

SpareFoot Survey – Chicago DMA Demographic Report

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

April 2016

CONFIDENTIAL

SpareFoot Survey - Chicago DMA
 Wakefield Research
 April 2016

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Very cluttered	59 12%	25 10%	34 13%	4 7%	25 14%	12 11%	18 12%	24 12%	15 11%	20 14%	12 16%	26 12%	21 10%	23 10%	33 13%	3 14%	59 22% A	-	31 14%	27 10%
Somewhat cluttered	213 42%	105 44%	108 41%	30 50%	82 45%	40 36%	61 41%	93 47%	53 38%	56 39%	27 37%	90 43%	96 44%	88 39%	113 44%	12 55%	213 78% A	-	104 46%	107 39%
Somewhat uncluttered	143 28%	68 28%	75 29%	20 33%	51 28%	29 26%	43 29%	58 29%	39 28%	41 28%	24 33%	68 32% M	51 23%	67 30%	72 28%	4 18%	-	143 62% A	61 27%	82 30%
Very uncluttered	87 17% H	43 18%	44 17%	6 10%	24 13%	31 28% DEA	26 18%	22 11%	32 23% H	28 19% H	10 14%	26 12% L	51 23%	47 21%	37 15%	3 14%	-	87 38% A	31 14%	56 21% S

CLUTTERED (NET)	272 54%	130 54%	142 54%	34 57%	107 59% F	52 46%	79 53%	117 59%	68 49%	76 52%	39 53%	116 55%	117 53%	111 49%	146 57%	15 68%	272 100% A	-	135 59% T	134 49%
UNCLUTTERED (NET)	230 46%	111 46%	119 46%	26 43%	75 41%	60 54% E	69 47%	80 41%	71 51%	69 48%	34 47%	94 45%	102 47%	114 51%	109 43%	7 32%	-	230 100% A	92 41%	138 51% S

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
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1. How cluttered or uncluttered would you say your current home is?

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Very cluttered	59 12%	28 9%	31 15%	25 13%	34 11%	33 14%	26 10%	37 11%	22 13%	16 11%	18 11%	25 13%	8 9%	51 12%	31 12%	28 12%
Somewhat cluttered	213 42%	132 44%	81 40%	91 46%	122 40%	114 47%	99 38%	139 42%	74 43%	63 43%	65 41%	85 43%	42 49%	171 41%	116 43%	97 41%
Somewhat uncluttered	143 28%	89 30%	54 26%	52 26%	91 30%	57 24%	86 33%	96 29%	47 27%	35 24%	49 31%	59 30%	22 26%	121 29%	75 28%	68 29%
Very uncluttered	87 17%	49 16%	38 19%	31 16%	56 18%	38 16%	49 19%	59 18%	28 16%	31 21%	27 17%	29 15%	14 16%	73 18%	46 17%	41 18%

CLUTTERED (NET)	272 54%	160 54%	112 55%	116 58%	156 51%	147 61%	125 48%	176 53%	96 56%	79 54%	83 52%	110 56%	50 58%	222 53%	147 55%	125 53%
UNCLUTTERED (NET)	230 46%	138 46%	92 45%	83 42%	147 49%	95 39%	135 52%	155 47%	75 44%	66 46%	76 48%	88 44%	36 42%	194 47%	121 45%	109 47%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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2. In an average week, approximately how much time do you spend looking for misplaced items in your home? Please give your answer in hours. Your best guess is fine.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Less than one hour	318 63% SQH	147 61%	171 66%	31 52%	105 58%	72 64%	110 74% DEA	105 53%	88 63%	106 73% HA	49 67%	130 62%	139 63%	142 63%	162 64%	14 64%	145 53%	173 75% QA	118 52%	199 73% SA
1 hour	50 10%	26 11%	24 9%	10 17% F	15 8%	6 5%	19 13% F	19 10%	11 8%	19 13%	6 8%	20 10%	24 11%	22 10%	27 11%	1 5%	34 13% R	16 7%	14 6%	36 13% S
2 hours	64 13% G	29 12%	35 13%	10 17%	23 13%	20 18% G	11 7% G	29 15% J	23 17% J	11 8%	9 12%	28 13%	27 12%	23 10%	38 15%	3 14%	40 15%	24 10%	39 17% T	24 9%
3 hours or more	70 14% TRJG	39 16%	31 12%	9 15%	39 21% FGA	14 13%	8 5%	44 22% IJA	17 12%	9 6%	9 12%	32 15%	29 13%	38 17%	28 11%	4 18%	53 19% R	17 7%	56 25% TA	13 5%

AVERAGE	1.46 TRJG	1.67	1.27	1.54 G	1.92 FG	1.34	0.97	2.00 IJA	1.29	1.03	1.16	1.60	1.44	1.61	1.29	2.05	1.82 R	1.05	1.99 TA	0.99

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2. In an average week, approximately how much time do you spend looking for misplaced items in your home? Please give your answer in hours. Your best guess is fine.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Less than one hour	318 63% FD	180 60%	138 68%	107 54%	211 70% D	134 55%	184 71% FA	197 60%	121 71% H	110 76% KLA	94 59%	114 58%	51 59%	267 64%	162 60%	156 67%
1 hour	50 10%	27 9%	23 11%	14 7%	36 12%	27 11%	23 9%	27 8%	23 13%	10 7%	15 9%	25 13%	8 9%	42 10%	32 12%	18 8%
2 hours	64 13% J	42 14%	22 11%	36 18% E	28 9%	39 16% G	25 10%	48 15%	16 9%	10 7%	21 13%	33 17% J	11 13%	53 13%	39 15%	25 11%
3 hours or more	70 14% IE	49 16% C	21 10%	42 21% EA	28 9%	42 17% G	28 11%	59 18% I	11 6%	15 10%	29 18% J	26 13%	16 19%	54 13%	35 13%	35 15%

AVERAGE	1.46 IG	1.58	1.29	1.87 E	1.20	1.78 G	1.17	1.69 I	1.02	1.28	1.65	1.44	1.67	1.42	1.38	1.56

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Agree strongly	114 23%	56 23%	58 22%	17 28%	46 25%	22 20%	29 20%	50 25%	34 24%	26 18%	21 29%	45 21%	48 22%	55 24%	53 21%	6 27%	73 27%	41 18%	60 26%	53 19%
Agree somewhat	196 39%	103 43%	93 36%	21 35%	79 43%	46 41%	50 34%	85 43%	51 37%	54 37%	24 33%	94 45%	78 36%	82 36%	106 42%	8 36%	109 40%	87 38%	98 43%	98 36%
Disagree somewhat	96 19%	38 16%	58 22%	14 23%	33 18%	18 16%	31 21%	37 19%	25 18%	30 21%	13 18%	39 19%	44 20%	43 19%	50 20%	3 14%	44 16%	52 23%	33 15%	63 23%
Disagree strongly	96 19%	44 18%	52 20%	8 13%	24 13%	26 23%	38 26%	25 13%	29 21%	35 24%	15 21%	32 15%	49 22%	45 20%	46 18%	5 23%	46 17%	50 22%	36 16%	58 21%

