



## **NEWS**

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### **Worst time to pester your partner revealed as Brits develop immunity to nagging**

- 77% of Brits admit to nagging their partner at least once a week to do a home chore
- 1 in 5 men say they've developed immunity to nagging
- Thursday after 9pm is the worst time to ask your partner to do a job
- Almost a quarter (24%) nag their partner using social media
- 17% of women use reverse psychology on their partners to get jobs done at home

**London, 25 June, 2014:** Couples in the UK believe their partners aren't listening and are paying lip service when it comes to household chores, according to new research released today\*. As a result, they are turning to social media and reverse psychology in their quest to getting tasks completed at home.

The research, commissioned by the memory and storage experts at [Crucial.com](http://Crucial.com), reveals that 77% of couples admit to nagging their partner at least once a week. However, 86% of people agree with their partners for the sake of an easy life. Further still, 1 in 5 men (21%) feel like they have developed immunity to nagging, with 15% zoning out when being asked to do a job.

The findings go on to show that 92% of Brits feel their partners don't listen to them and that the worst time to ask for a job to be done is Thursday after 9pm. Reasons attributed to this include: being tired (45%), being in a bad mood (30%), wanting to watch evening TV (20%), being sick of nagging (16%), and going to the pub (10%). The best time to ask for chores to be carried out is Saturday at 10am, once partners have had time to relax after the end of the work week.

Although almost a third (29%) of couples admit that too much nagging brings out their stubborn side and causes unnecessary stress in their relationship (23%), the research also indicated that 86% of men and 65% of women felt their partners were constantly chasing them to get things done around the home.



Tactics used to avoid doing a job when being nagged include pretending not to listen (28%), staying away from the house for longer than needed (13%), pretending to do the job but not actually doing it (9%), turning up the TV so as not to hear (7%), and pretending to be on the phone (3%).

The research also highlighted that almost a quarter (24%) of couples now nag their partner using social media, including Facebook®, Twitter™, and LinkedIn™. This trend was higher amongst the 16-24 year olds, with 38% admitting to actively nagging their partner through Facebook alone.

When it comes to persuading their partner to do something around the home, 17% of women say they use reverse psychology to cajole their man into action. Only 13% offer positive encouragement in return for the task being completed, such as making a meal for their partner or keeping them company as they do the job.

The top jobs considered by both men and women as a man's responsibility around the home were: DIY (56%), putting the bins out (42%), gardening (38%), fixing/upgrading a slow home computer (35%), and washing the pets (18%). Only 15% of women thought men should be responsible for paying the bills versus 41% of men.

In contrast, a woman's role around the home was considered by both sexes to include tasks like washing clothes (44%), doing the ironing (44%), making the bed (43%), cleaning the bathroom (36%), and washing the children (31%).

Top household jobs that partners nag each other about include:

1	Cleaning the oven	32%
2	Cleaning out the garage	24%
3	Not washing up	10%
4	Not replacing the toilet roll	9%
5	Upgrading the computer	5%

Roddy McLean, a computer upgrade expert from Crucial.com, said, "It's interesting to see that technology is being used more and more to remind our loved ones about jobs that need doing around the home, including the often unresolved problem of slow-running home technology. People can easily keep their partners happy with just a simple memory upgrade that's quick and easy to do."



To find out how to complete the simple job of upgrading a slow-running computer, visit <http://uk.crucial.com/gbr/en>.

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\*Research carried out by Censuswide included 1471 of UK respondents currently in a relationship or married, aged 16-65. Research was carried out online.

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