

SpareFoot Survey

QuickRead Report

July 2017

METHODOLOGY

An online omnibus survey of 1,010 nationally representative U.S. adults, ages 18+

QUESTIONS

1. If you moved to a new house or apartment, which of the following rooms would be most essential to unpack and set up before it felt “like home”?

Response	%
My bedroom	41%*
Kitchen	32%
Living or great room	20%
Bathrooms	3%
Dining room	2%
My kids’ bedroom	2%
Guest room	1%

2. Which of the following would be worse?

Response	%
Moving on a 100-degree day	58%
Moving on a 0-degree day	42%

* 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%.



3. Have you ever avoided hosting people at your home specifically because you were embarrassed by how messy it was? For example, avoiding inviting friends over or hosting a holiday gathering.

Response	%
Yes, more than once	29%
Yes, once	12%
No	60%
QuickFacts±	
Yes (net)	40%
Yes (net among Millennials)	59%

4. Which of the following would be more stressful?

Response	%
Cleaning my home to host Thanksgiving	38%
Waiting in line at the DMV	62%

5. If you gathered all of your holiday décor in one place, which of the following best describes what it could fill? Meaning, all lights, lawn decorations, Halloween costumes, holiday trees, ornaments and other holiday-related décor that you own.

Response	%
Shoebox	21%
Car	58%
Swimming pool	18%
Cruise ship	3%
QuickFacts	
Swimming pool or larger	21%

± 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.



Methodological Notes:

The SpareFoot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,010 nationally representative U.S. adults, ages 18+, between July 6 and July 11, 2017 using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of U.S. adults.

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.