

SpareFoot 2018 Moving Survey

Methodology Information

Allison+Partners Research + Insights team surveyed 1,005 U.S. respondents over the age of 18. The survey was fielded using the Qualtrics Insights Platform, and Fulcrum provided the panel. Fielding was executed between Feb 26 – March 4, 2018.

Q2 - What is your gender?

#	What is your gender?	Percentage
1	Male	40%
2	Female	60%
	Total	1005

Q3 - What is your age?

#	What is your age?	Percentage
1	Under 18	0%
2	18 - 24	13%
3	25 - 34	25%
4	35 - 44	19%
5	45 - 54	15%
6	55 - 64	16%
7	65 - 74	11%
8	75 - 84	1%
9	85 or older	0%
	Total	1005

Q4 - Please indicate the family structure that best applies to you.

#	Please indicate the family structure that best applies to you.	Percentage
1	Single without children	30%
2	Single with children	14%
3	Married without children	14%
4	Married with children	33%
5	Life partner without children	5%
6	Life partner with children	5%
	Total	1005

Q5 - What is your zodiac sign? If you don't know your zodiac sign, please select the option that aligns with your birth date in the ranges given.

#	What is your zodiac sign? If you don't know your zodiac sign, please select the option that aligns with your birth date in the ranges given.	Percentage
1	Capricorn (Dec 22 - Jan 19)	7%
2	Aquarius (Jan 20 - Feb 18)	8%
3	Pisces (Feb 19 - March 20)	8%
4	Aries (March 21 - April 20)	9%
5	Taurus (April 21 - May 21)	8%
6	Gemini (May 22 - June 20)	8%
7	Cancer (June 21 - July 22)	9%
8	Leo (July 23 - Aug 22)	8%
9	Virgo (Aug 23 - Sept 22)	9%
10	Libra (Sept 23 - Oct 22)	9%
11	Scorpio (Oct 23 - Nov 21)	8%
12	Sagittarius (Nov 22 - Dec 21)	9%
	Total	1005

Q6 - Which of the following best describes your current residence?

#	Which of the following best describes your current residence? - Selected Choice	Percentage
1	I live in a house that I own	53%
2	I live in an apartment that I own	3%
3	I live in a house that I rent	16%
4	I live in an apartment that I rent	21%
5	Other	7%
	Total	1005

Q8 - Please select the statement that most accurately depicts you.

#	Please select the statement that most accurately depicts you.	Percentage
1	I have moved in the past 12 months.	21%
2	I plan to move in the next 12 months.	26%
3	I have not moved in the past year, and do not anticipate moving in the next 12 months.	53%
	Total	1005

Q9 - What is your current living situation? If more than one of the below describes your situation, select all that apply.

#	What is your current living situation? If more than one of the below describes your situation, select all that apply. - Selected Choice	Percentage
1	Living with partner / significant other	51%
2	Living with parents	13%
3	Living with family members other than parents	12%
4	Living with a roommate who was a friend prior to being a roommate	4%
5	Living with a roommate who was not previously known	2%
6	Other	3%
7	Living Alone	16%
	Total	1079

Q10 - Which of the following moves do you feel is most significant in a person's life?

#	Which of the following moves do you feel is most significant in a person's life?	Percentage
1	Moving out of parents/guardian's house for the first time	27%
2	Moving in with a significant other/spouse	36%
3	Moving into a smaller residence after children have moved out	6%
4	Moving in with friends/room mates for the first time	3%
5	Living alone for the first time	27%
	Total	1005

Q11 - Have you ever felt "stuck" in a place you didn't like living in, simply because moving was too large of a hassle?

#	Have you ever felt "stuck" in a place you didn't like living in, simply because moving was too large of a hassle?	Percentage
1	Definitely yes	40%
2	Probably yes	26%
3	Probably not	15%
4	Definitely not	19%
	Total	1005

Q12 - Has there been a time in your life when you wanted to move out due to a bad roommate situation, but stayed because moving was a bigger hassle than the bad roommate?

#	Has there been a time in your life when you wanted to move out due to a bad roommate situation, but stayed because moving was a bigger hassle than the bad roommate?	Percentage
1	Definitely yes	26%
2	Probably yes	23%
3	Probably not	14%
4	Definitely not	37%
	Total	1005

Q13 - What is the best part of moving?

