

# Spring Report 2026

Consumer Behavior Analysis  
Survey Conducted: March 2026  
Base: 304 Respondents

## SECTION 1: Basic Profile Table

Question: Are you...?

GENDER	N	%
Female	199	65.5
Male	105	34.5
Mean	152.00	

Base: All Respondents (N = 304)

Question: What is your age?

AGE	N	%
55+	168	55.3
35-44	49	16.1
45-54	53	17.4
18-24	10	3.3
25-34	24	7.9
Mean	60.80	

Base: All Respondents (N = 304)

Question: Do you typically do a "spring reset" ; a conscious effort to refresh some part of your life each spring?

options	N	%
Yes, every year	137	45.1%
Yes, sometimes	167	54.9%
Min (Yes, every year ):	137	45.1
Max (Yes, sometimes ):	167	54.9

Base: All Respondents (N = 304)

Question: Which areas do you reset in spring?

options	N	%
Diet & eating habits	132	43.4%
Home cleaning	268	88.2%
Wardrobe	140	46.1%
Beauty & skincare	74	24.3%
Home decor	116	38.2%
Other	21	6.9%
Fitness routine	147	48.4%
Min (Other):	21	6.9
Max (Home cleaning ):	268	88.2

Base: All Respondents (N = 304)

Question: Which rooms do you tackle first when spring cleaning?

options	N	%
Bedroom	93	30.6%
Garage	27	8.9%
Outdoor spaces	25	8.2%
Kitchen	83	27.3%
Bathroom	30	9.9%
Living room	46	15.1%
Min (Outdoor spaces):	25	8.2
Max (Bedroom ):	93	30.6

Base: All Respondents (N = 304)

Question: How much do you typically spend on cleaning & home products for spring?

options	N	%
Under \$25	70	23.0%
\$101–\$200	26	8.6%
\$51–\$100	61	20.1%
\$25–\$50	136	44.7%
\$200+	11	3.6%
Min (\$200+):	11	3.6
Max (\$25–\$50 ):	136	44.7

Base: All Respondents (N = 304)

Question: Which cleaning product types do you stock up on in spring?

options	N	%
I don't stock up	35	11.5%
All-purpose cleaners	171	56.3%
Eco-friendly products	28	9.2%
Air fresheners	25	8.2%
Disinfectants	29	9.5%
Laundry care	16	5.3%
Min (Laundry care ):	16	5.3
Max (All-purpose cleaners ):	171	56.3

Base: All Respondents (N = 304)

Question: When shopping for spring products, what matters most?

options	N	%
Best price	115	37.8%
Trusted brand	137	45.1%
Eco-friendly	43	14.1%
New product to try	8	2.6%
Social media recommendation	1	0.3%
Min (Social media recommendation):	1	0.3
Max (Trusted brand ):	137	45.1

Base: All Respondents (N = 304)

Question: Are you more likely to try a NEW brand during spring than any other time of year?

options	N	%
No, I stick to the same brands	62	20.4%
Somewhat	145	47.7%
Yes	97	31.9%
Min (No, I stick to the same brands):	62	20.4
Max (Somewhat ):	145	47.7

Base: All Respondents (N = 304)

Question: Where do you shop for spring cleaning & home products?

options	N	%
Costco	43	14.1%
Dollar store	72	23.7%
Walmart	196	64.5%
Amazon	131	43.1%
Grocery store	109	35.9%
Target	70	23.0%
Online brand site	7	2.3%
Min (Online brand site):	7	2.3
Max (Walmart ):	196	64.5

Base: All Respondents (N = 304)

Question: Does spring motivate you to change your eating or drinking habits?

options	N	%
Somewhat	136	44.7%
No, stays the same year-round	55	18.1%
Yes, I eat much healthier	113	37.2%
Min (No, stays the same year-round):	55	18.1
Max (Somewhat ):	136	44.7

Base: All Respondents (N = 304)

Question: How does finishing a spring clean make you feel?

options	N	%
I dread it honestly	6	2.0%
Motivated to keep it up	111	36.5%
Accomplished & less stressed	175	57.6%
No strong feelings	12	3.9%
Min (I dread it honestly):	6	2.0
Max (Accomplished & less stressed ):	175	57.6

Base: All Respondents (N = 304)

## **SECTION 2: Demographic Cross-Tabulation Analysis**

Question: When shopping for spring products, what matters most?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Best price	115	4 3%	16 14%	16 14%	19 17%	60 52%	44 38%	71 62%
Trusted brand	137	4 3%	2 1%	20 15%	27 20%	84 61%	46 34%	91 66%
Social media recommendation	1	0 0%	0 0%	0 0%	0 0%	1 100%	1 100%	0 0%
New product to try	8	2 25%	1 13%	0 0%	3 38%	2 25%	2 25%	6 75%
Eco-friendly	43	0 0%	5 12%	13 30%	4 9%	21 49%	12 28%	31 72%

