

Internal Marketing Household Tasks

GB Sample: 31st July-2nd August 2017



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

Thinking about each of the following tasks...

Do you know how to do each of the following? (Please select one option on each row)

Change a lightbulb

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	97%	98%	96%	89%	97%	98%	98%	99%	97%	98%	97%	97%	96%	95%	98%	98%	99%
I don't know how to do this	3%	2%	4%	11%	3%	2%	2%	1%	3%	2%	3%	3%	4%	5%	2%	2%	1%

Bleed a radiator (i.e. letting air out that has become trapped inside the radiator)

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	73%	79%	68%	31%	59%	75%	82%	88%	73%	74%	77%	76%	75%	60%	72%	72%	80%
I don't know how to do this	27%	21%	32%	69%	41%	25%	18%	12%	27%	26%	23%	24%	25%	40%	28%	28%	20%

Replace a fuse in a plug

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	81%	88%	74%	46%	63%	81%	92%	93%	79%	83%	83%	83%	79%	70%	81%	81%	87%
I don't know how to do this	19%	12%	26%	54%	37%	19%	8%	7%	21%	17%	17%	17%	21%	30%	19%	19%	13%

Use a washing machine

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	97%	94%	99%	92%	96%	98%	97%	97%	97%	96%	97%	96%	98%	97%	98%	98%	96%
I don't know how to do this	3%	6%	1%	8%	4%	2%	3%	3%	3%	4%	4%	4%	2%	3%	2%	2%	4%

Use a dishwasher

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	86%	86%	86%	84%	88%	89%	85%	85%	89%	83%	84%	86%	86%	87%	89%	83%	85%
I don't know how to do this	14%	14%	14%	16%	12%	11%	15%	15%	11%	17%	16%	14%	14%	13%	11%	17%	15%

Use a tumble dryer

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	93%	92%	94%	84%	91%	95%	95%	94%	94%	92%	92%	94%	93%	90%	94%	93%	95%
I don't know how to do this	7%	8%	6%	16%	9%	5%	5%	6%	6%	8%	8%	6%	7%	10%	6%	7%	5%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about each of the following tasks...

Do you know how to do each of the following? (Please select one option on each row)

Use the boiler (e.g. to control water heating, central heating etc.)

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	89%	92%	86%	68%	85%	91%	94%	93%	89%	88%	91%	89%	87%	82%	89%	87%	94%
I don't know how to do this	11%	8%	14%	32%	15%	9%	6%	7%	11%	12%	9%	11%	13%	18%	11%	13%	6%

Read energy meters

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	90%	92%	88%	57%	86%	93%	96%	97%	90%	90%	90%	90%	88%	86%	91%	92%	93%
I don't know how to do this	10%	8%	12%	43%	14%	7%	4%	3%	10%	10%	10%	10%	12%	15%	9%	8%	7%

Hang up a picture frame

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	93%	95%	91%	86%	92%	94%	93%	95%	93%	93%	93%	92%	92%	91%	94%	92%	95%
I don't know how to do this	7%	5%	9%	14%	8%	6%	7%	5%	7%	7%	7%	8%	8%	9%	6%	8%	5%

Assemble flat pack furniture

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	87%	92%	83%	82%	90%	92%	89%	85%	90%	85%	85%	87%	89%	84%	90%	88%	91%
I don't know how to do this	13%	8%	17%	18%	10%	8%	11%	15%	10%	15%	15%	13%	11%	16%	10%	12%	9%

Reset the fuse box or consumer unit after a switch has tripped (i.e. when switches have tripped to the OFF position)

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	88%	92%	84%	66%	84%	91%	92%	93%	88%	88%	90%	88%	87%	84%	88%	89%	91%
I don't know how to do this	12%	8%	16%	34%	16%	9%	8%	7%	12%	12%	10%	12%	13%	16%	12%	11%	9%

Iron clothes

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	95%	92%	98%	89%	94%	97%	96%	96%	95%	95%	95%	94%	95%	95%	96%	92%	97%
I don't know how to do this	5%	8%	2%	11%	6%	3%	4%	4%	5%	5%	5%	6%	5%	5%	4%	8%	3%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about each of the following tasks...

