

# SpareFoot Survey – Los Angeles 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 - Los Angeles 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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
Very cluttered	59 12% TJG	35 14%	24 9%	13 19% G	32 16% G	9 4%	5	38 17% J	15 11%	6 5%	20 21% LMA	22 11%	17 8%	36 13%	21 10%	2 20%	59 20% A	-	42 16% T	17 7%
Somewhat cluttered	229 45% P	106 43%	123 47%	29 41%	94 46%	52 50%	54 44%	102 44%	59 45%	58 49%	43 45%	93 45%	93 46%	130 46% P	97 46% P	2 20%	229 80% A	-	131 51% T	98 40%
Somewhat uncluttered	135 27% S	62 25%	73 28%	15 21%	49 24%	32 30%	39 31%	54 23%	40 31%	34 29%	18 19%	54 26%	63 31% K	75 26%	56 27%	4 40%	-	135 63% A	52 20%	82 33% S
Very uncluttered	81 16%	42 17%	39 15%	13 19%	30 15%	12 11%	26 21% F	36 16%	17 13%	21 18%	14 15%	38 18%	29 14%	44 15%	35 17%	2 20%	-	81 38% A	32 12%	49 20% S
*****																				
CLUTTERED (NET)	288 57% T	141 58%	147 57%	42 60%	126 61% G	61 58%	59 48%	140 61%	74 56%	64 54%	63 66% M	115 56%	110 54%	166 58%	118 56%	4 40%	288 100% A	-	173 67% TA	115 47%
UNCLUTTERED (NET)	216 43% S	104 42%	112 43%	28 40%	79 39%	44 42%	65 52% E	90 39%	57 44%	55 46%	32 34%	92 44%	92 46% K	119 42%	91 44%	6 60%	-	216 100% A	84 33%	131 53% 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.  
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 Wakefield Research  
 April 2016

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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Very cluttered	59 12%	43 15% C	16 8%	35 17% E	24 8%	28 11%	31 12%	40 12%	19 11%	17 12%	22 13%	20 10%	28 17% N	31 9%	44 15% P	15 7%
Somewhat cluttered	229 45%	136 46%	93 44%	99 48%	130 44%	106 43%	123 48%	154 47%	75 43%	65 46%	78 48%	86 43%	75 46%	154 45%	127 43%	102 49%
Somewhat uncluttered	135 27%	71 24%	64 30%	56 27%	79 27%	73 30%	62 24%	84 26%	51 29%	33 23%	43 26%	59 30%	40 24%	95 28%	78 26%	57 28%
Very uncluttered	81 16% D	43 15%	38 18%	18 9%	63 21% D	39 16%	42 16%	51 16%	30 17%	27 19%	20 12%	34 17%	21 13%	60 18%	48 16%	33 16%
*****																
CLUTTERED (NET)	288 57%	179 61% C	109 52%	134 64% E	154 52%	134 54%	154 60%	194 59%	94 54%	82 58%	100 61%	106 53%	103 63%	185 54%	171 58%	117 57%
UNCLUTTERED (NET)	216 43%	114 39%	102 48% B	74 36%	142 48% D	112 46%	104 40%	135 41%	81 46%	60 42%	63 39%	93 47%	61 37%	155 46%	126 42%	90 43%

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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Less than one hour	297	141	156	36	101	67	93	119	75	88	47	120	130	173	117	7	132	165	114	182
	59%	58%	60%	51%	49%	64%	75%	52%	57%	74%	49%	58%	64%	61%	56%	70%	46%	76%	44%	74%
	SQE					E	DEA			HIA			K				QA		SA	
1 hour	51	24	27	12	21	8	10	27	14	5	10	25	16	25	26	-	30	21	31	20
	10%	10%	10%	17%	10%	8%	8%	12%	11%	4%	11%	12%	8%	9%	12%		10%	10%	12%	8%
	J							J	J											
2 hours	81	39	42	11	39	17	14	42	19	18	20	28	33	39	40	2	65	16	52	29
	16%	16%	16%	16%	19%	16%	11%	18%	15%	15%	21%	14%	16%	14%	19%	20%	23%	7%	20%	12%
	R																RA		T	
3 hours or more	75	41	34	11	44	13	7	42	23	8	18	34	23	48	26	1	61	14	60	15
	15%	17%	13%	16%	21%	12%	6%	18%	18%	7%	19%	16%	11%	17%	12%	10%	21%	6%	23%	6%
	TRJG			G	FGA			J	J								RA		TA	
*****																				
AVERAGE	1.62	1.76	1.49	1.60	1.99	1.62	1.00	1.74	1.91	1.16	2.02	1.57	1.48	1.66	1.58	1.05	2.08	1.00	2.14	1.07
	TRJG			G	G			J	J								RA		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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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 \$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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Less than one hour	297 59%	160 55%	137 65%	94 45%	203 69%	143 58%	154 60%	181 55%	116 66%	93 65%	89 55%	115 58%	78 48%	219 64%	173 58%	124 60%
			MD	B	DA				H					M		
1 hour	51 10%	31 11%	20 9%	28 13%	23 8%	31 13%	20 8%	40 12%	11 6%	7 5%	12 7%	32 16%	21 13%	30 9%	29 10%	22 11%
			J	E				I				JKA				
2 hours	81 16%	55 19%	26 12%	35 17%	46 16%	40 16%	41 16%	56 17%	25 14%	22 15%	30 18%	29 15%	32 20%	49 14%	52 18%	29 14%
			C													
3 hours or more	75 15%	47 16%	28 13%	51 25%	24 8%	32 13%	43 17%	52 16%	23 13%	20 14%	32 20%	23 12%	33 20%	42 12%	43 14%	32 15%
			E	EA							L		N			
*****																
AVERAGE	1.62	1.81 C	1.35	2.10 EA	1.28	1.49	1.74	1.67	1.53	1.48	1.94	1.46	2.02 N	1.42	1.58	1.67