AGREE (NET)	310 62%	159 66%	151 58%	38 63%	125 69%	68 61%	79 53%	135 69%	85 61%	80 55%	45 62%	139 66%	126 58%	137 61%	159 62%	14 64%	182 67%	128 56%	158 70%	151 56%
DISAGREE (NET)	192 38%	82 34%	110 42%	22 37%	57 31%	44 39%	69 47%	62 31%	54 39%	65 45%	28 38%	71 34%	93 42%	88 39%	96 38%	8 36%	90 33%	102 44%	69 30%	121 44%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Agree strongly	114 23%	60 20%	54 26%	52 26%	62 20%	55 23%	59 23%	74 22%	40 23%	42 29%	34 21%	38 19%	26 30%	88 21%	53 20%	61 26%
Agree somewhat	196 39%	126 42%	70 34%	79 40%	117 39%	109 45%	87 33%	137 41%	59 35%	38 26%	66 42%	92 46%	33 38%	163 39%	118 44%	78 33%
Disagree somewhat	96 19%	62 21%	34 17%	33 17%	63 21%	40 17%	56 22%	64 19%	32 19%	33 23%	28 18%	35 18%	18 21%	78 19%	47 18%	49 21%
Disagree strongly	96 19%	50 17%	46 23%	35 18%	61 20%	38 16%	58 22%	56 17%	40 23%	32 22%	31 19%	33 17%	9 10%	87 21%	50 19%	46 20%

AGREE (NET)	310 62%	186 62%	124 61%	131 66%	179 59%	164 68%	146 56%	211 64%	99 58%	80 55%	100 63%	130 66%	59 69%	251 60%	171 64%	139 59%
DISAGREE (NET)	192 38%	112 38%	80 39%	68 34%	124 41%	78 32%	114 44%	120 36%	72 42%	65 45%	59 37%	68 34%	27 31%	165 40%	97 36%	95 41%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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4. Which of the following, if any, explain why you keep items in your home that you don't use or need? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
In case I need them in the future	332 66%	156 65%	176 67%	45 75%	115 63%	74 66%	98 66%	133 68%	88 63%	102 70%	51 70%	137 65%	144 66%	144 64%	175 69%	13 59%	182 67%	150 65%	143 63%	188 69%
Sentimental reasons	269 54%	122 51%	147 56%	33 55%	96 53%	60 54%	80 54%	105 53%	76 55%	77 53%	39 53%	109 52%	121 55%	122 54%	138 54%	9 41%	139 51%	130 57%	126 56%	141 52%
To sell them in the future	143 28%	70 29%	73 28%	19 32%	63 35%	27 24%	34 23%	63 32%	41 29%	38 26%	25 34%	69 33%	49 22%	59 26%	75 29%	9 41%	86 32%	57 25%	71 31%	71 26%
In case I want to give them to someone as gifts	124 25%	58 24%	66 25%	13 22%	45 25%	27 24%	39 26%	45 23%	36 26%	37 26%	19 26%	46 22%	59 27%	49 22%	73 29%	2 9%	71 26%	53 23%	55 24%	69 25%
I felt guilty getting rid of them	104 21%	41 17%	63 24%	10 17%	46 25%	23 21%	25 17%	49 25%	25 18%	29 20%	13 18%	53 25%	38 17%	44 20%	56 22%	4 18%	71 26%	33 14%	54 24%	50 18%
I am, or a family member is, too lazy to get rid of old items	15 3%	5 2%	10 4%	2 3%	2 1%	4 4%	7 5%	4 2%	4 3%	6 4%	-	8 4%	7 3%	7 3%	8 3%	-	11 4%	4 2%	4 2%	11 4%
Other	13 3%	9 4%	4 2%	1 2%	4 2%	-	8 5%	5 3%	-	7 5%	3 4%	8 4%	2 1%	5 2%	7 3%	1 5%	10 4%	3 1%	6 3%	7 3%
None of these	28 6%	12 5%	16 6%	4 7%	6 3%	8 7%	10 7%	7 4%	8 6%	10 7%	1 1%	14 7%	13 6%	13 6%	13 5%	2 9%	10 4%	18 8%	10 4%	18 7%

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

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502	241	261	60	182	112	148	197	139	145	73	210	219	225	255	22	272	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	474	229	245	56	176	104	138	190	131	135	72	196	206	212	242	20	262	212	217	254
	94%	95%	94%	93%	97%	93%	93%	96%	94%	93%	99%	93%	94%	94%	95%	91%	96%	92%	96%	93%
											LMA						R			

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	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
In case I need them in the future	332 66%	205 69%	127 62%	130 65%	202 67%	168 69%	164 63%	219 66%	113 66%	85 59%	107 67%	140 71%	49 57%	283 68%	175 65%	157 67%
Sentimental reasons	269 54%	173 58%	96 47%	109 55%	160 53%	130 54%	139 53%	184 56%	85 50%	65 45%	92 58%	112 57%	47 55%	222 53%	149 56%	120 51%
To sell them in the future	143 28%	89 30%	54 26%	58 29%	85 28%	73 30%	70 27%	102 31%	41 24%	41 28%	48 30%	54 27%	30 35%	113 27%	85 32%	58 25%
In case I want to give them to someone as gifts	124 25%	72 24%	52 25%	51 26%	73 24%	64 26%	60 23%	79 24%	45 26%	38 26%	43 27%	43 22%	15 17%	109 26%	63 24%	61 26%
I felt guilty getting rid of them	104 21%	68 23%	36 18%	48 24%	56 18%	63 26%	41 16%	71 21%	33 19%	25 17%	29 18%	50 25%	24 28%	80 19%	60 22%	44 19%
I am, or a family member is, too lazy to get rid of old items	15 3%	10 3%	5 2%	4 2%	11 4%	8 3%	7 3%	6 2%	9 5%	6 4%	3 2%	6 3%	1 1%	14 3%	7 3%	8 3%
Other	13 3%	6 2%	7 3%	2 1%	11 4%	7 3%	6 2%	5 2%	8 5%	6 4%	4 3%	3 2%	-	13 3%	8 3%	5 2%
None of these	28 6%	10 3%	18 9%	4 2%	24 8%	11 5%	17 7%	17 5%	11 6%	15 10%	6 4%	7 4%	3 3%	25 6%	10 4%	18 8%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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TOTAL	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 -\$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502	298	204	199	303	242	260	331	171	145	159	198	86	416	268	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	474	288	186	195	279	231	243	314	160	130	153	191	83	391	258	216
	94%	97%	91%	98%	92%	95%	93%	95%	94%	90%	96%	96%	97%	94%	96%	92%
		C		EA							J	J				

