

SpareFoot Survey – New York City 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 - New York City 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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Very cluttered	60 12% O	26 11%	34 12%	7 11%	27 14%	15 13%	11 8%	29 14%	18 13%	11 8%	10 13%	22 11%	28 12%	53 16% O	6 3%	1 7%	60 22% A	-	34 15%	26 9%
Somewhat cluttered	210 41%	93 40%	117 42%	28 45%	86 46%	46 39%	50 35%	96 46% J	55 41%	50 36%	37 48%	75 37%	98 43%	138 43%	68 39%	4 29%	210 78% A	-	104 45%	106 38%
Somewhat uncluttered	142 28%	72 31%	70 25%	14 23%	46 24%	31 26%	51 36% DE	47 23%	39 29%	47 34% H	19 25%	61 30%	62 27%	73 23% NA	65 37%	4 29%	-	142 59% A	55 24%	87 31%
Very uncluttered	98 19%	42 18%	56 20%	13 21%	29 15%	26 22%	30 21%	35 17%	23 17%	32 23%	11 14%	46 23%	41 18%	58 18%	35 20%	5 36%	-	98 41% A	36 16%	62 22%

CLUTTERED (NET)	270 53% OJG	119 51%	151 55%	35 56%	113 60% G	61 52%	61 43%	125 60% J	73 54%	61 44%	47 61% L	97 48%	126 55%	191 59% O	74 43%	5 36%	270 100% A	-	138 60% T	132 47%
UNCLUTTERED (NET)	240 47%	114 49%	126 45%	27 44%	75 40%	57 48%	81 57% EA	82 40%	62 46%	79 56% HA	30 39%	107 52% K	103 45%	131 41%	100 57% NA	9 64%	-	240 100% A	91 40%	149 53% S

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

	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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Very cluttered	60 12%	28 9%	32 16% B	21 12%	39 12%	37 13%	23 11%	40 12%	20 12%	17 18% L	22 12%	21 9%	14 13%	46 11%	24 10%	36 13%
Somewhat cluttered	210 41%	128 42%	82 40%	81 46%	129 39%	125 42%	85 40%	144 42%	66 39%	41 42%	76 42%	93 40%	39 38%	171 42%	97 40%	113 42%
Somewhat uncluttered	142 28%	86 28%	56 27%	46 26%	96 29%	84 28%	58 27%	94 28%	48 28%	20 21%	46 25%	76 33% J	31 30%	111 27%	74 31%	68 25%
Very uncluttered	98 19%	63 21%	35 17%	30 17%	68 20%	49 17%	49 23%	62 18%	36 21%	19 20%	37 20%	42 18%	20 19%	78 19%	47 19%	51 19%

CLUTTERED (NET)	270 53%	156 51%	114 56%	102 57%	168 51%	162 55%	108 50%	184 54%	86 51%	58 60%	98 54%	114 49%	53 51%	217 53%	121 50%	149 56%
UNCLUTTERED (NET)	240 47%	149 49%	91 44%	76 43%	164 49%	133 45%	107 50%	156 46%	84 49%	39 40%	83 46%	118 51%	51 49%	189 47%	121 50%	119 44%

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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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Less than one hour	291 57% SQKHE	125 54%	166 60%	28 45%	87 46%	75 64%	101 71% DEA	97 47%	71 53%	101 72% HIA	30 39%	123 60% K	138 60% K	173 54%	111 64% N	7 50%	117 43%	174 73% QA	101 44%	190 68% SA
1 hour	68 13%	31 13%	37 13%	7 11%	33 18%	13 11%	15 11%	30 14%	21 16%	14 10%	17 22% M	28 14%	23 10%	43 13%	21 12%	4 29%	44 16% R	24 10%	33 14%	35 12%
2 hours	70 14% R	36 15%	34 12%	10 16%	25 13%	17 14%	18 13%	30 14%	21 16%	16 11%	11 14%	28 14%	31 14%	43 13%	24 14%	3 21%	50 19% R	20 8%	37 16%	33 12%
3 hours or more	81 16% TROJG	41 18%	40 14%	17 27% FG	43 23% FGA	13 11%	8 6%	50 24% JA	22 16% J	9 6%	19 25% L	25 12%	37 16%	63 20% O	18 10%	-	59 22% RA	22 9%	58 25% TA	23 8%

AVERAGE	1.53 POLJGF TR	1.65	1.43	2.00 FG	1.95 FG	1.17	1.07	1.97 JA	1.51 J	1.08	2.14 L	1.22	1.61 L	1.75 OP	1.18	0.96	1.86 R	1.16	2.20 TA	0.99

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

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000-\$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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Less than one hour	291 57% D	167 55%	124 60%	72 40%	219 66% DA	154 52%	137 64% F	178 52%	113 66% HA	55 57%	99 55%	137 59%	57 55%	234 58%	132 55%	159 59%
1 hour	68 13%	41 13%	27 13%	24 13%	44 13%	42 14%	26 12%	47 14%	21 12%	16 16%	26 14%	26 11%	16 15%	52 13%	33 14%	35 13%
2 hours	70 14%	45 15%	25 12%	36 20%	34 10% E	50 17% G	20 9%	50 15%	20 12%	12 12%	26 14%	32 14%	13 13%	57 14%	37 15%	33 12%
3 hours or more	81 16% IE	52 17%	29 14%	46 26% EA	35 11%	49 17%	32 15%	65 19%	16 9% I	14 14%	30 17%	37 16%	18 17%	63 16%	40 17%	41 15%

AVERAGE	1.53 IE	1.65	1.37	2.15 EA	1.21	1.66	1.37	1.72 I	1.16	1.26	1.53	1.65	1.49	1.55	1.64	1.43

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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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Agree strongly	130 25% P	46 20%	84 30% B	24 39% EGA	46 24%	32 27%	28 20%	57 28%	39 29%	31 22%	16 21%	50 25%	64 28%	95 30% OP	34 20%	1 7%	79 29% R	51 21%	61 27%	69 25%
Agree somewhat	219 43% D	107 46%	112 40%	19 31%	90 48% D	47 40%	63 44%	90 43%	55 41%	57 41%	39 51%	89 44%	91 40%	135 42%	78 45%	6 43%	121 45%	98 41%	112 49% T	107 38%
Disagree somewhat	85 17%	41 18%	44 16%	13 21%	32 17%	15 13%	25 18%	37 18%	21 16%	25 18%	12 16%	34 17%	39 17%	53 16%	30 17%	2 14%	46 17%	39 16%	32 14%	53 19%
Disagree strongly	76 15% Q	39 17%	37 13%	6 10%	20 11%	24 20% DE	26 18%	23 11%	20 15%	27 19% H	10 13%	31 15%	35 15%	39 12%	32 18%	5 36%	24 9%	52 22% QA	24 10%	52 19% S

