

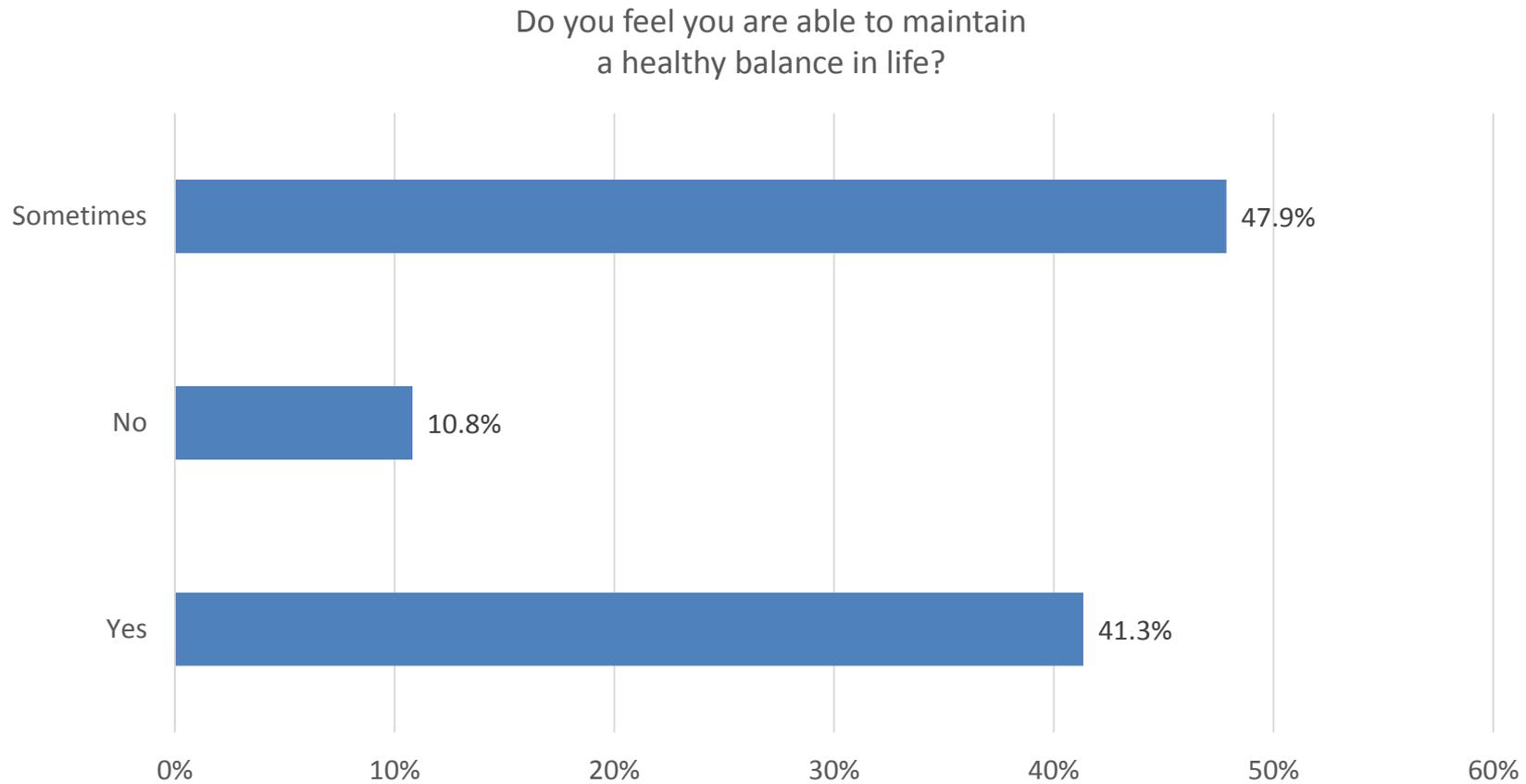
2014 Consumer Survey

Results

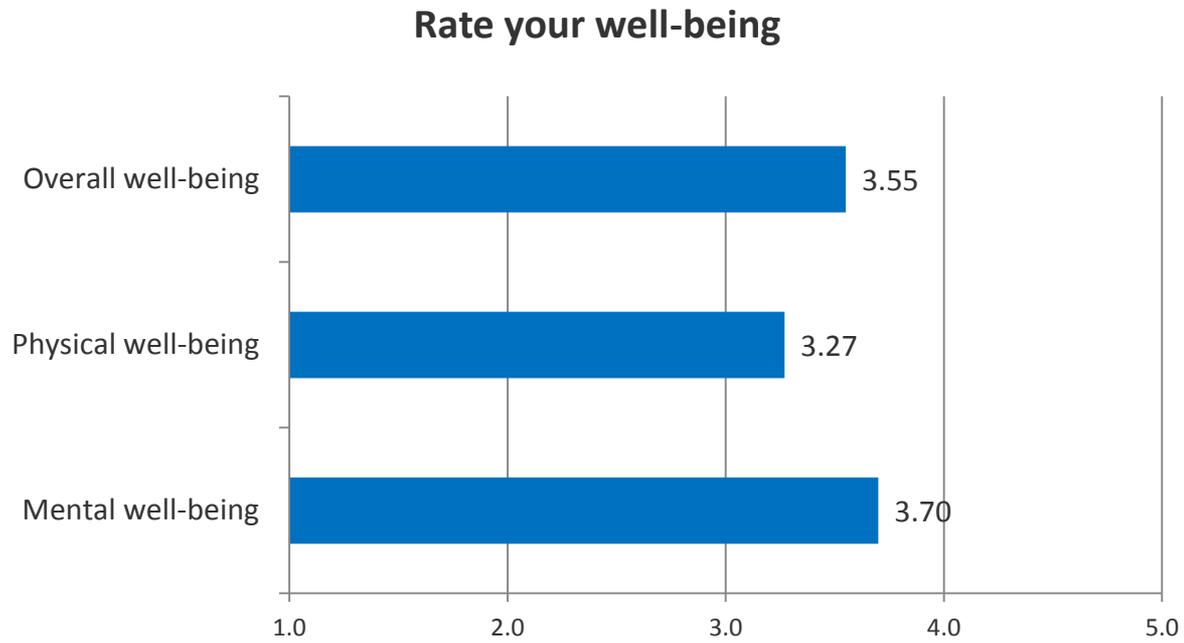
Methodology

- Survey period: February – March 2014
- Electronic surveys deployed through
 - Social media
 - MB Constant Contact partner emails
 - MB Leave behind cards
 - Mom Corps newsletter
- Two surveys deployed
 - Consumers at large
 - MB customers
- Completed surveys = 1604
 - MB customers = 499
 - All others = 1155
- NOTE: Sample size varies by question, based on skip logic and survey abandonment

SURVEY QUESTION: Do you feel you manage the details of your life well and maintain a health balance between al the important things in your life? (Sample size = 2119)

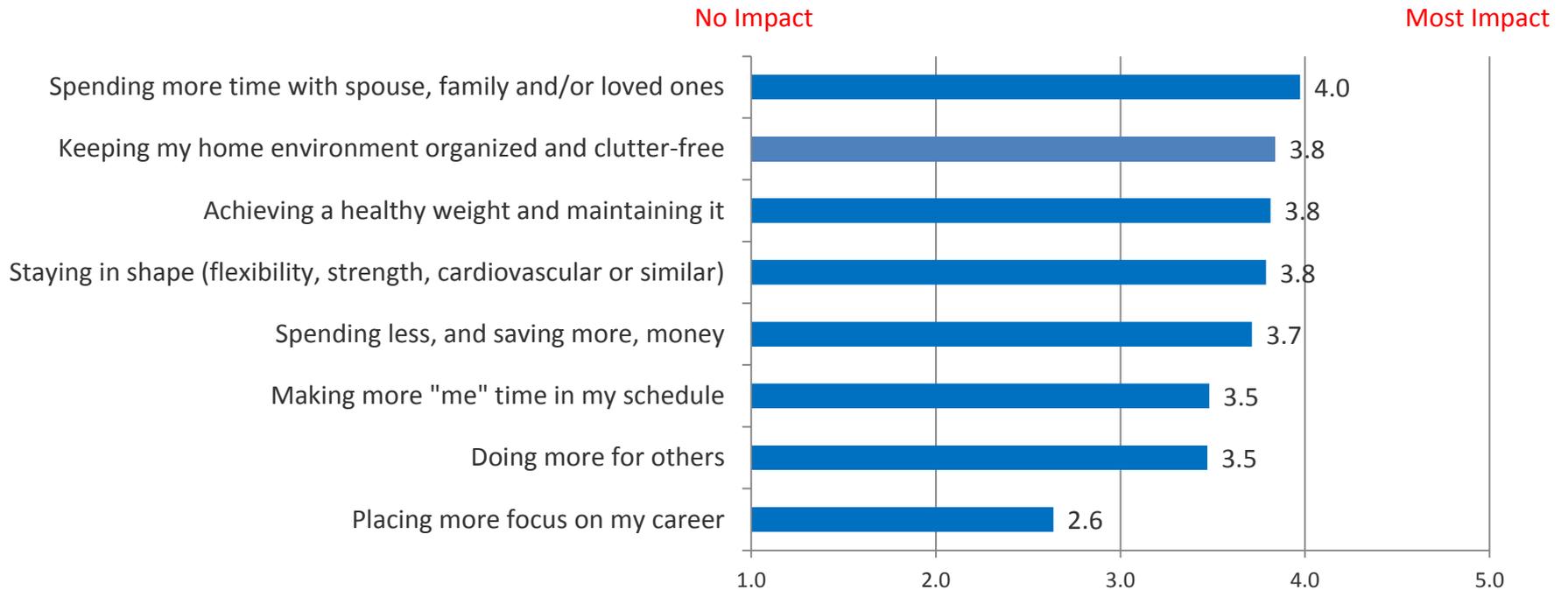


SURVEY QUESTION: How would you rate your well-being? (Sample size = 2059)