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Gift I received	294 59% KG	139 58%	155 59%	43 72% GA	115 63% G	69 62% G	67 45%	133 68% JA	83 60%	72 50%	32 44%	127 60% K	135 62% K	135 60%	146 57%	13 59%	167 61%	127 55%	145 64% T	147 54%
Family heirloom	247 49%	119 49%	128 49%	22 37%	88 48%	53 47%	84 57% D	81 41%	77 55% H	81 56% H	37 51%	108 51%	102 47%	103 46%	134 53%	10 45%	137 50%	110 48%	104 46%	141 52%
Clothing I rarely wore	233 46%	100 41%	133 51% B	26 43%	85 47%	57 51%	65 44%	95 48%	65 47%	60 41%	36 49%	99 47%	98 45%	100 44%	124 49%	9 41%	128 47%	105 46%	106 47%	125 46%
Greeting card	230 46%	97 40%	133 51% B	25 42%	103 57% DFGA	41 37%	61 41%	101 51% J	62 45%	57 39%	31 42%	98 47%	101 46%	116 52% O	106 42%	8 36%	125 46%	105 46%	115 51% T	113 42%
Drawing, craft or project my child made	113 23% JGD	40 17%	73 28% B	7 12%	64 35% DGA	34 30% DG	8 5%	52 26% J	52 37% HJA	8 6%	13 18%	55 26%	45 21%	51 23%	52 20%	10 45% NOA	62 23%	51 22%	62 27% T	50 18%
Old toy my child used to play with	82 16% TJG	35 15%	47 18%	7 12%	52 29% DFGA	17 15% G	6 4%	41 21% J	34 24% JA	6 4%	11 15%	41 20%	30 14%	37 16%	37 15%	8 36% O	50 18%	32 14%	52 23% TA	29 11%
Other	6 1%	5 2%	1 *%	-	1 1%	2 2%	3 2%	1 1%	2 1%	3 2%	-	2 1%	4 2%	1 *%	5 2%	-	5 2%	1 *%	1 *%	5 2%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502	241	261	60	182	112	148	197	139	145	73	210	219	225	255	22	272	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	34	22	12	3	7	9	15	7	9	16	6	16	12	10	19	5	17	17	8	26
	7%	9%	5%	5%	4%	8%	10%	4%	6%	11%	8%	8%	5%	4%	7%	23%	6%	7%	4%	10%
		C					E			H						N				S

ANY (NET)	468	219	249	57	175	103	133	190	130	129	67	194	207	215	236	17	255	213	219	246
	93%	91%	95%	95%	96%	92%	90%	96%	94%	89%	92%	92%	95%	96%	93%	77%	94%	93%	96%	90%
			B		G			J						P					T	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Gift I received	294 59%	179 60%	115 56%	126 63%	168 55%	149 62%	145 56%	196 59%	98 57%	77 53%	99 62%	118 60%	51 59%	243 58%	154 57%	140 60%
Family heirloom	247 49%	157 53%	90 44%	98 49%	149 49%	134 55% G	113 43%	170 51%	77 45%	61 42%	76 48%	110 56% J	39 45%	208 50%	148 55% P	99 42%
Clothing I rarely wore	233 46%	146 49%	87 43%	94 47%	139 46%	119 49%	114 44%	157 47%	76 44%	61 42%	71 45%	101 51%	40 47%	193 46%	129 48%	104 44%
Greeting card	230 46%	137 46%	93 46%	104 52% E	126 42%	119 49%	111 43%	160 48%	70 41%	60 41%	76 48%	94 47%	42 49%	188 45%	120 45%	110 47%
Drawing, craft or project my child made	113 23% C	86 29% CA	27 13%	113 57% A	-	61 25%	52 20%	80 24%	33 19%	27 19%	30 19%	56 28% JK	26 30%	87 21%	61 23%	52 22%
Old toy my child used to play with	82 16% C	62 21% C	20 10%	82 41% A	-	47 19%	35 13%	61 18%	21 12%	20 14%	21 13%	41 21%	21 24% N	61 15%	48 18%	34 15%
Other	6 1%	6 2%	-	-	6 2%	3 1%	3 1%	3 1%	3 2%	1 1%	2 1%	3 2%	-	6 1%	3 1%	3 1%
None of these	34 7% M	16 5%	18 9%	8 4%	26 9% D	12 5%	22 8%	21 6%	13 8%	14 10%	7 4%	13 7%	2 2%	32 8% M	17 6%	17 7%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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TOTAL	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502	298	204	199	303	242	260	331	171	145	159	198	86	416	268	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	468	282	186	191	277	230	238	310	158	131	152	185	84	384	251	217
	93%	95%	91%	96%	91%	95%	92%	94%	92%	90%	96%	93%	98%	92%	94%	93%
					E								NA			

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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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? Your best guess is fine.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	298 100%	151 100%	147 100%	20 100%	125 100%	70 100%	83 100%	112 100%	92 100%	82 100%	51 100%	125 100%	122 100%	115 100%	171 100%	12 100%	160 100%	138 100%	136 100%	159 100%
None	27 9%	13 9%	14 10%	3 15%	8 6%	7 10%	9 11%	8 7%	9 10%	9 11%	4 8%	10 8%	13 11%	11 10%	15 9%	1 8%	9 6%	18 13%	9 7%	18 11%
1-10%	76 26%	37 25%	39 27%	8 40%	24 19%	17 24%	27 33%	27 24%	17 18%	30 37%	15 29%	24 19%	37 30%	25 22%	47 27%	4 33%	36 23%	40 29%	31 23%	45 28%
11-24%	33 11%	22 15%	11 7%	2 10%	14 11%	8 11%	9 11%	9 8%	15 16%	6 7%	7 14%	11 9%	15 12%	11 10%	20 12%	2 17%	17 11%	16 12%	17 13%	15 9%
25-49%	78 26%	45 30%	33 22%	3 15%	37 30%	19 27%	19 23%	33 29%	23 25%	19 23%	13 25%	40 32%	25 20%	31 27%	44 26%	3 25%	47 29%	31 22%	37 27%	39 25%
50% or more	84 28%	34 23%	50 34%	4 20%	42 34%	19 27%	19 23%	35 31%	28 30%	18 22%	12 24%	40 32%	32 26%	37 32%	45 26%	2 17%	51 32%	33 24%	42 31%	42 26%