AGREE (NET)	349 68%	153 66%	196 71%	43 69%	136 72%	79 67%	91 64%	147 71%	94 70%	88 63%	55 71%	139 68%	155 68%	230 71%	112 64%	7 50%	200 74% R	149 62%	173 76% TA	176 63%
DISAGREE (NET)	161 32% S	80 34%	81 29%	19 31%	52 28%	39 33%	51 36%	60 29%	41 30%	52 37%	22 29%	65 32%	74 32%	92 29%	62 36%	7 50%	70 26%	91 38% Q	56 24%	105 37% 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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	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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Agree strongly	130 25%	77 25%	53 26%	54 30%	76 23%	73 25%	57 27%	85 25%	45 26%	26 27%	47 26%	57 25%	30 29%	100 25%	52 21%	78 29%
Agree somewhat	219 43%	136 45%	83 40%	71 40%	148 45%	133 45%	86 40%	149 44%	70 41%	35 36%	81 45%	103 44%	43 41%	176 43%	114 47%	105 39%
Disagree somewhat	85 17%	52 17%	33 16%	35 20%	50 15%	44 15%	41 19%	57 17%	28 16%	18 19%	35 19%	32 14%	13 13%	72 18%	37 15%	48 18%
Disagree strongly	76 15%	40 13%	36 18%	18 10%	58 17%	45 15%	31 14%	49 14%	27 16%	18 19%	18 10%	40 17%	18 17%	58 14%	39 16%	37 14%

AGREE (NET)	349 68%	213 70%	136 66%	125 70%	224 67%	206 70%	143 67%	234 69%	115 68%	61 63%	128 71%	160 69%	73 70%	276 68%	166 69%	183 68%
DISAGREE (NET)	161 32%	92 30%	69 34%	53 30%	108 33%	89 30%	72 33%	106 31%	55 32%	36 37%	53 29%	72 31%	31 30%	130 32%	76 31%	85 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
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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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
In case I need them in the future	340 67%	149 64%	191 69%	47 76%	123 65%	78 66%	92 65%	138 67%	92 68%	89 64%	47 61%	137 67%	156 68%	204 63%	124 71%	12 86%	181 67%	159 66%	159 69%	181 64%
Sentimental reasons	287 56%	121 52%	166 60%	34 55%	101 54%	69 58%	83 58%	108 52%	80 59%	81 58%	43 56%	117 57%	127 55%	170 53%	109 63%	8 57%	147 54%	140 58%	121 53%	166 59%
To sell them in the future	130 25%	63 27%	67 24%	13 21%	55 29%	29 25%	33 23%	57 28%	34 25%	34 24%	17 22%	50 25%	63 28%	78 24%	48 28%	4 29%	76 28%	54 23%	74 32%	56 20%
I felt guilty getting rid of them	125 25%	60 26%	65 23%	18 29%	48 26%	35 30%	24 17%	56 27%	37 27%	26 19%	17 22%	52 25%	56 24%	78 24%	43 25%	4 29%	70 26%	55 23%	66 29%	59 21%
In case I want to give them to someone as gifts	120 24%	53 23%	67 24%	19 31%	45 24%	28 24%	28 20%	51 25%	34 25%	27 19%	20 26%	51 25%	49 21%	73 23%	44 25%	3 21%	64 24%	56 23%	69 30%	51 18%
I am, or a family member is, too lazy to get rid of old items	7 1%	4 2%	3 1%	1 2%	2 1%	-	4 3%	3 1%	-	4 3%	-	2 1%	5 2%	6 2%	1 1%	-	7 3%	-	4 2%	3 1%
Other	8 2%	2 1%	6 2%	1 2%	2 1%	2 2%	3 2%	1 *	2 1%	5 4%	-	3 1%	5 2%	3 1%	5 3%	-	6 2%	2 1%	2 1%	6 2%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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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	510	233	277	62	188	118	142	207	135	140	77	204	229	322	174	14	270	240	229	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	27	11	16	-	12	5	10	10	7	6	3	13	11	19	8	-	13	14	5	22
	5%	5%	6%		6%	4%	7%	5%	5%	4%	4%	6%	5%	6%	5%		5%	6%	2%	8%
	S																			S

ANY (NET)	483	222	261	62	176	113	132	197	128	134	74	191	218	303	166	14	257	226	224	259
	95%	95%	94%	100%	94%	96%	93%	95%	95%	96%	96%	94%	95%	94%	95%	100%	95%	94%	98%	92%
				EFGA												NOA			TA	

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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
In case I need them in the future	340 67%	213 70%	127 62%	123 69%	217 65%	207 70%	133 62%	230 68%	110 65%	59 61%	126 70%	155 67%	67 64%	273 67%	165 68%	175 65%
Sentimental reasons	287 56%	172 56%	115 56%	95 53%	192 58%	174 59%	113 53%	202 59%	85 50%	45 46%	100 55%	142 61%	57 55%	230 57%	149 62%	138 51%
To sell them in the future	130 25%	77 25%	53 26%	42 24%	88 27%	73 25%	57 27%	92 27%	38 22%	24 25%	46 25%	60 26%	31 30%	99 24%	59 24%	71 26%
I felt guilty getting rid of them	125 25%	71 23%	54 26%	47 26%	78 23%	75 25%	50 23%	91 27%	34 20%	19 20%	49 27%	57 25%	28 27%	97 24%	59 24%	66 25%
In case I want to give them to someone as gifts	120 24%	71 23%	49 24%	47 26%	73 22%	65 22%	55 26%	80 24%	40 24%	24 25%	42 23%	54 26%	27 26%	93 23%	55 23%	65 24%
I am, or a family member is, too lazy to get rid of old items	7 1%	3 1%	4 2%	1 1%	6 2%	5 2%	2 1%	4 1%	3 2%	1 1%	1 1%	5 2%	-	7 2%	4 2%	3 1%
Other	8 2%	4 1%	4 2%	1 1%	7 2%	4 1%	4 2%	2 1%	6 4%	2 2%	4 2%	2 1%	-	8 2%	4 2%	4 1%
None of these	27 5%	16 5%	11 5%	9 5%	18 5%	10 3%	17 8%	16 5%	11 6%	9 9%	10 6%	8 3%	7 7%	20 5%	11 5%	16 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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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	510	305	205	178	332	295	215	340	170	97	181	232	104	406	242	268
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	483	289	194	169	314	285	198	324	159	88	171	224	97	386	231	252
	95%	95%	95%	95%	95%	97%	92%	95%	94%	91%	94%	97%	93%	95%	95%	94%

