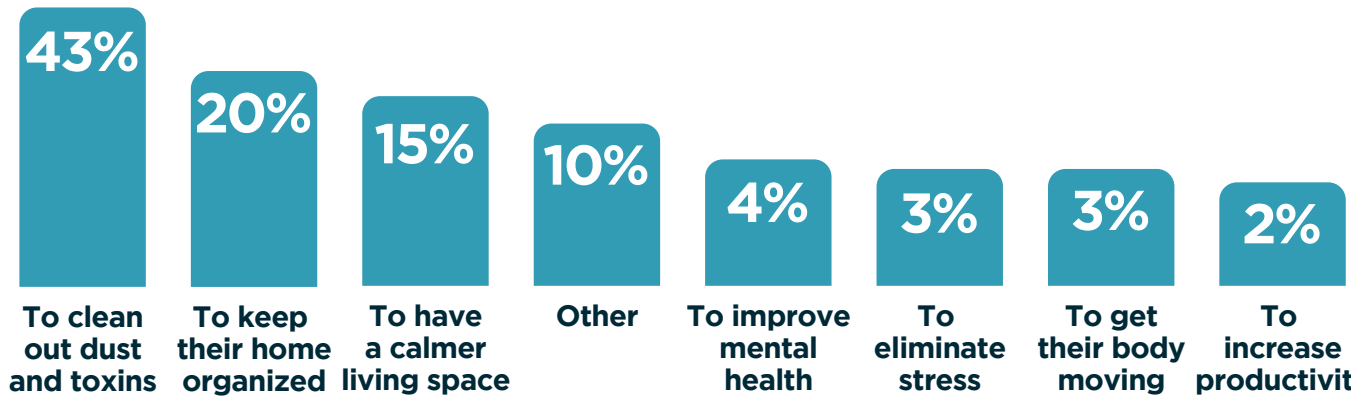


TIDY TIDBITS:

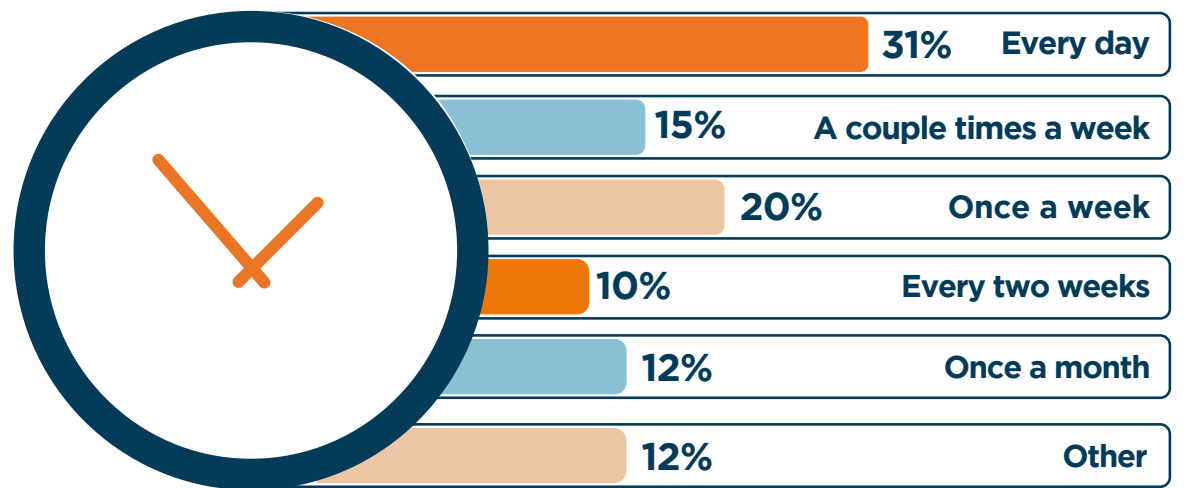
How they feel about cleaning:



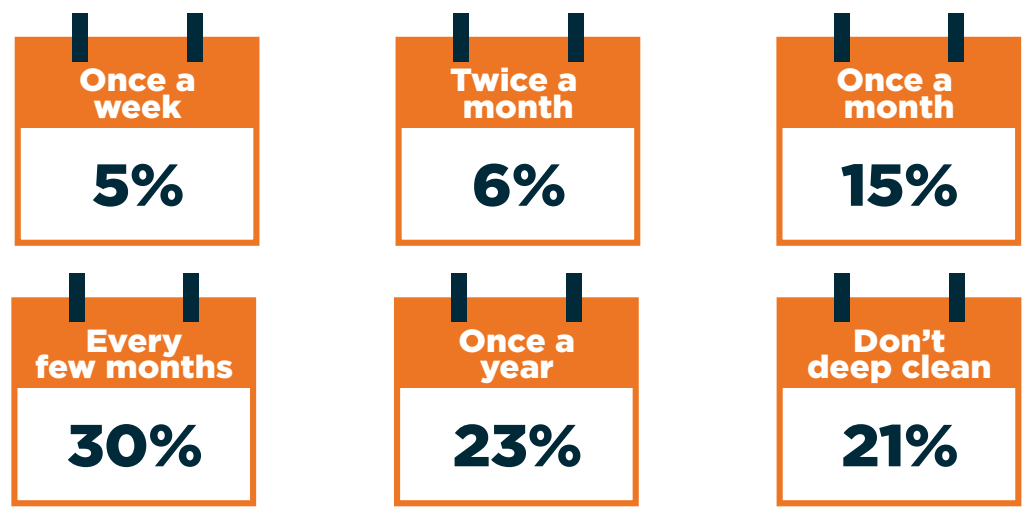
Why they clean their home:



How often they clean their home:



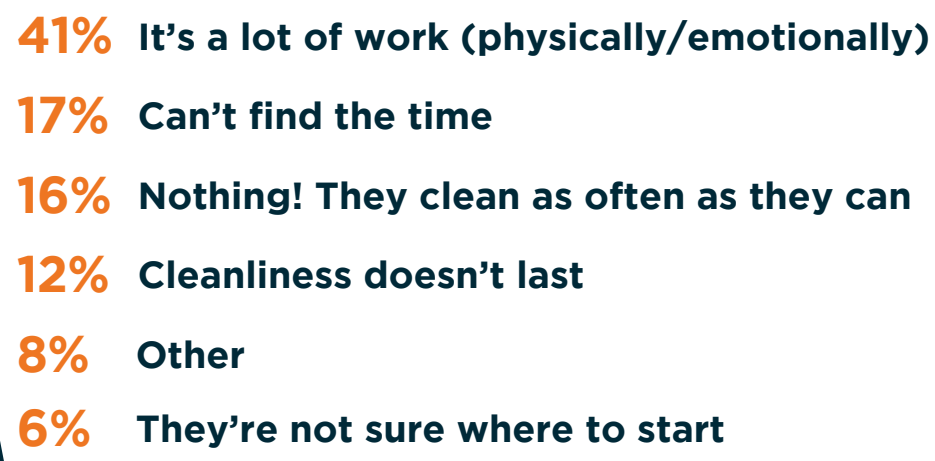
How often they extensively deep clean their home:



The top 3 spaces they prioritize when deep cleaning:



What, if anything, keeps them from cleaning as often as they'd like:

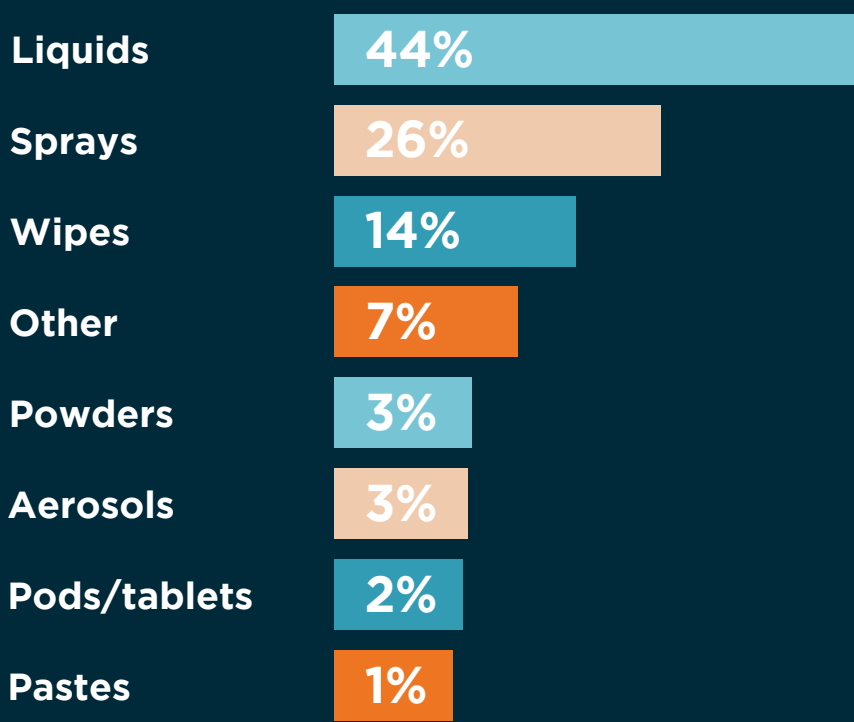


TIDY HOUSE, TIDY MIND

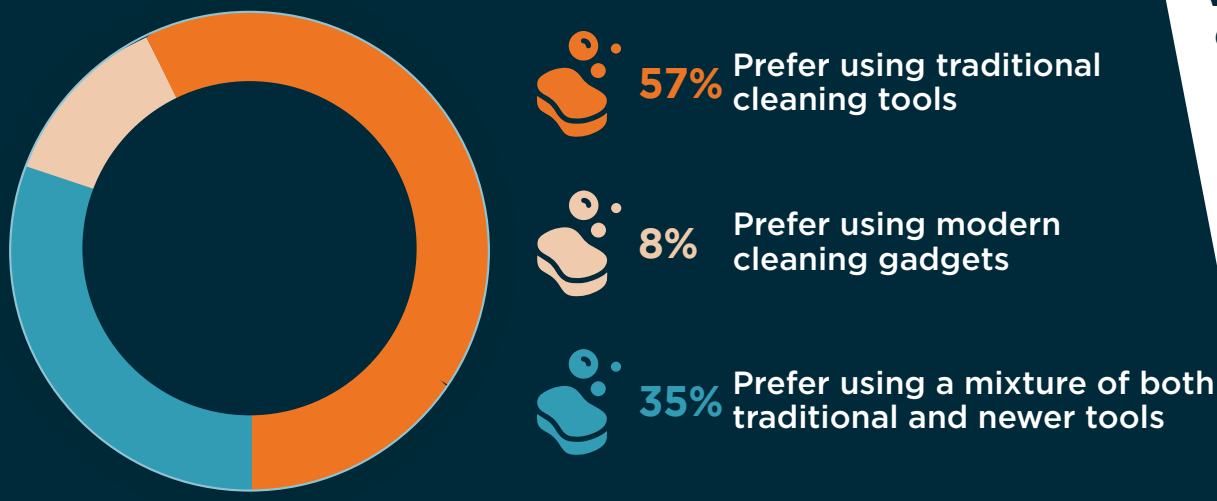
We surveyed shoppers on their spring cleaning habits - from their favorite cleaning products to their reasons for cleaning. Check out the results!

PERFECTLY POLISHED PREFERENCES:

What type of cleaning products they prefer:

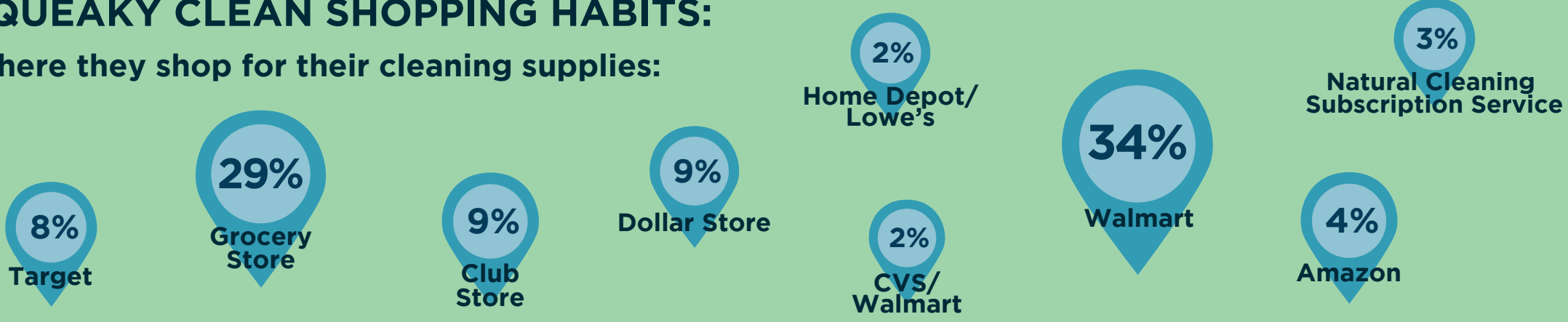


If they prefer traditional or modern cleaning tools:

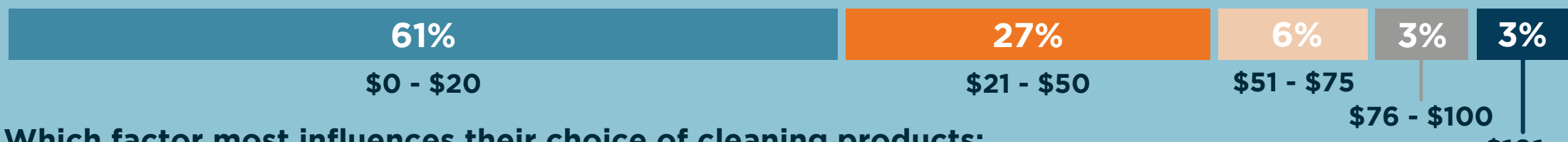


SQUEAKY CLEAN SHOPPING HABITS:

Where they shop for their cleaning supplies:



How much they typically spend on cleaning supplies per month:



Which factor most influences their choice of cleaning products:



SPRING CLEANING WITH BREAKTIME:

Here are just a few ways our **fun, personalized, interactive content** can help your brand engage and educate shoppers, while driving sales, as they prepare for spring cleaning:

- Help shoppers figure out which cleaning product is best for their needs through a fun **quiz** with personalized product offerings
- Use our digital **add-to-cart** feature to encourage shoppers to place an order for their must-have cleaning products
- Feature a **list** to help shoppers figure out the best cleaning schedule for their home while educating them on the benefits of your brands products
- Test shoppers' knowledge of the effectiveness of different cleaning products while teaching them about your brand through **trivia**