ANY (NET)	271 91%	138 91%	133 90%	17 85%	117 94%	63 90%	74 89%	104 93%	83 90%	73 89%	47 92%	115 92%	109 89%	104 90%	156 91%	11 92%	151 94%	120 87%	127 93%	141 89%
AVERAGE (INCLUDING 0)	30.27	28.30	32.28	19.60	35.84 DGA	28.60	25.84	33.66 J	30.75	24.93	28.06	33.14	28.24	32.95	29.08	21.50	33.66 R	26.33	33.89 T	27.16

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	298	151	147	20	125	70	83	112	92	82	51	125	122	115	171	12	160	138	136	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	33.28	30.97	35.68	23.06	38.29	31.78	28.99	36.25	34.08	28.00	30.45	36.03	31.61	36.43	31.87	23.45	35.67	30.28	36.29	30.63
					DG			J												

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 -\$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	298 100%	298 100%	-	147 100%	151 100%	165 100%	133 100%	210 100%	88 100%	47 100%	101 100%	150 100%	53 100%	245 100%	179 100%	119 100%
None	27 9%	27 9%	-	8 5%	19 13%	15 9%	12 9%	17 8%	10 11%	9 19%	5 5%	13 9%	4 8%	23 9%	13 7%	14 12%
1-10%	76 26%	76 26%	-	32 22%	44 29%	40 24%	36 27%	51 24%	25 28%	14 30%	24 24%	38 25%	13 25%	63 26%	49 27%	27 23%
11-24%	33 11%	33 11%	-	19 13%	14 9%	20 12%	13 10%	25 12%	8 9%	4 9%	12 12%	17 11%	6 11%	27 11%	24 13%	9 8%
25-49%	78 26%	78 26%	-	43 29%	35 23%	45 27%	33 25%	57 27%	21 24%	6 13%	29 29%	43 29%	14 26%	64 26%	48 27%	30 25%
50% or more	84 28%	84 28%	-	45 31%	39 26%	45 27%	39 29%	60 29%	24 27%	14 30%	31 31%	39 26%	16 30%	68 28%	45 25%	39 33%

ANY (NET)	271 91%	271 91%	-	139 95%	132 87%	150 91%	121 91%	193 92%	78 89%	38 81%	96 95%	137 91%	49 92%	222 91%	166 93%	105 88%
AVERAGE (INCLUDING 0)	30.27	30.27	-	33.33 E	27.28	29.71	30.95	30.81	28.95	29.11	33.11	28.71	30.26	30.27	28.07	33.56
AVERAGE (EXCLUDING 0)	33.28	33.28	-	35.25	31.20	32.68	34.02	33.53	32.67	36.00	34.83	31.44	32.73	33.40	30.27	38.04 O

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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7. How often, if ever, do you stop your significant other from throwing out an item you want to keep?

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE	ITEMS	OUTSIDE
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	298 100%	151 100%	147 100%	20 100%	125 100%	70 100%	83 100%	112 100%	92 100%	82 100%	51 100%	125 100%	122 100%	115 100%	171 100%	12 100%	160 100%	138 100%	136 100%	159 100%
All the time	33 11% TJG	18 12%	15 10%	2 10%	23 18% FG	5 7%	3 4%	18 16% J	11 12%	4 5%	4 8%	9 7%	20 16% L	20 17% O	13 8%	-	15 9%	18 13%	25 18% T	8 5%
Some of the time	123 41% TJG	71 47% C	52 35%	13 65% GA	54 43% G	33 47% G	23 28%	54 48% J	42 46% J	22 27%	17 33%	55 44%	51 42%	53 46%	66 39%	4 33%	76 48% R	47 34%	74 54% TA	48 30%
Hardly ever	100 34% S	48 32%	52 35%	5 25%	35 28%	21 30%	39 47% DEFA	31 28%	26 28%	37 45% HI	19 37%	47 38%	34 28%	32 28%	64 37%	4 33%	47 29%	53 38%	29 21%	70 44% SA
Never	42 14% S	14 9%	28 19% B	-	13 10%	11 16%	18 22% E	9 8%	13 14%	19 23% H	11 22%	14 11%	17 14%	10 9%	28 16% N	4 33%	22 14%	20 14%	8 6%	33 21% S

FREQUENTLY (NET)	156 52% TJG	89 59% C	67 46%	15 75% GA	77 62% G	38 54% G	26 31%	72 64% JA	53 58% J	26 32%	21 41%	64 51%	71 58% K	73 63% OPA	79 46%	4 33%	91 57%	65 47%	99 73% TA	56 35%
INFREQUENTLY (NET)	142 48% SNHD	62 41%	80 54% B	5 25%	48 38%	32 46%	57 69% DEFA	40 36%	39 42%	56 68% HIA	30 59% M	61 49%	51 42%	42 37%	92 54% N	8 67% N	69 43%	73 53%	37 27%	103 65% SA
EVER (NET)	256 86% C	137 91% C	119 81%	20 100% EFGA	112 90% G	59 84%	65 78%	103 92% J	79 86%	63 77%	40 78%	111 89%	105 86%	105 91% O	143 84%	8 67%	138 86%	118 86%	128 94% TA	126 79%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	298 100%	298 100%	-	147 100%	151 100%	165 100%	133 100%	210 100%	88 100%	47 100%	101 100%	150 100%	53 100%	245 100%	179 100%	119 100%
All the time	33 11% E	33 11%	-	25 17% E	8 5%	20 12%	13 10%	26 12%	7 8%	9 19%	9 9%	15 10%	5 9%	28 11%	13 7%	20 17% O
Some of the time	123 41%	123 41%	-	68 46%	55 36%	72 44%	51 38%	89 42%	34 39%	16 34%	49 49%	58 39%	29 55% N	94 38%	72 40%	51 43%
Hardly ever	100 34%	100 34%	-	39 27%	61 40% D	56 34%	44 33%	67 32%	33 38%	17 36%	30 30%	53 35%	16 30%	84 34%	67 37%	33 28%
Never	42 14% M	42 14%	-	15 10%	27 18%	17 10%	25 19% F	28 13%	14 16%	5 11%	13 13%	24 16%	3 6%	39 16% M	27 15%	15 13%