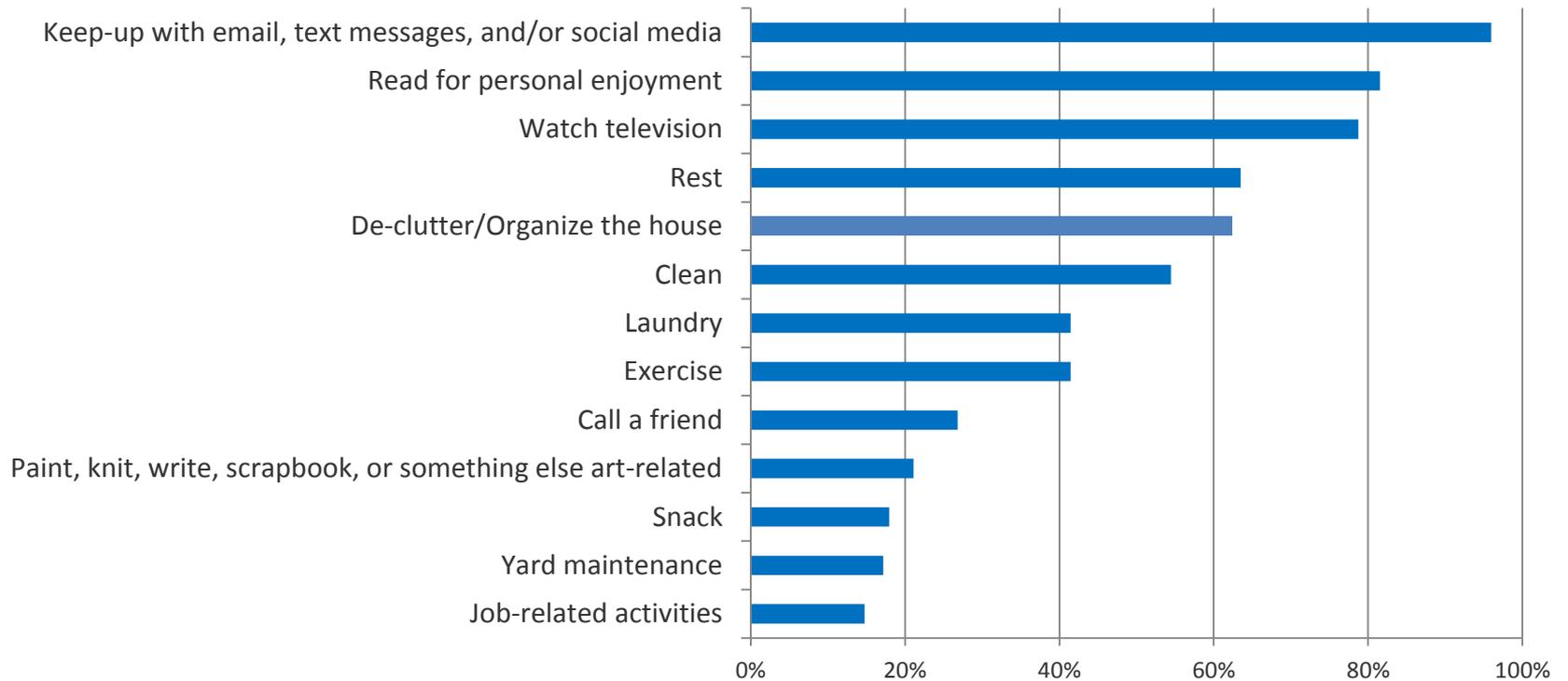
SURVEY QUESTION: Rate the following areas in terms of their impact on contributing to a more balanced life and greater well-being, for you in your life? (Sample size = 1816)

Rate the following for contributing to a more balanced life and greater well-being:



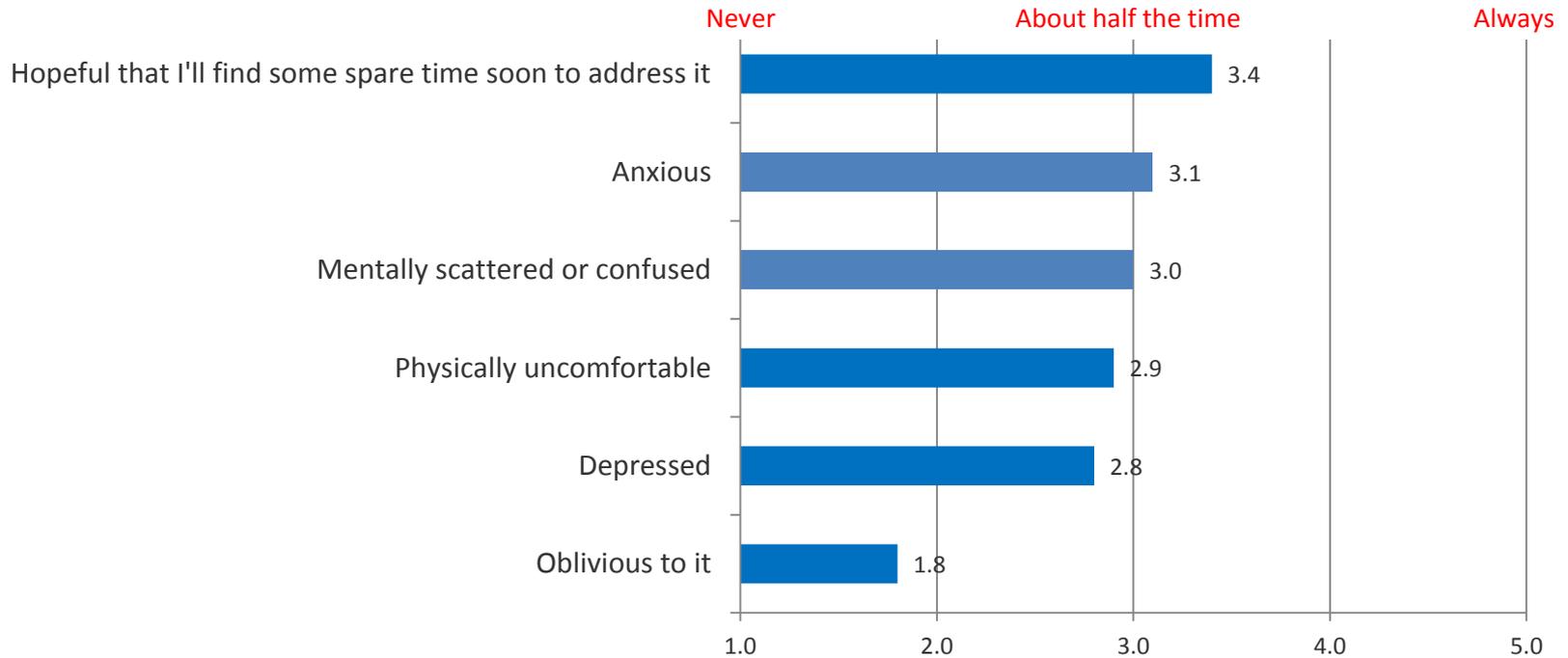
(SURVEY QUESTION: Unexpectedly, you find that you have an hour alone at home to do whatever you want. What three things are you most likely to do with that time? (select up to three choices). (Sample size = 1794)

What 3 things consumers are most likely to do with an unexpected hour of free time, alone, at home



SURVEY QUESTION: Please indicate the degree of truth which each of the following statements hold for you. "When my house is disorganized and cluttered, I feel..." (Sample size = 1753)

The degree to which consumers experience the following feelings when the house is disorganized and cluttered

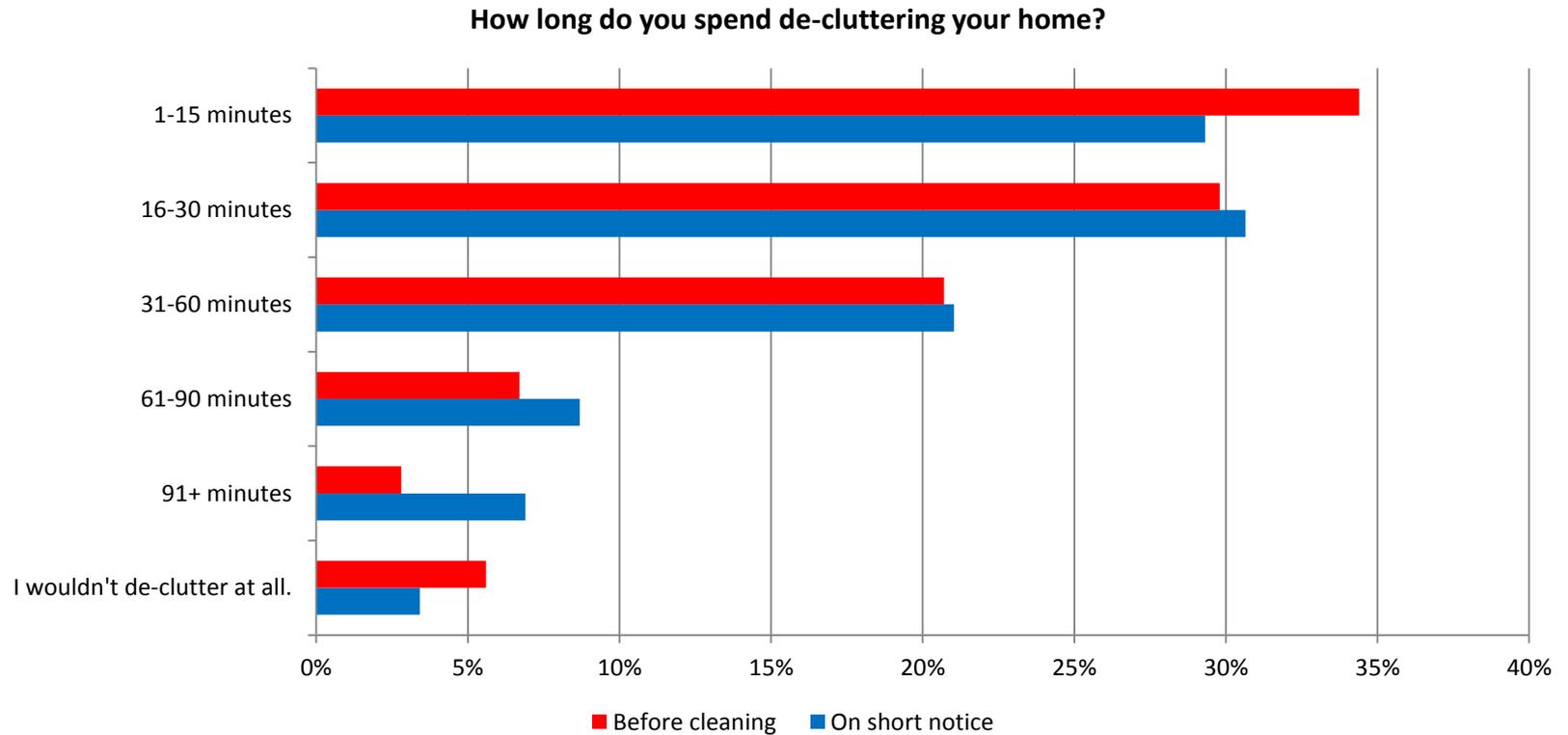


SURVEY QUESTION: If guests were coming over on short notice tonight, how long would it take you to de-clutter your home before their arrival (excluding bedrooms)? (Sample size = 1734)

AND

SURVEY QUESTION: How long do you de-clutter before the house can be cleaned? (Sample size = 1154)

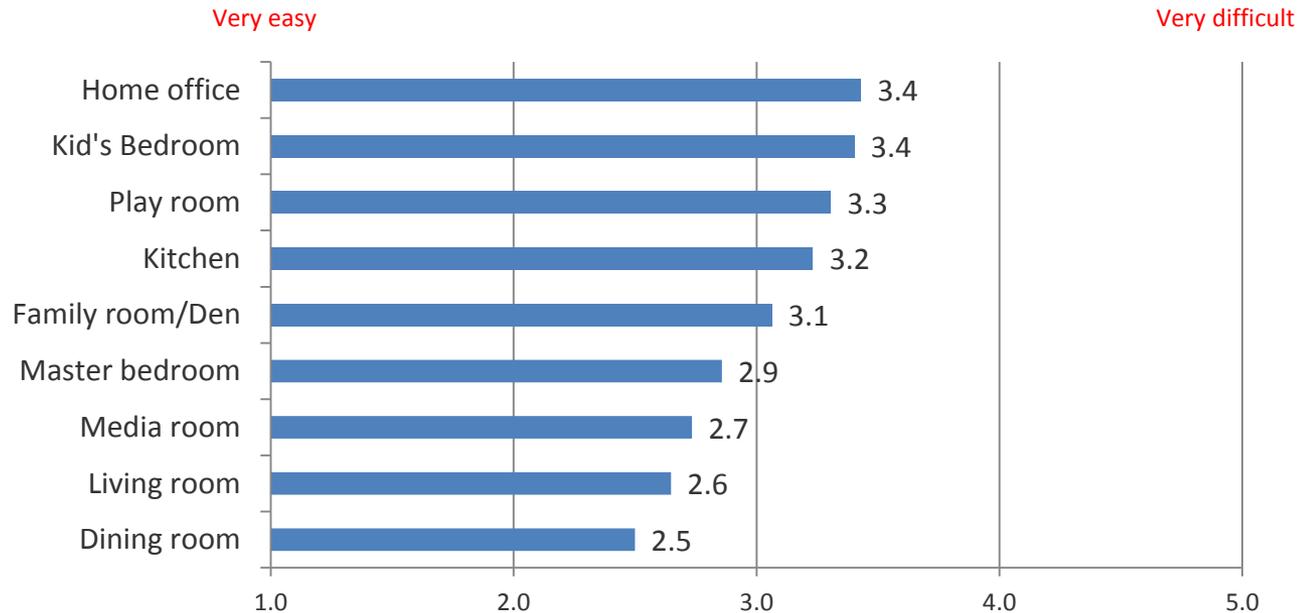
NOTE: For the purposes of this survey, "de-cluttering" is defined as removing old newspapers/magazines and returning objects to their designated or proper places and is primarily focused on surface appearance versus unseen areas like the interiors of cabinets.



