

HOUSEWORK HASSLES CAUSE HOME HAVOC

Submitted by: Pegasus Public Relations (Worthing)

Wednesday, 24 September 2008

Half of Britons argue about housework at least once a week and a further third quarrel at least monthly according to a poll of 4,000 by the home disinfectant brand, Zoflora.

Not doing the housework properly and not appreciating the amount of housework their partner does is the subject of most housework arguments, with the top three most annoying home habits of partners being:

1. Not emptying a full bin
2. Leaving dirty socks and underwear on the floor
3. Not cleaning up after themselves!

To get their partner to help with the housework, a fifth lose their temper and a sixth moan and sulk. Meanwhile, 15% simply stop doing the housework themselves, 13% leave all their partners unwashed clothes in a pile, whilst 9% offer to cook them a meal if they help and 8% promise to sleep with their partner!

The survey also found that two thirds of women find a man who helps with housework more attractive, despite half of men not helping with housework unless asked.

The top five regions most likely to argue about housework are:

1. Manchester
2. Glasgow
3. London
4. Plymouth
5. Birmingham

TV cleaning expert Aggie Mackenzie is fronting a campaign called Clean Smarter, Not Harder designed to educate the nation on ways to make cleaning more enjoyable and less time-consuming.

Aggie says: "This poll has shown that after money, housework is the most common cause of arguments at home. One way to help avoid this kind of bickering is to find ways to make household chores less of an ordeal. After all, none of us want to be spending time cleaning when we could be out enjoying ourselves!"

Aggie offers the following top cleaning tips, to make cleaning less time-consuming as part of the clean smarter, not harder campaign:

1. Do a little each day – meaning more time for the weekend
2. Dust from top to bottom to avoid having to re-clean areas
3. Involve the whole family and take a room each, say bathroom versus kitchen and see which of you can finish first
4. Store all your cleaning products in one bucket to avoid time-wasting trips up and down stairs
5. Plan your cleaning before you start

For more information go to www.cleansmarternotherharder.co.uk

ENDS

Issued by: Pegasus Public Relations

On behalf of: Thornton & Ross

Press enquiries: Michelle Eastty 01903) 821 550

Notes to editors: Statistics taking from the Zoflora consumer survey of 4,000 British adults conducted in August 2008. Gender, age and regional breakdown of statistics are available on request

Zoflora concentrated household disinfectant has been disinfecting British homes for 80 years. Available in thirteen floral fragrances, it kills bacteria and neutralises odour as well as leaving a long-lasting, fresh scent throughout the home.