WAKEFIELD

SpareFoot Survey –
Dallas-Fort Worth 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

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

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Very cluttered	43 9% T	18 8%	25 10%	8 12%	10 6%	12 9%	13 9%	13 7%	15 11%	13 8%	7 7%	20 8%	16 10%	19 9%	22 9%	2 4%	43 16% A	–	31 13% T	12 5%
Somewhat cluttered	223 45%	109 46%	114 44%	35 51%	73 47%	52 41%	63 42%	98 51% I	51 38%	64 41%	51 50%	97 41%	75 47%	95 46%	99 41%	29 52%	223 84% A	–	116 49% T	106 40%
Somewhat uncluttered	130 26% D	66 28%	64 25%	9 13%	49 32% D	36 28% D	36 24% D	46 24%	40 30%	39 25%	26 25%	70 30%	34 21%	46 22%	66 28%	18 32%	–	130 56% A	52 22%	78 30%
Very uncluttered	104 21%	46 19%	58 22%	16 24%	23 15%	28 22%	37 25% E	34 18%	27 20%	39 25%	19 18%	49 21%	36 22%	45 22%	52 22%	7 13%	–	104 44% A	36 15%	68 26% S
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CLUTTERED (NET)	266 53% T	127 53%	139 53%	43 63%	83 54%	64 50%	76 51%	111 58%	66 50%	77 50%	58 56%	117 50%	91 57%	114 56%	121 51%	31 55%	266 100% A	–	147 63% TA	118 45%
UNCLUTTERED (NET)	234 47% S	112 47%	122 47%	25 37%	72 46%	64 50%	73 49%	80 42%	67 50%	78 50%	45 44%	119 50%	70 43%	91 44%	118 49%	25 45%	–	234 100% A	88 37%	146 55% 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
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.

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

	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	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
Very cluttered	43 9%	25 8%	18 10%	19 10%	24 8%	16 7%	27 10%	22 7%	21 11%	15 10%	17 10%	11 6%	8 7%	35 9%	30 9%	13 8%
Somewhat cluttered	223 45%	140 44%	83 45%	85 46%	138 44%	103 47%	120 42%	139 46%	84 42%	70 46%	75 44%	78 44%	58 50%	165 43%	149 44%	74 46%
Somewhat uncluttered	130 26% P	81 26%	49 26%	51 27%	79 25%	60 28%	70 25%	81 27%	49 25%	32 21%	42 25%	56 31% J	30 26%	100 26%	100 29% P	30 19%
Very uncluttered	104 21%	69 22%	35 19%	31 17%	73 23%	38 18%	66 23%	59 20%	45 23%	35 23%	36 21%	33 19%	21 18%	83 22%	60 18%	44 27% O
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CLUTTERED (NET)	266 53%	165 52%	101 55%	104 56%	162 52%	119 55%	147 52%	161 53%	105 53%	85 56%	92 54%	89 50%	66 56%	200 52%	179 53%	87 54%
UNCLUTTERED (NET)	234 47%	150 48%	84 45%	82 44%	152 48%	98 45%	136 48%	140 47%	94 47%	67 44%	78 46%	89 50%	51 44%	183 48%	160 47%	74 46%

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.

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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Less than one hour	322 64% SQE	148 62%	174 67%	44 65%	84 54%	79 62%	115 77% EFA	110 58%	79 59%	117 75% HIA	60 58%	155 66%	107 66%	133 65%	150 63%	39 70%	141 53%	181 77% QA	122 52%	200 76% SA
1 hour	54 11% ND	27 11%	27 10%	2 3%	15 10% D	20 16% D	17 11% D	16 8%	15 11%	19 12%	19 18% LM	23 10%	12 7%	12 6%	35 15% N	7 13%	33 12%	21 9%	29 12%	25 9%
2 hours	54 11% G	29 12%	25 10%	7 10%	23 15% G	15 12%	9 6%	23 12%	19 14%	11 7%	11 11%	24 10%	19 12%	26 13%	25 10%	3 5%	36 14% R	18 8%	32 14%	22 8%
3 hours or more	70 14% TRJG	35 15%	35 13%	15 22% G	33 21% FGA	14 11%	8 5%	42 22% JA	20 15% J	8 5%	13 13%	34 14%	23 14%	34 17%	29 12%	7 13%	56 21% RA	14 6%	52 22% TA	17 6%

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AVERAGE	1.57 TRPJG	1.54	1.60	1.90 G	2.15 FG	1.36	0.98	1.99 J	1.78 J	0.99	1.58	1.57	1.55	1.90 P	1.38	1.12	1.94 R	1.14	2.05 TA	1.13

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.
Base sizes under 100 are directional findings only.

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.

	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	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
Less than one hour	322 64% D	197 63%	125 68%	100 54%	222 71% D	129 59%	193 68% F	182 60%	140 70% H	109 72% L	112 66%	101 57%	78 67%	244 64%	210 62%	112 70%
1 hour	54 11% P	40 13%	14 8%	20 11%	34 11%	30 14%	24 8%	36 12%	18 9%	10 7%	15 9%	29 16% JK	9 8%	45 12%	46 14% P	8 5%
2 hours	54 11%	36 11%	18 10%	31 17% E	23 7%	26 12%	28 10%	37 12%	17 9%	15 10%	15 9%	24 13%	14 12%	40 10%	40 12%	14 9%
3 hours or more	70 14%	42 13%	28 15%	35 19% E	35 11%	32 15%	38 13%	46 15%	24 12%	18 12%	28 16%	24 13%	16 14%	54 14%	43 13%	27 17%

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	TOTAL															
AVERAGE	1.57	1.50	1.68	1.83	1.41	1.68	1.48	1.67	1.42	1.33	1.79	1.56	1.51	1.58	1.53	1.64

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.

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

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Agree strongly	126 25%	54 23%	72 28%	20 29%	38 25%	39 30% G	29 19%	48 25%	42 32%	35 23%	22 21%	59 25%	45 28%	61 30% P	55 23%	10 18%	61 23%	65 28%	62 26%	64 24%
Agree somewhat	189 38% R	100 42%	89 34%	28 41%	58 37%	42 33%	61 41%	79 41%	42 32%	59 38%	42 41%	91 39%	56 35%	72 35%	99 41%	18 32%	118 44% R	71 30%	106 45% T	82 31%
Disagree somewhat	105 21%	44 18%	61 23%	11 16%	35 23%	27 21%	32 21%	34 18%	29 22%	37 24%	25 24%	49 21%	31 19%	42 20%	47 20%	16 29%	58 22%	47 20%	40 17%	65 25% S
Disagree strongly	80 16% Q	41 17%	39 15%	9 13%	24 15%	20 16%	27 18%	30 16%	20 15%	24 15%	14 14%	37 16%	29 18%	30 15%	38 16%	12 21%	29 11%	51 22% Q	27 11%	53 20% S

