

# The Grocer: The Takeover of 'Cleanfluencer' Mrs Hinch

Research on behalf of The Grocer

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# The vast majority of Brits claims to have at least partial responsibility for cleaning

## Cleaning & Purchase of Cleaning Product Responsibility



18-24s are most likely to be partly or not responsible for cleaning (48% and 13% respectively)

Social media is a significant influencer of cleaning behaviour with a third saying it encourages them to buy more products and clean their homes more often.

80% in total use social media. Amongst those...

Does social media have an impact on...

The number of cleaning products you purchase?



Men are significantly more likely than women to buy more cleaning products because of social media (34% vs. 28%)



25-34s are significantly more likely than any other age group to buy more cleaning products because of social media (52%)



31%

buy more products

How often you clean your home?



30%

clean more regularly

Men are significantly more likely than women to clean their homes more often because of social media (33% vs. 27%)



25-34s are significantly more likely than any other age group to clean their homes more often because of social media (53%)



Note – Top 2 Box scores shown

SQ2. Do you use social media, e.g. Instagram, Facebook, Twitter? **Weighted Base:** All wholly/jointly responsible for cleaning n=2068

SQ8. Does social media have an impact on the number of cleaning products you purchase?

SQ7. To what extent does social media have an impact on how often you clean your home?

**Weighted Base:** All social media users n=1646

# A third say they are likely to buy household cleaning products after seeing them on social media

Do you ever buy household cleaning products because you see them on social media?

NET Regularly/  
Occasionally:

35%

13%

21%

21%

45%

Regularly

Occasionally

Rarely

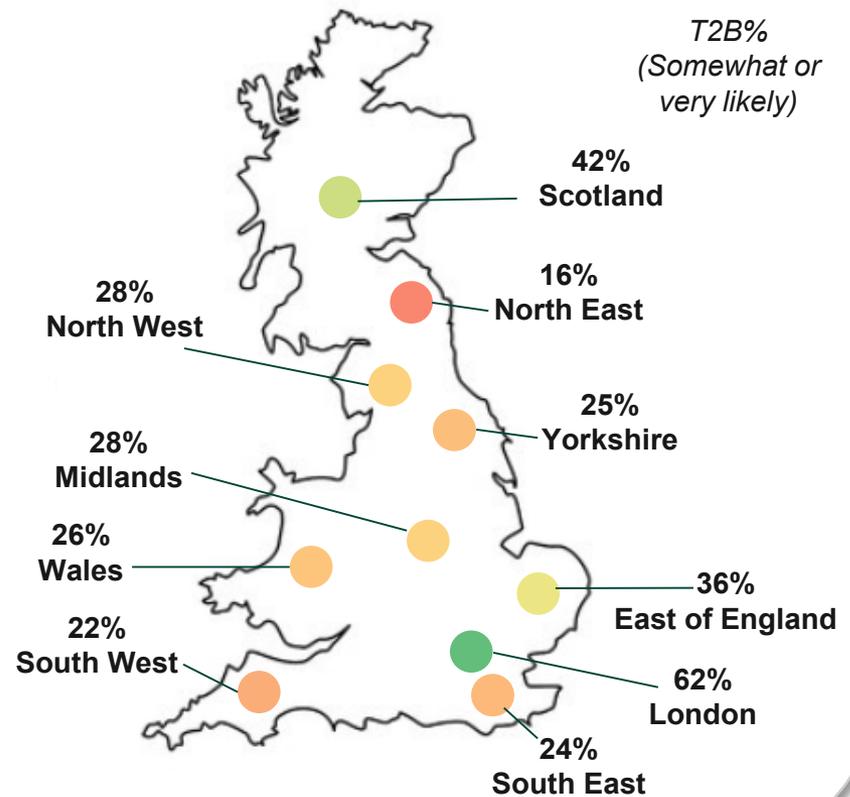
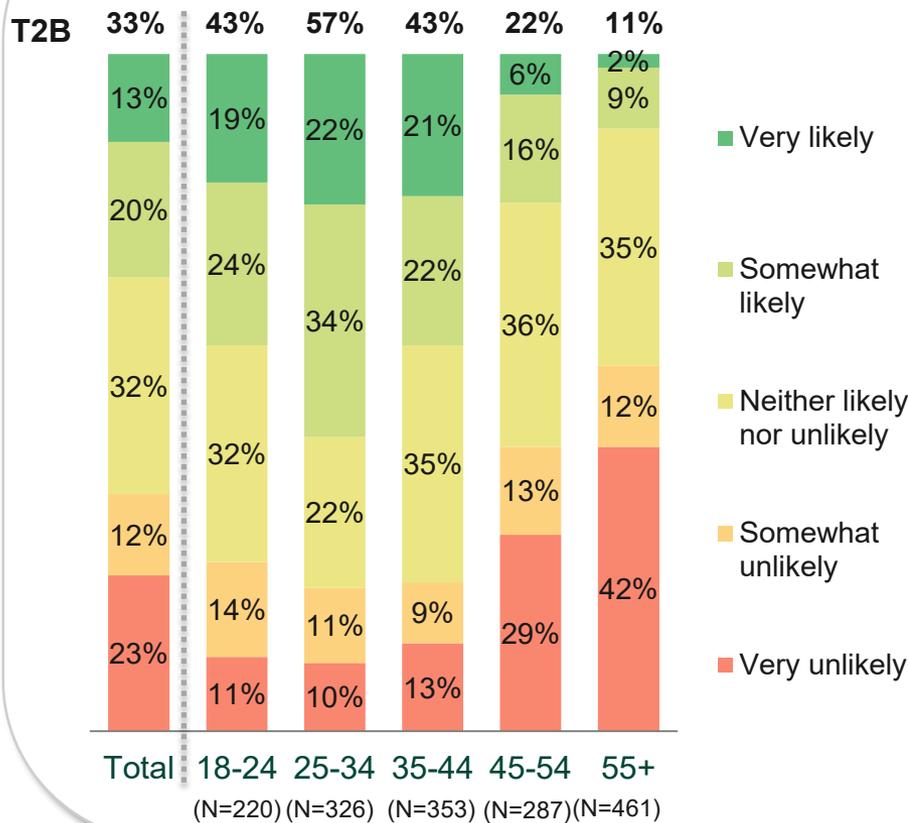
Not at all