SURVEY QUESTION: In general, how hard is it to keep each of the following rooms organized and free of clutter? (Sample size = 1682)

NOTE: For the purposes of this survey, "clutter" is defined as old newspapers/magazines and objects that are not in their designated or proper places and is primarily focused on surface appearance versus unseen areas like the interiors of cabinets.

Rate the degree of difficulty to declutter these rooms

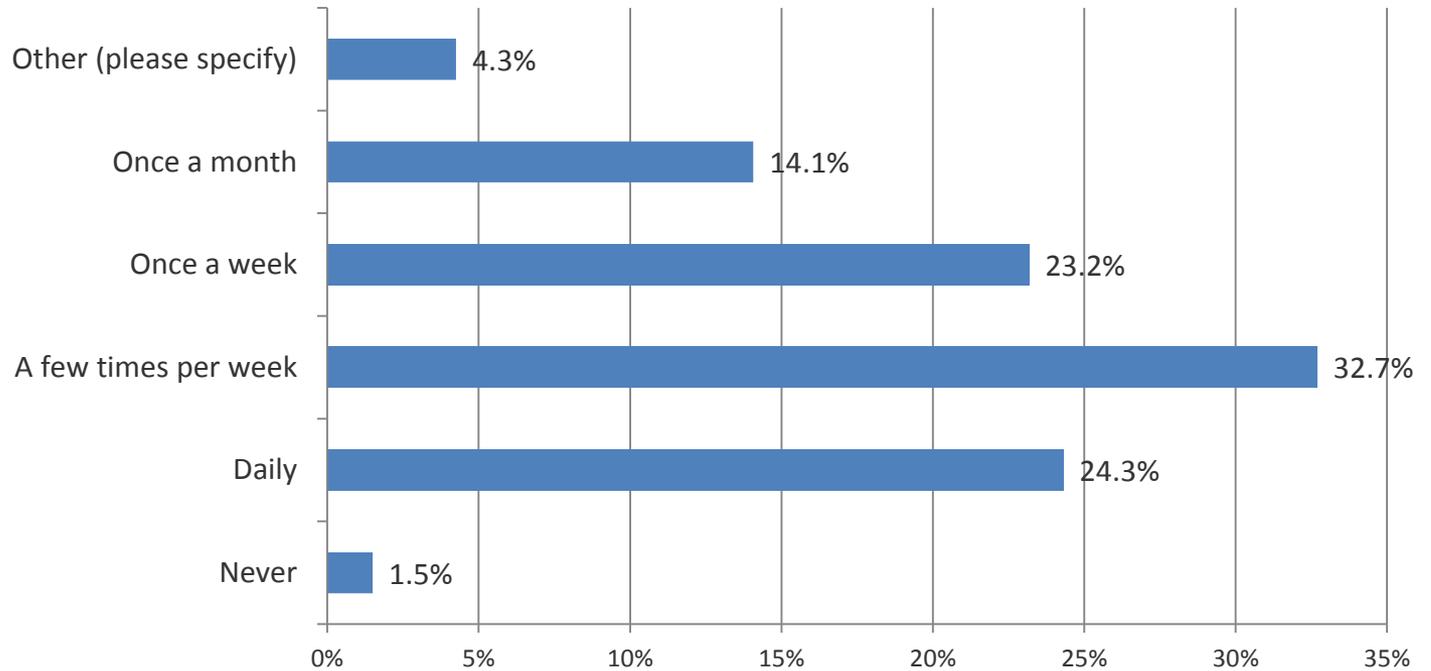


Respondents say that some rooms are harder to de-clutter than others.

SURVEY QUESTION: How often do you de-clutter your home? (Sample size = 1670)

NOTE: For the purposes of this survey, "de-cluttering" is defined as removing old newspapers/magazines and returning objects to their designated or proper places and is primarily focused on surface appearance versus unseen areas like the interiors of cabinets.

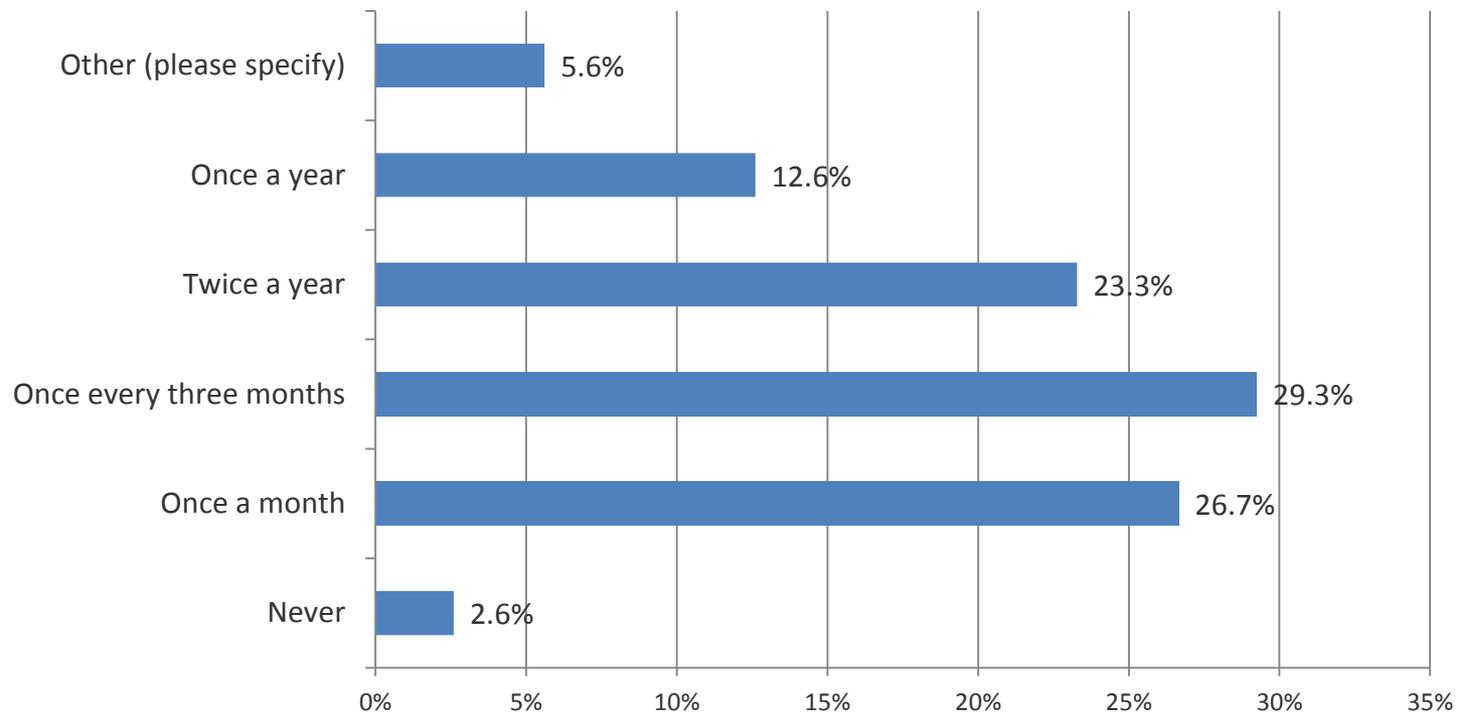
How often do you de-clutter your home?



How often do you organize your home? (Sample size = 1658)

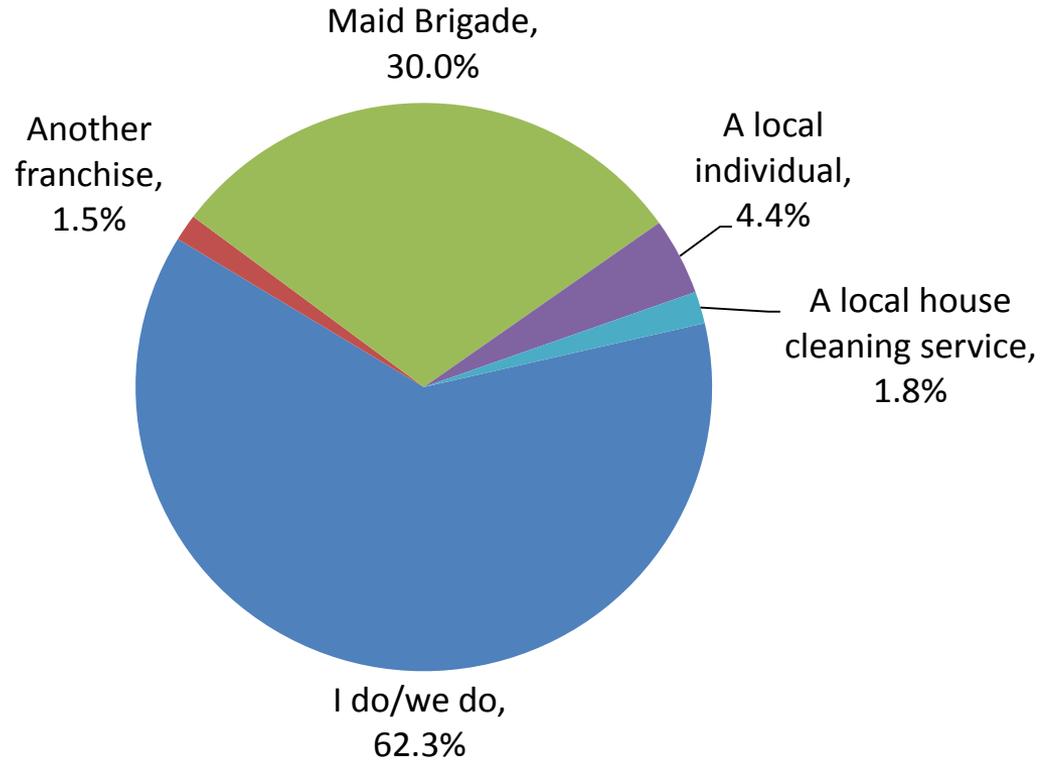
NOTE: For the purposes of this survey, "organize" is defined as removing unused/broken/expired items from closets/cabinets, making stored items fit more neatly in the same space, making items more easily accessible and is primarily focused on unseen areas versus surface appearances.