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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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
Agree strongly	145 29%	71 29%	74 29%	17 24%	61 30%	27 26%	40 32%	64 28%	36 27%	35 29%	32 34%	55 27%	58 29%	88 31%	53 25%	4 40%	92 32%	53 25%	81 32%	64 26%
Agree somewhat	214 42%	101 41%	113 44%	38 54%	93 45%	44 42%	39 31%	110 48%	58 44%	40 34%	37 39%	89 43%	88 44%	119 42%	89 43%	6 60%	117 41%	97 45%	117 46%	97 39%
Disagree somewhat	82 16%	37 15%	45 17%	9 13%	30 15%	19 18%	24 19%	32 14%	21 16%	26 22%	16 17%	37 18%	29 14%	42 15%	40 19%	-	46 16%	36 17%	37 14%	45 18%
Disagree strongly	63 13%	36 15%	27 10%	6 9%	21 10%	15 14%	21 17%	24 10%	16 12%	18 15%	10 11%	26 13%	27 13%	36 13%	27 13%	-	33 11%	30 14%	22 9%	40 16%
*****																				
AGREE (NET)	359 71%	172 70%	187 72%	55 79%	154 75%	71 68%	79 64%	174 76%	94 72%	75 63%	69 73%	144 70%	146 72%	207 73%	142 68%	10 100%	209 73%	150 69%	198 77%	161 65%
DISAGREE (NET)	145 29%	73 30%	72 28%	15 21%	51 25%	34 32%	45 36%	56 24%	37 28%	44 37%	26 27%	63 30%	56 28%	78 27%	67 32%	-	79 27%	66 31%	59 23%	85 35%

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	\$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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Agree strongly	145 29%	92 31%	53 25%	64 31%	81 27%	73 30%	72 28%	99 30%	46 26%	40 28%	49 30%	56 28%	52 32%	93 27%	84 28%	61 29%
Agree somewhat	214 42%	119 41%	95 45%	94 45%	120 41%	107 43%	107 41%	143 43%	71 41%	57 40%	65 40%	92 46%	79 48%	135 40%	132 44%	82 40%
Disagree somewhat	82 16%	54 18%	28 13%	30 14%	52 18%	34 14%	48 19%	48 15%	34 19%	27 19%	29 18%	26 13%	20 12%	62 18%	49 16%	33 16%
Disagree strongly	63 13%	28 10%	35 17%	20 10%	43 15%	32 13%	31 12%	39 12%	24 14%	18 13%	20 12%	25 13%	13 8%	50 15%	32 11%	31 15%
*****																
AGREE (NET)	359 71%	211 72%	148 70%	158 76%	201 68%	180 73%	179 69%	242 74%	117 67%	97 68%	114 70%	148 74%	131 80%	228 67%	216 73%	143 69%
*****																
DISAGREE (NET)	145 29%	82 28%	63 30%	50 24%	95 32%	66 27%	79 31%	87 26%	58 33%	45 32%	49 30%	51 26%	33 20%	112 33%	81 27%	64 31%

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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
In case I need them in the future	323 64% K	146 60% K	177 68% B	38 54% B	129 63% B	78 74% DEA	78 63% DEA	131 57% K	99 76% HA	78 66% HA	50 53% K	141 68% K	132 65% K	177 62% K	141 67% K	5 50% K	189 66% K	134 62% K	162 63% K	161 65% K
Sentimental reasons	266 53%	117 48%	149 58% B	32 46% B	101 49% B	60 57% B	73 59% B	111 48% B	69 53% B	68 57% B	52 55% B	99 48% B	115 57% B	141 49% B	119 57% B	6 60% B	141 49% B	125 58% Q	122 47% Q	144 59% S
To sell them in the future	125 25% JG	60 24% JG	65 25% JG	22 31% G	54 26% G	29 28% G	20 16% G	66 29% J	35 27% J	18 15% LMA	34 36% LMA	49 24% LMA	42 21% LMA	66 23% LMA	58 28% LMA	1 10% LMA	82 28% R	43 20% R	79 31% T	46 19% T
I felt guilty getting rid of them	125 25% RJG	54 22% RJG	71 27% RJG	18 26% G	64 31% G	26 25% G	17 14% G	72 31% IJ	28 21% IJ	20 17% IJ	29 31% IJ	50 24% IJ	46 23% IJ	72 25% IJ	51 24% IJ	2 20% IJ	86 30% R	39 18% R	75 29% T	50 20% T
In case I want to give them to someone as gifts	110 22% T	51 21% T	59 23% T	16 23% T	52 25% G	22 21% G	20 16% G	53 23% T	33 25% T	21 18% T	19 20% T	46 22% T	45 22% T	68 24% T	41 20% T	1 10% T	72 25% R	38 18% R	70 27% T	39 16% T
I am, or a family member is, too lazy to get rid of old items	10 2% R	5 2% R	5 2% R	1 1% R	4 2% R	- 2% R	5 4% R	5 2% R	- 2% R	4 3% R	- 1% R	2 1% R	8 4% R	3 1% R	7 3% R	- - R	9 3% R	1 *% R	4 2% R	6 2% R
Other	9 2% B	1 *% B	8 3% B	- 1% B	2 1% B	2 2% B	5 4% B	2 1% B	2 2% B	4 3% B	1 1% B	5 2% B	3 1% B	4 1% B	5 2% B	- - B	5 2% B	4 2% B	2 1% B	7 3% B

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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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	29	15	14	9	6	3	11	13	5	9	3	15	11	13	15	1	12	17	10	19
	6%	6%	5%	13%	3%	3%	9%	6%	4%	8%	3%	7%	5%	5%	7%	10%	4%	8%	4%	8%
				EF			EF													
*****																				
ANY (NET)	475	230	245	61	199	102	113	217	126	110	92	192	191	272	194	9	276	199	247	227
	94%	94%	95%	87%	97%	97%	91%	94%	96%	92%	97%	93%	95%	95%	93%	90%	96%	92%	96%	92%
					DG		DG													