Over 55s are more likely than all younger age groups to never buy products recommended on social media (68%)



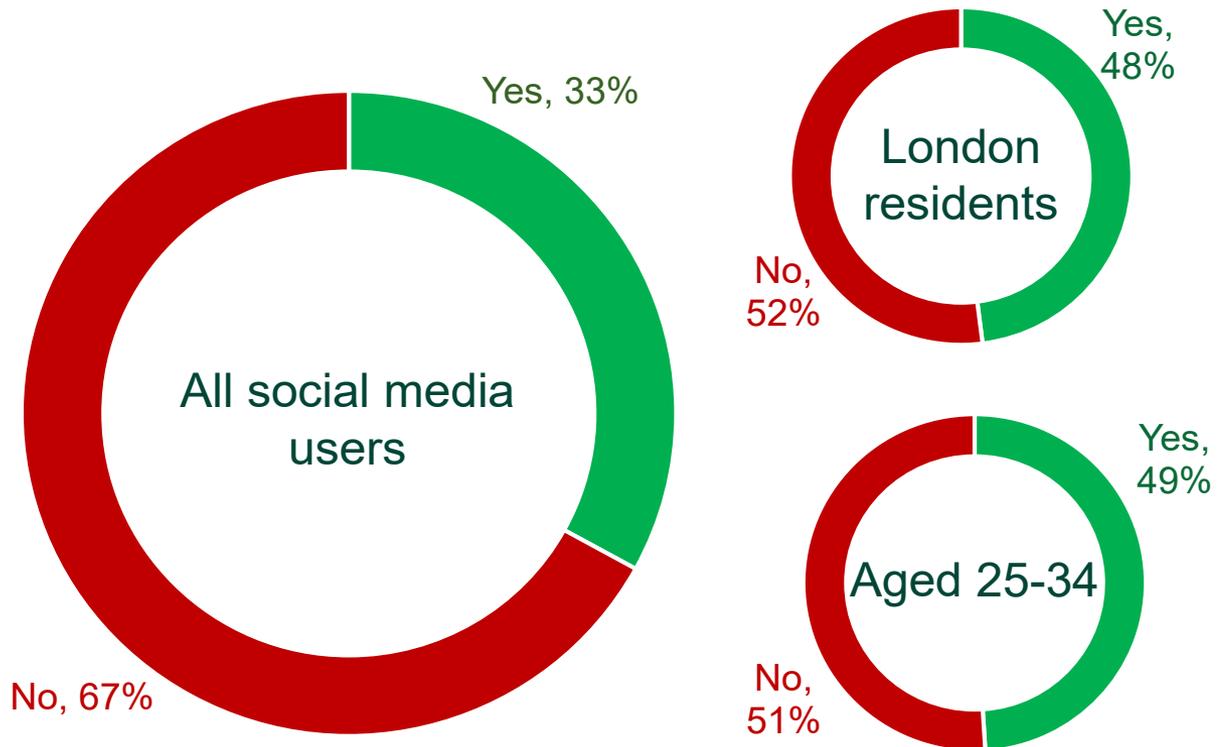
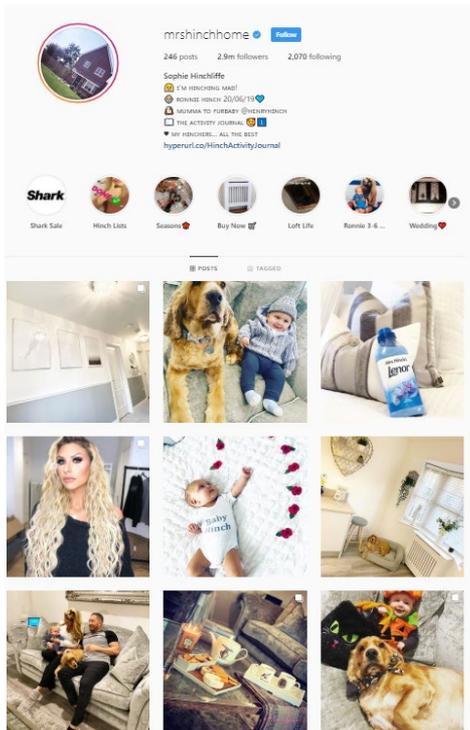
Younger social media users are especially susceptible to product recommendations. There are also regional pockets in London and Scotland where likelihood to buy based on social media recommendations is especially high.

How likely are you to buy a household cleaning product or brand that's recommended on social media?



# One third of all social media users are aware of Instagram cleaning influencer Mrs Hinch, rising to almost half of those in London, and in the 25-34 age bracket.

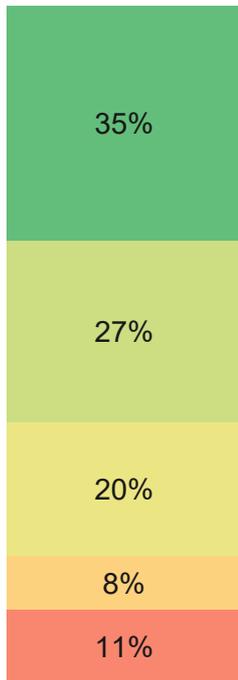
## Have you heard of social media star Mrs Hinch (@mrshinchhome)?



While those aware of Mrs Hinch are already likely skewed towards being open to social media cleaning product recommendations, they are still very likely to buy based on her recommendation specifically. Men and those in the younger age groups are particularly likely to take her product recommendations.