FREQUENTLY (NET)	156 52% E	156 52%	-	93 63% EA	63 42%	92 56%	64 48%	115 55%	41 47%	25 53%	58 57%	73 49%	34 64% N	122 50%	85 47%	71 60% O
INFREQUENTLY (NET)	142 48% D	142 48%	-	54 37%	88 58% DA	73 44%	69 52%	95 45%	47 53%	22 47%	43 43%	77 51%	19 36%	123 50% M	94 53% P	48 40%
EVER (NET)	256 86%	256 86%	-	132 90%	124 82%	148 90% G	108 81%	182 87%	74 84%	42 89%	88 87%	126 84%	50 94% NA	206 84%	152 85%	104 87%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
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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.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Very likely	52 10%	21 9%	31 12%	7 12%	26 14%	10 9%	9 6%	30 15%	11 8%	11 8%	7 10%	17 8%	28 13%	31 14%	21 8%	-	31 11%	21 9%	32 14%	20 7%
					G			IJ											T	
Somewhat likely	122 24%	62 26%	60 23%	15 25%	60 33%	34 30%	13 9%	64 32%	40 29%	16 11%	10 14%	63 30%	49 22%	61 27%	54 21%	7 32%	75 28%	47 20%	77 34%	45 17%
	TKJG			G	GA	G		JA	J			K							TA	
Somewhat unlikely	167 33%	76 32%	91 35%	25 42%	57 31%	32 29%	53 36%	66 34%	44 32%	50 34%	28 38%	72 34%	67 31%	66 29%	94 37%	7 32%	94 35%	73 32%	63 28%	103 38%
																			S	
Very unlikely	161 32%	82 34%	79 30%	13 22%	39 21%	36 32%	73 49%	37 19%	44 32%	68 47%	28 38%	58 28%	75 34%	67 30%	86 34%	8 36%	72 26%	89 39%	55 24%	104 38%
	SHE				E	DEFA		H	HIA								Q		S	

LIKELY (NET)	174 35%	83 34%	91 35%	22 37%	86 47%	44 39%	22 15%	94 48%	51 37%	27 19%	17 23%	80 38%	77 35%	92 41%	75 29%	7 32%	106 39%	68 30%	109 48%	65 24%
	TKJG			G	GA	G		IJA	J			K	K	O			R		TA	
UNLIKELY (NET)	328 65%	158 66%	170 65%	38 63%	96 53%	68 61%	126 85%	103 52%	88 63%	118 81%	56 77%	130 62%	142 65%	133 59%	180 71%	15 68%	166 61%	162 70%	118 52%	207 76%
	SHE					DEFA			H	HIA	LMA			N			Q		SA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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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.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Very likely	52 10%	22 7%	30 15%	29 15%	23 8%	25 10%	27 10%	37 11%	15 9%	17 12%	17 11%	18 9%	12 14%	40 10%	20 7%	32 14%
			B	E												O
Somewhat likely	122 24%	68 23%	54 26%	67 34%	55 18%	61 25%	61 23%	96 29%	26 15%	35 24%	45 28%	42 21%	25 29%	97 23%	63 24%	59 25%
			IE	EA				I								
Somewhat unlikely	167 33%	92 31%	75 37%	54 27%	113 37%	87 36%	80 31%	105 32%	62 36%	48 33%	52 33%	67 34%	28 33%	139 33%	98 37%	69 29%
					D											
Very unlikely	161 32%	116 39%	45 22%	49 25%	112 37%	69 29%	92 35%	93 28%	68 40%	45 31%	45 28%	71 36%	21 24%	140 34%	87 32%	74 32%
					D				H							

LIKELY (NET)	174 35%	90 30%	84 41%	96 48%	78 26%	86 36%	88 34%	133 40%	41 24%	52 36%	62 39%	60 30%	37 43%	137 33%	83 31%	91 39%
			B	EA				I								
UNLIKELY (NET)	328 65%	208 70%	120 59%	103 52%	225 74%	156 64%	172 66%	198 60%	130 76%	93 64%	97 61%	138 70%	49 57%	279 67%	185 69%	143 61%
					DA				HA							

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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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.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	298	151	147	20	125	70	83	112	92	82	51	125	122	115	171	12	160	138	136	159
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	63	41	22	4	40	10	9	38	15	9	11	24	28	37	24	2	40	23	48	15
	21%	27%	15%	20%	32%	14%	11%	34%	16%	11%	22%	19%	23%	32%	14%	17%	25%	17%	35%	9%
	TOJG	C		FGA				IJA						OA					TA	
Yes, one	45	23	22	5	19	11	10	20	12	12	8	16	21	18	26	1	28	17	32	13
	15%	15%	15%	25%	15%	16%	12%	18%	13%	15%	16%	13%	17%	16%	15%	8%	18%	12%	24%	8%
	T																		TA	
No	190	87	103	11	66	49	64	54	65	61	32	85	73	60	121	9	92	98	56	131
	64%	58%	70%	55%	53%	70%	77%	48%	71%	74%	63%	68%	60%	52%	71%	75%	58%	71%	41%	82%
	SNHE		B		E	EA			H	H				N				Q		SA

YES (NET)	108	64	44	9	59	21	19	58	27	21	19	40	49	55	50	3	68	40	80	28
	36%	42%	30%	45%	47%	30%	23%	52%	29%	26%	37%	32%	40%	48%	29%	25%	43%	29%	59%	18%
	TG	C		FGA				IJA						OA			R		TA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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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.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	298 100%	298 100%	-	147 100%	151 100%	165 100%	133 100%	210 100%	88 100%	47 100%	101 100%	150 100%	53 100%	245 100%	179 100%	119 100%
Yes, more than one	63 21% I	63 21%	-	37 25%	26 17%	38 23%	25 19%	55 26% I	8 9%	9 19%	29 29% L	25 17%	16 30%	47 19%	37 21%	26 22%
Yes, one	45 15%	45 15%	-	25 17%	20 13%	22 13%	23 17%	32 15%	13 15%	4 9%	21 21% J	20 13%	10 19%	35 14%	22 12%	23 19%
No	190 64% K	190 64%	-	85 58%	105 70% D	105 64%	85 64%	123 59%	67 76% HA	34 72% K	51 50%	105 70% K	27 51%	163 67% M	120 67%	70 59%

YES (NET)	108 36% I	108 36%	-	62 42% E	46 30%	60 36%	48 36%	87 41% I	21 24%	13 28%	50 50% JLA	45 30%	26 49% N	82 33%	59 33%	49 41%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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10. Approximately what percentage of your child's toys, if any, do you think you could get rid of without them noticing? Your best guess is fine.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	199 100%	84 100%	115 100%	20 100%	113 100%	53 100%	13 100%	100 100%	83 100%	15 100%	27 100%	90 100%	82 100%	96 100%	93 100%	10 100%	116 100%	83 100%	117 100%	80 100%
None	9 5%	6 7%	3 3%	1 5%	3 3%	5 9%	-	3 3%	6 7%	-	-	5 6%	4 5%	5 5%	4 4%	-	6 5%	3 4%	4 3%	5 6%
1-10%	31 16%	14 17%	17 15%	4 20%	18 16%	6 11%	3 23%	17 17%	10 12%	4 27%	5 19%	11 12%	15 18%	16 17%	14 10%	1 10%	17 15%	14 17%	18 15%	12 15%
11-24%	34 17%	18 21%	16 14%	2 10%	21 19%	10 19%	1 8%	18 18%	15 18%	1 7%	6 22%	20 22%	8 10%	14 15%	16 17%	4 40%	24 21%	10 12%	21 18%	13 16%
25-49%	47 24%	20 24%	27 23%	4 20%	32 28%	8 15%	3 23%	29 29%	15 18%	2 13%	6 22%	19 21%	22 27%	23 24%	20 22%	4 40%	30 26%	17 20%	34 29%	13 16%
50% or more	78 39%	26 31%	52 45%	9 45%	39 35%	24 45%	6 46%	33 33%	37 45%	8 53%	10 37%	35 39%	33 40%	38 40%	39 42%	1 10%	39 34%	39 47%	40 34%	37 46%