How often do you organize your home?



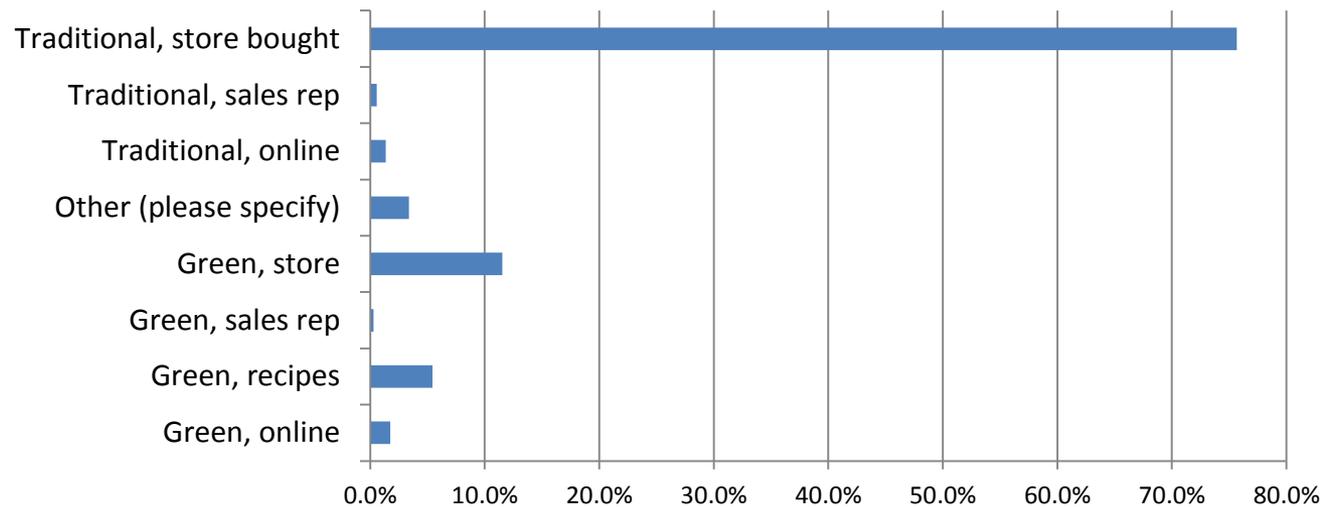
SURVEY QUESTIONS: Who does the cleaning in your home? (Sample size = 1654)

Who cleans your home?



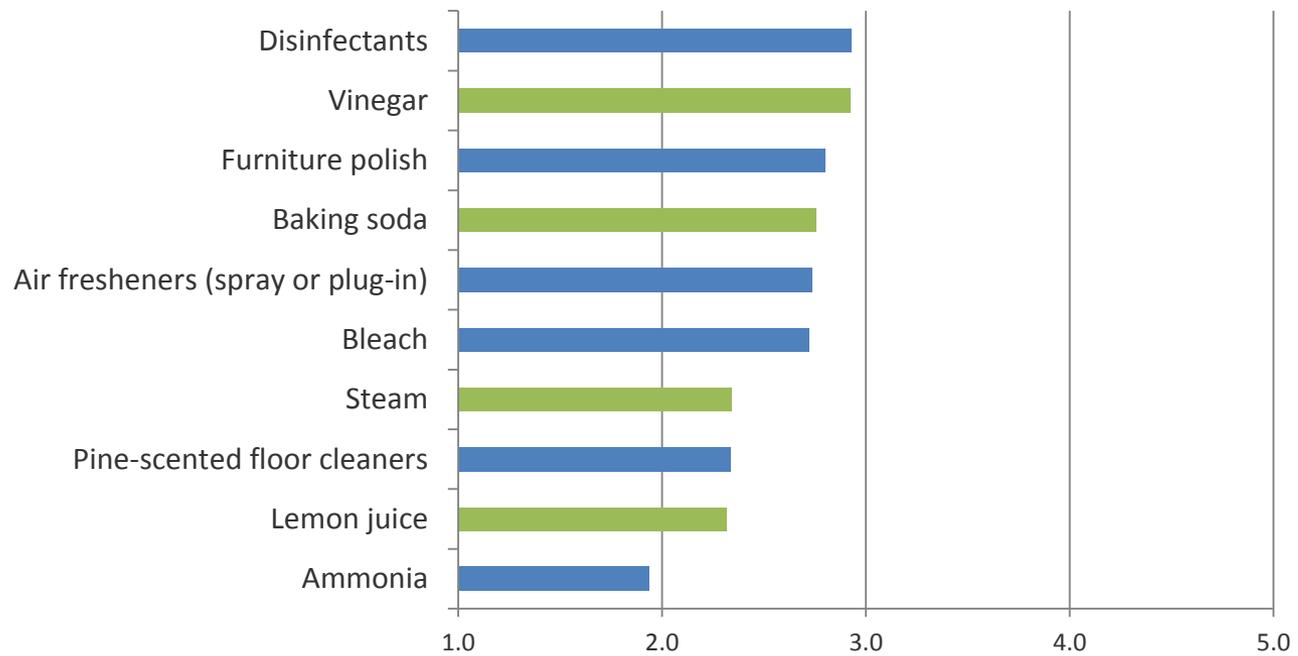
SURVEY QUESTION: What sort of cleaning products do you use and where do you get them? (Sample size = 1032)

What products do you use and where do you buy them?



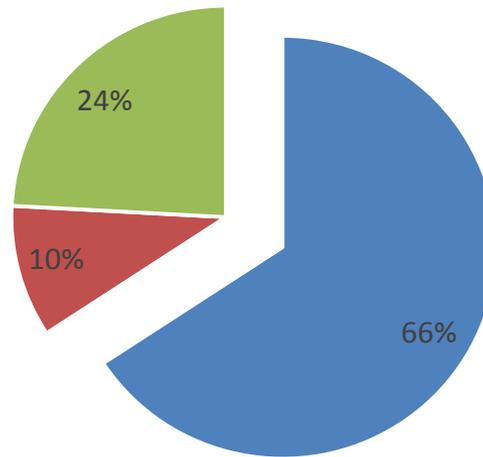
SURVEY QUESTION: When you do the house cleaning, how likely are you to use each of the following? (Sample size = 1020)

How likely are you to use...



SURVEY QUESTION: Do you have a "go to" cleaning product.....one that never lets you down? (Sample size = 1019)

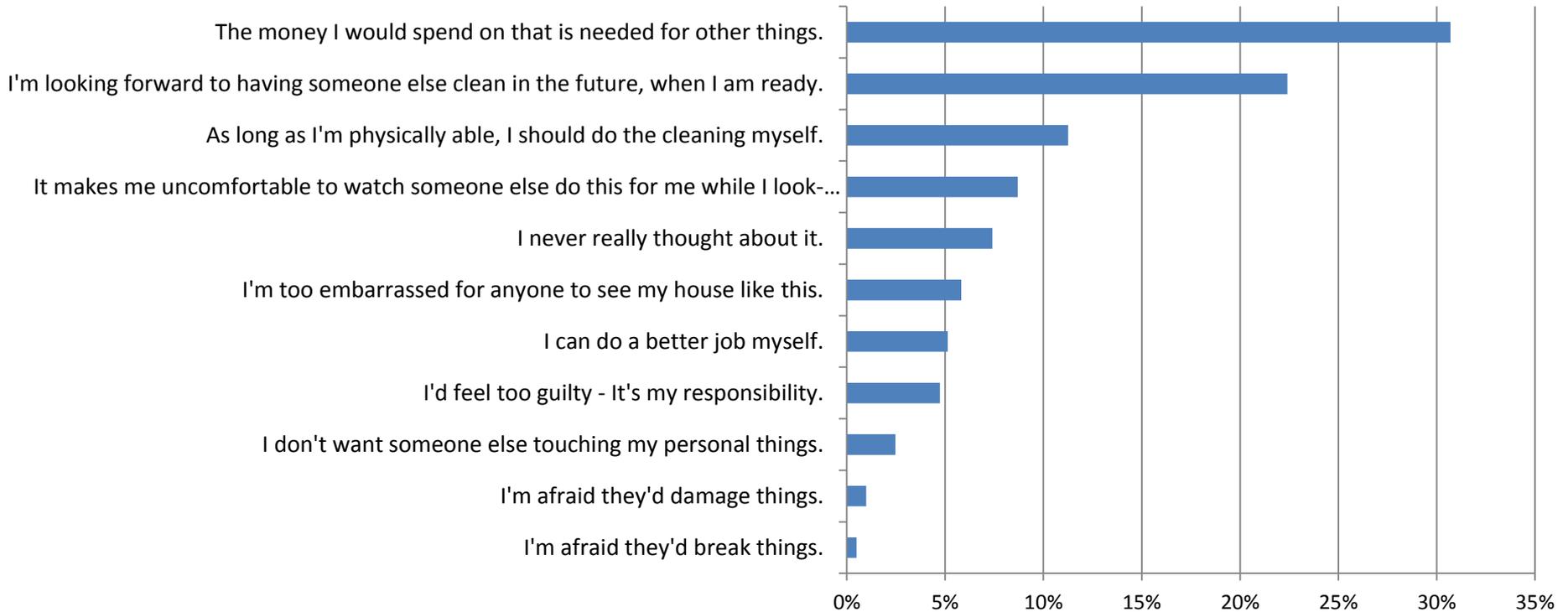
Reliance on "Go To" Cleaning Products



- No, I don't have a "go to" product.
- I don't have just one "go to" product. (please detail in the Comment box below)
- I have a favorite "go to" product. (please detail in the Comment box below)

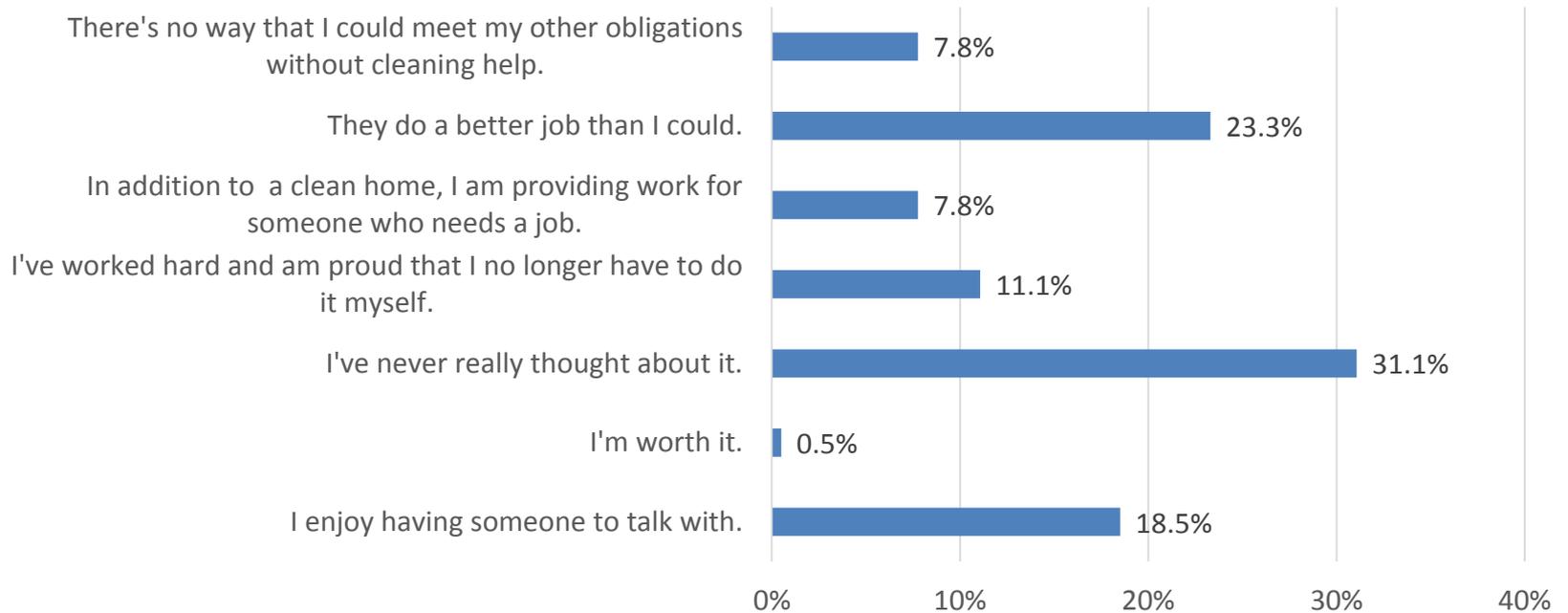
SURVEY QUESTION: Although you clean your own home now, which sentence most accurately reflects your feelings about someone else cleaning your home? (Sample size = 1013)