Question: Which cleaning product types do you stock up on in spring?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
I don't stock up	35	0 0%	1 3%	1 3%	6 17%	27 77%	8 23%	27 77%
Disinfectants	29	1 3%	3 10%	4 14%	7 24%	14 48%	13 45%	16 55%
All-purpose cleaners	171	6 4%	15 9%	35 20%	29 17%	86 50%	59 35%	112 65%
Laundry care	16	1 6%	1 6%	0 0%	2 13%	12 75%	4 25%	12 75%
Air fresheners	25	2 8%	2 8%	3 12%	4 16%	14 56%	11 44%	14 56%
Eco-friendly products	28	0 0%	2 7%	6 21%	5 18%	15 54%	10 36%	18 64%

Question: Are you more likely to try a NEW brand during spring than any other time of year?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Yes	97	4 4%	9 9%	24 25%	14 14%	46 47%	30 31%	67 69%
No, I stick to the same brands	62	0 0%	3 5%	8 13%	11 18%	40 65%	24 39%	38 61%
Somewhat	145	6 4%	12 8%	17 12%	28 19%	82 57%	51 35%	94 65%

Question: Does spring motivate you to change your eating or drinking habits?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
No, stays the same year-round	55	2 4%	3 5%	8 15%	10 18%	32 58%	20 36%	35 64%
Yes, I eat much healthier	113	5 4%	11 10%	20 18%	18 16%	59 52%	31 27%	82 73%
Somewhat	136	3 2%	10 7%	21 15%	25 18%	77 57%	54 40%	82 60%

Question: How does finishing a spring clean make you feel?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Motivated to keep it up	111	4 4%	10 9%	20 18%	17 15%	60 54%	45 41%	66 59%
I dread it honestly	6	0 0%	1 17%	0 0%	0 0%	5 83%	2 33%	4 67%
No strong feelings	12	0 0%	0 0%	2 17%	1 8%	9 75%	7 58%	5 42%
Accomplished & less stressed	175	6 3%	13 7%	27 15%	35 20%	94 54%	51 29%	124 71%

Question: Do you typically do a "spring reset" ; a conscious effort to refresh some part of your life each spring?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Yes, sometimes	167	5 3%	12 7%	27 16%	28 17%	95 57%	63 38%	104 62%
No, not really my thing	0	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Yes, every year	137	5 4%	12 9%	22 16%	25 18%	73 53%	42 31%	95 69%

Question: Which rooms do you tackle first when spring cleaning?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Bathroom	30	1 3%	1 3%	5 17%	5 17%	18 60%	8 27%	22 73%
Bedroom	93	6 6%	11 12%	20 22%	18 19%	38 41%	30 32%	63 68%
Living room	46	2 4%	0 0%	6 13%	7 15%	31 67%	15 33%	31 67%
Kitchen	83	0 0%	11 13%	11 13%	11 13%	50 60%	22 27%	61 73%
Outdoor spaces	25	1 4%	0 0%	2 8%	6 24%	16 64%	11 44%	14 56%
Garage	27	0 0%	1 4%	5 19%	6 22%	15 56%	19 70%	8 30%

Question: How much do you typically spend on cleaning & home products for spring?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	10	24	49	53	168	105	199
Under \$25	70	0 0%	6 9%	8 11%	11 16%	45 64%	11 16%	59 84%
\$25-\$50	136	9 7%	7 5%	19 14%	21 15%	80 59%	42 31%	94 69%
\$51-\$100	61	1 2%	9 15%	14 23%	11 18%	26 43%	32 52%	29 48%
\$200+	11	0 0%	1 9%	2 18%	3 27%	5 45%	7 64%	4 36%
\$101-\$200	26	0 0%	1 4%	6 23%	7 27%	12 46%	13 50%	13 50%

Question: Which areas do you reset in spring?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	37	80	144	165	472	274	624
Fitness routine	147	6 4%	10 7%	22 15%	31 21%	78 53%	48 33%	99 67%
Home decor	116	6 5%	10 9%	19 16%	20 17%	61 53%	35 30%	81 70%
Home cleaning	268	10 4%	22 8%	45 17%	51 19%	140 52%	86 32%	182 68%
Wardrobe	140	8 6%	15 11%	25 18%	26 19%	66 47%	36 26%	104 74%
Other	21	0 0%	0 0%	2 10%	1 5%	18 86%	11 52%	10 48%
Diet & eating habits	132	5 4%	11 8%	20 15%	25 19%	71 54%	46 35%	86 65%
Beauty & skincare	74	2 3%	12 16%	11 15%	11 15%	38 51%	12 16%	62 84%

Question: Where do you shop for spring cleaning & home products?

Response Options	Total	AGE					GENDER	
		18-24	25-34	35-44	45-54	55+	Male	Female
Base	304	31	60	119	102	316	225	403
Costco	43	3 7%	3 7%	8 19%	8 19%	21 49%	15 35%	28 65%
Walmart	196	9 5%	18 9%	31 16%	34 17%	104 53%	68 35%	128 65%
Target	70	6 9%	9 13%	22 31%	11 16%	22 31%	26 37%	44 63%
Amazon	131	7 5%	17 13%	28 21%	20 15%	59 45%	48 37%	83 63%
Online brand site	7	0 0%	0 0%	1 14%	2 29%	4 57%	4 57%	3 43%
Grocery store	109	3 3%	6 6%	16 15%	18 17%	66 61%	45 41%	64 59%
Dollar store	72	3 4%	7 10%	13 18%	9 13%	40 56%	19 26%	53 74%