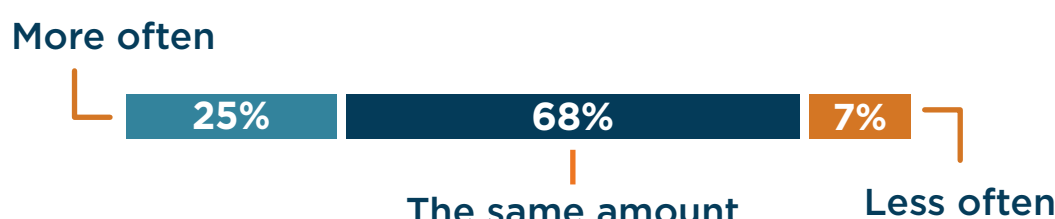


COMPARED TO LAST YEAR, THEY'RE PURCHASING SUSTAINABLE PRODUCTS:



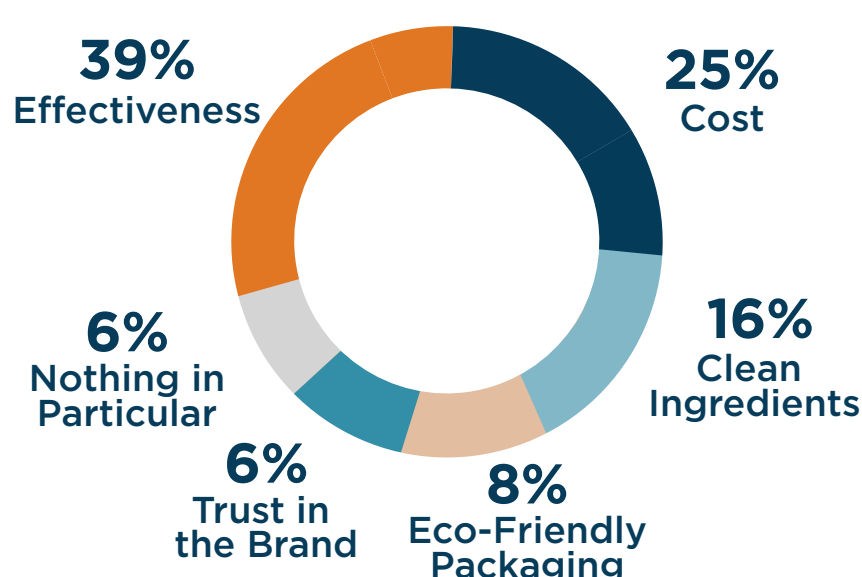
WHEN SHOPPING FOR CLEANING PRODUCTS...

37% Focus on the right product for them regardless of eco-friendliness

31% Actively search for eco-friendly cleaning products

32% Don't actively search for eco-friendly cleaning products

WHICH FACTOR IS MOST IMPORTANT WHEN PURCHASING SUSTAINABLE CLEANING PRODUCTS:



WHERE THEY SHOP FOR THEIR SUSTAINABLE CLEANING PRODUCTS:



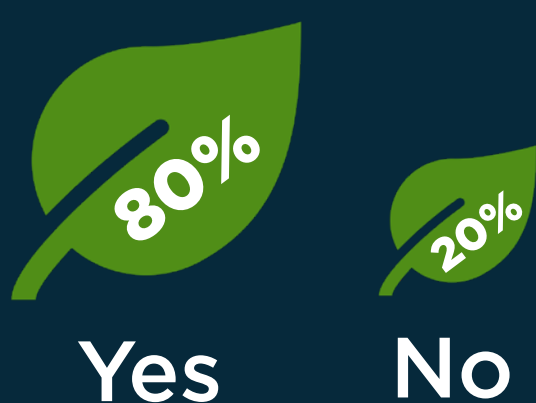
HOW THEY SHOP:



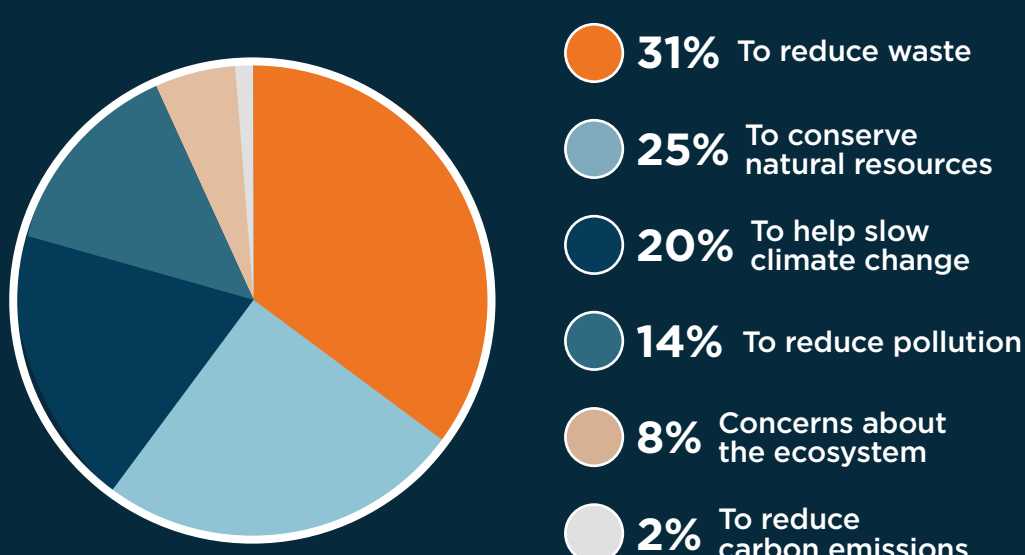
GREEN POWER

We surveyed 900 shoppers on their sustainability practices - from the habits they practice to where they shop to the sustainable products they'll be trying.

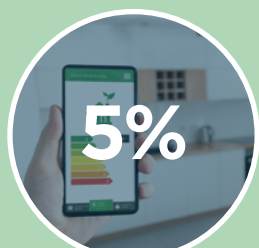
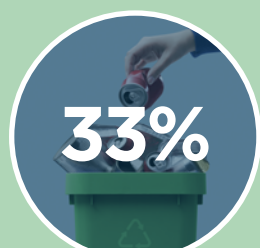
DO THEY ACTIVELY PRACTICE A SUSTAINABLE LIFESTYLE:



THEIR REASON FOR LIVING MORE SUSTAINABLY:



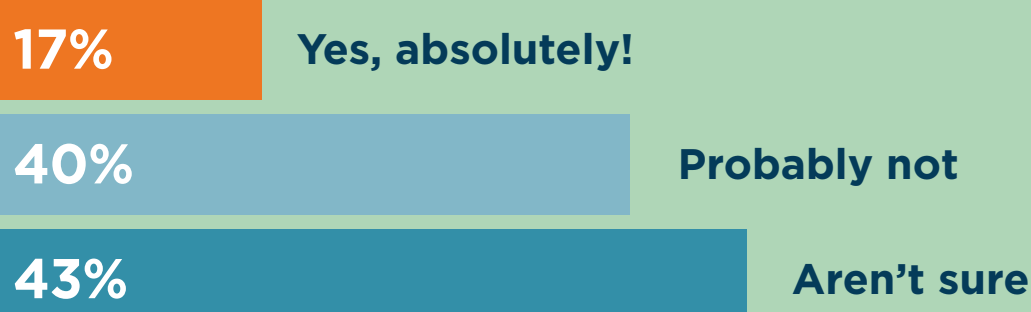
OTHER SUSTAINABLE HABITS THEY'LL BE PRACTICING THIS YEAR:



68% OF SHOPPERS PLAN ON TRYING MORE SUSTAINABLE PRODUCTS THIS YEAR. HERE'S WHAT THEY'LL BE TRYING:



ARE THEY WILLING TO SPEND MORE FOR A SUSTAINABLE PRODUCT?



43%

Of shoppers are more likely to purchase from a brand if a portion of the purchase supports a cause

GOING GREEN WITH BREAKTIME

Celebrate Earth Day with shoppers while increasing brand awareness and driving sales with our **Fast Break campaigns**. This lightweight version of our **fun, personalized, interactive content** can be **live in as little as 72 hours!**

- **Influence shoppers** to take a pledge to support a cause
- **Amplify a special offer** to inspire trial and help convert the 25% of shoppers who stated cost as their purchase driver
- Encourage shoppers to share why they're going green with your products with a **social giveaway**
- Use **trivia** to educate shoppers on how your brand practices sustainability