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	
	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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
In case I need them in the future	323 64%	203 69%	120 57%	137 66%	186 63%	169 69%	154 60%	216 66%	107 61%	79 56%	108 66%	136 68%	100 61%	223 66%	185 62%	138 67%
		C				G						J				
Sentimental reasons	266 53%	154 53%	112 53%	107 51%	159 54%	152 62%	114 44%	172 52%	94 54%	66 46%	89 55%	111 56%	72 44%	194 57%	144 48%	122 59%
		MG				GA								M		O
To sell them in the future	125 25%	73 25%	52 25%	60 29%	65 22%	64 26%	61 24%	92 28%	33 19%	36 25%	40 25%	49 25%	41 25%	84 25%	77 26%	48 23%
								I								
I felt guilty getting rid of them	125 25%	79 27%	46 22%	56 27%	69 23%	62 25%	63 24%	89 27%	36 21%	32 23%	43 26%	50 25%	46 28%	79 23%	77 26%	48 23%
In case I want to give them to someone as gifts	110 22%	64 22%	46 22%	55 26%	55 19%	57 23%	53 21%	79 24%	31 18%	24 17%	39 24%	47 24%	33 20%	77 23%	52 18%	58 28%
				E												O
I am, or a family member is, too lazy to get rid of old items	10 2%	8 3%	2 1%	4 2%	6 2%	4 2%	6 2%	9 3%	1 1%	1 1%	5 3%	4 2%	1 1%	9 3%	3 1%	7 3%
								I								
Other	9 2%	6 2%	3 1%	5 2%	4 1%	2 1%	7 3%	4 1%	5 3%	4 3%	3 2%	2 1%	3 2%	6 2%	5 2%	4 2%
None of these	29 6%	11 4%	18 9%	6 3%	23 8%	8 3%	21 8%	9 3%	20 11%	12 8%	9 6%	8 4%	11 7%	18 5%	19 6%	10 5%
	H		B		D		F		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  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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 \$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	504	293	211	208	296	246	258	329	175	142	163	199	164	340	297	207
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*****																
ANY (NET)	475	282	193	202	273	238	237	320	155	130	154	191	153	322	278	197
	94%	96%	91%	97%	92%	97%	92%	97%	89%	92%	94%	96%	93%	95%	94%	95%
	I	C		E		G		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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
Gift I received	277 55%	121 49%	156 60%	39 56%	124 60%	54 51%	60 48%	132 57%	77 59%	54 45%	52 55%	111 54%	114 56%	152 53%	120 57%	5 50%	167 58%	110 51%	151 59%	125 51%
Family heirloom	243 48%	132 54%	111 43%	23 33%	94 46%	53 50%	73 59%	93 40%	67 51%	69 58%	55 58%	95 46%	93 46%	128 45%	110 53%	5 50%	135 47%	108 50%	130 51%	113 46%
Clothing I rarely wore	237 47%	107 44%	130 50%	32 46%	103 50%	53 50%	49 40%	111 48%	65 50%	50 42%	42 44%	96 46%	99 49%	133 47%	100 48%	4 40%	149 52%	88 41%	125 49%	112 46%
Greeting card	202 40%	85 35%	117 45%	26 37%	81 40%	43 41%	52 42%	91 40%	51 39%	50 42%	27 28%	86 42%	89 44%	111 39%	88 42%	3 30%	124 43%	78 36%	106 41%	96 39%
Drawing, craft or project my child made	117 23%	48 20%	69 27%	11 16%	67 33%	30 29%	9 7%	60 26%	46 35%	11 9%	21 22%	44 21%	52 26%	65 23%	50 24%	2 20%	70 24%	47 22%	65 25%	52 21%
Old toy my child used to play with	91 18%	38 16%	53 20%	9 13%	58 28%	18 17%	6 5%	53 23%	30 23%	8 7%	18 19%	38 18%	35 17%	52 18%	37 18%	2 20%	64 22%	27 13%	59 23%	32 13%
Other	3 1%	-	3 1%	-	-	-	3 2%	-	-	2 2%	-	1 *%	2 1%	1 *%	2 1%	-	2 1%	1 *%	1 *%	2 1%

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 - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	33	19	14	4	10	6	13	13	5	12	5	15	13	16	15	2	14	19	8	25
	7%	8%	5%	6%	5%	6%	10%	6%	4%	10%	5%	7%	6%	6%	7%	20%	5%	9%	3%	10%
	S																			S
*****																				
ANY (NET)	471	226	245	66	195	99	111	217	126	107	90	192	189	269	194	8	274	197	249	221
	93%	92%	95%	94%	95%	94%	90%	94%	96%	90%	95%	93%	94%	94%	93%	80%	95%	91%	97%	90%
																			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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SpareFoot Survey - Los Angeles DMA  
Wakefield Research  
April 2016

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	\$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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Gift I received	277 55%	162 55%	115 55%	115 55%	162 55%	147 60% G	130 50%	190 58%	87 50%	67 47%	99 61% J	111 56%	95 58%	182 54%	156 53%	121 58%
Family heirloom	243 48% PJC	163 56% CA	80 38%	106 51%	137 46%	137 56% G	106 41%	171 52% I	72 41%	52 37%	75 46%	116 58% JKA	73 45%	170 50%	160 54% P	83 40%
Clothing I rarely wore	237 47%	148 51%	89 42%	101 49%	136 46%	118 48%	119 46%	158 48%	79 45%	68 48%	76 47%	93 47%	77 47%	160 47%	137 46%	100 48%
Greeting card	202 40%	117 40%	85 40%	81 39%	121 41%	108 44%	94 36%	136 41%	66 38%	50 35%	66 40%	86 43%	58 35%	144 42%	115 39%	87 42%
Drawing, craft or project my child made	117 23% IC	90 31% CA	27 13%	117 56% A	-	62 25%	55 21%	95 29% I	22 13%	23 16%	44 27% J	50 25% J	51 31% N	66 19%	65 22%	52 25%
Old toy my child used to play with	91 18% IC	74 25% CA	17 8%	91 44% A	-	39 16%	52 20%	70 21% I	21 12%	22 15%	34 21% J	35 18%	41 25% N	50 15%	51 17%	40 19%
Other	3 1%	1 *%	2 1%	-	3 1%	2 1%	1 *%	1 *% I	2 1%	2 1%	1 1%	-	1 1%	2 1%	1 *%	2 1%
None of these	33 7%	12 4%	21 10% B	7 3%	26 9% D	15 6%	18 7%	18 5%	15 9%	12 8%	11 7%	10 5%	6 4%	27 8% M	21 7%	12 6%

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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 Wakefield Research  
 April 2016

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 -\$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	504	293	211	208	296	246	258	329	175	142	163	199	164	340	297	207
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*****																
ANY (NET)	471	281	190	201	270	231	240	311	160	130	152	189	158	313	276	195
	93%	96%	90%	97%	91%	94%	93%	95%	91%	92%	93%	95%	96%	92%	93%	94%
		C		E								N				

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	293 100%	144 100%	149 100%	26 100%	139 100%	55 100%	73 100%	129 100%	83 100%	64 100%	65 100%	117 100%	111 100%	169 100%	119 100%	5 100%	179 100%	114 100%	156 100%	137 100%
None	24 8% SF	11 8%	13 9%	3 12%	10 7%	1 2%	10 14% F	10 8%	4 5%	6 9%	6 9%	8 7%	10 9%	15 9%	9 8%	-	12 7%	12 11%	5 3%	19 14% S
1-10%	79 27%	38 26%	41 28%	6 23%	39 28%	15 27%	19 26%	33 26%	25 30%	17 27%	18 28%	30 26%	31 28%	41 24%	36 30%	2 40%	46 26%	33 29%	42 27%	37 27%
11-24%	36 12%	20 14%	16 11%	4 15%	13 9%	8 15%	11 15%	14 11%	11 13%	6 9%	7 11%	15 13%	14 13%	25 15%	10 8%	1 20%	24 13%	12 11%	17 11%	19 14%
25-49%	70 24% G	27 19%	43 29% B	6 23%	37 27% G	17 31% G	10 14%	33 26%	25 30%	12 19%	14 22%	27 23%	29 26%	38 22%	32 27%	-	45 25%	25 22%	43 28%	27 20%
50% or more	84 29%	48 33%	36 24%	7 27%	40 29%	14 25%	23 32%	39 30%	18 22%	23 36%	20 31%	37 32%	27 24%	50 30%	32 27%	2 40%	52 29%	32 28%	49 31%	35 26%
*****																				
ANY (NET)	269 92%	133 92%	136 91%	23 88%	129 93%	54 98% GA	63 86%	119 92%	79 95%	58 91%	59 91%	109 93%	101 91%	154 91%	110 92%	5 100% NOA	167 93%	102 89%	151 97% TA	118 86%
AVERAGE (INCLUDING 0)	29.38	30.81	28.01	24.50	31.12	29.65	27.60	31.25	27.52	30.30	30.17	30.45	27.79	29.54	28.88	36.00	30.15	28.18	33.01 T	25.25
AVERAGE (EXCLUDING 0)	32.00	33.35	30.68	27.70	33.53	30.20	31.98	33.87	28.91	33.43	33.24	32.69	30.54	32.42	31.25	36.00	32.31	31.50	34.11	29.31