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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 Wakefield Research
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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Gift I received	298 58% G	124 53% B	174 63% B	41 66% G	123 65% G	66 56% G	68 48% G	133 64% J	85 63% J	70 50% J	44 57% J	118 58% J	136 59% J	191 59% J	98 56% J	9 64% J	161 60% J	137 57% J	142 62% J	156 56% J
Clothing I rarely wore	280 55% G	118 51% G	162 58% G	38 61% G	109 58% G	67 57% G	66 46% G	120 58% G	80 59% G	68 49% G	36 47% G	109 53% G	135 59% G	179 56% G	93 53% G	8 57% G	156 58% G	124 52% G	135 59% G	145 52% G
Family heirloom	228 45% H	98 42% H	130 47% H	24 39% H	80 43% H	50 42% H	74 52% H	82 40% H	61 45% H	73 52% H	40 52% H	89 44% H	99 43% H	125 39% H	94 54% H	9 64% H	119 44% H	109 45% H	108 47% H	120 43% H
Greeting card	227 45% J	94 40% J	133 48% J	21 34% J	94 50% J	55 47% J	57 40% J	91 44% J	69 51% J	53 38% J	30 39% J	89 44% J	108 47% J	138 43% J	85 49% J	4 29% J	116 43% J	111 46% J	109 48% J	118 42% J
Old toy my child used to play with	87 17% TJG	42 18% TJG	45 16% TJG	12 19% G	37 20% G	30 25% G	8 6% G	39 19% J	36 27% JA	12 9% JA	14 18% JA	33 16% JA	40 17% JA	52 16% JA	33 19% JA	2 14% JA	45 17% JA	42 18% JA	54 24% TA	33 12% TA
Drawing, craft or project my child made	82 16% JG	31 13% JG	51 18% JG	11 18% G	31 16% G	30 25% GA	10 7% GA	32 15% HJA	37 27% HJA	13 9% HJA	10 13% HJA	32 16% HJA	40 17% HJA	50 16% HJA	31 18% HJA	1 7% HJA	46 17% HJA	36 15% HJA	43 19% HJA	39 14% HJA
Other	9 2%	5 2%	4 1%	2 3%	2 1%	2 2%	3 2%	4 2%	2 1%	1 1%	-	2 1%	7 3%	5 2%	4 2%	-	4 1%	5 2%	4 2%	5 2%

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

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	510	233	277	62	188	118	142	207	135	140	77	204	229	322	174	14	270	240	229	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	37	21	16	4	9	6	18	13	6	13	4	17	16	18	18	1	16	21	10	27
	7%	9%	6%	6%	5%	5%	13%	6%	4%	9%	5%	8%	7%	6%	10%	7%	6%	9%	4%	10%
							EF													S

ANY (NET)	473	212	261	58	179	112	124	194	129	127	73	187	213	304	156	13	254	219	219	254
	93%	91%	94%	94%	95%	95%	87%	94%	96%	91%	95%	92%	93%	94%	90%	93%	94%	91%	96%	90%
					G	G													T	

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

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Gift I received	298 58%	174 57%	124 60%	110 62%	188 57%	173 59%	125 58%	208 61%	90 53%	53 55%	116 64%	129 56%	63 61%	235 58%	139 57%	159 59%
Clothing I rarely wore	280 55%	169 55%	111 54%	100 56%	180 54%	162 55%	118 55%	195 57%	85 50%	46 47%	102 56%	132 57%	54 52%	226 56%	122 50%	158 59%
Family heirloom	228 45%	143 47%	85 41%	74 42%	154 46%	141 48%	87 40%	154 45%	74 44%	33 34%	82 45%	113 49%	47 45%	181 45%	130 54%	98 37%
												J			PA	
Greeting card	227 45%	131 43%	96 47%	81 46%	146 44%	141 48%	86 40%	158 46%	69 41%	39 40%	83 46%	105 45%	43 41%	184 45%	99 41%	128 48%
Old toy my child used to play with	87 17%	72 24%	15 7%	86 48%	1 *%	50 17%	37 17%	67 20%	20 12%	15 15%	26 14%	46 20%	21 20%	66 16%	44 18%	43 16%
								I								
Drawing, craft or project my child made	82 16%	62 20%	20 10%	82 46%	- A	48 16%	34 16%	59 17%	23 14%	16 16%	23 13%	43 19%	22 21%	60 15%	34 14%	48 18%
Other	9 2%	4 1%	5 2%	1 1%	8 2%	5 2%	4 2%	5 1%	4 2%	3 3%	3 2%	3 1%	2 2%	7 2%	6 2%	3 1%
None of these	37 7%	19 6%	18 9%	7 4%	30 9%	20 7%	17 8%	17 5%	20 12%	9 9%	15 8%	13 6%	8 8%	29 7%	19 8%	18 7%
					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
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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