Feelings about someone else cleaning



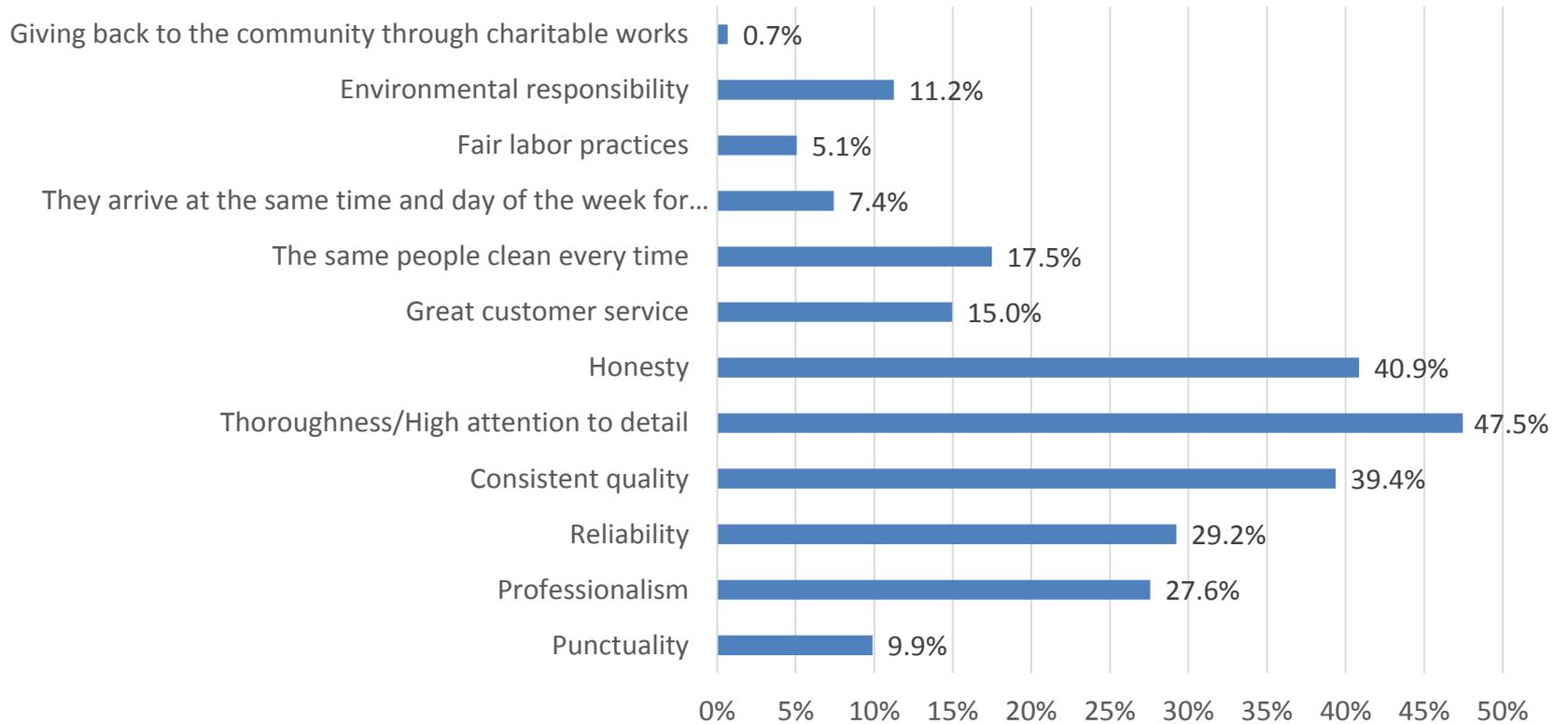
SURVEY QUESTION: Regarding having someone else cleaning your home, which sentence below rings most true? (Sample size = 605)

Feelings about having outside cleaning help



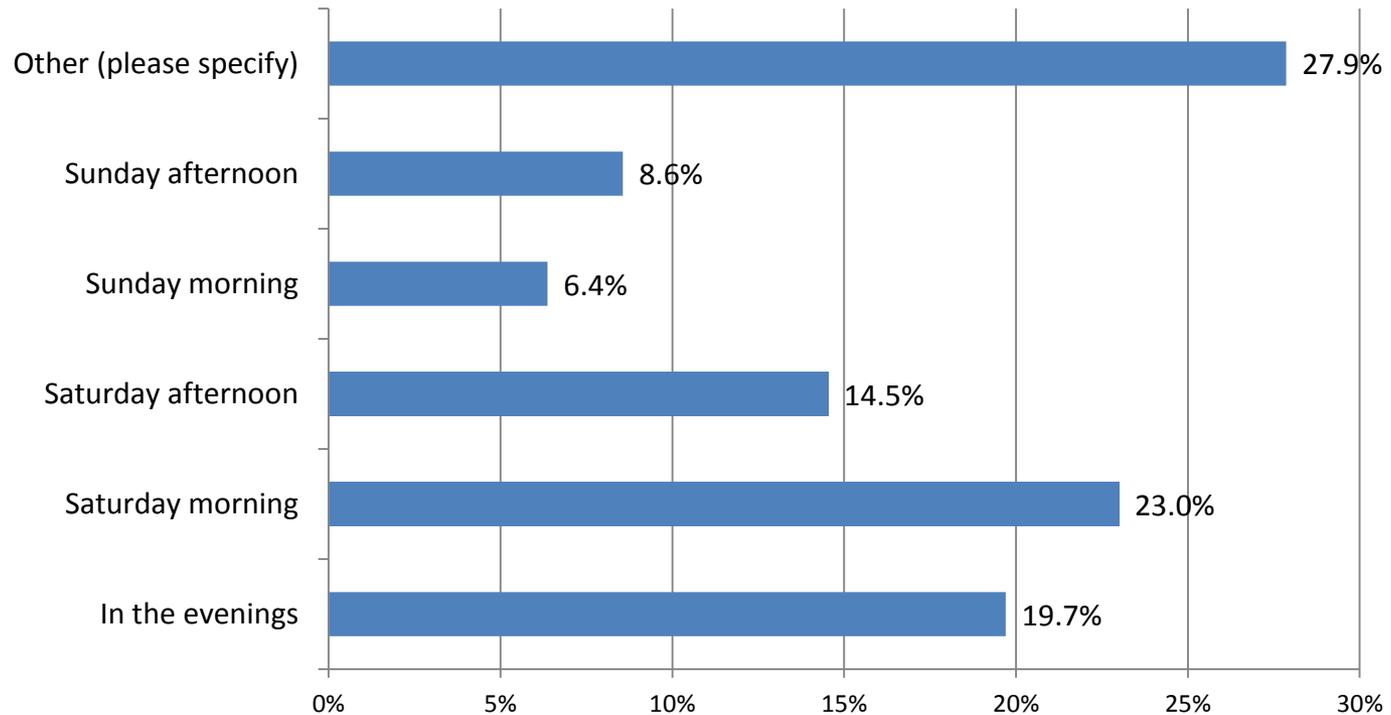
SURVEY QUESTION: What are the three most important things that you would/do expect from your cleaning help? (Sample size= 1618)

Top 3 expectations for the cleaning help



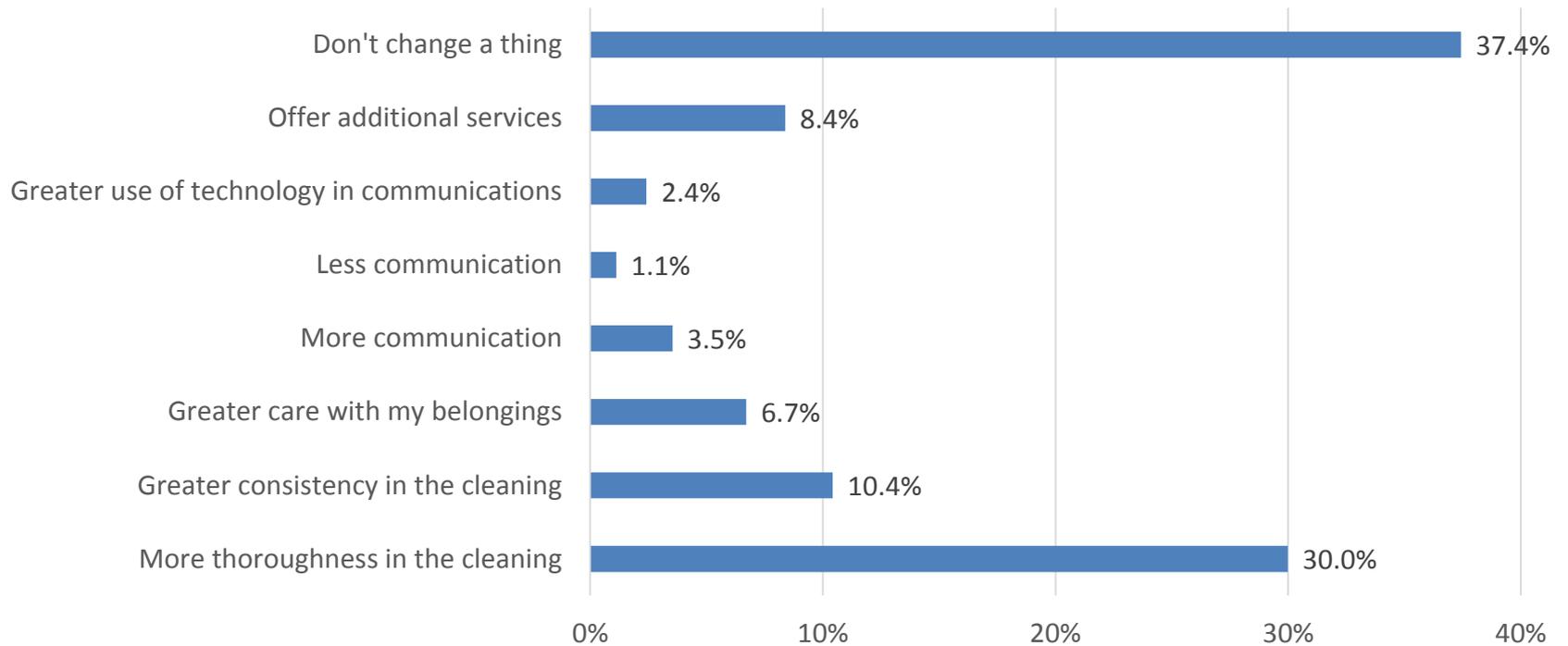
SURVEY QUESTION: When you clean your home, when do you usually do it? (Sample size = 1005)

When do you clean?