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	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
AGREE (NET)	315 63% T	154 64%	161 62%	48 71%	96 62%	81 63%	90 60%	127 66%	84 63%	94 61%	64 62%	150 64%	101 63%	133 65% P	154 64% P	28 50%	179 67% R	136 58%	168 71% TA	146 55%
DISAGREE (NET)	185 37% S	85 36%	100 38%	20 29%	59 38%	47 37%	59 40%	64 34%	49 37%	61 39%	39 38%	86 36%	60 37%	72 35%	85 36%	28 50% NO	87 33%	98 42% Q	67 29%	118 45% 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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your home.

| | 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	500	315	185	186	314	217	283	301	199	152	170	178	117	383	339	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree strongly	126	83	43	53	73	44	82	80	46	35	49	42	29	97	77	49
	25%	26%	23%	28%	23%	20%	29% F	27%	23%	23%	29%	24%	25%	25%	23%	30%
Agree somewhat	189	116	73	70	119	82	107	119	70	61	57	71	45	144	137	52
	38%	37%	39%	38%	38%	38%	38%	40%	35%	40%	34%	40%	38%	38%	40%	32%
Disagree somewhat	105	67	38	35	70	52	53	61	44	31	37	37	24	81	70	35
	21%	21%	21%	19%	22%	24%	19%	20%	22%	20%	22%	21%	21%	21%	21%	22%
Disagree strongly	80	49	31	28	52	39	41	41	39	25	27	28	19	61	55	25
	16%	16%	17%	15%	17%	18%	14%	14%	20%	16%	16%	16%	16%	16%	16%	16%
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AGREE (NET)	315	199	116	123	192	126	189	199	116	96	106	113	74	241	214	101
	63%	63%	63%	66%	61%	58%	67% F	66%	58%	63%	62%	63%	63%	63%	63%	63%
DISAGREE (NET)	185	116	69	63	122	91	94	102	83	56	64	65	43	142	125	60
	37%	37%	37%	34%	39%	42% G	33%	34%	42%	37%	38%	37%	37%	37%	37%	37%

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.

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	500	239	261	68	155	128	149	191	133	155	103	236	161	205	239	56	266	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
In case I need them in the future	315	154	161	45	102	71	97	126	79	94	69	145	101	128	153	34	170	145	158	156
	63%	64%	62%	66%	66%	55%	65%	66%	59%	61%	67%	61%	63%	62%	64%	61%	64%	62%	67%	59%
Sentimental reasons	282	123	159	40	83	67	92	103	74	92	62	136	84	109	146	27	145	137	137	144
	56%	51%	61% B	59%	54%	52%	62%	54%	56%	59%	60%	58%	52%	53%	61%	48%	55%	59%	58%	55%
To sell them in the future	131	64	67	21	44	34	32	57	37	35	27	69	35	57	64	10	77	54	76	55
	26%	27%	26%	31%	28%	27%	21%	30%	28%	23%	26%	29%	22%	28%	27%	18%	29%	23%	32% T	21%
In case I want to give them to someone as gifts	106	44	62	22	31	23	30	49	24	28	23	48	35	52	48	6	51	55	66	40
	21% TP	18%	24%	32% F	20%	18%	20%	26%	18%	18%	22%	20%	22%	25% P	20%	11%	19%	24%	28% TA	15%
I felt guilty getting rid of them	101	46	55	20	37	18	26	49	21	25	20	52	29	41	52	8	65	36	62	38
	20% T	19%	21%	29% F	24% F	14%	17%	26% IJ	16%	16%	19%	22%	18%	20%	22%	14%	24% R	15%	26% T	14%
I am, or a family member is, too lazy to get rid of old items	7	2	5	1	2	2	2	2	2	3	1	1	5	3	3	1	6	1	2	5
	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	1%	*%	3%	1%	1%	2%	2%	*%	1%	2%
Other	15	2	13	–	5	6	4	5	3	7	2	7	6	8	4	3	10	5	3	12
	3% B	1%	5% B		3%	5%	3%	3%	2%	5%	2%	3%	4%	4%	2%	5%	4%	2%	1%	5% 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
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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	500	239	261	68	155	128	149	191	133	155	103	236	161	205	239	56	266	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	39	20	19	4	10	11	14	13	8	17	8	19	12	15	15	9	20	19	14	25
	8%	8%	7%	6%	6%	9%	9%	7%	6%	11%	8%	8%	7%	7%	6%	16%	8%	8%	6%	9%

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ANY (NET)	461	219	242	64	145	117	135	178	125	138	95	217	149	190	224	47	246	215	221	239
	92%	92%	93%	94%	94%	91%	91%	93%	94%	89%	92%	92%	93%	93%	94%	84%	92%	92%	94%	91%

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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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.

	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	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
In case I need them in the future	315 63% PJ	204 65%	111 60%	124 67%	191 61%	145 67%	170 60%	192 64%	123 62%	81 53%	108 64%	126 71% J	71 61%	244 64%	229 68% P	86 53%
Sentimental reasons	282 56%	185 59%	97 52%	106 57%	176 56%	125 58%	157 55%	167 55%	115 58%	79 52%	94 55%	109 61%	64 55%	218 57%	205 60% P	77 48%
To sell them in the future	131 26% P	89 28%	42 23%	54 29%	77 25%	63 29%	68 24%	86 29%	45 23%	34 22%	49 29%	48 27%	38 32%	93 24%	102 30% P	29 18%
In case I want to give them to someone as gifts	106 21%	67 21%	39 21%	46 25%	60 19%	34 16%	72 25% F	64 21%	42 21%	35 23%	40 24%	31 17%	27 23%	79 21%	71 21%	35 22%
I felt guilty getting rid of them	101 20% J	69 22%	32 17%	43 23%	58 18%	45 21%	56 20%	66 22%	35 18%	18 12%	37 22% J	46 26% J	29 25%	72 19%	78 23% P	23 14%
I am, or a family member is, too lazy to get rid of old items	7 1%	3 1%	4 2%	2 1%	5 2%	3 1%	4 1%	4 1%	3 2%	3 2%	2 1%	2 1%	–	7 2%	3 1%	4 2%
Other	15 3%	11 3%	4 2%	7 4%	8 3%	6 3%	9 3%	6 2%	9 5%	10 7% KL	2 1%	3 2%	5 4%	10 3%	7 2%	8 5%

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.

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.