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	510	305	205	178	332	295	215	340	170	97	181	232	104	406	242	268
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	473	286	187	171	302	275	198	323	150	88	166	219	96	377	223	250
	93%	94%	91%	96%	91%	93%	92%	95%	88%	91%	92%	94%	92%	93%	92%	93%
				E				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)
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6. If you knew there wouldn't be consequences, approximately what percentage of your significant other's possessions, if any, would you get rid of? Your best guess is fine.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	305	153	152	17	121	68	99	109	80	97	54	126	125	173	122	10	156	149	142	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	19	12	7	3	3	3	10	5	3	8	4	6	9	10	8	1	6	13	3	16
	6%	8%	5%	18%	2%	4%	10%	5%	4%	8%	7%	5%	7%	6%	7%	10%	4%	9%	2%	10%
	S						E													S
1-10%	68	31	37	7	25	11	25	28	12	24	9	33	26	35	31	2	32	36	26	42
	22%	20%	24%	41%	21%	16%	25%	26%	15%	25%	17%	26%	21%	20%	25%	20%	21%	24%	18%	26%
				F																
11-24%	37	20	17	1	12	8	16	11	6	15	3	18	16	18	16	3	17	20	19	18
	12%	13%	11%	6%	10%	12%	16%	10%	8%	15%	6%	14%	13%	10%	13%	30%	11%	13%	13%	11%
												K								
25-49%	81	46	35	1	35	19	26	26	24	26	16	31	34	47	33	1	40	41	44	37
	27%	30%	23%	6%	29%	28%	26%	24%	30%	27%	30%	25%	27%	27%	10%	26%	28%	31%	23%	
	D				D	D	D													
50% or more	100	44	56	5	46	27	22	39	35	24	22	38	40	63	34	3	61	39	50	50
	33%	29%	37%	29%	38%	40%	22%	36%	44%	25%	41%	30%	32%	36%	28%	30%	39%	26%	35%	31%
	G				G	G			J								R			

ANY (NET)	286	141	145	14	118	65	89	104	77	89	50	120	116	163	114	9	150	136	139	147
	94%	92%	95%	82%	98%	96%	90%	95%	96%	92%	93%	95%	93%	94%	93%	90%	96%	91%	98%	90%
					G														TA	
AVERAGE (INCLUDING 0)	32.99	30.32	35.68	22.35	36.90	36.26	27.79	34.61	38.23	28.48	37.52	31.44	32.59	34.89	30.67	28.40	37.60	28.17	36.11	30.28
					DG	DG			J								R		T	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	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	305	153	152	17	121	68	99	109	80	97	54	126	125	173	122	10	156	149	142	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	35.18	32.90	37.40	27.14	37.84	37.94	30.91	36.28	39.71 J	31.04	40.52	33.02	35.12	37.03	32.82	31.56	39.10 R	30.86	36.88	33.57

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	305 100%	305 100%	-	138 100%	167 100%	190 100%	115 100%	215 100%	90 100%	34 100%	97 100%	174 100%	54 100%	251 100%	173 100%	132 100%
None	19 6%	19 6%	-	5 4%	14 8%	11 6%	8 7%	12 6%	7 8%	4 12%	4 4%	11 6%	5 9%	14 6%	8 5%	11 8%
1-10%	68 22%	68 22%	-	29 21%	39 23%	43 23%	25 22%	42 20%	26 29%	10 29%	20 21%	38 22%	10 19%	58 23%	42 24%	26 20%
11-24%	37 12%	37 12%	-	11 8%	26 16%	26 14%	11 10%	24 11%	13 14%	3 9%	13 13%	21 12%	6 11%	31 12%	25 14%	12 9%
25-49%	81 27%	81 27%	-	33 24%	48 29%	49 26%	32 28%	61 28%	20 22%	6 18%	22 23%	53 30%	14 26%	67 27%	49 28%	32 24%
50% or more	100 33%	100 33%	-	60 43%	40 24%	61 32%	39 34%	76 35%	24 27%	11 32%	38 39%	51 29%	19 35%	81 32%	49 28%	51 39%

ANY (NET)	286 94%	286 94%	-	133 96%	153 92%	179 94%	107 93%	203 94%	83 92%	30 88%	93 96%	163 94%	49 91%	237 94%	165 95%	121 92%
AVERAGE (INCLUDING 0)	32.99	32.99	-	37.61 E	29.17	33.19	32.66	34.63	29.07	30.82	35.49	32.02	33.35	32.91	30.78	35.89
AVERAGE (EXCLUDING 0)	35.18	35.18	-	39.02 E	31.84	35.23	35.10	36.68	31.52	34.93	37.02	34.18	36.76	34.86	32.27	39.15 O

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE 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	305 100%	153 100%	152 100%	17 100%	121 100%	68 100%	99 100%	109 100%	80 100%	97 100%	54 100%	126 100%	125 100%	173 100%	122 100%	10 100%	156 100%	149 100%	142 100%	163 100%
All the time	42 14% TJG	22 14%	20 13%	3 18%	24 20% G	8 12%	7 7%	23 21% J	11 14%	7 7%	6 11%	18 14%	18 14%	31 18% O	11 9%	-	28 18% R	14 9%	29 20% T	13 8%
Some of the time	130 43% PG	70 46%	60 39%	7 41%	63 52% G	32 47% G	28 28%	56 51% J	37 46%	33 34%	21 39%	57 45%	52 42%	79 46% P	50 41% P	1 10%	79 51% R	51 34%	67 47%	63 39%
Hardly ever	95 31% Q	44 29%	51 34%	7 41%	29 24%	16 24%	43 43% EFA	27 25%	20 25%	42 43% HIA	18 33%	36 29%	41 33%	42 24%	47 39% N	6 60% N	34 22%	61 41% QA	34 24%	61 37% S
Never	38 12% HE	17 11%	21 14%	-	5 4%	12 18% E	21 21% E	3 3%	12 15% H	15 15% H	9 17%	15 12%	14 11%	21 12% IJA	14 11%	3 30%	15 10%	23 15%	12 8%	26 16% S

FREQUENTLY (NET)	172 56% TRPJG	92 60%	80 53%	10 59%	87 72% GA	40 59% G	35 35%	79 72% JA	48 60% J	40 41%	27 50%	75 60%	70 56%	110 64% OP	61 50% P	1 10%	107 69% RA	65 44%	96 68% TA	76 47%
INFREQUENTLY (NET)	133 44% SQHE	61 40%	72 47%	7 41%	34 28% EFGA	28 41% FGA	64 65% EFA	30 28%	32 40%	57 59% HIA	27 50%	51 40%	55 44%	63 36% N	61 50% NOA	9 90%	49 31% QA	84 56% QA	46 32%	87 53% SA
EVER (NET)	267 88%	136 89%	131 86%	17 100% EFGA	116 96% FGA	56 82%	78 79%	106 97% IJA	68 85%	82 85%	45 83%	111 88%	111 89%	152 88%	108 89%	7 70%	141 90%	126 85%	130 92% T	137 84%