## How likely are you to buy a household cleaning product that has been recommended by Mrs Hinch (@mrshinchhome)?

T2B Likely: **62%**



- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

Men aware of Mrs Hinch are significantly more likely than women to buy products she recommends (73% vs. 54%)



Those aware of Mrs Hinch in London are the most likely region to buy (87%)

Those aware of Mrs Hinch in youngest three age groups (18-44s) are significantly more likely than older age groups to buy products she recommends (68-73%)



# Key Take Outs...

- Social media is having an impact on peoples' cleaning habits, encouraging around 3 in 10 users to buy more products and clean more often. The impact is stronger on men and younger social media users.
- Specific recommendations for products also have an impact, with a third saying they are likely to buy a product recommended on social media. Again, this is stronger for the youngest social media users.
- There are also geographical pockets in London and Scotland where social media recommendations drive the highest willingness to purchase. London is also the area most familiar with cleaning influencer Mrs Hinch, and the most likely to buy products recommended by her.
- While men are less likely to have heard of Mrs Hinch than women, they are significantly more likely to buy based on her recommendations. This suggests a smaller but highly engaged male audience for cleaning product communications that should not be overlooked by brands.

# Appendix

## Approach & Demographics



# Approach and Panel

- We conducted an *online survey* with **2170 adults** aged **18+** across **England, Scotland, and Wales** between **29<sup>th</sup> April – 3<sup>rd</sup> May 2019**.
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general public** who have opted in and voluntarily agreed to participate in online research studies.
  - Through careful recruitment and management, **we are able to rapidly survey large numbers of the general population** and accurately **represent the views of the nation**.

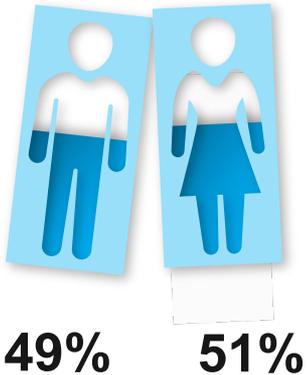


# Demographics

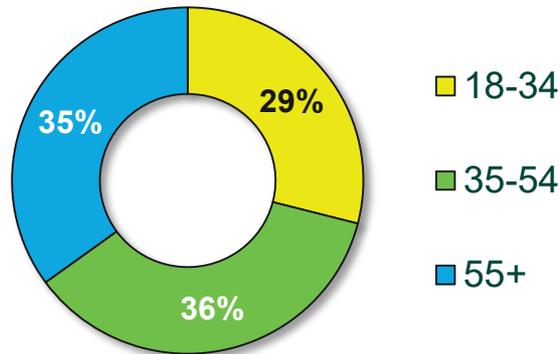
## A Representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

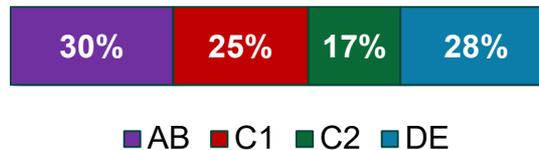
### Gender



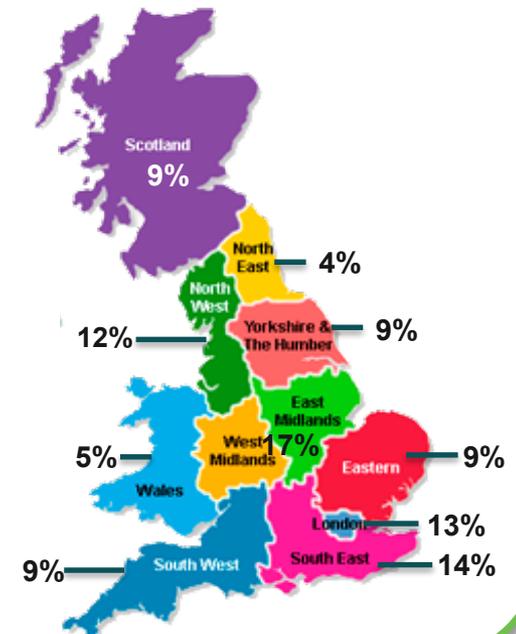
### Age



### Social Grade



### Region



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