

# SpareFoot Moving Day Survey

## QuickRead Report

March 2017

---

### METHODOLOGY

---

An online survey to 1,000 nationally representative U.S. adults ages 18+

### QUESTIONS

---

1. How many times, if ever, have you moved homes throughout your life so far?

Response	%
0 times	6%*
1-2 times	16%
3-5 times	34%
More than 5 times	45%
<b>QuickFacts<sup>±</sup></b>	
Any (net)	94%
Average (number of times)	6

---

\* 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%.

<sup>±</sup> 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. Through which of the following methods, if any, have you ever tried to sell your belongings before a move?

*(Asked among those who have moved)*

Response	%
Garage sale	50%
Word of mouth	35%
Craigslist	32%
eBay	24%
Facebook	21%
Consignment stores	15%
Amazon	14%
Other	4%
None of these	23%
QuickFacts	
Any (net)	77%
Online (net) <sup>1</sup>	52%
Online (net among Millennials)	78%

3. Which of the following better describes your personal philosophy on belongings in your home?

Response	%
My home should have everything I may need and want	76%
My home should have only the essentials	24%

4. If you were moving, which of the following items would be most difficult to part with?

*(Top ranked response)*

Response	%
Photos and photo albums	55%
Paper files or records	22%
Books	10%
Children's clothing or toys	7%
Cards and mementos	6%

<sup>1</sup> Online (net) includes Craigslist, eBay, Facebook, and Amazon.



5. Which of the following would you be most concerned about during a move?

Response	%
Belongings getting damaged	64%
Belongings being forgotten or left behind	41%
Movers charging high fees	30%
Not getting everything packed in time	19%
Arguments with family or friends	7%
Other	1%

6. Which of the following do you think is a bigger challenge for couples?

Response	%
Moving together	58%
Planning a wedding together	42%

7. How strongly do you agree or disagree with the following statement – when it comes to moving decisions, I would prioritize my child's needs over my significant other's needs.

Response	%
Agree strongly	32%
Agree somewhat	37%
Disagree somewhat	21%
Disagree strongly	10%
<b>QuickFacts</b>	
Agree (net)	69%
Disagree (net)	31%



8. What would be the most important factor to you in deciding where to move?

*(Top ranked response among parents)*

Response	%
Home size, such as square footage and number of bedrooms	44%
School ratings	24%
Neighborhood amenities, such as playgrounds, parks or pools	10%
Proximity to shopping and entertainment, such as grocery stores or movie theaters	9%
Number of children in the neighborhood	7%
Backyard size	7%

9. Which of the following better describes how your child would react if they found out you were moving?

*(Asked among parents)*

Response	%
Excited	62%
Sad	38%

10. Now that you have a child, how much more time, if at all, do you think it would take you to move than before you had a child? Meaning, the time it would take to pack up and move all of your belongings to a new home.

*(Asked among parents)*

Response	%
No longer	4%
1-2 days longer	29%
3-7 days longer	40%
More than a week longer	27%
<b>QuickFacts</b>	
Any (net)	96%
Average (number of days)	8



11. Have you ever kept one of your child's belongings even when they told you it was OK to get rid of it?

*(Asked among parents)*

Response	%
Yes, more than one item	67%
Yes, one item	14%
No	19%
QuickFacts	
Yes (net)	81%

12. What is the minimum amount of time you think a couple should date before they start talking about moving in together?

Response	%
Less than 1 month	12%
1-5 months	15%
6-12 months	58%
More than a year	15%
QuickFacts	
6 months or longer (net)	73%
Average (number of months)	10

13. If you've moved in with a significant other, which of the following best describes how you moved?

*(Asked among those who have moved)*

Response	%
My significant other moved into my home	26%
I moved into my significant other's home	18%
We moved into a new home together	34%
I have never moved in with a significant other	22%



14. How strongly do you agree or disagree with the following statement – some of my and my significant other’s worst arguments have happened while moving.

*(Asked among respondents who have moved in with a significant other)*

Response	%
Agree strongly	11%
Agree somewhat	20%
Disagree somewhat	28%
Disagree strongly	41%
<b>QuickFacts</b>	
Agree (net)	31%
Disagree (net)	69%
Agree (net among Millennials)	46%

15. Have you ever considered moving to another country specifically because of the outcome of the 2016 presidential election?

Response	%
Yes, I’m currently considering it	14%
Yes, I considered it at one point but am not currently	17%
No	69%
<b>QuickFacts</b>	
Yes (net)	31%
Yes (net among Millennials)	48%

**Methodological Notes:**

The SpareFoot Moving Day Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 adult Americans, ages 18+, between March 8<sup>th</sup> and March 15<sup>th</sup>, 2017, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18 and older.

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.