	TOTAL	MARITAL STATUS MARRIED/ IN REL	NOT MARRIED/ IN REL	PARENT YES	NO	EDUCATION COLLEGE GRAD	COLLEGE NON-GRAD	EMPLOYMENT WORKING	NON- WORKING	INCOME LT $35,000	$35,000- $74,999	$75,000+	HISPANIC YES	NO	RACE WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
None of these	39 8%	25 8%	14 8%	8 4%	31 10% D	16 7%	23 8%	22 7%	17 9%	17 11% L	13 8%	9 5%	9 8%	30 8%	23 7%	16 10%
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ANY (NET)	461 92%	290 92%	171 92%	178 96% E	283 90%	201 93%	260 92%	279 93%	182 91%	135 89%	157 92%	169 95% J	108 92%	353 92%	316 93%	145 90%

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Gift I received	288 58% G	128 54%	160 61%	51 75% FGA	98 63% G	69 54%	70 47%	128 67% IJA	72 54%	79 51%	54 52%	147 62%	87 54%	114 56%	146 61%	28 50%	166 62% R	122 52%	154 66% TA	133 50%
Family heirloom	238 48%	109 46%	129 49%	28 41%	68 44%	62 48%	80 54%	80 42%	63 47%	81 52%	55 53%	114 48%	69 43%	93 45%	118 49%	27 48%	136 51%	102 44%	118 50%	120 45%
Clothing I rarely wore	219 44%	96 40%	123 47%	37 54% G	76 49% G	53 41%	53 36%	98 51% J	56 42%	58 37%	37 36%	105 44%	77 48%	94 46%	98 41%	27 48%	133 50% R	86 37%	116 49% T	102 39%
Greeting card	208 42%	82 34%	126 48% B	30 44%	74 48%	49 38%	55 37%	85 45%	62 47%	57 37%	38 37%	102 43%	68 42%	85 41%	105 44%	18 32%	112 42%	96 41%	104 44%	103 39%
Drawing, craft or project my child made	115 23% JG	41 17%	74 28% B	14 21%	57 37% DGA	39 30% G	5 3%	58 30% J	47 35% JA	10 6%	25 24%	54 23%	36 22%	47 23%	58 24%	10 18%	68 26%	47 20%	66 28% T	48 18%
Old toy my child used to play with	82 16% JG	27 11%	55 21% B	9 13%	42 27% DGA	26 20% G	5 3%	43 23% J	31 23% J	8 5%	16 16%	44 19%	22 14%	35 17%	39 16%	8 14%	44 17%	38 16%	44 19%	37 14%
Other	3 1%	1 *%	2 1%	-	1 1%	-	2 1%	1 1%	-	2 1%	-	3 1%	-	3 1%	-	-	1 *%	2 1%	1 *%	2 1%
None of these	45 9% SHED	23 10%	22 8%	1 1%	6 4%	15 12% DE	23 15% DEA	7 4%	12 9%	24 15% HA	13 13%	16 7%	16 10%	16 8%	19 8%	10 18%	22 8%	23 10%	8 3%	37 14% 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
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.

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	500	239	261	68	155	128	149	191	133	155	103	236	161	205	239	56	266	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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		GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
ANY (NET)	455	216	239	67	149	113	126	184	121	131	90	220	145	189	220	46	244	211	227	227
	91%	90%	92%	99%	96%	88%	85%	96%	91%	85%	87%	93%	90%	92%	92%	82%	92%	90%	97%	86%
	TJG			FGA	FGA			JA											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
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.

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.

	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	500	315	185	186	314	217	283	301	199	152	170	178	117	383	339	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Gift I received	288	179	109	110	178	129	159	181	107	87	94	107	65	223	198	90
	58%	57%	59%	59%	57%	59%	56%	60%	54%	57%	55%	60%	56%	58%	58%	56%
Family heirloom	238	163	75	91	147	115	123	147	91	53	81	104	52	186	180	58
	48%	52%	41%	49%	47%	53%	43%	49%	46%	35%	48%	58%	44%	49%	53%	36%
	PJ	C				G					J	JKA			P	
Clothing I rarely wore	219	144	75	87	132	93	126	138	81	65	78	76	59	160	143	76
	44%	46%	41%	47%	42%	43%	45%	46%	41%	43%	46%	43%	50%	42%	42%	47%
Greeting card	208	145	63	84	124	94	114	139	69	53	75	80	57	151	147	61
	42%	46%	34%	45%	39%	43%	40%	46%	35%	35%	44%	45%	49%	39%	43%	38%
		C						I								
Drawing, craft or project my child made	115	87	28	115	–	55	60	84	31	25	40	50	38	77	76	39
	23%	28%	15%	62%		25%	21%	28%	16%	16%	24%	28%	32%	20%	22%	24%
	IC	C		A				I				J	NA			
Old toy my child used to play with	82	62	20	82	–	40	42	56	26	18	30	34	29	53	63	19
	16%	20%	11%	44%		18%	15%	19%	13%	12%	18%	19%	25%	14%	19%	12%
	C	C		A									N		P	
Other	3	–	3	1	2	1	2	1	2	2	1	–	2	1	1	2
	1%		2%	1%	1%	*%	1%	*%	1%	1%	1%		2%	*%	*%	1%
None of these	45	27	18	7	38	19	26	20	25	19	15	11	7	38	30	15
	9%	9%	10%	4%	12%	9%	9%	7%	13%	13%	9%	6%	6%	10%	9%	9%
	D				D				H							

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.

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.

	TOTAL	MARITAL STATUS MARRIED/ IN REL	NOT MARRIED/ IN REL	PARENT YES	NO	EDUCATION COLLEGE GRAD	COLLEGE NON-GRAD	EMPLOYMENT WORKING	NON- WORKING	INCOME LT $35,000	$35,000-$74,999	$75,000+	HISPANIC YES	NO	RACE WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500	315	185	186	314	217	283	301	199	152	170	178	117	383	339	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	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
ANY (NET)	455	288	167	179	276	198	257	281	174	133	155	167	110	345	309	146
	91%	91%	90%	96%	88%	91%	91%	93%	87%	88%	91%	94%	94%	90%	91%	91%
				EA				I								

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.

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	315	151	164	29	105	86	95	111	92	97	75	150	90	118	164	33	165	150	142	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	31	20	11	4	6	8	13	9	6	14	10	12	9	12	16	3	12	19	8	23
	10%	13%	7%	14%	6%	9%	14%	8%	7%	14%	13%	8%	10%	10%	10%	9%	7%	13%	6%	13%
																				S
1-10%	89	43	46	6	34	22	27	31	26	27	20	47	22	29	51	9	43	46	35	54
	28%	28%	28%	21%	32%	26%	28%	28%	28%	28%	27%	31%	24%	25%	31%	27%	26%	31%	25%	31%
11-24%	32	13	19	3	10	6	13	12	4	15	11	11	10	12	17	3	18	14	15	17
	10%	9%	12%	10%	10%	7%	14%	11%	4%	15%	15%	7%	11%	10%	10%	9%	11%	9%	11%	10%
	I									I										
25-49%	81	46	35	5	26	26	24	25	28	23	20	39	22	25	45	11	47	34	48	33
	26%	30%	21%	17%	25%	30%	25%	23%	30%	24%	27%	26%	24%	21%	27%	33%	28%	23%	34%	19%
																			T	
50% or more	82	29	53	11	29	24	18	34	28	18	14	41	27	40	35	7	45	37	36	45
	26%	19%	32%	38%	28%	28%	19%	31%	30%	19%	19%	27%	30%	34%	21%	21%	27%	25%	25%	26%
			B						J						O					

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	TOTAL																			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
ANY (NET)	284	131	153	25	99	78	82	102	86	83	65	138	81	106	148	30	153	131	134	149
	90%	87%	93%	86%	94%	91%	86%	92%	93%	86%	87%	92%	90%	90%	90%	91%	93%	87%	94%	87%
																			T	
AVERAGE (INCLUDING 0)	29.37	26.28	32.22	33.07	29.88	30.80	26.40	30.85	32.37	25.61	25.89	29.69	31.74	33.00	27.21	27.15	30.48	28.16	30.49	28.10
			B																	

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.

| | TOTAL | GENDER | | AGE | | | | GENERATION | | | POLITICAL PARTY | | | AREA | | | CLUTTERED HOME | | STORE ITEMS OUTSIDE HOME | |
		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	315	151	164	29	105	86	95	111	92	97	75	150	90	118	164	33	165	150	142	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	32.58	30.30	34.54	38.36	31.69	33.96	30.59	33.57	34.63	29.93	29.88	32.28	35.27	36.74	30.16	29.87	32.87	32.24	32.31	32.44

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
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.