Do you know how to do each of the following? (Please select one option on each row)

Use a gas/ electric cooker (e.g. use the grill, the oven and the hobs etc.)

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	98%	97%	99%	96%	97%	98%	99%	99%	98%	98%	98%	98%	97%	97%	99%	100%	98%
I don't know how to do this	2%	3%	1%	4%	3%	2%	1%	1%	2%	2%	2%	2%	3%	3%	1%	0%	2%

Set up utility bills after moving to a new home

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	87%	88%	87%	45%	87%	93%	94%	94%	87%	88%	87%	88%	85%	84%	88%	84%	93%
I don't know how to do this	13%	12%	13%	55%	13%	7%	6%	6%	13%	12%	13%	12%	15%	16%	12%	16%	7%

Use a vacuum cleaner

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	99%	98%	100%	98%	98%	99%	99%	100%	99%	99%	99%	99%	99%	98%	99%	100%	99%
I don't know how to do this	1%	2%	0%	2%	2%	1%	1%	0%	1%	1%	1%	1%	1%	2%	1%	0%	1%

Defrost a freezer

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	92%	91%	93%	63%	87%	95%	97%	98%	91%	93%	91%	93%	91%	87%	94%	93%	95%
I don't know how to do this	8%	9%	7%	37%	13%	5%	3%	2%	9%	7%	9%	7%	9%	13%	6%	7%	5%

Wash a car

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	95%	95%	96%	90%	94%	95%	96%	97%	96%	95%	95%	95%	96%	90%	98%	97%	96%
I don't know how to do this	5%	5%	4%	10%	6%	5%	4%	3%	4%	5%	5%	5%	4%	10%	2%	3%	4%

Change and make a bed with clean linen

Unweighted base	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	99%	97%	100%	97%	98%	98%	99%	99%	99%	98%	99%	98%	99%	97%	99%	99%	98%
I don't know how to do this	1%	3%	0%	3%	2%	2%	1%	1%	1%	2%	1%	2%	1%	3%	1%	1%	2%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Thinking about each of the following tasks...

Do you know how to do each of the following? (Please select one option on each row)

Task	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Clean the kitchen	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	99%	98%	99%	97%	98%	98%	99%	99%	99%	98%	99%	98%	97%	98%	99%	100%	99%
I don't know how to do this	1%	2%	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	3%	2%	1%	-	1%
Clean the bathroom	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	98%	97%	99%	94%	98%	98%	98%	99%	98%	98%	98%	97%	98%	97%	99%	100%	99%
I don't know how to do this	2%	3%	1%	6%	2%	2%	2%	1%	2%	2%	2%	3%	2%	3%	1%	0%	1%
Set up the internet after moving to a new home	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	82%	90%	74%	72%	89%	89%	87%	76%	83%	80%	82%	83%	77%	80%	81%	87%	86%
I don't know how to do this	18%	10%	26%	28%	11%	11%	13%	24%	17%	20%	18%	17%	23%	20%	19%	13%	14%
Do the washing up (e.g. wash kitchenware)	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	99%	98%	100%	98%	98%	99%	99%	100%	99%	99%	100%	99%	99%	97%	100%	100%	99%
I don't know how to do this	1%	2%	0%	2%	2%	1%	1%	0%	1%	1%	0%	1%	1%	3%	0%	-	1%
Sew on a button	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	86%	76%	95%	65%	74%	84%	93%	95%	84%	88%	86%	89%	85%	81%	87%	83%	87%
I don't know how to do this	14%	24%	5%	35%	26%	16%	7%	5%	16%	12%	14%	11%	15%	19%	13%	17%	13%
Make a cup of tea	4216	1963	2253	450	622	698	740	1706	2641	1575	1033	711	373	490	1037	206	366
Base: All GB adults	4216	2045	2171	485	654	729	723	1625	2403	1813	1016	692	365	564	1002	210	368
I know how to do this	99%	98%	99%	97%	98%	99%	98%	100%	98%	99%	99%	98%	100%	97%	99%	100%	98%
I don't know how to do this	1%	2%	1%	3%	2%	1%	2%	0%	2%	1%	1%	2%	0%	3%	1%	-	2%