	3%	4%	3%	3%	3%	3%	3%	6%	3%	3%	5%	2%	-

washing. Washing up																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Enjoy a lot	4%	4%	3%	4%	4%	1%	4%	5%	4%	4%	2%	3%	3%	5%	5%	4%	2%	5%	3%
Enjoy a little	18%	17%	20%	13%	18%	16%	21%	19%	18%	19%	22%	21%	13%	14%	15%	18%	23%	20%	14%
Neither enjoy nor dislike	41%	45%	37%	37%	30%	38%	42%	48%	40%	41%	40%	39%	43%	40%	41%	41%	38%	44%	43%
Dislike a little	19%	17%	22%	26%	22%	21%	20%	15%	21%	18%	18%	20%	20%	18%	23%	20%	16%	17%	18%
Dislike a lot	13%	13%	13%	14%	19%	19%	11%	8%	13%	13%	13%	9%	15%	17%	12%	13%	18%	11%	22%
Don't know	1%	2%	1%	2%	3%	3%	0%	0%	1%	2%	1%	2%	2%	2%	1%	0%	0%	-	-
Not applicable - I do not ever do this chore	4%	4%	3%	4%	4%	2%	2%	5%	3%	4%	3%	6%	3%	6%	3%	4%	2%	2%	-

And for each of these household chores which is more important to you – doing them well or doing them quickly? (Please select one option on each row)

cleaning2. Cleaning the house																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	60%	56%	63%	67%	57%	54%	61%	61%	58%	62%	66%	59%	56%	58%	57%	60%	55%	61%	56%
Doing it quickly	35%	35%	34%	26%	34%	40%	36%	34%	37%	31%	30%	34%	42%	33%	36%	34%	37%	37%	41%
Don't know	3%	5%	2%	4%	7%	5%	1%	1%	3%	4%	2%	4%	1%	3%	4%	3%	6%	1%	2%
Not applicable - I do not ever do this chore	3%	4%	1%	3%	2%	1%	2%	3%	2%	3%	2%	3%	1%	6%	2%	3%	2%	2%	-

UK Sample: 14th - 17th October 2016

	Total	Gender		Age					Social Grade		Region								
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland
cooking2. Cooking																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	69%	70%	69%	65%	62%	67%	71%	75%	70%	69%	74%	67%	73%	66%	66%	69%	76%	73%	61%
Doing it quickly	25%	21%	28%	26%	28%	26%	27%	21%	25%	25%	23%	26%	21%	26%	27%	25%	16%	23%	33%
Don't know	4%	5%	2%	6%	7%	4%	2%	2%	3%	4%	2%	4%	2%	3%	6%	4%	5%	3%	5%
Not applicable - I do not ever do this chore	2%	4%	1%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	4%	2%	2%	3%	1%	2%
ironing2. Ironing																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	41%	40%	43%	34%	32%	37%	45%	48%	43%	40%	45%	44%	41%	38%	36%	41%	42%	46%	33%
Doing it quickly	43%	39%	46%	44%	44%	48%	44%	38%	45%	40%	43%	40%	44%	42%	45%	43%	41%	41%	44%
Don't know	7%	9%	5%	8%	12%	7%	5%	5%	5%	8%	4%	7%	6%	9%	9%	7%	3%	6%	4%
Not applicable - I do not ever do this chore	10%	13%	7%	14%	12%	8%	6%	9%	7%	12%	8%	9%	9%	11%	10%	9%	14%	7%	19%
laundry2. Laundry																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	49%	43%	55%	40%	46%	43%	53%	55%	49%	49%	51%	53%	53%	49%	46%	50%	47%	49%	48%
Doing it quickly	42%	43%	42%	52%	42%	50%	42%	36%	44%	41%	43%	38%	43%	39%	46%	42%	39%	45%	41%
Don't know	4%	6%	2%	4%	9%	4%	2%	3%	3%	5%	3%	4%	2%	6%	5%	4%	5%	3%	3%
Not applicable - I do not ever do this chore	4%	7%	1%	5%	3%	3%	3%	6%	4%	5%	3%	5%	2%	6%	3%	4%	8%	3%	8%
bins2. Taking the bins out																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	23%	28%	19%	15%	24%	27%	23%	24%	24%	23%	25%	24%	22%	24%	22%	24%	24%	22%	21%
Doing it quickly	68%	63%	73%	74%	64%	64%	71%	68%	69%	67%	68%	68%	71%	64%	68%	68%	66%	72%	72%
Don't know	5%	7%	3%	5%	9%	7%	2%	3%	5%	5%	4%	5%	2%	8%	6%	5%	5%	3%	3%
Not applicable - I do not ever do this chore	4%	3%	5%	5%	3%	2%	4%	4%	3%	5%	3%	4%	5%	4%	4%	4%	5%	4%	4%
tidying2. Tidying and organising																			
Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
Doing it well	60%	55%	65%	69%	59%	52%	64%	59%	60%	60%	62%	61%	63%	60%	58%	61%	65%	57%	44%
Doing it quickly	35%	39%	32%	25%	33%	41%	34%	38%	36%	35%	35%	34%	35%	32%	35%	34%	29%	39%	55%
Don't know	3%	5%	2%	4%	6%	6%	2%	2%	3%	4%	2%	3%	2%	5%	5%	4%	4%	2%	1%
Not applicable - I do not ever do this chore	1%	2%	1%	2%	2%	1%	0%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	-

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	Total	Gender		Age					Social Grade		Region									
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland	
vacuuming2. Vacuuming																				
	Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
	Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
	Doing it well	54%	51%	57%	57%	55%	50%	56%	53%	52%	56%	58%	54%	50%	48%	53%	53%	59%	59%	45%
	Doing it quickly	40%	41%	39%	35%	37%	43%	40%	41%	42%	37%	38%	40%	46%	39%	40%	40%	34%	37%	55%
	Don't know	3%	4%	2%	4%	5%	5%	2%	2%	3%	3%	2%	3%	1%	7%	4%	3%	3%	1%	-
	Not applicable - I do not ever do this chore	3%	4%	2%	3%	3%	2%	3%	4%	3%	3%	3%	3%	3%	6%	3%	3%	5%	2%	-
washing2. Washing up																				
	Unweighted base	2056	993	1063	254	257	306	448	791	1204	852	509	310	191	217	426	1653	141	212	50
	Base	2056	989	1067	247	313	344	420	732	1131	925	491	329	191	255	456	1723	101	175	58
	Doing it well	60%	57%	62%	62%	59%	57%	61%	59%	60%	59%	62%	56%	59%	60%	58%	59%	70%	62%	47%
	Doing it quickly	34%	34%	33%	30%	31%	35%	35%	35%	34%	34%	33%	35%	34%	30%	35%	34%	26%	35%	50%
	Don't know	3%	4%	2%	4%	6%	5%	2%	1%	3%	3%	2%	3%	3%	5%	4%	3%	1%	1%	3%
	Not applicable - I do not ever do this chore	4%	4%	3%	4%	4%	2%	2%	5%	3%	4%	3%	6%	3%	6%	3%	4%	2%	2%	-