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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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	305 100%	305 100%	-	138 100%	167 100%	190 100%	115 100%	215 100%	90 100%	34 100%	97 100%	174 100%	54 100%	251 100%	173 100%	132 100%
All the time	42 14%	42 14%	-	23 17%	19 11%	23 12%	19 17%	32 15%	10 11%	7 21%	13 13%	22 13%	10 19%	32 13%	15 9%	27 20% 0
Some of the time	130 43% E	130 43%	-	77 56% EA	53 32%	83 44%	47 41%	95 44%	35 39%	16 47%	46 47%	68 39%	23 43%	107 43%	71 41%	59 45%
Hardly ever	95 31%	95 31%	-	35 25%	60 36% D	65 34%	30 26%	64 30%	31 34%	8 24%	26 27%	61 35%	13 24%	82 33%	59 34%	36 27%
Never	38 12% D	38 12%	-	3 2%	35 21% DA	19 10%	19 17%	24 11%	14 16%	3 9%	12 12%	23 13%	8 15%	30 12%	28 16% P	10 8%

FREQUENTLY (NET)	172 56% E	172 56%	-	100 72% EA	72 43%	106 56%	66 57%	127 59%	45 50%	23 68%	59 61%	90 52%	33 61%	139 55%	86 50%	86 65% O
INFREQUENTLY (NET)	133 44% D	133 44%	-	38 28%	95 57% DA	84 44%	49 43%	88 41%	45 50%	11 32%	38 39%	84 48%	21 39%	112 45%	87 50% P	46 35%
EVER (NET)	267 88% E	267 88%	-	135 98% EA	132 79%	171 90%	96 83%	191 89%	76 84%	31 91%	85 88%	151 87%	46 85%	221 88%	145 84%	122 92% 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)
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SpareFoot Survey - New York City DMA
 Wakefield Research
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8. How likely or unlikely would you be to consider breaking up with someone if they got rid of something that had sentimental value to you? For example, an item from your childhood.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Very likely	51 10%	26 11%	25 9%	6 10%	29 15%	11 9%	5 4%	31 15%	15 11%	5 4%	12 16%	19 9%	20 9%	45 14%	6 3%	-	38 14%	13 5%	32 14%	19 7%
					G			J	J					O			R		T	
Somewhat likely	126 25%	55 24%	71 26%	23 37%	45 24%	37 31%	21 15%	60 29%	38 28%	26 19%	16 21%	49 24%	61 27%	87 27%	38 22%	1 7%	81 30%	45 19%	68 30%	58 21%
				G	G	G		J					P			R		T		
Somewhat unlikely	178 35%	77 33%	101 36%	22 35%	68 36%	38 32%	50 35%	69 33%	50 37%	49 35%	25 32%	78 38%	75 33%	109 34%	65 37%	4 29%	86 32%	92 38%	74 32%	104 37%
Very unlikely	155 30%	75 32%	80 29%	11 18%	46 24%	32 27%	66 46%	47 23%	32 24%	60 43%	24 31%	58 28%	73 32%	81 25%	65 37%	9 64%	65 24%	90 38%	55 24%	100 36%
	HD						DEFA			HIA					N	NOA		Q		S

LIKELY (NET)	177 35%	81 35%	96 35%	29 47%	74 39%	48 41%	26 18%	91 44%	53 39%	31 22%	28 36%	68 33%	81 35%	132 41%	44 25%	1 7%	119 44%	58 24%	100 44%	77 27%
	TRPOJG			G	G	G		JA	J					OP	P		RA		TA	
UNLIKELY (NET)	333 65%	152 65%	181 65%	33 53%	114 61%	70 59%	116 82%	116 56%	82 61%	109 78%	49 64%	136 67%	148 65%	190 59%	130 75%	13 93%	151 56%	182 76%	129 56%	204 73%
	SQH						DEFA			HIA					NA	NOA		QA		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 - New York City DMA
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 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	\$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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Very likely	51 10%	28 9%	23 11%	27 15%	24 7%	29 10%	22 10%	38 11%	13 8%	12 12%	17 9%	22 9%	13 13%	38 9%	18 7%	33 12%
Somewhat likely	126 25%	67 22%	59 29%	55 31%	71 21%	69 23%	57 27%	91 27%	35 21%	22 23%	52 29%	52 22%	35 34%	91 22%	51 21%	75 28%
Somewhat unlikely	178 35%	98 32%	80 39%	59 33%	119 36%	107 36%	71 33%	119 35%	59 35%	35 36%	56 31%	87 38%	31 30%	147 36%	89 37%	89 33%
Very unlikely	155 30%	112 37%	43 21%	37 21%	118 36%	90 31%	65 30%	92 27%	63 37%	28 29%	56 31%	71 31%	25 24%	130 32%	84 35%	71 26%

LIKELY (NET)	177 35%	95 31%	82 40%	82 46%	95 29%	98 33%	79 37%	129 38%	48 28%	34 35%	69 38%	74 32%	48 46%	129 32%	69 29%	108 40%
UNLIKELY (NET)	333 65%	210 69%	123 60%	96 54%	237 71%	197 67%	136 63%	211 62%	122 72%	63 65%	112 62%	158 68%	56 54%	277 68%	173 71%	160 60%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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9. Do you currently have any items from an ex that you don't want your significant other to know you kept? For example, letters or photos.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	305	153	152	17	121	68	99	109	80	97	54	126	125	173	122	10	156	149	142	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	72	40	32	2	37	25	8	30	29	11	17	25	30	43	28	1	44	28	46	26
	24%	26%	21%	12%	31%	37%	8%	28%	36%	11%	31%	20%	24%	25%	23%	10%	28%	19%	32%	16%
	TJG			DG	DG			J	JA										T	
Yes, one	40	18	22	2	24	9	5	22	10	8	7	15	18	28	12	-	24	16	25	15
	13%	12%	14%	12%	20%	13%	5%	20%	13%	8%	13%	12%	14%	16%	10%		15%	11%	18%	9%
	G				G			J											T	
No	193	95	98	13	60	34	86	57	41	78	30	86	77	102	82	9	88	105	71	122
	63%	62%	64%	76%	50%	50%	87%	52%	51%	80%	56%	68%	62%	59%	67%	90%	56%	70%	50%	75%
	SHFE			EF			EFA			HIA						NOA		Q		SA

