



SURVEY FINDINGS

Spring cleaners anticipate cleaning and organizing more than usual this year

Nearly half of those who engage in spring cleaning anticipate doing more this year; effectiveness of cleaning products is the most important characteristic Americans look for

Topline Findings

Washington, DC, March 28, 2022 — A new Ipsos poll conducted on behalf of the American Cleaning Institute finds that more Americans report anticipating doing more spring cleaning and organizing this year versus last year. Nearly eight in ten Americans report spring cleaning at least once a year; when these “spring cleaners” are asked about how they choose cleaning products, most say effectiveness is the most important characteristic for their cleaning products.

Detailed Findings

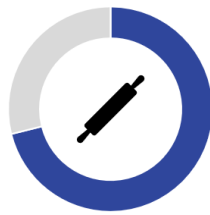
1. Americans value a clean home and many report participating in regular spring cleaning.
 - Nearly seven in ten Americans say that creating a healthy home environment (71%), keeping their home free of dirt and grime (69%), and having a clean place for friends and family to gather (68%) are what motivates them to properly clean their house.
 - Two in three say that frequent hand washing and regularly laundering your clothing are very important when it comes to preventing the spread of illness in your home (66% for both). This is followed by regularly washing linens (58%) and disinfecting frequently washed surfaces (45%).
 - Nine in ten (92%) Americans say they, or someone in their household, have ever engaged in spring cleaning. A vast majority report spring cleaning at least once a year (78%). This number has grown since last year (69%).
 - The biggest priorities for people who say they are spring cleaning are the kitchen, bedroom(s), and bathroom(s), with about six in ten saying these are the priority spaces (64%, 61% and 59%, respectively).

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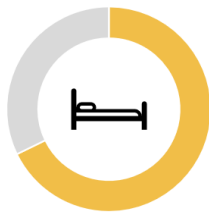
Nine in ten Americans say they have ever engaged in spring cleaning

Most prioritize the kitchen, bedroom and bathroom, while less than half prioritize other rooms

Which of the following spaces is your biggest priority when you spring clean?



64% prioritize
the kitchen



61% prioritize
bedrooms



59% prioritize
bathrooms

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2. Having a household product that is effective is essential. The next most important characteristic is whether a product is multi-purpose.
 - When it comes to the qualities people are looking for in choosing spring cleaning products, more than two in five Americans who report spring cleaning at any point (92% of respondents) say effectiveness (44%) is the most important quality. This is followed by products being multi-purpose (18%) and their cost (12%).
3. Functionality trumps aesthetics when it comes to household product storage.
 - When asked about what is most important when it comes to the storage of cleaning products, two in five Americans (43%) say that storage that is safe is the most important aspect.
 - A quarter of Americans say that storage being accessible and being able to fit everything you need are the most important qualities (25% for both).

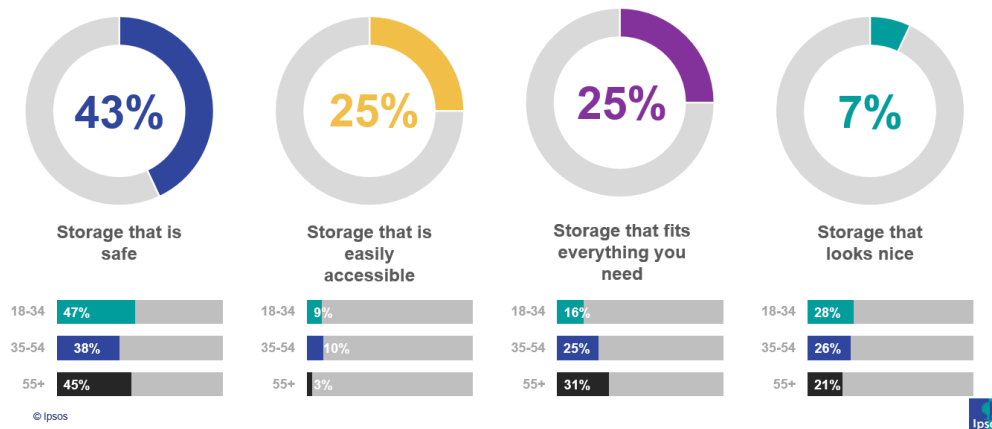


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Two in five say safety is most important storage quality

When it comes to storing your cleaning products, please rank the following in order of importance

(% Most important)



- Just seven percent say that storage that looks nice is the most important aspect, while more than six in ten (62%) say it's the least important.