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.

	TOTAL	MARITAL STATUS MARRIED/ IN REL	NOT MARRIED/ IN REL	PARENT YES	NO	EDUCATION COLLEGE GRAD	COLLEGE NON-GRAD	EMPLOYMENT WORKING	NON- WORKING	INCOME LT $35,000	$35,000- $74,999	$75,000+	HISPANIC YES	NO	RACE WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	315 100%	315 100%	-	145 100%	170 100%	156 100%	159 100%	203 100%	112 100%	63 100%	104 100%	148 100%	80 100%	235 100%	241 100%	74 100%
None	31 10%	31 10%	-	10 7%	21 12%	15 10%	16 10%	21 10%	10 9%	6 10%	11 11%	14 9%	6 8%	25 11%	26 11%	5 7%
1-10%	89 28%	89 28%	-	36 25%	53 31%	51 33%	38 24%	57 28%	32 29%	15 24%	29 28%	45 30%	21 26%	68 29%	74 31%	15 20%
11-24%	32 10%	32 10%	-	11 8%	21 12%	16 10%	16 10%	21 10%	11 10%	9 14%	10 10%	13 9%	8 10%	24 10%	23 10%	9 12%
25-49%	81 26%	81 26%	-	42 29%	39 23%	41 26%	40 25%	57 28%	24 21%	10 16%	26 25%	45 30% J	17 21%	64 27%	64 27%	17 23%
50% or more	82 26%	82 26%	-	46 32% E	36 21%	33 21%	49 31% F	47 23%	35 31%	23 37% L	28 27%	31 21%	28 35% N	54 23%	54 22%	28 38% O
************************																
ANY (NET)	284 90%	284 90%	-	135 93%	149 88%	141 90%	143 90%	182 90%	102 91%	57 90%	93 89%	134 91%	74 93%	210 89%	215 89%	69 93%
AVERAGE (INCLUDING 0)	29.37	29.37	-	33.43 E	25.92	26.42	32.28	28.05	31.77	33.95	29.06	27.65	32.80	28.21	26.43	38.97 OA
AVERAGE (EXCLUDING 0)	32.58	32.58	-	35.90 E	29.57	29.23	35.89 F	31.29	34.88	37.53	32.49	30.54	35.46	31.57	29.62	41.80 OA

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.

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

| | TOTAL | GENDER | | AGE | | | | GENERATION | | | POLITICAL PARTY | | | AREA | | | CLUTTERED HOME | | STORE ITEMS OUTSIDE HOME | |
		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	315 100%	151 100%	164 100%	29 100%	105 100%	86 100%	95 100%	111 100%	92 100%	97 100%	75 100%	150 100%	90 100%	118 100%	164 100%	33 100%	165 100%	150 100%	142 100%	172 100%
All the time	28 9%	11 7%	17 10%	2 7%	12 11%	8 9%	6 6%	12 11%	9 10%	7 7%	3 4%	15 10%	10 11%	10 8%	17 10%	1 3%	18 11%	10 7%	15 11%	13 8%
Some of the time	108 34% T	51 34%	57 35%	16 55% FGA	43 41% G	24 28%	25 26%	46 41%	30 33%	28 29%	20 27%	51 34%	37 41% K	38 32%	61 37%	9 27%	64 39%	44 29%	72 51% TA	36 21%
Hardly ever	126 40%	63 42%	63 38%	8 28%	44 42%	30 35%	44 46%	44 40%	33 36%	40 41%	39 52% M	60 40%	27 30%	43 36%	66 40%	17 52%	55 33%	71 47% Q	48 34%	78 45% S
Never	53 17% SHE	26 17%	27 16%	3 10%	6 6%	24 28% DEA	20 21% E	9 8%	20 22% H	22 23% H	13 17%	24 16%	16 18%	27 23% O	20 12%	6 18%	28 17%	25 17%	7 5%	45 26% SA
*************************																				
FREQUENTLY (NET)	136 43% TK	62 41%	74 45%	18 62% FGA	55 52% FG	32 37%	31 33%	58 52% J	39 42%	35 36%	23 31%	66 44% K	47 52% K	48 41%	78 48%	10 30%	82 50% R	54 36%	87 61% TA	49 28%
INFREQUENTLY (NET)	179 57% SD	89 59%	90 55%	11 38%	50 48%	54 63% DE	64 67% DE	53 48%	53 58%	62 64% H	52 69% LMA	84 56%	43 48%	70 59%	86 52%	23 70%	83 50%	96 64% Q	55 39%	123 72% SA
EVER (NET)	262 83% TF	125 83%	137 84%	26 90% F	99 94% FGA	62 72%	75 79%	102 92% IJA	72 78%	75 77%	62 83%	126 84%	74 82%	91 77%	144 88% N	27 82%	137 83%	125 83%	135 95% TA	127 74%

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.
Base sizes under 100 are directional findings only.

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

| | 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	315 100%	315 100%	-	145 100%	170 100%	156 100%	159 100%	203 100%	112 100%	63 100%	104 100%	148 100%	80 100%	235 100%	241 100%	74 100%
All the time	28 9%	28 9%	-	16 11%	12 7%	10 6%	18 11%	18 9%	10 9%	6 10%	14 13% L	8 5%	10 13%	18 8%	20 8%	8 11%
Some of the time	108 34%	108 34%	-	52 36%	56 33%	60 38%	48 30%	74 36%	34 30%	25 40%	35 34%	48 32%	35 44% N	73 31%	82 34%	26 35%
Hardly ever	126 40%	126 40%	-	59 41%	67 39%	66 42%	60 38%	76 37%	50 45%	22 35%	35 34%	69 47% K	23 29%	103 44% M	102 42%	24 32%
Never	53 17%	53 17%	-	18 12%	35 21% D	20 13%	33 21%	35 17%	18 16%	10 16%	20 19%	23 16%	12 15%	41 17%	37 15%	16 22%
************************																
FREQUENTLY (NET)	136 43%	136 43%	-	68 47%	68 40%	70 45%	66 42%	92 45%	44 39%	31 49%	49 47%	56 38%	45 56% NA	91 39%	102 42%	34 46%
INFREQUENTLY (NET)	179 57% M	179 57%	-	77 53%	102 60%	86 55%	93 58%	111 55%	68 61%	32 51%	55 53%	92 62%	35 44%	144 61% M	139 58%	40 54%
EVER (NET)	262 83%	262 83%	-	127 88% E	135 79%	136 87%	126 79%	168 83%	94 84%	53 84%	84 81%	125 84%	68 85%	194 83%	204 85%	58 78%

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.

