

# PANASONIC LIFTS THE LID ON LAUNDRY

## THE LAUNDRY HABITS OF AUSTRALIANS REVEALED



**89%**  
of Australian adults can't escape laundry responsibilities

More than

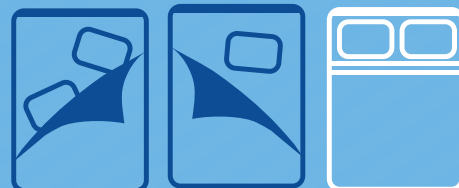
**FIVE TIMES**



as many men than women get out of doing the laundry altogether

**1/3**

of Australians wash their bed sheets every 3 weeks or less



**1 IN 10**

Australians never wash their quilts, pillows or cushions



**15%**

of young families (those with kids under 10 years) never wash their kids' stuffed toys

**53%**

have done the 'sniff test' to see if they could get away with re-wearing clothes



**1/3**



of Australians have either re-worn their underwear for a second or third day, worn speedos/swimmers or 'gone commando' when they ran out of clean underwear



**1 IN 6**

Australians have used dishwashing detergent or shower gel/shampoo to wash clothes when they have run out of laundry detergent



**70%**

of Australians don't dry clean their clothes

**69%**

of Australians admit to avoiding ironing, with 41% claiming that they never iron



**1/3**

of Australians don't know the correct cycles and temperatures for washing different items of clothing



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\*Research conducted by Pollinate with a nationally representative sample of 1,011 Australians.

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