YES (NET)	112	58	54	4	61	34	13	52	39	19	24	40	48	71	40	1	68	44	71	41
	37%	38%	36%	24%	50%	50%	13%	48%	49%	20%	44%	32%	38%	41%	33%	10%	44%	30%	50%	25%
	TPJG				DGA	DGA		JA	J					P	P		R		TA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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 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 -\$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	305 100%	305 100%	-	138 100%	167 100%	190 100%	115 100%	215 100%	90 100%	34 100%	97 100%	174 100%	54 100%	251 100%	173 100%	132 100%
Yes, more than one	72 24% IE	72 24%	-	45 33% E	27 16%	51 27%	21 18%	62 29% I	10 11%	7 21%	24 25%	41 24%	17 31%	55 22%	37 21%	35 27%
Yes, one	40 13% IE	40 13%	-	29 21% EA	11 7%	23 12%	17 15%	35 16% I	5 6%	5 15%	14 14%	21 12%	12 22%	28 11%	24 14%	16 12%
No	193 63% MD	193 63%	-	64 46%	129 77% DA	116 61%	77 67%	118 55%	75 83% HA	22 65%	59 61%	112 64%	25 46%	168 67% M	112 65%	81 61%

YES (NET)	112 37% IE	112 37%	-	74 54% EA	38 23%	74 39%	38 33%	97 45% I	15 17%	12 35%	38 39%	62 36%	29 54% NA	83 33%	61 35%	51 39%

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	178	87	91	25	88	52	13	92	67	19	28	73	77	114	61	3	102	76	108	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	9	5	4	2	2	3	2	4	1	4	2	6	1	4	5	-	4	5	2	7
	5%	6%	4%	8%	2%	6%	15%	4%	1%	21%	7%	8%	1%	4%	8%		4%	7%	2%	10%
										I		M								S
1-10%	34	15	19	7	16	9	2	23	8	3	3	16	15	28	6	-	20	14	25	9
	19%	17%	21%	28%	18%	17%	15%	25%	12%	16%	11%	22%	19%	25%	10%		20%	18%	23%	13%
								I						O						
11-24%	24	16	8	2	13	9	-	12	11	1	8	6	10	13	11	-	13	11	15	9
	13%	18%	9%	8%	15%	17%		13%	16%	5%	29%	8%	13%	11%	18%		13%	14%	14%	13%
											L									
25-49%	47	24	23	5	24	15	3	23	20	4	4	22	21	28	18	1	31	16	33	14
	26%	28%	25%	20%	27%	29%	23%	25%	30%	21%	14%	30%	27%	25%	30%	33%	30%	21%	31%	20%
50% or more	64	27	37	9	33	16	6	30	27	7	11	23	30	41	21	2	34	30	33	31
	36%	31%	41%	36%	38%	31%	46%	33%	40%	37%	39%	32%	39%	36%	34%	67%	33%	39%	31%	44%

ANY (NET)	169	82	87	23	86	49	11	88	66	15	26	67	76	110	56	3	98	71	106	63
	95%	94%	96%	92%	98%	94%	85%	96%	99%	79%	93%	92%	99%	96%	92%	100%	96%	93%	98%	90%
									J				L		NOA				T	
AVERAGE (INCLUDING 0)	35.49	32.91	37.96	32.08	37.01	32.79	42.54	34.17	37.54	34.63	33.93	34.38	37.10	34.65	36.36	49.67	34.88	36.30	33.80	38.10
AVERAGE (EXCLUDING 0)	37.38	34.91	39.70	34.87	37.87	34.80	50.27	35.73	38.11	43.87	36.54	37.46	37.59	35.91	39.61	49.67	36.31	38.86	34.43	42.33

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

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	178 100%	138 100%	40 100%	178 100%	-	103 100%	75 100%	135 100%	43 100%	32 100%	61 100%	85 100%	50 100%	128 100%	82 100%	96 100%
None	9 5%	5 4%	4 10%	9 5%	-	2 2%	7 9%	3 2%	6 14%	3 9%	2 3%	4 5%	6 12%	3 2%	5 6%	4 4%
1-10%	34 19%	22 16%	12 30%	34 19%	-	16 16%	18 24%	22 16%	12 28%	11 34%	12 20%	11 13%	8 16%	26 20%	16 20%	18 19%
11-24%	24 13%	21 15%	3 8%	24 13%	-	14 14%	10 13%	20 15%	4 9%	2 6%	8 13%	14 16%	3 6%	21 16%	13 16%	11 11%
25-49%	47 26%	40 29%	7 18%	47 26%	-	29 28%	18 24%	40 30%	7 16%	4 13%	16 26%	27 32%	15 30%	32 25%	22 27%	25 26%
50% or more	64 36%	50 36%	14 35%	64 36%	-	42 41%	22 29%	50 37%	14 33%	12 38%	23 38%	29 34%	18 36%	46 36%	26 32%	38 40%

ANY (NET)	169 95%	133 96%	36 90%	169 95%	-	101 98%	68 91%	132 98%	37 86%	29 91%	59 97%	81 95%	44 88%	125 98%	77 94%	92 96%
AVERAGE (INCLUDING 0)	35.49	35.96	33.88	35.49	-	39.51	29.96	37.39	29.51	29.47	37.16	36.55	35.00	35.68	33.90	36.84

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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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	178	138	40	178	-	103	75	135	43	32	61	85	50	128	82	96
	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	37.38	37.31	37.64	37.38	-	40.30	33.04	38.24	34.30	32.52	38.42	38.36	39.77	36.54	36.10	38.45