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Very likely	37 7% TG	14 6%	23 9%	7 10%	17 11% G	9 7%	4 3%	20 10% J	10 8%	7 5%	9 9%	16 7%	12 7%	18 9%	15 6%	4 7%	21 8%	16 7%	29 12% TA	8 3%
Somewhat likely	111 22% KJGF	49 21%	62 24%	17 25%	60 39% FG	15 12%	19 13%	67 35% IJA	23 17%	21 14%	14 14%	65 28% K	32 20%	51 25%	52 22%	8 14%	62 23%	49 21%	67 29% T	44 17%
Somewhat unlikely	169 34%	77 32%	92 35%	34 50% EFA	41 26%	40 31%	54 36%	62 32%	47 35%	56 36%	31 30%	75 32%	63 39%	69 34%	81 34%	19 34%	95 36%	74 32%	76 32%	92 35%
Very unlikely	183 37% SHED	99 41% C	84 32%	10 15%	37 24%	64 50% DEA	72 48% DEA	42 22%	53 40% H	71 46% HA	49 48% LMA	80 34%	54 34%	67 33%	91 38%	25 45%	88 33%	95 41%	63 27%	120 45% SA

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LIKELY (NET)	148 30% TJGF	63 26%	85 33%	24 35%	77 50% FG	24 19%	23 15%	87 46% IJA	33 25%	28 18%	23 22%	81 34% K	44 27%	69 34%	67 28%	12 21%	83 31%	65 28%	96 41% TA	52 20%
					DFGA															
UNLIKELY (NET)	352 70% SHE	176 74%	176 67%	44 65%	78 50% E	104 81% DEA	126 85% DEA	104 54%	100 75% H	127 82% HA	80 78% L	155 66%	117 73%	136 66%	172 72%	44 79%	183 69%	169 72%	139 59%	212 80% 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
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.

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.

| | 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	500	315	185	186	314	217	283	301	199	152	170	178	117	383	339	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very likely	37	17	20	23	14	10	27	23	14	11	17	9	12	25	20	17
	7%	5%	11%	12%	4%	5%	10%	8%	7%	7%	10%	5%	10%	7%	6%	11%
			B	E			F									
Somewhat likely	111	64	47	53	58	46	65	70	41	31	37	43	31	80	70	41
	22%	20%	25%	28%	18%	21%	23%	23%	21%	20%	22%	24%	26%	21%	21%	25%
				E												
Somewhat unlikely	169	100	69	54	115	76	93	97	72	59	56	54	35	134	113	56
	34%	32%	37%	29%	37%	35%	33%	32%	36%	39%	33%	30%	30%	35%	33%	35%
Very unlikely	183	134	49	56	127	85	98	111	72	51	60	72	39	144	136	47
	37%	43%	26%	30%	40%	39%	35%	37%	36%	34%	35%	40%	33%	38%	40%	29%
	C	C			D										P	
************************																
LIKELY (NET)	148	81	67	76	72	56	92	93	55	42	54	52	43	105	90	58
	30%	26%	36%	41%	23%	26%	33%	31%	28%	28%	32%	29%	37%	27%	27%	36%
	E		B	EA												O
UNLIKELY (NET)	352	234	118	110	242	161	191	208	144	110	116	126	74	278	249	103
	70%	74%	64%	59%	77%	74%	67%	69%	72%	72%	68%	71%	63%	73%	73%	64%
	D	C			DA										P	

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.

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.

| | TOTAL | GENDER | | AGE | | | | GENERATION | | | POLITICAL PARTY | | | AREA | | | CLUTTERED HOME | | STORE ITEMS OUTSIDE HOME | |
		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	315	151	164	29	105	86	95	111	92	97	75	150	90	118	164	33	165	150	142	172
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	39	19	20	5	18	9	7	17	14	8	5	21	13	19	20	-	22	17	29	10
	12%	13%	12%	17%	17%	10%	7%	15%	15%	8%	7%	14%	14%	16%	12%		13%	11%	20%	6%
	T				G														TA	
Yes, one	35	19	16	4	18	7	6	18	10	5	4	16	15	17	18	-	26	9	23	12
	11%	13%	10%	14%	17%	8%	6%	16%	11%	5%	5%	11%	17%	14%	11%		16%	6%	16%	7%
	J				G			J					K				R		T	
No	241	113	128	20	69	70	82	76	68	84	66	113	62	82	126	33	117	124	90	150
	77%	75%	78%	69%	66%	81%	86%	68%	74%	87%	88%	75%	69%	69%	77%	100%	71%	83%	63%	87%
	SE					E	EA			HIA	LMA					NOA		Q		SA
*************************																				
YES (NET)	74	38	36	9	36	16	13	35	24	13	9	37	28	36	38	-	48	26	52	22
	23%	25%	22%	31%	34%	19%	14%	32%	26%	13%	12%	25%	31%	31%	23%		29%	17%	37%	13%
	TKJG				FGA			J	J			K	K				R		TA	

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.

	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	315	315	–	145	170	156	159	203	112	63	104	148	80	235	241	74
	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	39	39	–	25	14	21	18	34	5	4	14	21	12	27	28	11
	12%	12%		17%	8%	13%	11%	17%	4%	6%	13%	14%	15%	11%	12%	15%
	I			E				I								
Yes, one	35	35	–	21	14	19	16	29	6	2	17	16	11	24	25	10
	11%	11%		14%	8%	12%	10%	14%	5%	3%	16%	11%	14%	10%	10%	14%
	JI							I			J	J				
No	241	241	–	99	142	116	125	140	101	57	73	111	57	184	188	53
	77%	77%		68%	84%	74%	79%	69%	90%	90%	70%	75%	71%	78%	78%	72%
					D				HA	KLA						
************************																
YES (NET)	74	74	–	46	28	40	34	63	11	6	31	37	23	51	53	21
	23%	23%		32%	16%	26%	21%	31%	10%	10%	30%	25%	29%	22%	22%	28%
	JI			E				I			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
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.