These are the findings from Ipsos polls conducted February 16-17, 2022 (questions 1-13), and March 11-14, 2022 (question 14), on behalf of the American Cleaning Institute. For each survey, a sample of 1,005 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online in English. Each poll has a credibility interval of plus or minus 3.8 percentage points.

For full results, please refer to the following annotated questionnaire:



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Full Annotated Questionnaire:

1. Which of the following types of cleaning products, if any, do you typically have stocked in your home?

Data held for future release

2. How important, if at all, do you find these activities when it comes to preventing the spread of illness in your home?

Total important summary

	Total February 2022
Regularly laundering your clothing	95%
Regularly washing your linens (bedsheets, towels, etc.)	94%
Frequent hand washing	93%
Disinfecting frequently touched surfaces	88%



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How important, if at all, do you find these activities when it comes to preventing the spread of illness in your home?

a. Disinfecting frequently touched surfaces

	Total February 2022
Very important	45%
Somewhat important	42%
Not very important	10%
Not at all important	2%
<i>Important (net)</i>	88%
<i>Not important (net)</i>	12%

b. Frequent hand washing

	Total February 2022
Very important	66%
Somewhat important	27%
Not very important	6%
Not at all important	1%
<i>Important (net)</i>	93%
<i>Not important (net)</i>	7%

c. Regularly laundering your clothing

	Total February 2022
Very important	66%
Somewhat important	29%
Not very important	4%
Not at all important	1%
<i>Important (net)</i>	95%
<i>Not important (net)</i>	5%



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How important, if at all, do you find these activities when it comes to preventing the spread of illness in your home?

- d. Regularly washing your linens (bedsheets, towels, etc.)

	Total February 2022
Very important	58%
Somewhat important	36%
Not very important	5%
Not at all important	1%
<i>Important (net)</i>	<i>94%</i>
<i>Not important (net)</i>	<i>6%</i>

3. Which of the following, if any, motivates you to properly clean your house for yourself, family and guests? Select all that apply.

	Total February 2022
I care about creating a healthy home environment	71%
I care about keeping my home free of dirt and grime	69%
I care about having a clean place for friends and family to gather	68%
I care about what people will think when they come into my home	52%
Other	1%
None of the above	4%



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4. How often, if ever, do you or someone in your household engage in spring cleaning?

	Total February 2021	Total February 2022
At least once a year	69%	78%
Every other year	11%	9%
Every three to four years	6%	3%
Less often than every four years	4%	2%
I never spring clean	10%	8%
Ever do spring cleaning (net)	90%	92%

5. Do you anticipate cleaning and organizing more or less this year as part of your spring cleaning?

Base: Those who spring clean

	Total February 2021 (N=900)	Total February 2022 (N=928)
More than usual	37%	46%
Less than usual	8%	7%
The same as in previous years	54%	47%

6. Which of the following spaces is your biggest priority when you spring clean? Select all that apply.

Base: Those who spring clean

	Total February 2022 (N=928)
Kitchen	64%
Bedroom(s)	61%
Bathroom(s)	59%
Family room	46%
Closet(s)	41%
Garage/attic/basement	27%
Other	2%



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7. Which of the following qualities are most important in choosing spring cleaning products?
Please rank your three most important qualities.

Base: Those who spring clean

Total most important summary

	Total February 2021 (N=1005)	Total February 2022 (N=928)*
Effectiveness	51%	44%
Multi-purpose	15%	18%
Cost	16%	12%
Time-saving	4%	7%
Scent or fragrance	4%	6%
Sustainability benefits	3%	5%
Brand	4%	4%
Convenience	3%	4%

**indicates question was not asked of all respondents in this wave*

- a. Effectiveness

	Total February 2021	Total February 2022 (N=928)*
Most important	51%	44%
Second most important	14%	20%
Third most important	11%	14%
Not ranked	24%	22%

- b. Cost

	Total February 2021	Total February 2022 (N=928)*
Most important	16%	12%
Second most important	18%	16%
Third most important	20%	22%
Not ranked	46%	50%



