

SpareFoot Survey

QuickRead Report

April 2016

METHODOLOGY

An online survey to 1,003 nationally representative U.S. adults ages 18+, plus a minimum of 500 adults ages 18+ in each of the following DMAs: New York City, Los Angeles, Chicago, Dallas-Fort Worth and Seattle-Tacoma

QUESTIONS

1. How cluttered or uncluttered would you say your current home is?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Very cluttered	11%*	12%	12%	12%	9%	9%
Somewhat cluttered	41%	41%	45%	42%	45%	44%
Somewhat uncluttered	32%	28%	27%	28%	26%	32%
Very uncluttered	16%	19%	16%	17%	21%	15%
QuickFacts[±]						
Cluttered (net)	52%	53%	57%	54%	53%	53%
Uncluttered (net)	48%	47%	43%	46%	47%	47%
Cluttered (net among Millennials)	59%	60%	61%	59%	58%	56%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

[±] Data under "QuickFacts" were derived from the responses, not included as response options that were read during fielding. We include QuickFacts in instances where we feel they will be helpful.



2. In an average week, approximately how much time do you spend looking for misplaced items in your home?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Less than one hour	63%	57%	59%	63%	64%	63%
1 hour	10%	13%	10%	10%	11%	10%
2 hours	12%	14%	16%	13%	11%	13%
3 hours or more	15%	16%	15%	14%	14%	14%
QuickFacts						
Average (hours)	2	2	2	1	2	1
2 hours or more (net)	27%	30%	31%	27%	25%	27%

3. How strongly do you agree or disagree with the following statement – moving is the best opportunity to de-clutter your home.

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Agree strongly	22%	25%	29%	23%	25%	24%
Agree somewhat	40%	43%	42%	39%	38%	39%
Disagree somewhat	20%	17%	16%	19%	21%	20%
Disagree strongly	19%	15%	13%	19%	16%	17%
QuickFacts						
Agree (net)	61%	68%	71%	62%	63%	63%
Disagree (net)	39%	32%	29%	38%	37%	37%



4. Which of the following, if any, explain why you keep items in your home that you don't use or need?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
In case I need them in the future	63%	67%	64%	66%	63%	68%
Sentimental reasons	51%	56%	53%	54%	56%	56%
To sell them in the future	26%	25%	25%	28%	26%	29%
I felt guilty getting rid of them	22%	25%	25%	21%	20%	23%
In case I want to give them to someone as gifts	19%	24%	22%	25%	21%	16%
I am, or a family member is, too lazy to get rid of old items	2%	1%	2%	3%	1%	2%
Other	2%	2%	2%	3%	3%	2%
None of these	6%	5%	6%	6%	8%	7%
QuickFacts						
Any (net)	94%	95%	94%	94%	92%	93%

5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Gift I received	57%	58%	55%	59%	58%	60%
Family heirloom	49%	45%	48%	49%	48%	50%
Clothing I rarely wore	43%	55%	47%	46%	44%	47%
Greeting card	41%	45%	40%	46%	42%	39%
Drawing, craft or project my child made	21%	16%	23%	23%	23%	20%
Old toy my child used to play with	16%	17%	18%	16%	16%	14%
Other	1%	2%	1%	1%	1%	2%
None of these	9%	7%	7%	7%	9%	10%
QuickFacts						
Any (net)	91%	93%	93%	93%	91%	90%



6. If you knew there wouldn't be consequences, approximately what percentage of your significant other's possessions, if any, would you get rid of?

(Asked among those with a significant other)

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
None	10%	6%	8%	9%	10%	14%
1-10%	28%	22%	27%	26%	28%	27%
11-24%	15%	12%	12%	11%	10%	16%
25-49%	21%	27%	24%	26%	26%	23%
50% or more	25%	33%	29%	28%	26%	19%
QuickFacts						
Any (net)	90%	94%	92%	91%	90%	86%
Average (percentage)	27%	33%	29%	30%	29%	24%

7. How often, if ever, do you stop your significant other from throwing out an item you want to keep?

(Asked among those with a significant other)

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
All the time	9%	14%	15%	11%	9%	12%
Some of the time	37%	43%	38%	41%	34%	33%
Hardly ever	39%	31%	36%	34%	40%	43%
Never	15%	12%	11%	14%	17%	13%
QuickFacts						
Frequently (net)	46%	56%	53%	52%	43%	44%
Infrequently (net)	54%	44%	47%	48%	57%	56%
Ever (net)	85%	88%	89%	86%	83%	87%
Frequently (net among men)	56%	60%	61%	59%	41%	52%



8. How likely or unlikely would you be to consider breaking up with someone if they got rid of something that had sentimental value to you? For example, an item from your childhood.