ANY (NET)	190 95%	78 93%	112 97%	19 95%	110 97%	48 91%	13 100%	97 97%	77 93%	15 100%	27 100%	85 94%	78 95%	91 95%	89 96%	10 100%	110 95%	80 96%	113 97%	75 94%
AVERAGE (INCLUDING 0)	38.39	33.76	41.77	40.10	37.82	37.51	44.23	36.96	38.65	47.33	34.00	39.76	38.33	38.14	39.71	28.50	36.21	41.43	36.70	41.18

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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10. Approximately what percentage of your child's toys, if any, do you think you could get rid of without them noticing? Your best guess is fine.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	199	84	115	20	113	53	13	100	83	15	27	90	82	96	93	10	116	83	117	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	40.21	36.36	42.88	42.21	38.85	41.42	44.23	38.10	41.66	47.33	34.00	42.09	40.29	40.23	41.49	28.50	38.18	42.99	38.00	43.92

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	199 100%	147 100%	52 100%	199 100%	-	102 100%	97 100%	146 100%	53 100%	47 100%	64 100%	88 100%	47 100%	152 100%	100 100%	99 100%
None	9 5%	6 4%	3 6%	9 5%	-	2 2%	7 7%	6 4%	3 6%	4 9%	2 3%	3 3%	5 11%	4 3%	4 4%	5 5%
1-10%	31 16%	20 14%	11 21%	31 16%	-	10 10%	21 22%	23 16%	8 15%	9 19%	11 17%	11 13%	7 15%	24 16%	14 14%	17 17%
11-24%	34 17%	26 18%	8 15%	34 17%	-	21 21%	13 13%	24 16%	10 19%	5 11%	13 20%	16 18%	4 9%	30 20%	22 22%	12 12%
25-49%	47 24%	37 25%	10 19%	47 24%	-	31 30%	16 16%	38 26%	9 17%	9 19%	17 27%	21 24%	19 40%	28 18%	23 23%	24 24%
50% or more	78 39%	58 39%	20 38%	78 39%	-	38 37%	40 41%	55 38%	23 43%	20 43%	21 33%	37 42%	12 26%	66 43%	37 37%	41 41%

ANY (NET)	190 95%	141 96%	49 94%	190 95%	-	100 98%	90 93%	140 96%	50 94%	43 91%	62 97%	85 97%	42 89%	148 97%	96 96%	94 95%
AVERAGE (INCLUDING 0)	38.39	38.67	37.60	38.39	-	38.29	38.48	37.42	41.04	41.45	36.38	38.22	33.62	39.86	37.24	39.55
AVERAGE (EXCLUDING 0)	40.21	40.31	39.90	40.21	-	39.06	41.48	39.03	43.50	45.30	37.55	39.56	37.62	40.94	38.79	41.65

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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 Uppercase letters indicate significance at the 95% level.
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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. Your best guess is fine.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	499	240	259	60	181	110	148	197	136	145	73	208	218	223	254	22	269	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	272	119	153	20	77	62	113	74	72	111	38	113	121	104	154	14	134	138	-	272
	55%	50%	59%	33%	43%	56%	76%	38%	53%	77%	52%	54%	56%	47%	61%	64%	50%	60%		100%
	NHED		B			DE	DEFA		H	HIA					N		Q			A
1-99 items	205	112	93	38	98	43	26	117	57	26	32	87	86	112	86	7	120	85	205	-
	41%	47%	36%	63%	54%	39%	18%	59%	42%	18%	44%	42%	39%	50%	34%	32%	45%	37%	90%	
	JG	C		FGA	FGA	G		IJA	J					OA					A	
100 items or more	22	9	13	2	6	5	9	6	7	8	3	8	11	7	14	1	15	7	22	-
	4%	4%	5%	3%	3%	5%	6%	3%	5%	6%	4%	4%	5%	3%	6%	5%	6%	3%	10%	
																			A	

ANY (NET)	227	121	106	40	104	48	35	123	64	34	35	95	97	119	100	8	135	92	227	-
	45%	50%	41%	67%	57%	44%	24%	62%	47%	23%	48%	46%	44%	53%	39%	36%	50%	40%	100%	
	JG	C		FGA	FGA	G		IJA	J					OA			R		A	
AVERAGE (INCLUDING 0)	13.82	14.33	13.35	11.38	14.06	9.08	18.05	12.15	13.24	17.28	16.97	13.66	12.93	12.61	13.58	28.91	16.47	10.73	30.39	0.00
	T																		TA	
AVERAGE (EXCLUDING 0)	30.39	28.43	32.62	17.08	24.46	20.81	76.34	19.46	28.14	73.68	35.40	29.91	29.05	23.64	34.49	79.50	32.81	26.83	30.39	-
	D						DEF			H										

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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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. Your best guess is fine.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	499 100%	295 100%	204 100%	197 100%	302 100%	241 100%	258 100%	329 100%	170 100%	144 100%	159 100%	196 100%	86 100%	413 100%	266 100%	233 100%
None	272 55% MKD	159 54%	113 55%	80 41%	192 64% DA	124 51%	148 57%	161 49%	111 65% HA	86 60% K	69 43%	117 60% K	35 41% K	237 57% M	156 59% P	116 50%
1-99 items	205 41% IE	124 42%	81 40%	109 55% EA	96 32%	102 42%	103 40%	154 47% I	51 30%	53 37%	85 53% JLA	67 34%	51 59% NA	154 37%	95 36%	110 47% O
100 items or more	22 4%	12 4%	10 5%	8 4%	14 5%	15 6%	7 3%	14 4%	8 5%	5 3%	5 3%	12 6%	-	22 5%	15 6%	7 3%

ANY (NET)	227 45% IE	136 46%	91 45%	117 59% EA	110 36%	117 49%	110 43%	168 51% I	59 35%	58 40%	90 57% JLA	79 40%	51 59% NA	176 43%	110 41%	117 50% O
AVERAGE (INCLUDING 0)	13.82 M	13.78	13.89	15.93	12.45	18.18	9.76	13.07	15.29	12.70	14.83	13.83	8.07	15.02 M	13.49	14.20
AVERAGE (EXCLUDING 0)	30.39 M	29.88	31.14	26.83	34.17	37.44	22.88	25.59	44.05	31.53	26.20	34.32	13.61	35.25 M	32.63	28.28

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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12. What is the most embarrassing item you've ever stored away? Please be honest. Your answers are confidential.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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SpareFoot Survey - Chicago DMA
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12. What is the most embarrassing item you've ever stored away? Please be honest. Your answers are confidential.