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Which of the following qualities are most important in choosing spring cleaning products?

c. Convenience

	Total February 2021	Total February 2022 (N=928)*
Most important	3%	4%
Second most important	10%	9%
Third most important	15%	15%
Not ranked	72%	72%

d. Scent or fragrance

	Total February 2021	Total February 2022 (N=928)*
Most important	4%	6%
Second most important	11%	12%
Third most important	11%	12%
Not ranked	74%	70%

e. Multi-purpose

	Total February 2021	Total February 2022 (N=928)*
Most important	15%	18%
Second most important	22%	21%
Third most important	16%	14%
Not ranked	47%	47%



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Which of the following qualities are most important in choosing spring cleaning products?

f. Sustainability benefits

	Total February 2021	Total February 2022 (N=928)*
Most important	3%	5%
Second most important	10%	9%
Third most important	10%	9%
Not ranked	76%	77%

g. Time-saving

	Total February 2021	Total February 2022 (N=928)*
Most important	4%	7%
Second most important	8%	8%
Third most important	8%	9%
Not ranked	80%	76%

h. Brand

	Total February 2021	Total February 2022 (N=928)*
Most important	4%	4%
Second most important	6%	5%
Third most important	9%	5%
Not ranked	81%	84%



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8. When it comes to storing your cleaning products, please rank the following in order of importance, where 1 is most important to you and 4 is least important.

Total most important (ranked #1) summary

	Total February 2022
Storage that is safe	43%
Storage that is easily accessible	25%
Storage that fits everything you need	25%
Storage that looks nice	7%

- a. Storage that is safe

	Total February 2022
1 – Most important	43%
2	18%
3	24%
4 – Least important	15%

- b. Storage that looks nice

	Total February 2022
1 – Most important	7%
2	11%
3	20%
4 – Least important	62%



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When it comes to storing your cleaning products, please rank the following in order of importance, where 1 is most important to you and 4 is least important.

c. Storage that is easily accessible

	Total February 2022
1 – Most important	25%
2	43%
3	24%
4 – Least important	8%

d. Storage that fits everything you need

	Total February 2022
1 – Most important	25%
2	28%
3	32%
4 – Least important	15%

9. How often, if ever, do you use liquid laundry packets?

	Total February 2021	Total February 2022
All the time	20%	26%
Some of the time	26%	24%
Rarely	19%	21%
Never	36%	29%



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10. Have you ever, even once, kept liquid laundry packets in a place where a child could see or reach them?

Base: Those who use liquid laundry packets

	Total February 2021 (N=618)	Total February 2022 (N=702)
Yes, once	6%	10%
Yes, several times	25%	19%
No, never	68%	71%
Yes (net)	32%	29%

11. Have you seen posts on social media showing cleaning products or liquid laundry packets in clear jars or containers for decoration?

	Total February 2022
Yes	30%
No	59%
Not sure	11%

12. Have you ever tried a storage idea for cleaning products you saw online or on social media (i.e., storing products like liquid laundry packets or other cleaning products in glass containers, cabinet organization tips, etc.)?

Base: Have seen posts showing cleaning products or liquid laundry packets in clear jars or containers for decoration on social media

	Total February 2022 (N=389)
Yes	31%
No, but I have considered doing this	37%
No, and I have not considered doing this	32%
No (net)	69%



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13. How familiar, if at all, are you with the manufacturer recommendations for cleaning and maintaining your home appliances, such as your refrigerator, HVAC, or washer & dryer?

Data held for future release

The following question was fielded separately between March 11-14, 2022, among a sample of 1,005 adults ages 18 and over.

14. Approximately what percentage of the time that you do laundry do you use cold, warm, and hot water?

a. Cold water

Data held for future release

b. Warm water

Data held for future release

c. Hot water

Data held for future release



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About the Study

These are some of the findings of an Ipsos poll conducted between February 16 – February 17, 2022 (for questions 1-13), and March 11 – March 14, 2022 (question 14), on behalf of the American Cleaning Institute. For each survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii, was interviewed online in English.

The samples for these polls were randomly drawn from [Ipsos' online panel](#), partner online panel sources, and “river” sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2019 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, each poll has a credibility interval of plus or minus 3.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). These studies have a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.3 percentage points).

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