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 - Los Angeles DMA  
 Wakefield Research  
 April 2016

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.

	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	293 100%	293 100%	-	165 100%	128 100%	157 100%	136 100%	205 100%	88 100%	61 100%	82 100%	150 100%	91 100%	202 100%	179 100%	114 100%
None	24 8%	24 8%	-	10 6%	14 11%	11 7%	13 10%	12 6%	12 14%	10 16%	5 6%	9 6%	4 4%	20 10%	14 8%	10 9%
1-10%	79 27%	79 27%	-	43 26%	36 28%	46 29%	33 24%	55 27%	24 27%	12 20%	23 28%	44 29%	20 22%	59 29%	42 23%	37 32%
11-24%	36 12%	36 12%	-	17 10%	19 15%	20 13%	16 12%	24 12%	12 14%	6 10%	13 16%	17 11%	14 15%	22 11%	23 13%	13 11%
25-49%	70 24%	70 24%	-	52 32%	18 14%	44 28%	26 19%	54 26%	16 18%	12 20%	18 22%	40 27%	25 27%	45 22%	41 23%	29 25%
50% or more	84 29%	84 29%	-	43 26%	41 32%	36 23%	48 35%	60 29%	24 27%	21 34%	23 28%	40 27%	28 31%	56 28%	59 33%	25 22%
*****																
ANY (NET)	269 92%	269 92%	-	155 94%	114 89%	146 93%	123 90%	193 94%	76 86%	51 84%	77 94%	141 94%	87 96%	182 90%	165 92%	104 91%
AVERAGE (INCLUDING 0)	29.38	29.38	-	29.42	29.33	27.49	31.57	30.24	27.38	30.41	28.56	29.41	32.18	28.12	31.68	25.77

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 - Los Angeles DMA  
 Wakefield Research  
 April 2016

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		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	293	293	-	165	128	157	136	205	88		61	82	150	91	202	179	114
	100%	100%		100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	32.00	32.00	-	31.32	32.93	29.56	34.90	32.12	31.70		36.37	30.42	31.29	33.66	31.21	34.37	28.25

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	293 100%	144 100%	149 100%	26 100%	139 100%	55 100%	73 100%	129 100%	83 100%	64 100%	65 100%	117 100%	111 100%	169 100%	119 100%	5 100%	179 100%	114 100%	156 100%	137 100%
All the time	45 15% TRG	21 15%	24 16%	4 15%	30 22% G	7 13%	4 5%	28 22% J	12 14%	5 8%	17 26% LM	16 14%	12 11%	30 18%	14 12%	1 20%	36 20% R	9 8%	35 22% T	10 7%
Some of the time	111 38%	67 47% C	44 30%	12 46%	58 42%	20 36%	21 29%	55 43% J	33 40%	17 27%	18 28%	40 34%	53 48% KL	73 43% O	37 31%	1 20%	73 41%	38 33%	70 45% T	41 30%
Hardly ever	105 36%	44 31%	61 41%	9 35%	39 28%	23 42%	34 47% E	37 29%	30 36%	31 48% H	22 34%	47 40%	36 32%	52 31%	51 43% N	2 40%	54 30%	51 45% Q	44 28%	61 45% S
Never	32 11% S	12 8%	20 13%	1 4%	12 9%	5 9%	14 19% DE	9 7%	8 10%	11 17%	8 12%	14 12%	10 9%	14 8%	17 14%	1 20%	16 9%	16 14%	7 4%	25 18% S
*****																				
FREQUENTLY (NET)	156 53% TRJG	88 61% C	68 46%	16 62% G	88 63% GA	27 49%	25 34%	83 64% JA	45 54% J	22 34%	35 54%	56 48%	65 59%	103 61% O	51 43%	2 40%	109 61% R	47 41%	105 67% TA	51 37%
INFREQUENTLY (NET)	137 47% SHE	56 39%	81 54% B	10 38%	51 37%	28 51%	48 66% DEA	46 36%	38 46%	42 66% HIA	30 46%	61 52%	46 41%	66 39%	68 57% N	3 60%	70 39%	67 59% QA	51 33%	86 63% SA
EVER (NET)	261 89%	132 92%	129 87%	25 96% G	127 91% G	50 91%	59 81%	120 93%	75 90%	53 83%	57 88%	103 88%	101 91%	155 92%	102 86%	4 80%	163 91%	98 86%	149 96% TA	112 82%

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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

	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	293 100%	293 100%	-	165 100%	128 100%	157 100%	136 100%	205 100%	88 100%	61 100%	82 100%	150 100%	91 100%	202 100%	179 100%	114 100%
All the time	45 15% IE	45 15%	-	35 21% E	10 8%	20 13%	25 18%	38 19% I	7 8%	10 16%	14 17%	21 14%	24 26% NA	21 10%	30 17%	15 13%
Some of the time	111 38%	111 38%	-	71 43% E	40 31%	64 41%	47 35%	79 39%	32 36%	23 38%	40 49% L	48 32%	38 42%	73 36%	67 37%	44 39%
Hardly ever	105 36% KD	105 36%	-	43 26%	62 48% DA	59 38%	46 34%	70 34%	35 40%	24 39% K	18 22%	63 42% K	26 29%	79 39%	63 35%	42 37%
Never	32 11% M	32 11%	-	16 10%	16 13%	14 9%	18 13%	18 9%	14 16%	4 7%	10 12%	18 12%	3 3%	29 14% M	19 11%	13 11%
*****																
FREQUENTLY (NET)	156 53% E	156 53%	-	106 64% EA	50 39%	84 54%	72 53%	117 57% I	39 44%	33 54%	54 66% LA	69 46%	62 68% NA	94 47%	97 54%	59 52%
INFREQUENTLY (NET)	137 47% MKD	137 47%	-	59 36%	78 61% DA	73 46%	64 47%	88 43%	49 56% H	28 46%	28 34%	81 54% K	29 32%	108 53% M	82 46%	55 48%
EVER (NET)	261 89%	261 89%	-	149 90%	112 88%	143 91%	118 87%	187 91%	74 84%	57 93%	72 88%	132 88%	88 97% NA	173 86%	160 89%	101 89%