TOTAL	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Do not know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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SpareFoot Survey - Chicago DMA
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13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE	ITEMS	OUTSIDE
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502	241	261	60	182	112	148	197	139	145	73	210	219	225	255	22	272	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cost of living	158	77	81	22	83	28	25	87	41	28	19	69	70	91	61	6	83	75	90	67
	31%	32%	31%	37%	46%	25%	17%	44%	29%	19%	26%	33%	32%	40%	24%	27%	31%	33%	40%	25%
	TOJG			G	FGA			IJA	J					OA					TA	
Job prospects	154	82	72	18	71	40	25	71	51	29	28	71	55	69	80	5	88	66	78	75
	31%	34%	28%	30%	39%	36%	17%	36%	37%	20%	38%	34%	25%	31%	31%	23%	32%	29%	34%	28%
	JG			G	GA	G		J	J		M	M								
Crime	90	40	50	12	43	19	16	46	25	17	6	36	48	59	31	-	50	40	55	34
	18%	17%	19%	20%	24%	17%	11%	23%	18%	12%	8%	17%	22%	26%	12%		18%	17%	24%	13%
	TOKG			G				J			K	K	OA						T	
Traffic	53	34	19	4	32	10	7	27	17	9	9	24	20	27	25	1	26	27	28	24
	11%	14%	7%	7%	18%	9%	5%	14%	12%	6%	12%	11%	9%	12%	10%	5%	10%	12%	12%	9%
	G	C			DFGA			J												
Weather	42	22	20	6	23	6	7	26	8	8	11	17	14	27	12	3	27	15	31	10
	8%	9%	8%	10%	13%	5%	5%	13%	6%	6%	15%	8%	6%	12%	5%	14%	10%	7%	14%	4%
	TO				FG			IJ						O					TA	
Terrorism concerns	9	6	3	1	5	1	2	4	2	3	1	4	4	4	4	1	5	4	6	3
	2%	2%	1%	2%	3%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	5%	2%	2%	3%	1%
None of these	200	86	114	21	44	48	87	54	51	79	30	78	92	71	116	13	100	100	66	133
	40%	36%	44%	35%	24%	43%	59%	27%	37%	54%	41%	37%	42%	32%	45%	59%	37%	43%	29%	49%
	SNHE				E	DEFA				HIA				N	N				SA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502	241	261	60	182	112	148	197	139	145	73	210	219	225	255	22	272	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	302	155	147	39	138	64	61	143	88	66	43	132	127	154	139	9	172	130	161	139
	60%	64%	56%	65%	76%	57%	41%	73%	63%	46%	59%	63%	58%	68%	55%	41%	63%	57%	71%	51%
	TJG			G	FGA	G		JA	J					OPA					TA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	NON- WORKING	NON- WORKING LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Cost of living	158 31% L	91 31%	67 33%	71 36%	87 29%	62 26%	96 37% F	110 33%	48 28%	66 46% KLA	54 34% L	38 19%	32 37%	126 30%	68 25%	90 38% O
Job prospects	154 31% IG	95 32%	59 29%	68 34%	86 28%	99 41% GA	55 21%	115 35% I	39 23%	37 26%	44 28%	73 37% J	27 31%	127 31%	90 34%	64 27%
Crime	90 18% OLE	49 16%	41 20%	54 27% EA	36 12%	37 15%	53 20%	61 18%	29 17%	35 24% L	36 23% L	19 10%	21 24%	69 17%	30 11%	60 26% OA
Traffic	53 11% JI	38 13% C	15 7%	28 14% E	25 8%	33 14% G	20 8%	44 13% I	9 5%	7 5%	19 12% J	27 14% J	11 13%	42 10%	33 12%	20 9%
Weather	42 8%	24 8%	18 9%	26 13% E	16 5%	27 11% G	15 6%	32 10%	10 6%	10 7%	12 8%	20 10%	9 10%	33 8%	20 7%	22 9%
Terrorism concerns	9 2%	4 1%	5 2%	7 4% E	2 1%	4 2%	5 2%	7 2%	2 1%	4 3%	3 2%	2 1%	3 3%	6 1%	3 1%	6 3%
None of these	200 40% M	118 40%	82 40%	64 32%	136 45% D	83 34%	117 45% F	114 34%	86 50% HA	51 35%	61 38%	88 44%	25 29%	175 42% M	120 45% P	80 34%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE		
	TOTAL	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Total	502	298	204	199	303	242	260	331	171		145	159	198	86	416	268	234
	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%

ANY (NET)	302	180	122	135	167	159	143	217	85		94	98	110	61	241	148	154
	60%	60%	60%	68%	55%	66%	55%	66%	50%		65%	62%	56%	71%	58%	55%	66%
	I			E		G		I					NA				O

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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14. For which of the following reasons, if any, have you or someone you know ever considered moving? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502	241	261	60	182	112	148	197	139	145	73	210	219	225	255	22	272	230	227	272
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Neighbors were too loud	160	76	84	17	69	43	31	72	48	37	18	69	73	87	65	8	89	71	86	71
	32%	32%	32%	28%	38%	38%	21%	37%	35%	26%	25%	33%	33%	39%	25%	36%	33%	31%	38%	26%
		G			G	G		J						O					T	
Political or social environment made me uncomfortable	80	38	42	12	44	16	8	49	20	10	9	39	32	43	33	4	42	38	41	39
	16%	16%	16%	20%	24%	14%	5%	25%	14%	7%	12%	19%	15%	19%	13%	18%	15%	17%	18%	14%
		JG		G	FGA	G		IJA	J											
Area wasn't pet-friendly	72	35	37	11	46	11	4	47	19	6	10	33	29	43	26	3	44	28	49	22
	14%	15%	14%	18%	25%	10%	3%	24%	14%	4%	14%	16%	13%	19%	10%	14%	16%	12%	22%	8%
		TJG		G	FGA	G		IJA	J					O					TA	
Cell phone reception was bad	43	23	20	10	23	7	3	28	11	4	6	18	19	29	13	1	26	17	29	13
	9%	10%	8%	17%	13%	6%	2%	14%	8%	3%	8%	9%	9%	13%	5%	5%	10%	7%	13%	5%
		TJG		G	G			JA						O					T	
Home was haunted	41	17	24	9	20	9	3	25	12	4	6	20	15	19	21	1	27	14	25	15
	8%	7%	9%	15%	11%	8%	2%	13%	9%	3%	8%	10%	7%	8%	8%	5%	10%	6%	11%	6%
		JG		G	G	G		J	J										T	
None of these	254	122	132	28	64	56	106	71	69	96	40	104	110	92	151	11	130	124	85	169
	51%	51%	51%	47%	35%	50%	72%	36%	50%	66%	55%	50%	50%	41%	59%	50%	48%	54%	37%	62%
		SNHE			E	DEFA		H	HIA					NA					SA	