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	186 100%	74 100%	112 100%	27 100%	92 100%	56 100%	11 100%	96 100%	72 100%	18 100%	33 100%	84 100%	69 100%	85 100%	86 100%	15 100%	104 100%	82 100%	104 100%	81 100%
None	16 9%	5 7%	11 10%	4 15%	5 5%	7 13%	-	9 9%	4 6%	3 17%	-	7 8%	9 13%	5 6%	9 10%	2 13%	9 9%	7 9%	4 4%	12 15% S
1-10%	38 20%	15 20%	23 21%	7 26%	20 22%	8 14%	3 27%	21 22%	14 19%	3 17%	10 30%	16 19%	12 17%	15 18%	21 24%	2 13%	20 19%	18 22%	19 18%	19 23%
11-24%	27 15% K	11 15%	16 14%	4 15%	16 17%	6 11%	1 9%	15 16%	10 14%	2 11%	1 3%	14 17% K	12 17% K	10 12%	15 17%	2 13%	16 15%	11 13%	18 17%	9 11%
25-49%	37 20%	16 22%	21 19%	5 19%	17 18%	14 25%	1 9%	19 20%	15 21%	3 17%	9 27%	17 20%	11 16%	19 22%	14 16%	4 27%	17 16%	20 24%	21 20%	16 20%
50% or more	68 37%	27 36%	41 37%	7 26%	34 37%	21 38%	6 55%	32 33%	29 40%	7 39%	13 39%	30 36%	25 36%	36 42%	27 31%	5 33%	42 40%	26 32%	42 40%	25 31%
************************																				
ANY (NET)	170 91%	69 93%	101 90%	23 85%	87 95%	49 88%	11 100% DEFA	87 91%	68 94%	15 83%	33 100% LMA	77 92%	60 87%	80 94%	77 90%	13 87%	95 91%	75 91%	100 96% T	69 85%
AVERAGE (INCLUDING 0)	34.54	36.12	33.49	28.00	33.68	36.13	49.64	32.14	37.06	37.28	34.79	34.65	34.28	39.00 O	29.58	37.67	36.12	32.54	37.31	30.48
AVERAGE (EXCLUDING 0)	37.79	38.74	37.14	32.87	35.62	41.29	49.64	35.46	39.24	44.73	34.79	37.81	39.42	41.44	33.04	43.46	39.54	35.57	38.80	35.78

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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Base sizes under 100 are directional findings only.

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.

| | 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	186 100%	145 100%	41 100%	186 100%	–	82 100%	104 100%	126 100%	60 100%	49 100%	64 100%	73 100%	63 100%	123 100%	117 100%	69 100%
None	16 9%	10 7%	6 15%	16 9%	–	3 4%	13 13% F	8 6%	8 13%	6 12%	7 11%	3 4%	4 6%	12 10%	5 4%	11 16% O
1-10%	38 20%	28 19%	10 24%	38 20%	–	15 18%	23 22%	25 20%	13 22%	10 20%	12 19%	16 22%	11 17%	27 22%	25 21%	13 19%
11-24%	27 15%	20 14%	7 17%	27 15%	–	10 12%	17 16%	18 14%	9 15%	6 12%	10 16%	11 15%	9 14%	18 15%	20 17%	7 10%
25-49%	37 20%	29 20%	8 20%	37 20%	–	23 28% G	14 13%	29 23%	8 13%	7 14%	11 17%	19 26%	10 16%	27 22%	27 23%	10 14%
50% or more	68 37%	58 40% C	10 24%	68 37%	–	31 38%	37 36%	46 37%	22 37%	20 41%	24 38%	24 33%	29 46%	39 32%	40 34%	28 41%
************************																
ANY (NET)	170 91%	135 93%	35 85%	170 91%	–	79 96% G	91 88%	118 94%	52 87%	43 88%	57 89%	70 96%	59 94%	111 90%	112 96% P	58 84%
AVERAGE (INCLUDING 0)	34.54	36.03	29.24	34.54	–	36.22	33.21	34.50	34.62	38.20	33.47	33.01	37.67	32.93	32.62	37.78
AVERAGE (EXCLUDING 0)	37.79	38.70	34.26	37.79	–	37.59	37.96	36.84	39.94	43.53	37.58	34.43	40.22	36.50	34.08	44.95 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.

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.

	TOTAL	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
		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	239	260	67	155	128	149	190	133	155	103	235	161	204	239	56	265	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	264	123	141	23	55	84	102	65	79	104	54	126	84	89	141	34	118	146	–	264
	53%	51%	54%	34%	35%	66%	68%	34%	59%	67%	52%	54%	52%	44%	59%	61%	45%	62%		100%
	QNHED					DEA	DEA		H	HA					N	N		QA		A
1-99 items	204	101	103	42	95	36	31	118	48	36	44	92	68	105	82	17	124	80	204	–
	41%	42%	40%	63%	61%	28%	21%	62%	36%	23%	43%	39%	42%	51%	34%	30%	47%	34%	87%	
	JGF			FGA	FGA			IJA	J					OPA			R		A	
100 items or more	31	15	16	2	5	8	16	7	6	15	5	17	9	10	16	5	23	8	31	–
	6%	6%	6%	3%	3%	6%	11%	4%	5%	10%	5%	7%	6%	5%	7%	9%	9%	3%	13%	
							DE			H							R		A	
*************************																				
ANY (NET)	235	116	119	44	100	44	47	125	54	51	49	109	77	115	98	22	147	88	235	–
	47%	49%	46%	66%	65%	34%	32%	66%	41%	33%	48%	46%	48%	56%	41%	39%	55%	38%	100%	
	RJGF			FGA	FGA			IJA						OPA			RA		A	
AVERAGE (INCLUDING 0)	23.83	32.52	15.84	12.30	12.31	32.40	33.64	13.18	23.66	32.35	37.30	20.37	20.27	21.99	22.11	37.88	33.80	12.53	50.60	0.00
	THED																R		TA	
AVERAGE (EXCLUDING 0)	50.60	67.00	34.61	18.73	19.08	94.25	106.64	20.03	58.28	98.31	78.41	43.91	42.38	39.01	53.92	96.41	60.94	33.33	50.60	–
	HED					DE	DE			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
Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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.

	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	499 100%	314 100%	185 100%	185 100%	314 100%	217 100%	282 100%	301 100%	198 100%	151 100%	170 100%	178 100%	117 100%	382 100%	339 100%	160 100%
None	264 53% D	172 55%	92 50%	81 44%	183 58% D	114 53%	150 53%	141 47%	123 62% HA	80 53%	89 52%	95 53%	52 44%	212 55% M	176 52%	88 55%
1-99 items	204 41% IE	122 39%	82 44%	99 54% EA	105 33%	88 41%	116 41%	146 49% IA	58 29%	62 41%	72 42%	70 39%	54 46%	150 39%	134 40%	70 44%
100 items or more	31 6% PD	20 6%	11 6%	5 3%	26 8% D	15 7%	16 6%	14 5%	17 9%	9 6%	9 5%	13 7%	11 9%	20 5%	29 9% P	2 1%
************************																
ANY (NET)	235 47% I	142 45%	93 50%	104 56% EA	131 42%	103 47%	132 47%	160 53% I	75 38%	71 47%	81 48%	83 47%	65 56% N	170 45%	163 48%	72 45%
AVERAGE (INCLUDING 0)	23.83 P	23.32	24.70	16.16	28.35	29.03	19.83	18.25	32.32	26.63	17.15	27.84	31.31	21.54	30.96 P	8.72
AVERAGE (EXCLUDING 0)	50.60 P	51.56	49.14	28.75	67.95 D	61.16	42.36	34.33	85.32 H	56.63	35.99	59.70	56.35	48.40	64.39 P	19.38

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.

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)
Uppercase letters indicate significance at the 95% level.
Base sizes under 100 are directional findings only.

