Why they clean their home:

## TIDY

 HOUSE, TIDY MINDWe 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:

|  | $44 \%$ |
| :--- | :--- |
| Liquids | $26 \%$ |
| Sprays | $14 \%$ |
| Wipes | $7 \%$ |
| Other | $3 \%$ |
| Powders | $3 \%$ |
| Aerosols | $2 \%$ |
| Pods/tablets | $1 \%$ |
| Pastes |  |
|  |  |

If they prefer traditional or modern cleaning tools:
How often they extensively deep clean their home:

|  |
| :---: |
| 5\% |
|  |
| 30\% |


|  |
| :---: |
| 6\% |
| $\left.\right\|_{\substack{\text { Onesa } \\ \text { oy }}} ^{1}$ |
| 23\% |



The top 3 spaces they prioritize when deep cleaning:




What, if anything, keeps them from cleaning as often as they'd like:
$41 \%$ It's a lot of work (physically/emotionally) $17 \%$ Can't find the time
$16 \%$ Nothing! They clean as often as they can
12\% Cleanliness doesn't last
8\% Other
6\% They're not sure where to start

## SQUEAKY CLEAN SHOPPING HABITS:

Where they shop for their cleaning supplies:



Dollar Store
$2 \%$
CVS/
Walmart

How much they typically spend on cleaning supplies per month:

| $61 \%$ | $27 \%$ | $6 \%$ | $3 \%$ | $3 \%$ |
| :---: | :---: | :---: | :---: | :---: |
| Which factor most influences their choice of cleaning products: | $\$ 21-\$ 50$ | $\$ 51-\$ 75$ | $\$ 76-\$ 100$ |  |


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Trust in
the brand

Ease of use

Availability


3\% Say they make their own cleaning products
9\%
Say they don't have a specific purchasing factor

## 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

[^0]- Test shoppers' knowledge of the effectiveness of different cleaning products while teaching them about your brand
through trivia


[^0]:    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