#	What is the best part of moving? - Selected Choice	Percentage
1	Having a new, clean, fresh space	53%
2	Chance to clear out old stuff and get organized	26%
3	Eating guilt-free takeout before the kitchen gets unpacked	4%
4	Exploring and making friends in a new neighborhood	14%
5	Other	2%
	Total	1005

Q14 - For the following services, please indicate whether you have used each to facilitate a prior move, and whether you would consider it for another move.

#	Question	Have not used and would not use for a move	Have not used, but would consider using for a move	Have used, would not use again for another move	Have used, would use again for another move	Total
1	Self-storage (Personal storage unit to temporarily store belongings)	23%	28%	15%	34%	1005
2	Full service moving company (they pack, handle transport, and unpack)	31%	38%	8%	23%	1005
3	Truck rental (truck you can pack/drive yourself)	13%	24%	14%	49%	1005
4	Full-service storage (company picks up items and brings to your storage unit, and drops off items later)	38%	39%	9%	14%	1005

Q15 - Have you ever misled someone, such as claiming to be busy when you weren't, in order to avoid helping them move?

#	Have you ever misled someone, such as claiming to be busy when you weren't, in order to avoid helping them move?	Percentage
1	Definitely yes	17%
2	Probably yes	22%
3	Probably not	20%
4	Definitely not	40%
	Total	1005

Q16 - When did you start planning before your last move?

#	When did you start planning before your last move?	Percentage
1	Less than a week	5%
2	1 - 2 weeks	8%
3	3 - 4 weeks	14%
4	A month to three months	36%
5	Three months to six months	17%
6	Six months or more	13%
7	I have never moved	7%
	Total	1005

Q17 - When did you start packing before your last move?

#	When did you start packing before your last move?	Percentage
1	Less than a week	11%
2	1 - 2 weeks	20%
3	3 - 4 weeks	22%
4	A month to three months	27%
5	Three months to six months	7%
6	Six months or more	6%
7	I have never moved	7%
	Total	1005

Q18 - Which of the following would you be willing to give up for a stress-free move? Select all that apply.

#	Which of the following would you be willing to give up for a stress-free move? Select all that apply.	Percentage
1	Social media for a week	20%
2	Smart phone for a week	11%
3	TV/Streaming services for a week	16%
4	Coffee for a week (or your favorite beverage)	13%
6	Exercise / working out for a week	17%
7	Alcohol / drinking for a week	20%
5	None of the above	4%
	Total	2228

Q19 - Which of the following celebrities and moving skills do you think would be most useful to help during a move?

#	Which of the following celebrities and moving skills do you think would be most useful to help during a move?	Percentage
1	Kylie Jenner - Organizing makeup and clothes	5%
2	Dwayne Johnson (The Rock) - Lifting heavy boxes and furniture	65%
3	Kate Middleton - Decorating your living room and bedroom	11%
4	Krissy Teigen - Organizing your new kitchen	9%
5	Jennifer Lawrence - Making playful jokes and listening to you complain as you move	10%
	Total	1005

Q20 - If job prospects and cost of the move were not a concern, which of the following cities would you be most likely to move to?

#	If job prospects and cost of the move were not a concern, which of the following cities would you be most likely to move to?	Percentage
1	Madison, Wisconsin	3%
2	Arlington, Virginia	6%
3	Detroit, Michigan	2%
4	Austin, Texas	19%
5	Seattle, Washington	20%
6	Charleston, South Carolina	15%
7	Charlotte, North Carolina	13%
8	Cleveland, Ohio	4%
9	Nashville, Tennessee	14%
10	Minneapolis, Minnesota	3%
	Total	1005

Q21 - Thinking about your current residence, would you move to a new/different place if moving wasn't such a hassle?

#	Thinking about your current residence, would you move to a new/different place if moving wasn't such a hassle?	Percentage
1	Definitely yes	35%
2	Probably yes	32%
3	Probably not	21%
4	Definitely not	11%
	Total	1005

Q22 - If moving was hassle free, which of the following features of a new residence would you be most likely to move for?