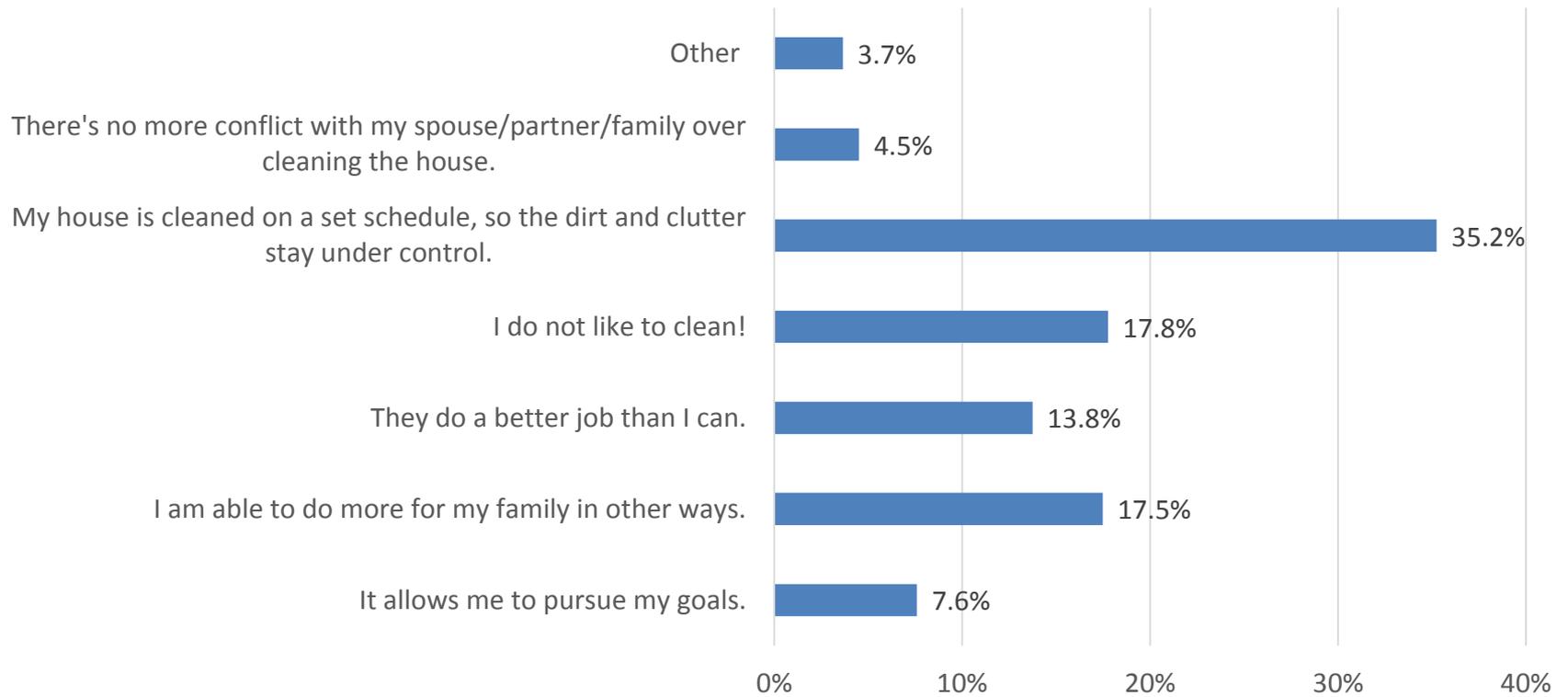
SURVEY QUESTION: If your house cleaner could make your life easier by doing one thing better, what would it be? (Sample size = 608)

What one thing could your cleaning help do better?



SURVEY QUESTION: Finish the following sentence with the phrase below that is most true for you. "The best thing about having someone else clean my house is/would be that..." (Sample size = 1396)

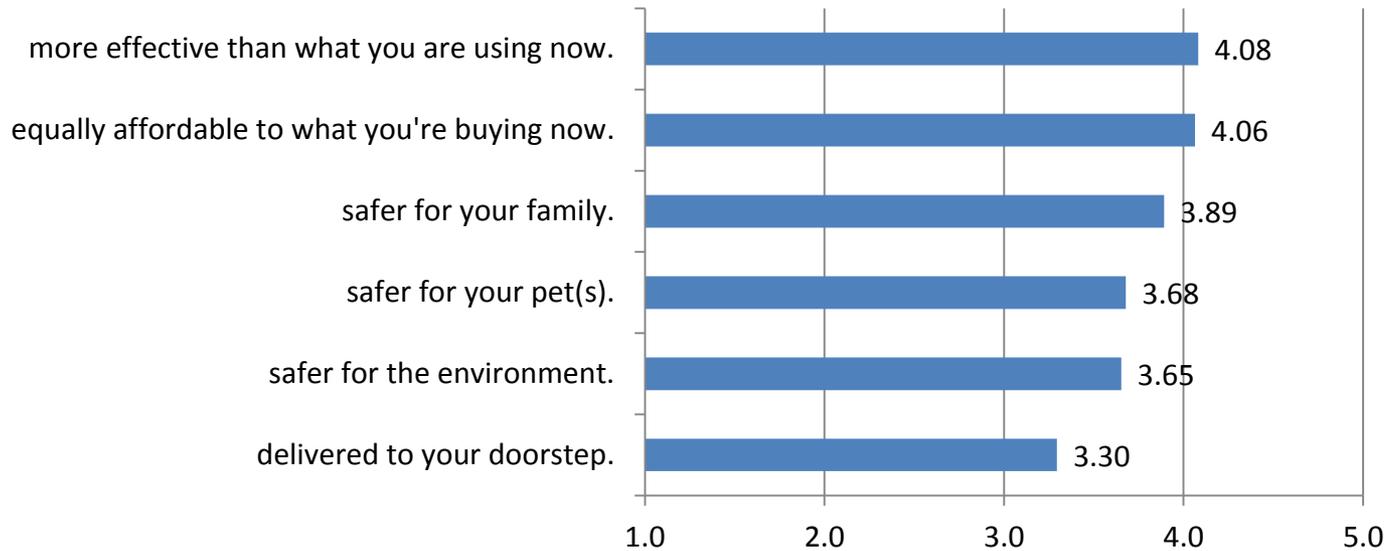
The best thing about having outside cleaning help is...



SURVEY QUESTION: How likely are you to buy green cleaning products if they are...?

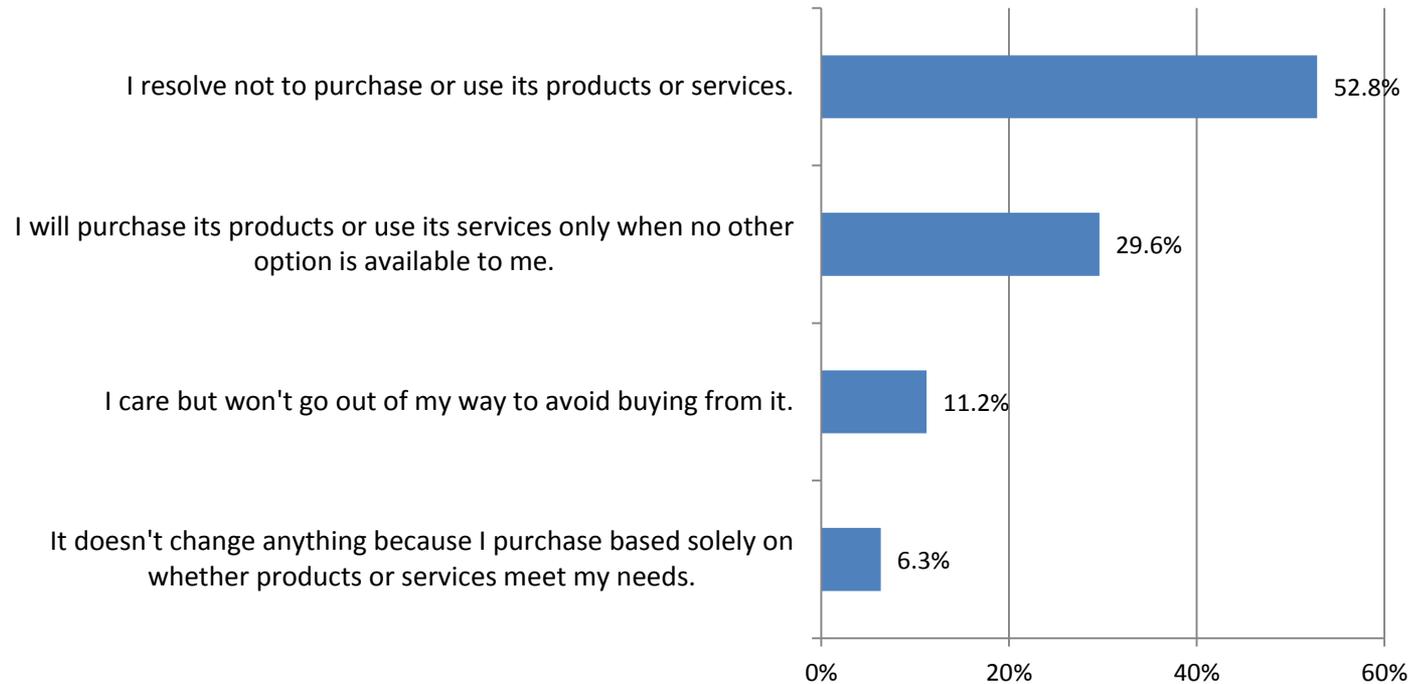
NOTE: For the purposes of this survey, green cleaning products are considered to be environmentally friendly and toxin free.

Likelihood to buy green cleaning products if...