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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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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
None	281 55%	119 51%	162 58%	30 48%	69 37%	69 58%	113 80%	80 39%	72 53%	107 76%	45 58%	108 53%	128 56%	162 50%	113 65%	6 43%	132 49%	149 62%	-	281 100%
							DEFA		H	HIA					NA		Q			A
1-99 items	210 41%	106 45%	104 38%	30 48%	111 59%	46 39%	23 16%	119 57%	58 43%	27 19%	30 39%	90 44%	90 39%	147 46%	56 32%	7 50%	121 45%	89 37%	210 92%	-
				G	FGA	G		IJA	J					O			R		A	
100 items or more	19 4%	8 3%	11 4%	2 3%	8 4%	3 3%	6 4%	8 4%	5 4%	6 4%	2 3%	6 3%	11 5%	13 4%	5 3%	1 7%	17 6%	2 1%	19 8%	-
																	R		A	

ANY (NET)	229 45%	114 49%	115 42%	32 52%	119 63%	49 42%	29 20%	127 61%	63 47%	33 24%	32 42%	96 47%	101 44%	160 50%	61 35%	8 57%	138 51%	91 38%	229 100%	-
				G	FGA	G		IJA	J					O			R		A	
AVERAGE (INCLUDING 0)	21.23 TR	19.91	22.33	13.73	26.95	24.25	14.41	25.20	25.42	15.27	11.77	17.26	27.94	20.68	22.07	23.29	33.44 R	7.48	47.27 TA	0.00
AVERAGE (EXCLUDING 0)	47.27 R	40.70	53.78	26.59	42.57	58.41	70.55	41.07	54.48	64.79	28.31	36.68	63.35	41.62	62.95	40.75	65.43 R	19.73	47.27	-

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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11. Approximately how many individual items, if any, would you say you have stored outside of your current residence?
 For example, at a friend or family member's home, or in a storage facility. Your best guess is fine.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING LT	\$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
None	281 55% HD	163 53%	118 58%	70 39%	211 64% DA	157 53%	124 58%	163 48%	118 69% HA	60 62%	92 51%	129 56%	50 48%	231 57%	141 58%	140 52%
1-99 items	210 41% IE	133 44%	77 38%	105 59% EA	105 32%	124 42%	86 40%	166 49% IA	44 26%	32 33%	79 44%	99 43%	51 49%	159 39%	91 38%	119 44%
100 items or more	19 4%	9 3%	10 5%	3 2%	16 5% D	14 5%	5 2%	11 3%	8 5%	5 5%	10 6% L	4 2%	3 3%	16 4%	10 4%	9 3%

ANY (NET)	229 45% IE	142 47%	87 42%	108 61% EA	121 36%	138 47%	91 42%	177 52% IA	52 31%	37 38%	89 49%	103 44%	54 52%	175 43%	101 42%	128 48%
AVERAGE (INCLUDING 0)	21.23	23.81	17.39	26.43	18.43	21.57	20.75	20.73	22.21	25.10	30.88	12.07	21.47	21.16	27.94	15.16
AVERAGE (EXCLUDING 0)	47.27	51.13	40.97	43.56	50.58	46.12	49.02	39.82	72.62	65.81	62.80	27.19	41.35	49.10	66.94	31.75

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.

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

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

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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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	NON- WORKING	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.

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	510	233	277	62	188	118	142	207	135	140	77	204	229	322	174	14	270	240	229	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Cost of living	192	79	113	28	88	54	22	100	61	26	27	76	89	136	50	6	108	84	108	84
	38%	34%	41%	45%	47%	46%	15%	48%	45%	19%	35%	37%	39%	42%	29%	43%	40%	35%	47%	30%
				G	GA	G		JA	J					O					TA	
Job prospects	138	71	67	18	70	28	22	67	47	23	18	57	63	95	39	4	78	60	89	49
	27%	30%	24%	29%	37%	24%	15%	32%	35%	16%	23%	28%	28%	30%	22%	29%	29%	25%	39%	17%
	TJG			G	FGA			J	J										TA	
Crime	69	43	26	8	33	23	5	34	24	10	12	29	28	48	19	2	40	29	50	19
	14%	18%	9%	13%	18%	19%	4%	16%	18%	7%	16%	14%	12%	15%	11%	14%	15%	12%	22%	7%
	TJG	C		G	G	G		J	J										TA	
Traffic	49	29	20	7	24	12	6	29	13	6	14	21	14	35	13	1	26	23	36	13
	10%	12%	7%	11%	13%	10%	4%	14%	10%	4%	18%	10%	6%	11%	7%	7%	10%	10%	16%	5%
	TJG	C		G				J			M								TA	
Weather	47	31	16	4	29	10	4	29	14	4	13	22	12	38	9	-	30	17	32	15
	9%	13%	6%	6%	15%	8%	3%	14%	10%	3%	17%	11%	5%	12%	5%		11%	7%	14%	5%
	TMJG	C		DGA				J	J		M	M		O					T	
Terrorism concerns	16	10	6	2	10	2	2	10	4	2	3	10	3	11	5	-	9	7	14	2
	3%	4%	2%	3%	5%	2%	1%	5%	3%	1%	4%	5%	1%	3%	3%		3%	3%	6%	1%
	T			G							M								T	
None of these	202	88	114	20	45	39	98	52	39	89	31	77	94	112	83	7	93	109	48	154
	40%	38%	41%	32%	24%	33%	69%	25%	29%	64%	40%	38%	41%	35%	48%	50%	34%	45%	21%	55%
	SIHE						DEFA			HIA				N			Q		SA	

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
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 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	510	233	277	62	188	118	142	207	135	140	77	204	229	322	174	14	270	240	229	281
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	308	145	163	42	143	79	44	155	96	51	46	127	135	210	91	7	177	131	181	127
	60%	62%	59%	68%	76%	67%	31%	75%	71%	36%	60%	62%	59%	65%	52%	50%	66%	55%	79%	45%
	TJG			G	GA	G		JA	JA					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
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13. For which of the following reasons, if any, have you ever moved? Please select all that apply.