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Very likely	10%	10%	13%	10%	7%	9%
Somewhat likely	24%	25%	25%	24%	22%	22%
Somewhat unlikely	31%	35%	33%	33%	34%	37%
Very unlikely	35%	30%	29%	32%	37%	32%
QuickFacts						
Likely (net)	34%	35%	38%	35%	30%	31%
Unlikely (net)	66%	65%	62%	65%	70%	69%
Likely (net among Millennials)	49%	44%	46%	48%	46%	42%

9. Do you currently have any items from an ex that you don't want your significant other to know you kept? For example, letters or photos.

(Asked among those with a significant other)

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Yes, more than one	16%	24%	21%	21%	12%	18%
Yes, one	11%	13%	15%	15%	11%	12%
No	73%	63%	65%	64%	77%	70%
QuickFacts						
Yes (net)	27%	37%	35%	36%	23%	30%
Yes (net among Millennials)	44%	48%	47%	52%	32%	38%



10. Approximately what percentage of your child's toys, if any, do you think you could get rid of without them noticing?

(Asked among parents)

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
None	8%	5%	4%	5%	9%	3%
1-10%	22%	19%	22%	16%	20%	23%
11-24%	16%	13%	15%	17%	15%	9%
25-49%	22%	26%	22%	24%	20%	29%
50% or more	31%	36%	38%	39%	37%	36%
QuickFacts						
Any (net)	92%	95%	96%	95%	91%	97%
Average (percentage)	33%	35%	37%	38%	35%	35%

11. Approximately how many individual items, if any, would you say you have stored outside of your current residence? For example, at a friend or family member's home, or in a storage facility.

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
None	56%	55%	49%	55%	53%	57%
1-99 items	39%	41%	48%	41%	41%	38%
100 items or more	5%	4%	3%	4%	6%	5%
QuickFacts						
Any (net)	44%	45%	51%	45%	47%	43%
Average (items)	17	21	14	14	24	20
Average (items, among those who store items outside their current residence)	38	47	27	30	51	46



12. What is the most embarrassing item you've ever stored away?

Due to the wide array of responses to this question, we have included supplemental memos for each of your audiences that provide you with the most unique responses.

13. For which of the following reasons, if any, have you ever moved?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Job prospects	34%	27%	28%	31%	44%	46%
Cost of living	33%	38%	40%	31%	38%	38%
Crime	11%	14%	16%	18%	15%	11%
Weather	11%	9%	12%	8%	9%	13%
Traffic	8%	10%	14%	11%	11%	10%
Terrorism concerns	2%	3%	3%	2%	2%	1%
None of these	36%	40%	33%	40%	29%	30%
QuickFacts						
Any (net)	64%	60%	67%	60%	71%	70%

14. For which of the following reasons, if any, have you or someone you know ever considered moving?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Neighbors were too loud	30%	27%	37%	32%	34%	32%
Political or social environment made me uncomfortable	16%	13%	17%	16%	15%	14%
Area wasn't pet-friendly	15%	14%	18%	14%	13%	17%
Cell phone reception was bad	11%	11%	11%	9%	10%	12%
Home was haunted	7%	8%	10%	8%	7%	7%
None of these	50%	54%	43%	51%	52%	47%
QuickFacts						
Any (net)	50%	46%	57%	49%	48%	53%



15. Which of the following candidates, if any, would make you seriously consider moving to another country if they became President?

Response	Nat. Rep.	NYC	LA	Chicago	Dallas	Seattle
Donald Trump	41%	51%	50%	51%	45%	51%
Hillary Clinton	25%	17%	18%	20%	22%	18%
Ted Cruz	14%	19%	15%	14%	16%	17%
Bernie Sanders	12%	10%	13%	9%	13%	11%
John Kasich	5%	6%	9%	4%	5%	5%
None of these	32%	29%	26%	28%	31%	31%
QuickFacts						
Any (net)	68%	71%	74%	72%	69%	69%
Donald Trump (among Democrats)	51%	66%	59%	58%	57%	69%
Hillary Clinton (among Republicans)	38%	34% ^c	25% ^c	37% ^c	45%	33% ^c

^c Small base size; directional finding only.

**Methodological Notes:**

The SpareFoot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,003 nationally representative U.S. adults ages 18+ and a minimum of 500 adults ages 18+ each in the New York City, Los Angeles, Chicago, Dallas-Fort Worth and Seattle-Tacoma DMAs, between April 6th and April 19th, 2016, using an email invitation and an online survey – for a total of 3,519 respondents. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points in the nationally representative audience, 4.3 percentage points in the New York City DMA audience and 4.4 percentage points in the remainder of the DMA audiences, from the results that would be obtained if interviews had been conducted with all persons in the universe represented by the samples.