

SAMPLES DRIVE PURCHASE AND BRAND PREFERENCE IN THE CLEANING CATEGORY

Over 60% of consumers said they “always” or “often” purchase a cleaning product when they receive a free sample. Millennials were the most likely to purchase.

Among that group, more than half said the product they received a free sample of and subsequently purchased “always” or “often” becomes their preferred product in that category.



Sample: n=919 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 2 of 10 survey questions.

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