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
Very likely	65 13% RJG	37 15%	28 11%	8 11%	37 18% G	14 13% G	6 5%	36 16% J	22 17% J	7 6% HIA	19 20% L	22 11% L	24 12% O	46 16% O	18 9% O	1 10% O	51 18% R	14 6% R	44 17% T	21 9% T
Somewhat likely	126 25% TJG	68 28%	58 22%	25 36% G	59 29% G	25 24% G	17 14%	69 30% J	37 28% J	17 14% HIA	27 28% M	55 27% M	44 22% N	73 26% O	51 24% O	2 20% P	82 28% R	44 20% R	86 33% TA	40 16% TA
Somewhat unlikely	168 33%	68 28%	100 39% B	19 27% B	64 31% B	37 35% B	48 39%	70 30% JA	39 30% J	52 44% HIA	26 27% M	66 32% M	76 38% N	88 31% O	76 36% O	4 40% P	87 30% R	81 38% R	74 29% TA	93 38% S
Very unlikely	145 29% S	72 29%	73 28%	18 26% B	45 22% B	29 28% B	53 43% DEFA	55 24% JA	33 25% J	43 36% HIA	23 24% M	64 31% M	58 29% N	78 27% O	64 31% O	3 30% P	68 24% R	77 36% R	53 21% TA	92 37% SA
*****																				
LIKELY (NET)	191 38% TRJG	105 43% C	86 33% C	33 47% G	96 47% GA	39 37% G	23 19%	105 46% JA	59 45% J	24 20% HIA	46 48% M	77 37% M	68 34% N	119 42% O	69 33% O	3 30% P	133 46% RA	58 27% R	130 51% TA	61 25% TA
UNLIKELY (NET)	313 62% SQHE	140 57%	173 67% B	37 53% B	109 53% B	66 63% B	101 81% DEFA	125 54% JA	72 55% J	95 80% HIA	49 52% M	130 63% M	134 66% N	166 58% O	140 67% O	7 70% P	155 54% R	158 73% R	127 49% TA	185 75% 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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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 \$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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Very likely	65 13% I	41 14%	24 11%	34 16%	31 10%	29 12%	36 14%	54 16% I	11 6%	14 10%	23 14%	28 14%	31 19% N	34 10%	40 13%	25 12%
Somewhat likely	126 25%	64 22%	62 29%	60 29%	66 22%	63 26%	63 24%	88 27%	38 22%	36 25%	39 24%	51 26%	40 24%	86 25%	84 28% P	42 20%
Somewhat unlikely	168 33%	93 32%	75 36%	61 29%	107 36%	84 34%	84 33%	108 33%	60 34%	52 37%	54 33%	62 31%	48 29%	120 35%	86 29%	82 40% O
Very unlikely	145 29%	95 32% C	50 24%	53 25%	92 31%	70 28%	75 29%	79 24%	66 38% HA	40 28%	47 29%	58 29%	45 27%	100 29%	87 29%	58 28%
*****																
LIKELY (NET)	191 38% I	105 36%	86 41%	94 45% E	97 33%	92 37%	99 38%	142 43% I	49 28%	50 35%	62 38%	79 40%	71 43%	120 35%	124 42% P	67 32%
UNLIKELY (NET)	313 62%	188 64%	125 59%	114 55%	199 67% D	154 63%	159 62%	187 57%	126 72% HA	92 65%	101 62%	120 60%	93 57%	220 65%	173 58%	140 68% 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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	293	144	149	26	139	55	73	129	83	64	65	117	111	169	119	5	179	114	156	137
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	61	32	29	4	39	12	6	33	21	7	21	20	20	36	24	1	43	18	45	16
	21%	22%	19%	15%	28%	22%	8%	26%	25%	11%	32%	17%	18%	21%	20%	20%	24%	16%	29%	12%
	TJG				G	G		J	J		LM								T	
Yes, one	43	26	17	4	29	6	4	28	9	5	11	16	16	31	11	1	26	17	30	13
	15%	18%	11%	15%	21%	11%	5%	22%	11%	8%	17%	14%	14%	18%	9%	20%	15%	15%	19%	9%
	G				G			IJ						O					T	
No	189	86	103	18	71	37	63	68	53	52	33	81	75	102	84	3	110	79	81	108
	65%	60%	69%	69%	51%	67%	86%	53%	64%	81%	51%	69%	68%	60%	71%	60%	61%	69%	52%	79%
	SKHE				E	EFA			HIA		K	K							SA	
*****																				
YES (NET)	104	58	46	8	68	18	10	61	30	12	32	36	36	67	35	2	69	35	75	29
	35%	40%	31%	31%	49%	33%	14%	47%	36%	19%	49%	31%	32%	40%	29%	40%	39%	31%	48%	21%
	TJG				FGA	G		JA	J		LMA								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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	293 100%	293 100%	-	165 100%	128 100%	157 100%	136 100%	205 100%	88 100%	61 100%	82 100%	150 100%	91 100%	202 100%	179 100%	114 100%
Yes, more than one	61 21% IGE	61 21%	-	45 27% E	16 13%	43 27% G	18 13%	53 26% I	8 9%	9 15%	17 21%	35 23%	26 29% N	35 17%	42 23%	19 17%
Yes, one	43 15% E	43 15%	-	33 20% E	10 8%	25 16%	18 13%	35 17% I	8 9%	7 11%	12 15%	24 16%	14 15%	29 14%	24 13%	19 17%
No	189 65% D	189 65%	-	87 53% DA	102 80%	89 57%	100 74% F	117 57%	72 82% HA	45 74%	53 65%	91 61%	51 56%	138 68% M	113 63%	76 67%
*****																
YES (NET)	104 35% IE	104 35%	-	78 47% EA	26 20%	68 43% G	36 26%	88 43% I	16 18%	16 26%	29 35%	59 39%	40 44% N	64 32%	66 37%	38 33%