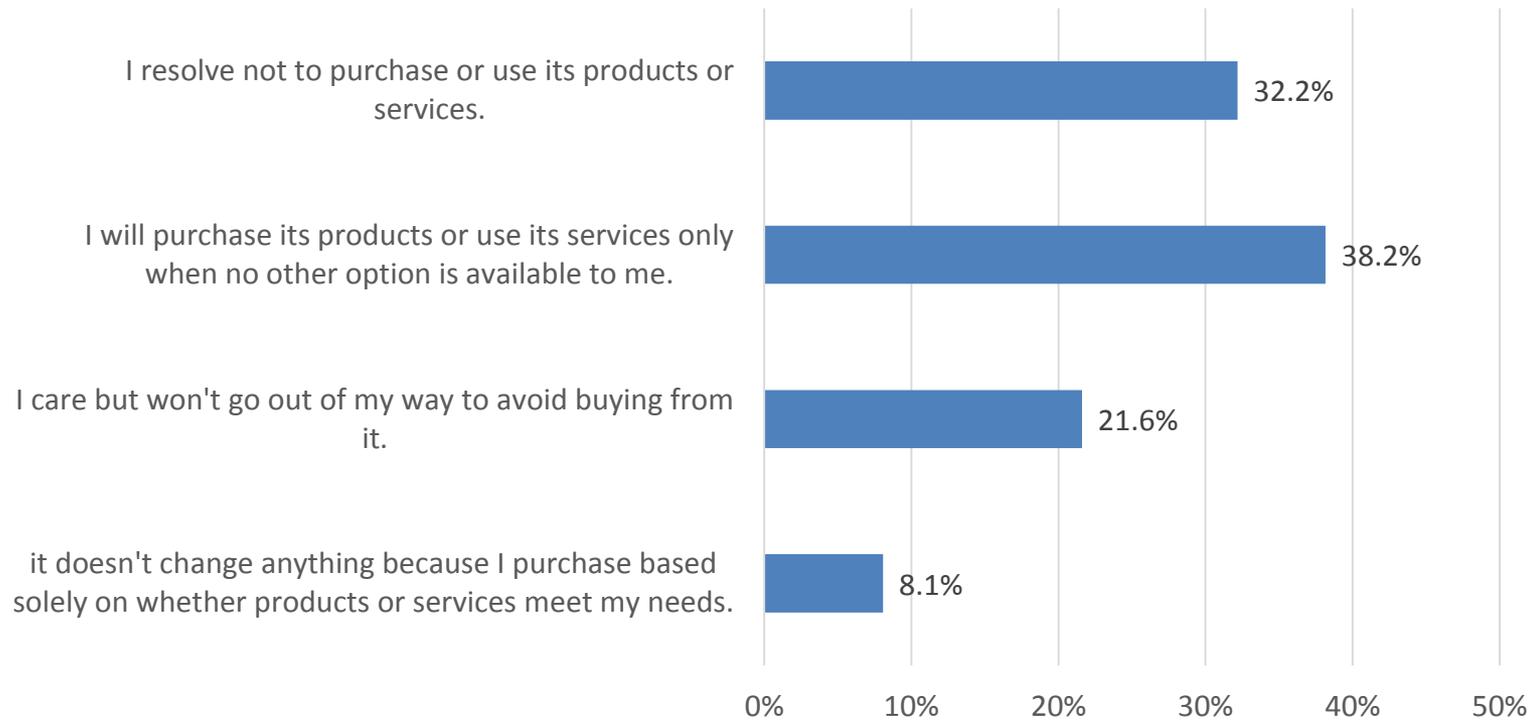
SURVEY QUESTION: Finish the following sentence with the one phrase below that is most true for you. "If I learn that a company isn't providing its employees a safe work environment and livable wage..." (Sample size = 1391).

The impact of fair labor practices on purchasing decisions



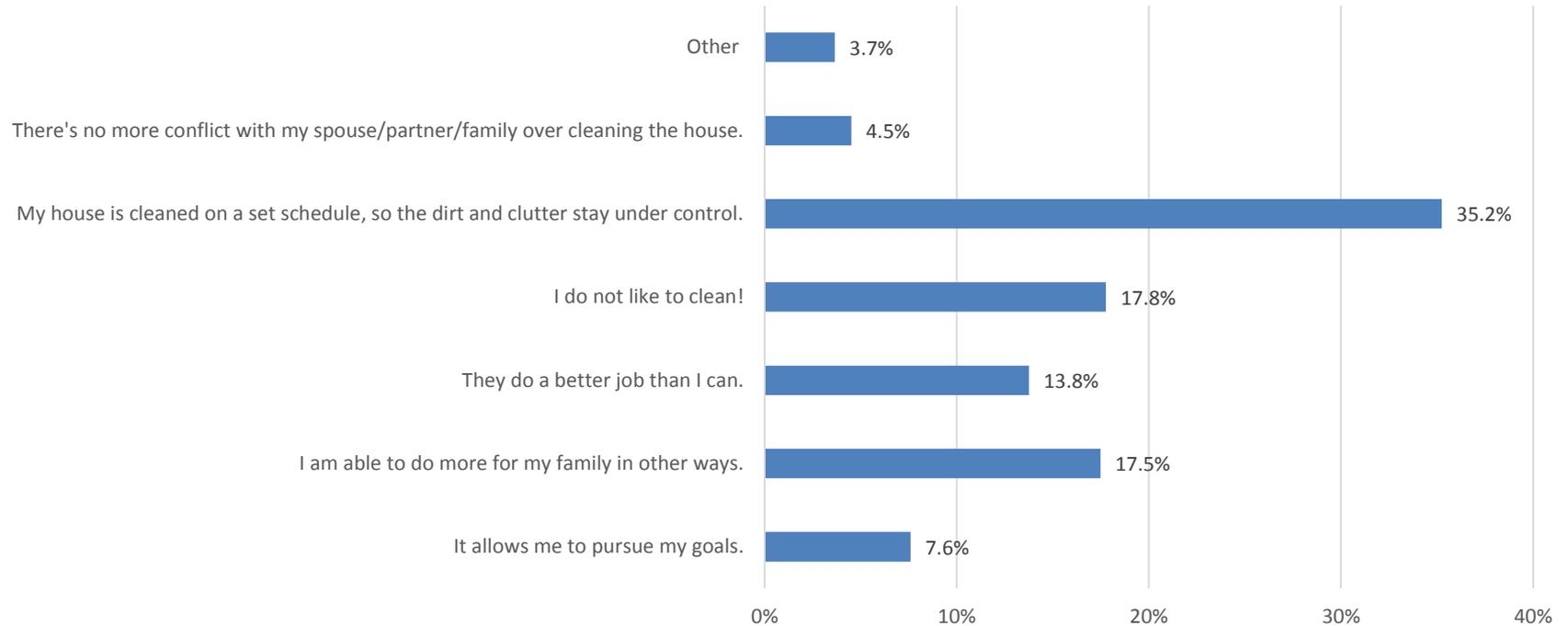
SURVEY QUESTION: Finish the following sentence with the one phrase below that is most true for you. "If I learn that a company isn't taking environmental responsibility seriously and doing its part to minimize its negative impact on the planet..." (Sample size = 1389)

The impact of environmental responsibility on purchasing decisions

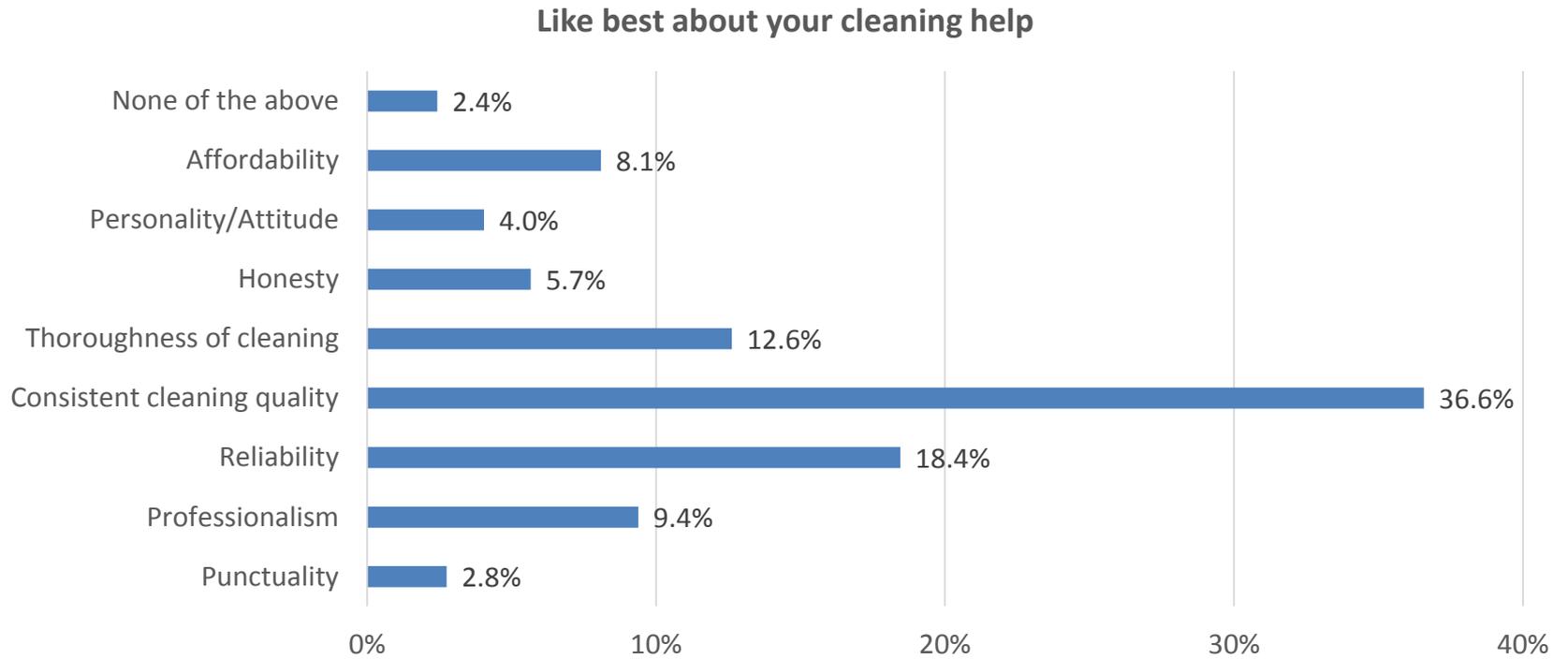


SURVEY QUESTION: Finish the following sentence with the phrase below that is most true for you. "The best thing about having outside cleaning help is..." (Sample size = 1396)

The best thing about having cleaning help is...