12. What is the most embarrassing item you've ever stored away? Please be honest. Your answers are confidential.

	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Do not know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Column groups: MARITAL STATUS (B,C), PARENT (D,E), EDUCATION (F,G), EMPLOYMENT (H,I), INCOME (J,K,L), HISPANIC (M,N), RACE (O,P)

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.

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	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Job prospects	220 44% C	125 52% CA	95 36%	33 49%	68 44%	51 40%	68 46%	86 45%	54 41%	71 46%	54 52%	99 42%	67 42%	86 42%	115 48% P	19 34%	120 45%	100 43%	116 49% T	104 39%
Cost of living	188 38% OKJG	78 33%	110 42% B	29 43% G	75 48% FGA	47 37% G	37 25%	91 48% JA	51 38% J	42 27%	28 27%	96 41% K	64 40% K	103 50% OPA	67 28%	18 32%	107 40%	81 35%	103 44% T	84 32%
Crime	75 15% G	30 13%	45 17%	9 13%	34 22% G	22 17% G	10 7%	36 19% J	24 18% J	15 10%	11 11%	40 17%	24 15%	41 20% O	25 10%	9 16%	44 17%	31 13%	38 16%	37 14%
Traffic	55 11% TJ	29 12%	26 10%	9 13%	25 16% G	11 9%	10 7%	27 14% J	17 13% J	9 6%	14 14%	29 12%	12 7%	26 13%	23 10%	6 11%	34 13%	21 9%	37 16% T	18 7%
Weather	43 9% P	22 9%	21 8%	8 12%	15 10%	9 7%	11 7%	17 9%	14 11%	12 8%	5 5%	22 9%	16 10%	20 10% P	22 9% P	1 2%	23 9%	20 9%	25 11%	18 7%
Terrorism concerns	12 2% T	3 1%	9 3%	1 1%	9 6% FG	1 1%	1 1%	6 3%	4 3%	2 1%	3 3%	5 2%	4 2%	8 4%	3 1%	1 2%	8 3%	4 2%	11 5% T	1 *%
None of these	143 29% SE	64 27%	79 30%	17 25%	32 21%	38 30%	56 38% EA	42 22%	39 29%	51 33% H	28 27%	63 27%	52 32%	47 23%	76 32% N	20 36%	72 27%	71 30%	49 21%	94 36% 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
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.

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	500	239	261	68	155	128	149	191	133	155	103	236	161	205	239	56	266	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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		GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
ANY (NET)	357	175	182	51	123	90	93	149	94	104	75	173	109	158	163	36	194	163	186	170
	71%	73%	70%	75%	79%	70%	62%	78%	71%	67%	73%	73%	68%	77%	68%	64%	73%	70%	79%	64%
		TG			GA			J						O					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
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.

13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	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	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
Job prospects	220 44% PJI	150 48% C	70 38%	84 45%	136 43%	112 52% G	108 38%	153 51% I	67 34%	47 31%	80 47% J	93 52% J	49 42%	171 45%	164 48% P	56 35%
Cost of living	188 38% L	110 35%	78 42%	88 47% EA	100 32%	70 32%	118 42% F	120 40%	68 34%	68 45% L	71 42% L	49 28%	50 43%	138 36%	109 32%	79 49% OA
Crime	75 15% F	46 15%	29 16%	41 22% EA	34 11%	21 10%	54 19% F	45 15%	30 15%	27 18%	28 16%	20 11%	25 21% N	50 13%	38 11%	37 23% OA
Traffic	55 11%	36 11%	19 10%	25 13%	30 10%	25 12%	30 11%	41 14% I	14 7%	16 11%	17 10%	22 12%	17 15%	38 10%	40 12%	15 9%
Weather	43 9%	25 8%	18 10%	14 8%	29 9%	20 9%	23 8%	32 11% I	11 6%	13 9%	12 7%	18 10%	8 7%	35 9%	25 7%	18 11%
Terrorism concerns	12 2%	6 2%	6 3%	8 4%	4 1%	4 2%	8 3%	6 2%	6 3%	5 3%	4 2%	3 2%	3 3%	9 2%	5 1%	7 4%
None of these	143 29% H	86 27%	57 31%	40 22%	103 33% D	60 28%	83 29%	66 22%	77 39% HA	53 35%	44 26%	46 26%	29 25%	114 30%	95 28%	48 30%

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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.

13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	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	500	315	185	186	314	217	283	301	199	152	170	178	117	383	339	161
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	357	229	128	146	211	157	200	235	122	99	126	132	88	269	244	113
	71%	73%	69%	78%	67%	72%	71%	78%	61%	65%	74%	74%	75%	70%	72%	70%
	I			E				IA								

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.

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

	TOTAL	GENDER MALE	GENDER FEMALE	AGE 18-24	AGE 25-39	AGE 40-54	AGE 55+	GENERATION MILLENNIAL	GENERATION GEN X	GENERATION BOOMER	POLITICAL PARTY GOP	POLITICAL PARTY IND	POLITICAL PARTY DEM	AREA CITY	AREA SUBURBS	AREA RURAL	CLUTTERED HOME YES	CLUTTERED HOME NO	STORE ITEMS OUTSIDE HOME YES	STORE ITEMS OUTSIDE HOME NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500 100%	239 100%	261 100%	68 100%	155 100%	128 100%	149 100%	191 100%	133 100%	155 100%	103 100%	236 100%	161 100%	205 100%	239 100%	56 100%	266 100%	234 100%	235 100%	264 100%
Neighbors were too loud	170 34% TJG	70 29%	100 38% B	25 37% G	72 46% FGA	42 33% G	31 21%	79 41% J	55 41% J	36 23%	39 38%	83 35%	48 30%	80 39% P	77 32%	13 23%	99 37%	71 30%	100 43% TA	69 26%
Political or social environment made me uncomfortable	75 15%	36 15%	39 15%	15 22% FG	33 21% FG	12 9%	15 10%	42 22% IJA	16 12%	15 10%	10 10%	40 17%	25 16%	39 19% O	29 12%	7 13%	50 19% R	25 11%	42 18%	33 13%
Area wasn't pet-friendly	63 13% JG	25 10%	38 15%	12 18% G	27 17% G	17 13% G	7 5%	34 18% J	19 14% J	10 6%	14 14%	32 14%	17 11%	28 14%	30 13%	5 9%	42 16% R	21 9%	40 17% T	23 9%
Cell phone reception was bad	50 10% TOJG	25 10%	25 10%	10 15% G	25 16% G	12 9% G	3 2%	26 14% J	18 14% J	6 4%	10 10%	26 11%	14 9%	28 14% O	14 6%	8 14%	31 12%	19 8%	36 15% TA	14 5%
Home was haunted	36 7% TPJG	16 7%	20 8%	8 12% G	17 11% G	9 7% G	2 1%	21 11% J	12 9% J	3 2%	4 4%	16 7%	16 10% K	18 9% P	17 7% P	1 2%	25 9% R	11 5%	26 11% T	10 4%
None of these	261 52% SHED	134 56%	127 49%	26 38%	58 37%	71 55% DE	106 71% DEFA	76 40%	62 47%	104 67% HIA	57 55%	115 49%	89 55%	92 45%	133 56% N	36 64% N	124 47%	137 59% Q	97 41%	164 62% SA

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| ANY (NET) | 239 48% TJG | 105 44% | 134 51% | 42 62% FGA | 97 63% FGA | 57 45% G | 43 29% | 115 60% JA | 71 53% J | 51 33% | 46 45% | 121 51% | 72 45% | 113 55% OP | 106 44% | 20 36% | 142 53% R | 97 41% | 138 59% TA | 100 38% |

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.
Base sizes under 100 are directional findings only.