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	208	95	113	26	125	43	14	118	71	19	39	88	81	126	78	4	134	74	132	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	8	3	5	2	5	-	1	4	3	1	2	4	2	2	6	-	4	4	2	6
	4%	3%	4%	8%	4%		7%	3%	4%	5%	5%	5%	2%	2%	8%		3%	5%	2%	8%
1-10%	46	24	22	8	26	9	3	27	15	4	11	22	13	34	12	-	31	15	34	12
	22%	25%	19%	31%	21%	21%	21%	23%	21%	21%	28%	25%	16%	27%	15%		23%	20%	26%	16%
														O						
11-24%	31	16	15	-	22	8	1	17	11	3	7	11	13	17	13	1	17	14	17	14
	15%	17%	13%		18%	19%	7%	14%	15%	16%	18%	13%	16%	13%	17%	25%	13%	19%	13%	18%
25-49%	45	24	21	6	33	6	-	29	16	-	10	16	19	31	14	-	29	16	31	14
	22%	25%	19%	23%	26%	14%		25%	23%		26%	18%	23%	25%	18%		22%	22%	23%	18%
50% or more	78	28	50	10	39	20	9	41	26	11	9	35	34	42	33	3	53	25	48	30
	38%	29%	44%	38%	31%	47%	64%	35%	37%	58%	23%	40%	42%	33%	42%	75%	40%	34%	36%	39%
			B				EA						K							
*****																				
ANY (NET)	200	92	108	24	120	43	13	114	68	18	37	84	79	124	72	4	130	70	130	70
	96%	97%	96%	92%	96%	100%	93%	97%	96%	95%	95%	95%	98%	98%	92%	100%	97%	95%	98%	92%
						EA										OA				
AVERAGE (INCLUDING 0)	36.60	33.23	39.43	39.65	34.10	38.07	48.71	36.14	34.80	46.16	28.21	38.26	38.84	34.89	38.04	62.50	37.51	34.96	36.12	37.43
													K			N				
AVERAGE (EXCLUDING 0)	38.07	34.32	41.26	42.96	35.53	38.07	52.46	37.41	36.34	48.72	29.73	40.08	39.82	35.45	41.21	62.50	38.66	36.96	36.68	40.64
							E													

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.

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 Wakefield Research  
 April 2016

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.

	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	208 100%	165 100%	43 100%	208 100%	-	101 100%	107 100%	160 100%	48 100%	48 100%	68 100%	92 100%	82 100%	126 100%	110 100%	98 100%
None	8 4%	6 4%	2 5%	8 4%	-	1 1%	7 7% F	5 3%	3 6%	1 2%	4 6%	3 3%	3 4%	5 4%	4 4%	4 4%
1-10%	46 22%	38 23%	8 19%	46 22%	-	25 25%	21 20%	34 21%	12 25%	11 23%	15 22%	20 22%	25 30% N	21 17%	26 24%	20 20%
11-24%	31 15% I	28 17% C	3 7%	31 15%	-	21 21% G	10 9%	29 18% I	2 4%	5 10%	9 13%	17 18%	9 11%	22 17%	17 15%	14 14%
25-49%	45 22%	35 21%	10 23%	45 22%	-	25 25%	20 19%	35 22%	10 21%	11 23%	11 16%	23 25%	18 22%	27 21%	28 25%	17 17%
50% or more	78 38%	58 35%	20 47%	78 38%	-	29 29%	49 46% F	57 36%	21 44%	20 42%	29 43%	29 32%	27 33%	51 40%	35 32%	43 44%
*****																
ANY (NET)	200 96%	159 96%	41 95%	200 96%	-	100 99% G	100 93%	155 97%	45 94%	47 98%	64 94%	89 97%	79 96%	121 96%	106 96%	94 96%
AVERAGE (INCLUDING 0)	36.60	34.66	44.05	36.60	-	32.03	40.92 F	35.39	40.63	40.46	36.46	34.70	33.11	38.87	32.77	40.90 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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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 -\$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	208	165	43	208	-	101	107	160	48	48	68	92	82	126	110	98
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	38.07	35.97	46.20	38.07	-	32.35	43.78	36.54	43.33	41.32	38.73	35.87	34.37	40.48	34.01	42.64
			B				F									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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	503 100%	244 100%	259 100%	70 100%	204 100%	105 100%	124 100%	229 100%	131 100%	119 100%	95 100%	206 100%	202 100%	284 100%	209 100%	10 100%	288 100%	215 100%	257 100%	246 100%	
None	246 49%	100 41%	146 56%	27 39%	77 38%	51 49%	91 73%	87 38%	57 44%	81 68%	31 33%	104 50%	111 55%	125 44%	115 55%	6 60%	115 40%	131 61%	-	246 100%	
1-99 items	243 48%	137 56%	106 41%	42 60%	122 60%	47 45%	32 26%	137 60%	68 52%	35 29%	59 62%	96 47%	88 44%	151 53%	88 42%	4 40%	162 56%	81 38%	243 95%	-	
100 items or more	14 3%	7 3%	7 3%	1 1%	5 2%	7 7%	1 1%	5 2%	6 5%	3 3%	5 5%	6 3%	3 1%	8 3%	6 3%	-	11 4%	3 1%	14 5%	-	
*****																					
ANY (NET)	257 51%	144 59%	113 44%	43 61%	127 62%	54 51%	33 27%	142 62%	74 56%	38 32%	64 67%	102 50%	91 45%	159 56%	94 45%	4 40%	173 60%	84 39%	257 100%	-	
AVERAGE (INCLUDING 0)	13.61 TG	12.36	14.78	8.59	13.98 G	26.21 G	5.18	12.19	16.36	15.88	16.16 M	17.32	8.63	13.43	13.89	13.00	17.67 R	8.18	26.64 TA	0.00	
AVERAGE (EXCLUDING 0)	26.64 D	20.95	33.88	13.98	22.45	50.96	19.45	19.66	28.96	49.74	23.98	34.97	19.16	23.99	30.87	32.50	29.41	20.93	26.64	-	

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  
 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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	503 100%	293 100%	210 100%	208 100%	295 100%	246 100%	257 100%	329 100%	174 100%	142 100%	163 100%	198 100%	164 100%	339 100%	297 100%	206 100%
None	246 49% MHD	137 47%	109 52%	76 37%	170 58% DA	119 48%	127 49%	137 42%	109 63% HA	82 58% KL	74 45%	90 45%	60 37%	186 55% M	138 46%	108 52%
1-99 items	243 48% IE	147 50%	96 46%	126 61% EA	117 40%	121 49%	122 47%	182 55% IA	61 35%	57 40%	83 51%	103 52% J	100 61% NA	143 42%	151 51%	92 45%
100 items or more	14 3%	9 3%	5 2%	6 3%	8 3%	6 2%	8 3%	10 3%	4 2%	3 2%	6 4%	5 3%	4 2%	10 3%	8 3%	6 3%
*****																
ANY (NET)	257 51% IE	156 53%	101 48%	132 63% EA	125 42%	127 52%	130 51%	192 58% IA	65 37%	60 42%	89 55% J	108 55% J	104 63% NA	153 45%	159 54%	98 48%
AVERAGE (INCLUDING 0)	13.61	13.30	14.05	15.52	12.26	11.80	15.35	14.17	12.56	14.80	14.09	12.36	15.62	12.64	14.87	11.80
AVERAGE (EXCLUDING 0)	26.64	24.97	29.21	24.45	28.94	22.85	30.34	24.28	33.62	35.03	25.80	22.67	24.63	28.00	27.77	24.80