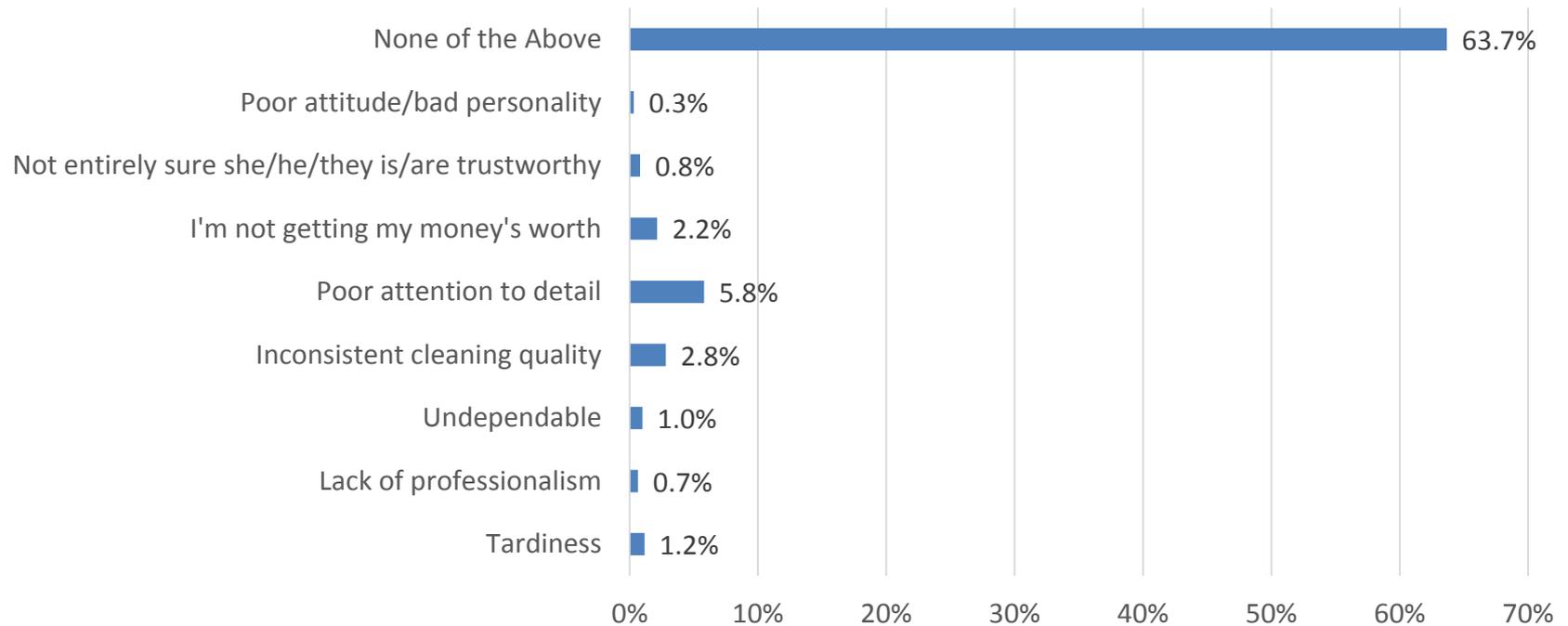


SURVEY QUESTION: What do you like best about your current house cleaner? (Sample size = 618)



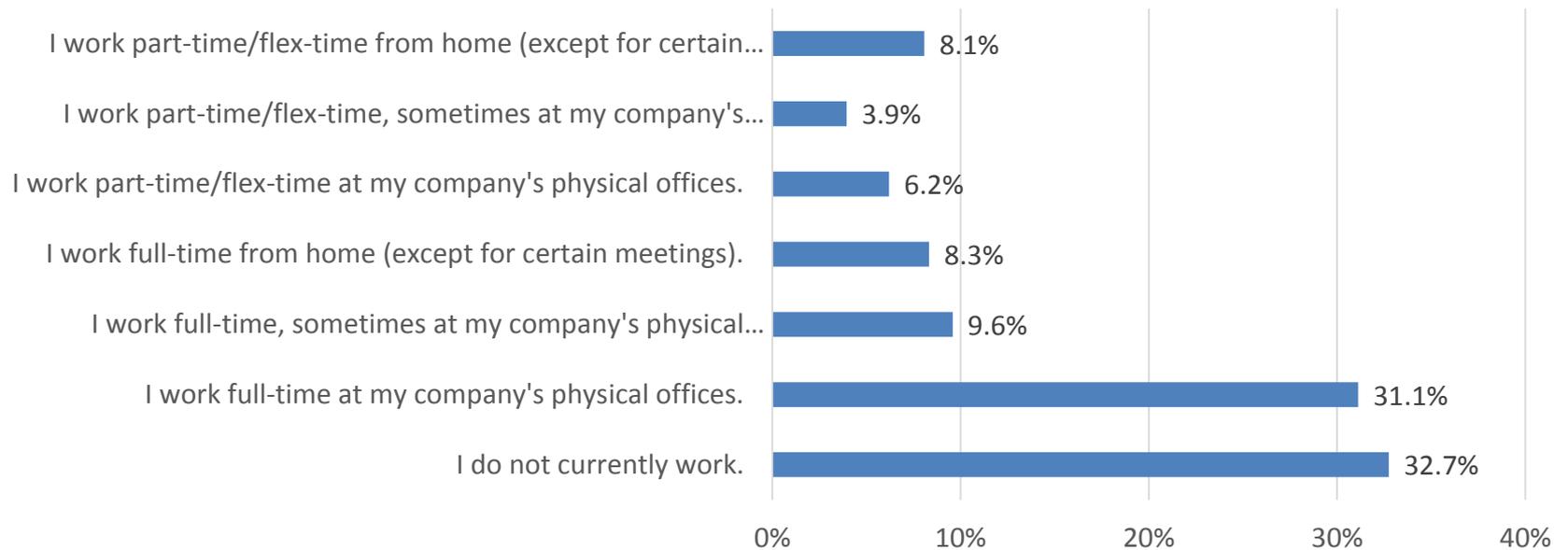
SURVEY QUESTION: What do you like least about your current house cleaner? (Sample size = 611)

Like least about your cleaning help



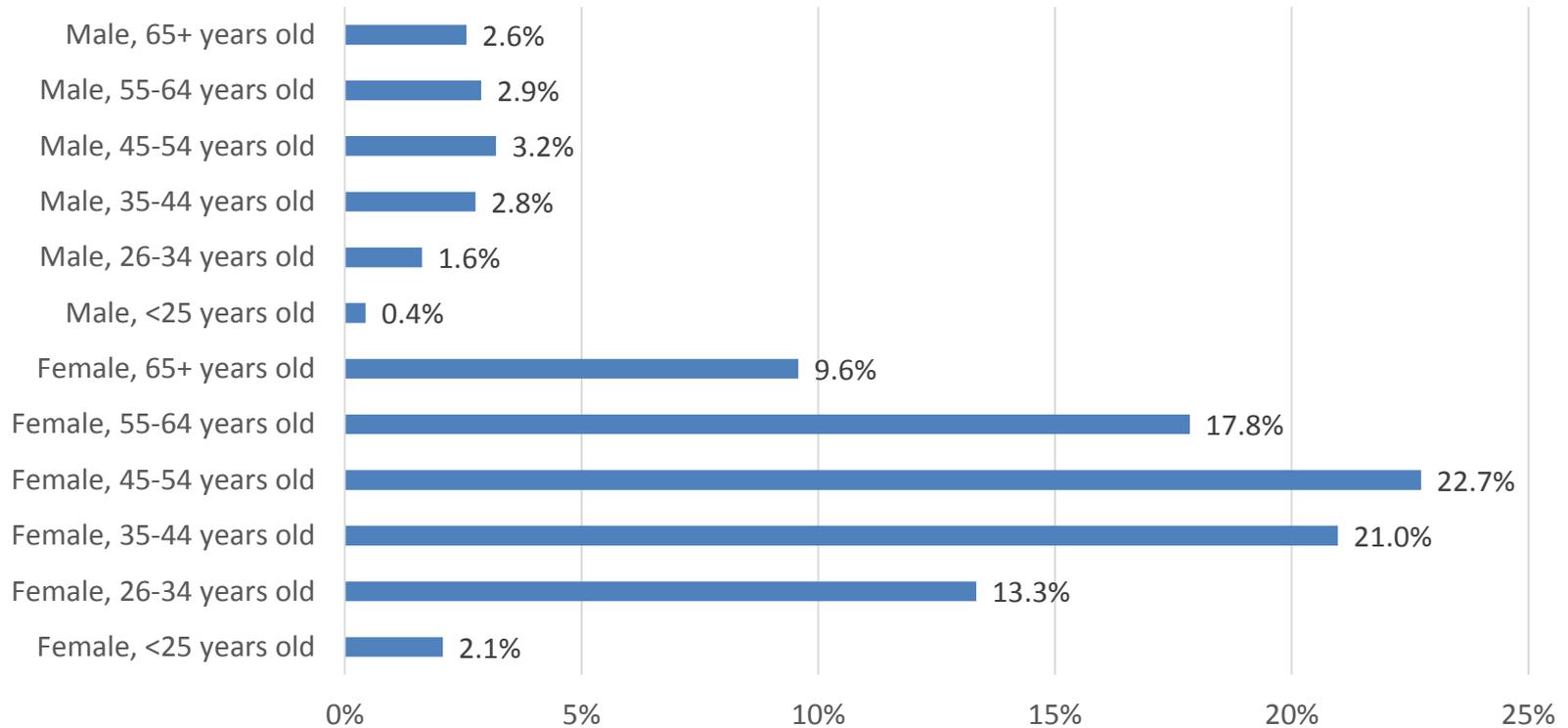
SURVEY QUESTION: Which of the following statements best describes your current work situation? (Sample size = 1597)

Work Status



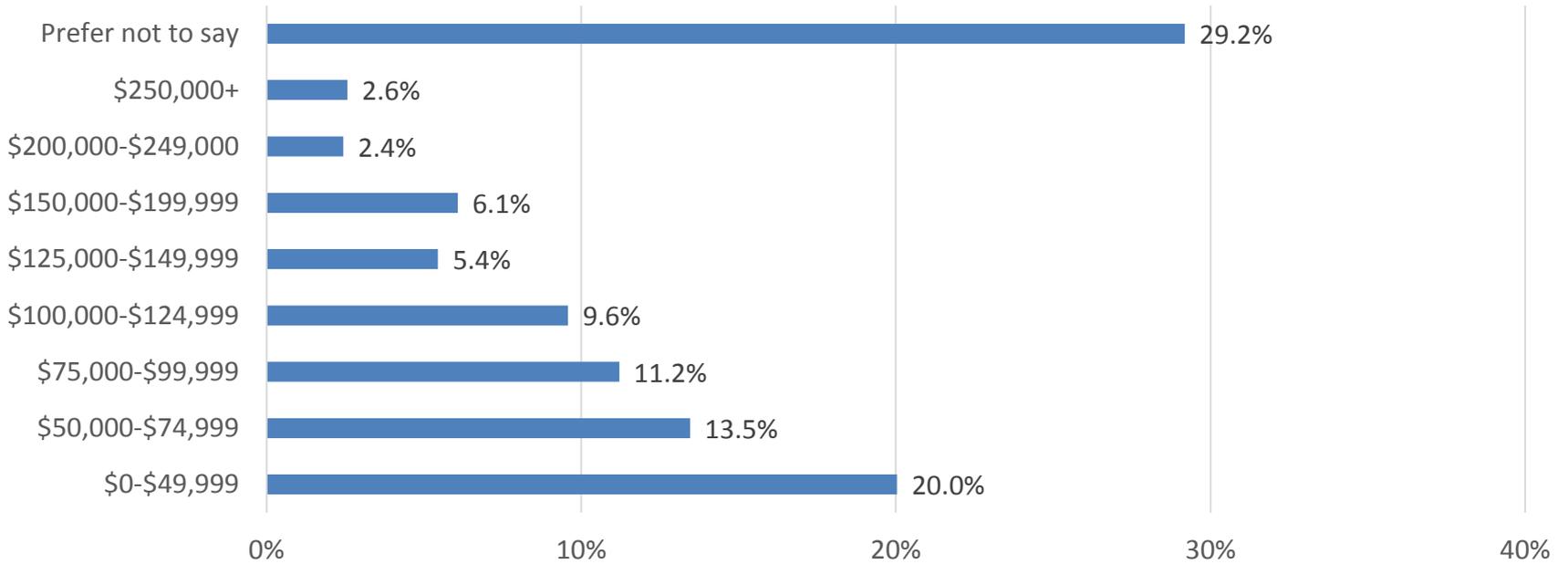
SURVEY QUESTIONS: Which of the following categories best describes you? (Sample size = 1597)

Age and Gender



SURVEY QUESTION: What is your current household income? (Sample size = 1597)

Annual Household Income



SURVEY QUESTION: How old are your children? (Sample size = 1597)

Age of Children