ANY (NET)	248	119	129	32	118	56	42	126	70	49	33	106	109	133	104	11	142	106	142	103
	49%	49%	49%	53%	65%	50%	28%	64%	50%	34%	45%	50%	50%	59%	41%	50%	52%	46%	63%	38%
		TOJG		G	FGA	G		IJA	J					OA					TA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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14. For which of the following reasons, if any, have you or someone you know ever considered moving? Please select all that apply.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE		
	TOTAL	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%	
Neighbors were too loud	160 32%	89 30%	71 35%	69 35%	91 30%	75 31%	85 33%	109 33%	51 30%	57 39%	48 30%	55 28%	33 38%	127 31%	78 29%	82 35%	
Political or social environment made me uncomfortable	80 16%	45 15%	35 17%	41 21%	39 13%	44 18%	36 14%	59 18%	21 12%	26 18%	25 16%	29 15%	20 23%	60 14%	40 15%	40 17%	
Area wasn't pet-friendly	72 14%	46 15%	26 13%	37 19%	35 12%	33 14%	39 15%	56 17%	16 9%	20 14%	26 16%	26 13%	17 20%	55 13%	42 16%	30 13%	
Cell phone reception was bad	43 9%	23 8%	20 10%	21 11%	22 7%	17 7%	26 10%	34 10%	9 5%	14 10%	19 12%	10 5%	12 14%	31 7%	18 7%	25 11%	
Home was haunted	41 8%	24 8%	17 8%	19 10%	22 7%	17 7%	24 9%	30 9%	11 6%	16 11%	12 8%	13 7%	12 14%	29 7%	20 7%	21 9%	
None of these	254 51%	157 53%	97 48%	90 45%	164 54%	122 50%	132 51%	154 47%	100 58%	61 42%	80 50%	113 57%	29 34%	225 54%	145 54%	109 47%	

ANY (NET)	248 49%	141 47%	107 52%	109 55%	139 46%	120 50%	128 49%	177 53%	71 42%	84 58%	79 50%	85 43%	57 66%	191 46%	123 46%	125 53%	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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15. Which of the following candidates, if any, would make you seriously consider moving to another country if they became President? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	502 100%	241 100%	261 100%	60 100%	182 100%	112 100%	148 100%	197 100%	139 100%	145 100%	73 100%	210 100%	219 100%	225 100%	255 100%	22 100%	272 100%	230 100%	227 100%	272 100%
Donald Trump	256 51%	103 43%	153 59%	38 63%	110 60%	52 46%	56 38%	127 64%	66 47%	55 38%	23 32%	105 50%	128 58%	126 56%	125 49%	5 23%	134 49%	122 53%	121 53%	134 49%
Hillary Clinton	99 20%	56 23%	43 16%	16 27%	36 20%	19 17%	28 19%	41 21%	29 21%	22 15%	27 37%	45 21%	27 12%	45 20%	49 19%	5 23%	53 19%	46 20%	60 26%	37 14%
Ted Cruz	70 14%	41 17%	29 11%	7 12%	21 12%	20 18%	22 15%	24 12%	18 13%	25 17%	2 3%	30 14%	38 17%	29 13%	40 16%	1 5%	41 15%	29 13%	33 15%	37 14%
Bernie Sanders	45 9%	30 12%	15 6%	7 12%	14 8%	7 6%	17 11%	19 10%	8 6%	14 10%	13 18%	19 9%	13 6%	16 7%	28 11%	1 5%	23 8%	22 10%	26 11%	19 7%
John Kasich	22 4%	14 6%	8 3%	4 7%	13 7%	1 1%	4 3%	14 7%	4 3%	4 3%	1 1%	12 6%	9 4%	6 3%	15 6%	1 5%	14 5%	8 3%	13 6%	9 3%
None of these	142 28%	78 32%	64 25%	7 12%	38 21%	36 32%	61 41%	30 15%	45 32%	61 42%	24 33%	64 30%	54 25%	48 21%	82 32%	12 55%	75 28%	67 29%	43 19%	99 36%

ANY (NET)	360 72%	163 68%	197 75%	53 88%	144 79%	76 68%	87 59%	167 85%	94 68%	84 58%	49 67%	146 70%	165 75%	177 79%	173 68%	10 45%	197 72%	163 71%	184 81%	173 64%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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Wakefield Research
April 2016

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

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	502 100%	298 100%	204 100%	199 100%	303 100%	242 100%	260 100%	331 100%	171 100%	145 100%	159 100%	198 100%	86 100%	416 100%	268 100%	234 100%
Donald Trump	256 51% O	146 49%	110 54%	107 54%	149 49%	122 50%	134 52%	164 50%	92 54%	72 50%	92 58% L	92 46%	54 63% NA	202 49%	115 43%	141 60% OA
Hillary Clinton	99 20%	64 21%	35 17%	48 24% E	51 17%	48 20%	51 20%	71 21%	28 16%	32 22%	31 19%	36 18%	14 16%	85 20%	64 24% P	35 15%
Ted Cruz	70 14% J	41 14%	29 14%	25 13%	45 15%	40 17%	30 12%	50 15%	20 12%	12 8%	24 15%	34 17% J	12 14%	58 14%	39 15%	31 13%
Bernie Sanders	45 9%	33 11% C	12 6%	20 10%	25 8%	22 9%	23 9%	31 9%	14 8%	8 6%	16 10%	21 11%	6 7%	39 9%	30 11%	15 6%
John Kasich	22 4%	13 4%	9 4%	12 6%	10 3%	10 4%	12 5%	14 4%	8 5%	5 3%	13 8% L	4 2%	6 7%	16 4%	9 3%	13 6%
None of these	142 28% M	83 28%	59 29%	46 23%	96 32% D	71 29%	71 27%	95 29%	47 27%	41 28%	36 23%	65 33% K	15 17%	127 31% M	91 34% P	51 22%

ANY (NET)	360 72%	215 72%	145 71%	153 77% E	207 68%	171 71%	189 73%	236 71%	124 73%	104 72%	123 77% L	133 67%	71 83% NA	289 69%	177 66%	183 78% O

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Base sizes under 100 are directional findings 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.