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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.  
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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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  
 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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504 100%	245 100%	259 100%	70 100%	205 100%	105 100%	124 100%	230 100%	131 100%	119 100%	95 100%	207 100%	202 100%	285 100%	209 100%	10 100%	288 100%	216 100%	257 100%	246 100%
Cost of living	203 40%	91 37%	112 43%	27 39%	97 47%	50 48%	29 23%	106 46%	59 45%	34 29%	26 27%	92 44%	85 42%	117 41%	83 40%	3 30%	129 45%	74 34%	113 44%	90 37%
				G	G	G		J	J			K	K				R			
Job prospects	141 28%	83 34%	58 22%	18 26%	64 31%	23 22%	36 29%	71 31%	33 25%	27 23%	31 33%	58 28%	52 26%	81 28%	59 28%	1 10%	80 28%	61 28%	82 32%	58 24%
		C																	T	
Crime	79 16%	41 17%	38 15%	12 17%	45 22%	12 11%	10 8%	45 20%	18 14%	16 13%	14 15%	31 15%	34 17%	47 16%	31 15%	1 10%	54 19%	25 12%	54 21%	25 10%
		TG		FG													R		T	
Traffic	73 14%	44 18%	29 11%	8 11%	36 18%	16 15%	13 10%	36 16%	17 13%	19 16%	10 11%	32 15%	31 15%	35 12%	37 18%	1 10%	49 17%	24 11%	44 17%	29 12%
		C																		
Weather	61 12%	36 15%	25 10%	5 7%	29 14%	13 12%	14 11%	27 12%	17 13%	14 12%	15 16%	21 10%	25 12%	36 13%	22 11%	3 30%	40 14%	21 10%	38 15%	23 9%
Terrorism concerns	16 3%	15 6%	1 *	1 1%	13 6%	2 2%	-	12 5%	4 3%	-	6 6%	7 3%	3 1%	7 2%	7 3%	2 20%	14 5%	2 1%	14 5%	2 1%
		TRC	C		DF												R		T	
None of these	168 33%	70 29%	98 38%	29 41%	52 25%	32 30%	55 44%	67 29%	43 33%	47 39%	35 37%	65 31%	68 34%	90 32%	75 36%	3 30%	87 30%	81 38%	62 24%	106 43%
		SE	B	E		EFA														SA

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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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	336	175	161	41	153	73	69	163	88	72	60	142	134	195	134	7	201	135	195	140
	67%	71%	62%	59%	75%	70%	56%	71%	67%	61%	63%	69%	66%	68%	64%	70%	70%	63%	76%	57%
	TG	C			DGA	G													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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Cost of living	203 40% L	120 41%	83 39%	91 44%	112 38%	91 37%	112 43%	138 42%	65 37%	75 53% LA	70 43% L	58 29%	66 40%	137 40%	107 36%	96 46% O
Job prospects	141 28% IG	83 28%	58 27%	55 26%	86 29%	88 36% GA	53 21%	106 32% I	35 20%	32 23%	46 28%	63 32%	41 25%	100 29%	85 29%	56 27%
Crime	79 16%	51 17%	28 13%	45 22% E	34 11%	34 14%	45 17%	58 18%	21 12%	23 16%	26 16%	30 15%	32 20%	47 14%	46 15%	33 16%
Traffic	73 14% I	48 16%	25 12%	33 16%	40 14%	43 17%	30 12%	59 18% I	14 8%	13 9%	28 17% J	32 16%	22 13%	51 15%	44 15%	29 14%
Weather	61 12%	39 13%	22 10%	27 13%	34 11%	35 14%	26 10%	48 15% I	13 7%	14 10%	16 10%	31 16%	16 10%	45 13%	35 12%	26 13%
Terrorism concerns	16 3%	10 3%	6 3%	12 6% E	4 1%	9 4%	7 3%	13 4%	3 2%	4 3%	8 5%	4 2%	6 4%	10 3%	11 4%	5 2%
None of these	168 33%	94 32%	74 35%	66 32%	102 34%	76 31%	92 36%	91 28%	77 44% HA	46 32%	52 32%	70 35%	58 35%	110 32%	101 34%	67 32%

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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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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 -\$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	504	293	211	208	296	246	258	329	175	142	163	199	164	340	297	207
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*****																
ANY (NET)	336	199	137	142	194	170	166	238	98	96	111	129	106	230	196	140
	67%	68%	65%	68%	66%	69%	64%	72%	56%	68%	68%	65%	65%	68%	66%	68%
	I							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.

SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Neighbors were too loud	186	86	100	29	91	34	32	101	48	32	30	84	72	110	75	1	123	63	102	84
	37%	35%	39%	41%	44%	32%	26%	44%	37%	27%	32%	41%	36%	39%	36%	10%	43%	29%	40%	34%
	RPJG			G	FG			J					P	P		R				
Area wasn't pet-friendly	90	43	47	17	52	10	11	59	19	10	17	37	36	53	35	2	61	29	61	29
	18%	18%	18%	24%	25%	10%	9%	26%	15%	8%	18%	18%	18%	19%	17%	20%	21%	13%	24%	12%
	TJGF			FG	FGA			IJA									R		T	
Political or social environment made me uncomfortable	84	51	33	15	38	16	15	45	23	14	18	40	26	56	28	-	51	33	52	31
	17%	21%	13%	21%	19%	15%	12%	20%	18%	12%	19%	19%	13%	20%	13%		18%	15%	20%	13%
		C						J									R		T	
Cell phone reception was bad	56	31	25	12	31	6	7	36	13	7	11	27	18	40	15	1	43	13	42	14
	11%	13%	10%	17%	15%	6%	6%	16%	10%	6%	12%	13%	9%	14%	7%	10%	15%	6%	16%	6%
	TRJGF			FG	FG			J						O			R		T	
Home was haunted	52	24	28	11	29	7	5	33	13	6	7	27	18	35	16	1	34	18	36	16
	10%	10%	11%	16%	14%	7%	4%	14%	10%	5%	7%	13%	9%	12%	8%	10%	12%	8%	14%	7%
	JG			G	FG			J									R		T	
None of these	216	104	112	19	68	52	77	70	57	71	42	76	98	110	101	5	105	111	86	130
	43%	42%	43%	27%	33%	50%	62%	30%	44%	60%	44%	37%	49%	39%	48%	50%	36%	51%	33%	53%
	SHED				DE	DEA		H	HIA			L		N			QA		SA	
*****																				
ANY (NET)	288	141	147	51	137	53	47	160	74	48	53	131	104	175	108	5	183	105	171	116
	57%	58%	57%	73%	67%	50%	38%	70%	56%	40%	56%	63%	51%	61%	52%	50%	64%	49%	67%	47%
	TRJG			FGA	FGA			IJA	J			M		O			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  
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)  
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SpareFoot Survey - Los Angeles DMA  
 Wakefield Research  
 April 2016