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

	TOTAL	MARITAL STATUS MARRIED/ IN REL	NOT MARRIED/ IN REL	PARENT YES	NO	EDUCATION COLLEGE GRAD	COLLEGE NON-GRAD	EMPLOYMENT WORKING	NON- WORKING	INCOME LT $35,000	$35,000- $74,999	$75,000+	HISPANIC YES	NO	RACE WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
Neighbors were too loud	170 34% I	107 34%	63 34%	77 41% E	93 30%	73 34%	97 34%	120 40% I	50 25%	48 32%	65 38%	57 32%	47 40%	123 32%	115 34%	55 34%
Political or social environment made me uncomfortable	75 15%	44 14%	31 17%	39 21% E	36 11%	34 16%	41 14%	48 16%	27 14%	24 16%	28 16%	23 13%	19 16%	56 15%	49 14%	26 16%
Area wasn't pet-friendly	63 13%	37 12%	26 14%	29 16%	34 11%	27 12%	36 13%	43 14%	20 10%	17 11%	27 16%	19 11%	16 14%	47 12%	44 13%	19 12%
Cell phone reception was bad	50 10%	32 10%	18 10%	28 15% E	22 7%	16 7%	34 12%	36 12%	14 7%	19 13%	16 9%	15 8%	11 9%	39 10%	29 9%	21 13%
Home was haunted	36 7%	23 7%	13 7%	19 10%	17 5%	13 6%	23 8%	26 9%	10 5%	12 8%	12 7%	12 7%	12 10%	24 6%	20 6%	16 10%
None of these	261 52% D	172 55%	89 48%	79 42%	182 58% D	117 54%	144 51%	143 48%	118 59% H	82 54%	80 47%	99 56%	55 47%	206 54%	181 53%	80 50%
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ANY (NET)	239 48%	143 45%	96 52%	107 58% EA	132 42%	100 46%	139 49%	158 52% I	81 41%	70 46%	90 53%	79 44%	62 53%	177 46%	158 47%	81 50%

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.

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	500	239	261	68	155	128	149	191	133	155	103	236	161	205	239	56	266	234	235	264
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Donald Trump	227	91	136	48	79	51	49	111	53	57	24	112	91	117	97	13	119	108	109	117
	45%	38%	52%	71%	51%	40%	33%	58%	40%	37%	23%	47%	57%	57%	41%	23%	45%	46%	46%	44%
	PKG		B	EFGA	G			IJA				K	KA	OPA	P					
Hillary Clinton	112	69	43	13	35	27	37	44	25	36	46	48	18	39	56	17	61	51	57	55
	22%	29%	16%	19%	23%	21%	25%	23%	19%	23%	45%	20%	11%	19%	23%	30%	23%	22%	24%	21%
	MC	C									LMA	M								
Ted Cruz	78	48	30	13	21	17	27	31	18	26	7	33	38	36	34	8	47	31	41	37
	16%	20%	11%	19%	14%	13%	18%	16%	14%	17%	7%	14%	24%	18%	14%	14%	18%	13%	17%	14%
	K	C										K	KLA							
Bernie Sanders	65	39	26	7	17	15	26	22	15	23	29	28	8	20	34	11	41	24	32	33
	13%	16%	10%	10%	11%	12%	17%	12%	11%	15%	28%	12%	5%	10%	14%	20%	15%	10%	14%	13%
	M	C									LMA	M								
John Kasich	25	17	8	6	4	5	10	10	4	10	5	10	10	16	7	2	18	7	16	9
	5%	7%	3%	9%	3%	4%	7%	5%	3%	6%	5%	4%	6%	8%	3%	4%	7%	3%	7%	3%
		C												O			R			
None of these	157	72	85	8	41	49	59	38	50	60	37	74	46	54	83	20	85	72	63	94
	31%	30%	33%	12%	26%	38%	40%	20%	38%	39%	36%	31%	29%	26%	35%	36%	32%	31%	27%	36%
	HD				D	DE	DE		H	H										S

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ANY (NET)	343	167	176	60	114	79	90	153	83	95	66	162	115	151	156	36	181	162	172	170
	69%	70%	67%	88%	74%	62%	60%	80%	62%	61%	64%	69%	71%	74%	65%	64%	68%	69%	73%	64%
				EFGA	FG			IJA											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
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.

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.

	TOTAL	MARITAL STATUS MARRIED/ IN REL	MARITAL STATUS NOT MARRIED/ IN REL	PARENT YES	PARENT NO	EDUCATION COLLEGE GRAD	EDUCATION COLLEGE NON-GRAD	EMPLOYMENT WORKING	EMPLOYMENT NON-WORKING	INCOME LT $35,000	INCOME $35,000-$74,999	INCOME $75,000+	HISPANIC YES	HISPANIC NO	RACE WHITE	RACE NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	315 100%	185 100%	186 100%	314 100%	217 100%	283 100%	301 100%	199 100%	152 100%	170 100%	178 100%	117 100%	383 100%	339 100%	161 100%
Donald Trump	227 45% L	149 47%	78 42%	99 53% E	128 41%	88 41%	139 49%	137 46%	90 45%	71 47% L	95 56% LA	61 34%	73 62% NA	154 40%	138 41%	89 55% OA
Hillary Clinton	112 22% P	74 23%	38 21%	42 23%	70 22%	42 19%	70 25%	72 24%	40 20%	30 20%	43 25%	39 22%	20 17%	92 24%	92 27% P	20 12%
Ted Cruz	78 16%	45 14%	33 18%	26 14%	52 17%	43 20% G	35 12%	47 16%	31 16%	22 14%	23 14%	33 19%	13 11%	65 17%	53 16%	25 16%
Bernie Sanders	65 13% M	47 15%	18 10%	20 11%	45 14%	28 13%	37 13%	42 14%	23 12%	13 9%	21 12%	31 17% J	7 6%	58 15% M	51 15% P	14 9%
John Kasich	25 5%	10 3%	15 8% B	9 5%	16 5%	9 4%	16 6%	17 6%	8 4%	10 7%	8 5%	7 4%	5 4%	20 5%	15 4%	10 6%
None of these	157 31% M	99 31%	58 31%	46 25%	111 35% D	78 36%	79 28%	85 28%	72 36%	52 34%	44 26%	61 34%	26 22%	131 34% M	111 33%	46 29%
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ANY (NET)	343 69%	216 69%	127 69%	140 75% E	203 65%	139 64%	204 72%	216 72%	127 64%	100 66%	126 74%	117 66%	91 78% NA	252 66%	228 67%	115 71%

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.