#	If moving was hassle free, which of the following features of a new residence would you be most likely to move for?	Percentage
1	More pet-friendly space	12%
2	More kid-friendly space	7%
3	More/improved outdoor or garage storage	11%
4	More/improved indoor storage	13%
5	More space for entertaining	12%
6	Additional bedrooms or extra room like an office/home gym	29%
7	Even if moving was hassle free, I would stay in my current home	17%
	Total	1005

Q23 - If moving was hassle free, which of the following features of a new neighborhood would you be most likely to move for?

#	If moving was hassle free, which of the following features of a new neighborhood would you be most likely to move for? - Selected Choice	Percentage
1	Better school district	9%
2	Walkable distance restaurants or other amenities	23%
3	Cheaper rent/mortgage	36%
4	Closer to friends or family	19%
5	Other	4%
6	Even if moving was hassle free, I would stay in my current home	9%
	Total	1005

Q24 - If you were planning to purchase or sell a home, which of the below sources of information would you consult to find a potential realtor? Select all that apply.

#	If you were planning to purchase or sell a home, which of the below sources of information would you consult to find a potential realtor? Select all that apply. - Selected Choice	Percentage
1	Referrals from family/friends/coworkers	23%
2	Search engine such as Google	18%
3	Local yellow pages (either digitally or offline)	5%
4	Checking local neighborhood forums or social media pages	10%
5	Local newspaper (either digitally or offline)	9%
6	Websites of local real estate agencies	21%
7	Review sites like Yelp	10%
8	Other	1%
9	None of the above	3%
	Total	2165

Other

Other - Text

streeteasy

Realtor associations

friends

REALTOR I KNOW.

Realtor.com, Craigslist

old friends

some of the above

Zillow

Known realtor

Q25 - If you were going to hire a realtor, which of the following factors would be most important when selecting your realtor? Select your top three.

#	If you were going to hire a realtor, which of the following factors would be most important when selecting your realtor? Select your top three. - Selected Choice	Percentage
1	Prior experience/success in my local area	25%
2	Being part of a specific real estate agency	9%
3	Feeling of personal connection and trust	26%
4	Ability to handle most of the transaction digitally	13%
5	Strong reviews/referrals from prior clients	26%
6	Other	1%
	Total	3015

Other

Other - Text

NONE OF THE ABOVE

years of experience

DEEP DISCOUNTS

Personality and honesty.

looking out for my interests

Lowest cost

Price

Radical, inclusive, and either queer or lgbtqia friendly

I am not MOVING!!

Nonw

works

Cost

friend/family

Q26 - For which of the following reasons, if any, have you ever moved?

#	For which of the following reasons, if any, have you ever moved?	Percentage
1	Job prospects	16%
2	Cost of living	21%
3	Crime rate in area	9%
4	Weather	6%
5	Traffic / commute	10%
6	Terrorism concerns	2%
7	Loud or unpleasant neighbors	11%
8	Better situation for pet(s)	7%
9	Poor cell reception	2%
10	Home was haunted	2%
11	None of the above	14%
	Total	1790

Q1 - 50 States without D.C or Puerto Rico

#	50 States without D.C or Puerto Rico	Percentage
1	Alabama	2%
2	Alaska	0%
3	Arizona	2%
4	Arkansas	1%
5	California	11%
6	Colorado	1%
7	Connecticut	1%
8	Delaware	0%
9	District of Columbia	0%
10	Florida	7%
11	Georgia	3%
12	Hawaii	0%
13	Idaho	0%
14	Illinois	4%
15	Indiana	2%
16	Iowa	1%
17	Kansas	2%
18	Kentucky	2%
19	Louisiana	1%
20	Maine	0%
21	Maryland	2%
22	Massachusetts	2%
23	Michigan	3%
24	Minnesota	1%
25	Mississippi	0%
26	Missouri	2%

27	Montana	0%
28	Nebraska	0%
29	Nevada	1%
30	New Hampshire	0%
31	New Jersey	3%
32	New Mexico	0%
33	New York	7%
34	North Carolina	3%
35	North Dakota	0%
36	Ohio	4%
37	Oklahoma	1%
38	Oregon	1%
39	Pennsylvania	5%
40	Rhode Island	0%
41	South Carolina	2%
42	South Dakota	1%
43	Tennessee	3%
44	Texas	6%
45	Utah	0%
46	Vermont	0%
47	Virginia	4%
48	Washington	2%
49	West Virginia	1%
50	Wisconsin	2%
51	Wyoming	0%
52	I do not live in the United States	0%
	Total	1005