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		
	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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Neighbors were too loud	186 37% I	113 39%	73 35%	85 41%	101 34%	96 39%	90 35%	141 43% I	45 26%	54 38%	61 37%	71 36%	65 40%	121 36%	105 35%	81 39%
Area wasn't pet-friendly	90 18% I	57 19%	33 16%	44 21%	46 16%	49 20%	41 16%	73 22% I	17 10%	32 23%	28 17%	30 15%	34 21%	56 16%	52 18%	38 18%
Political or social environment made me uncomfortable	84 17%	47 16%	37 18%	38 18%	46 16%	42 17%	42 16%	60 18%	24 14%	21 15%	30 18%	33 17%	25 15%	59 17%	47 16%	37 18%
Cell phone reception was bad	56 11%	37 13%	19 9%	33 16% E	23 8%	29 12%	27 10%	44 13% I	12 7%	16 11%	20 12%	20 10%	25 15%	31 9%	33 11%	23 11%
Home was haunted	52 10% L	26 9%	26 12%	28 13%	24 8%	20 8%	32 12%	34 10%	18 10%	15 11%	26 16% L	11 6%	18 11%	34 10%	25 8%	27 13%
None of these	216 43% D	124 42%	92 44%	71 34%	145 49% D	105 43%	111 43%	123 37%	93 53% HA	55 39%	66 40%	95 48%	61 37%	155 46%	130 44%	86 42%
*****																
ANY (NET)	288 57% I	169 58%	119 56%	137 66% EA	151 51%	141 57%	147 57%	206 63% I	82 47%	87 61%	97 60%	104 52%	103 63%	185 54%	167 56%	121 58%

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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SpareFoot Survey - Los Angeles DMA  
 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.

	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	504	245	259	70	205	105	124	230	131	119	95	207	202	285	209	10	288	216	257	246
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Donald Trump	254	102	152	36	123	48	47	135	65	46	35	99	120	155	95	4	142	112	131	123
	50%	42%	59%	51%	60%	46%	38%	59%	50%	39%	37%	48%	59%	54%	45%	40%	49%	52%	51%	50%
	KJGB		BA		FGA			JA					KLA	O						
Hillary Clinton	93	58	35	12	44	17	20	42	30	16	24	49	20	49	42	2	60	33	56	37
	18%	24%	14%	17%	21%	16%	16%	18%	23%	13%	25%	24%	10%	17%	20%	20%	21%	15%	22%	15%
	M	C			G			J			M	M							T	
Ted Cruz	74	41	33	13	25	19	17	35	20	15	15	27	32	42	31	1	42	32	39	35
	15%	17%	13%	19%	12%	18%	14%	15%	15%	13%	16%	13%	16%	15%	15%	10%	15%	15%	15%	14%
Bernie Sanders	67	37	30	17	24	9	17	35	13	16	16	31	20	29	35	3	37	30	41	26
	13%	15%	12%	24%	12%	9%	14%	15%	10%	13%	17%	15%	10%	10%	17%	30%	13%	14%	16%	11%
				EFA											N					
John Kasich	43	32	11	8	23	7	5	24	14	4	15	16	12	26	15	2	23	20	28	14
	9%	13%	4%	11%	11%	7%	4%	10%	11%	3%	16%	8%	6%	9%	7%	20%	8%	9%	11%	6%
	JGC	C		G				J	J		M								T	
None of these	129	60	69	10	34	33	52	38	30	50	22	57	50	67	60	2	70	59	46	83
	26%	24%	27%	14%	17%	31%	42%	17%	23%	42%	23%	28%	25%	24%	29%	20%	24%	27%	18%	34%
	SHED				DE	DEA				HIA										SA
*****																				
ANY (NET)	375	185	190	60	171	72	72	192	101	69	73	150	152	218	149	8	218	157	211	163
	74%	76%	73%	86%	83%	69%	58%	83%	77%	58%	77%	72%	75%	76%	71%	80%	76%	73%	82%	66%
	TJG			FGA	FGA			JA	J										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.

SpareFoot Survey - Los Angeles DMA  
 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	504 100%	293 100%	211 100%	208 100%	296 100%	246 100%	258 100%	329 100%	175 100%	142 100%	163 100%	199 100%	164 100%	340 100%	297 100%	207 100%
Donald Trump	254 50%	149 51%	105 50%	121 58% E	133 45%	121 49%	133 52%	173 53%	81 46%	82 58% L	87 53% L	85 43%	90 55%	164 48%	134 45%	120 58% O
Hillary Clinton	93 18%	63 22% C	30 14%	41 20%	52 18%	39 16%	54 21%	65 20%	28 16%	27 19%	31 19%	35 18%	25 15%	68 20%	59 20%	34 16%
Ted Cruz	74 15%	45 15%	29 14%	31 15%	43 15%	31 13%	43 17%	50 15%	24 14%	19 13%	30 18%	25 13%	25 15%	49 14%	43 14%	31 15%
Bernie Sanders	67 13%	37 13%	30 14%	24 12%	43 15%	35 14%	32 12%	43 13%	24 14%	14 10%	22 13%	31 16%	25 15%	42 12%	44 15%	23 11%
John Kasich	43 9%	27 9%	16 8%	25 12% E	18 6%	20 8%	23 9%	30 9%	13 7%	12 8%	18 11%	13 7%	14 9%	29 9%	29 10%	14 7%
None of these	129 26%	73 25%	56 27%	40 19%	89 30% D	70 28%	59 23%	77 23%	52 30%	34 24%	33 20%	62 31% K	34 21%	95 28%	85 29%	44 21%
*****																
ANY (NET)	375 74%	220 75%	155 73%	168 81% E	207 70%	176 72%	199 77%	252 77%	123 70%	108 76%	130 80% L	137 69%	130 79%	245 72%	212 71%	163 79%

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](http://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 6<sup>th</sup> and April 19<sup>th</sup>, 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.