

SpareFoot Pulse A Survey

QuickRead Report

July 2016

METHODOLOGY

An online survey of 1,019 nationally representative U.S. adults ages 18+

QUESTIONS

1. On average, how many weeks after getting organized from the summer break does it take before you are disorganized again?

Response	%
Less than one week	39%*
1-2 weeks	16%
3-4 weeks	8%
More than one month	37%
QuickFacts[±]	
2 weeks or less (net)	55%

2. Which of the following are the best months to get organized?

Response	%
January	39%
April	26%
May	23%
September	22%
March	20%
June	19%
October	17%
February	17%
August	15%
July	13%
December	13%
November	10%
QuickFacts	
Fall (net)	45%

* 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.



3. Approximately how many areas in your home, if any, have become “storage units?” Meaning, rooms, closets or other spaces that have become areas primarily used to store items.

Response	%
None	7%
1 area	21%
2 areas	30%
3 areas or more	42%
QuickFacts	
Average (areas)	3
Area of home has become a “storage unit” (net)	93%

4. Approximately how much longer, if at all, does it take you to get ready in the morning during the school year than during the summer?

(Asked among parents)

Response	%
No longer	20%
1-10 minutes	31%
11-20 minutes	17%
More than 20 minutes	31%
QuickFacts	
Average (minutes)	17
Take longer to get ready during school year (net)	80%



5. Has there ever, even once, been a time you could not park in your garage because there was no room? For example, because there were too many stored items in it.

Response	%
Yes, more than once	24%
Yes, once	9%
No	37%
I do not have a garage	30%
QuickFacts	
Yes (net)	32%
Yes (net among parents)	41%

(Among those who have a garage)

Response	%
Yes, more than once	34%
Yes, once	13%
No	53%
QuickFacts	
Yes (net)	47%
Yes (net among parents)	60%

**Methodological Notes:**

The SpareFoot Pulse A Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,019 nationally representative U.S. adults ages 18+ between July 15th and 21st, 2016, using an email invitation and an online survey. 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 from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.