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Cost of living	192 38% OL	109 36%	83 40%	81 46% E	111 33%	99 34%	93 43% F	140 41% I	52 31%	46 47% L	82 45% L	64 28%	47 45%	145 36%	70 29%	122 46% OA
Job prospects	138 27% MJIG	81 27%	57 28%	48 27%	90 27%	95 32% G	43 20%	108 32% I	30 18%	17 18%	58 32% J	63 27% J	19 18%	119 29% M	58 24%	80 30%
Crime	69 14%	41 13%	28 14%	29 16%	40 12%	30 10%	39 18% F	53 16% I	16 9%	15 15%	26 14%	28 12%	12 12%	57 14%	22 9%	47 18% O
Traffic	49 10% I	33 11%	16 8%	21 12%	28 8%	28 9%	21 10%	40 12% I	9 5%	8 8%	14 8%	27 12%	13 13%	36 9%	26 11%	23 9%
Weather	47 9%	26 9%	21 10%	21 12%	26 8%	29 10%	18 8%	37 11% I	10 6%	7 7%	17 9%	23 10%	10 10%	37 9%	16 7%	31 12% O
Terrorism concerns	16 3% I	13 4%	3 1%	11 6% E	5 2%	8 3%	8 4%	15 4% I	1 1%	3 3%	7 4%	6 3%	3 3%	13 3%	6 2%	10 4%
None of these	202 40% PHD	123 40%	79 39%	52 29%	150 45% D	119 40%	83 39%	111 33%	91 54% HA	35 36%	61 34%	106 46% K	40 38%	162 40%	116 48% PA	86 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
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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	510	305	205	178	332	295	215	340	170	97	181	232	104	406	242	268
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	308	182	126	126	182	176	132	229	79	62	120	126	64	244	126	182
	60%	60%	61%	71%	55%	60%	61%	67%	46%	64%	66%	54%	62%	60%	52%	68%
	OI			EA				IA			L					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.
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14. For which of the following reasons, if any, have you or someone you know ever considered moving? Please select all that apply.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Neighbors were too loud	138 27% TJG	56 24%	82 30%	14 23%	63 34% G	42 36% G	19 13%	63 30% J	48 36% J	25 18%	17 22%	51 25%	70 31%	95 30%	41 24%	2 14%	79 29%	59 25%	80 35% TA	58 21%
Area wasn't pet-friendly	73 14% TOJG	42 18% C	31 11%	11 18% G	43 23% GA	17 14% G	2 1%	45 22% JA	22 16% J	5 4%	15 19%	30 15%	28 12%	55 17% O	15 9%	3 21%	48 18% R	25 10%	56 24% TA	17 6%
Political or social environment made me uncomfortable	68 13% JG	36 15%	32 12%	12 19% G	29 15% G	17 14%	10 7%	35 17% J	21 16% J	10 7%	12 16%	29 14%	27 12%	44 14%	22 13%	2 14%	38 14%	30 13%	42 18% T	26 9%
Cell phone reception was bad	57 11% TJG	27 12%	30 11%	12 19% FG	35 19% FGA	9 8% G	1 1%	43 21% IJA	13 10% J	1 1%	11 14%	25 12%	21 9%	43 13% O	13 7%	1 7%	30 11%	27 11%	40 17% TA	17 6%
Home was haunted	40 8% TJG	21 9%	19 7%	7 11% G	21 11% G	8 7%	4 3%	26 13% J	9 7%	4 3%	7 9%	20 10%	13 6%	28 9% N	11 6%	1 7%	26 10%	14 6%	32 14% TA	8 3%
None of these	274 54% SHE	119 51%	155 56%	27 44%	79 42%	56 47%	112 79%	83 40%	65 48%	103 74%	40 52%	110 54%	124 54%	159 49%	107 61% N	8 57%	136 50%	138 58%	84 37% SA	190 68%

ANY (NET)	236 46% TJG	114 49%	122 44%	35 56% G	109 58% GA	62 53% G	30 21%	124 60% JA	70 52% J	37 26%	37 48%	94 46%	105 46%	163 51% O	67 39%	6 43%	134 50%	102 43%	145 63% TA	91 32%

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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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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Neighbors were too loud	138 27%	82 27%	56 27%	59 33% E	79 24%	79 27%	59 27%	103 30% I	35 21%	25 26%	62 34% L	51 22%	32 31%	106 26%	58 24%	80 30%
Area wasn't pet-friendly	73 14% I	41 13%	32 16%	34 19% E	39 12%	43 15%	30 14%	59 17% I	14 8%	15 15%	23 13%	35 15%	26 25% NA	47 12%	36 15%	37 14%
Political or social environment made me uncomfortable	68 13%	39 13%	29 14%	26 15%	42 13%	45 15%	23 11%	47 14%	21 12%	13 13%	25 14%	30 13%	15 14%	53 13%	28 12%	40 15%
Cell phone reception was bad	57 11% I	29 10%	28 14%	21 12%	36 11%	36 12%	21 10%	47 14% I	10 6%	9 9%	24 13%	24 10%	10 10%	47 12%	24 10%	33 12%
Home was haunted	40 8%	26 9%	14 7%	21 12% E	19 6%	21 7%	19 9%	32 9% I	8 5%	8 8%	14 8%	18 8%	11 11%	29 7%	17 7%	23 9%
None of these	274 54% M	172 56%	102 50%	81 46% D	193 58%	154 52%	120 56%	164 48%	110 65% HA	53 55%	87 48%	134 58%	44 42% K	230 57%	135 56% M	139 52%

ANY (NET)	236 46% I	133 44%	103 50%	97 54% E	139 42%	141 48%	95 44%	176 52% I	60 35%	44 45%	94 52% L	98 42%	60 58% NA	176 43%	107 44%	129 48%

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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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	510 100%	233 100%	277 100%	62 100%	188 100%	118 100%	142 100%	207 100%	135 100%	140 100%	77 100%	204 100%	229 100%	322 100%	174 100%	14 100%	270 100%	240 100%	229 100%	281 100%
Donald Trump	260 51% OKB	89 38% BA	171 62% BA	40 65% GA	100 53% G	60 51% G	60 42% G	114 55% H	72 53% I	64 46% J	19 25% K	91 45% L	150 66% M	180 56% N	73 42% O	7 50% P	140 52% Q	120 50% R	116 51% S	144 51% T
Ted Cruz	95 19%	43 18%	52 19%	13 21%	34 18%	17 14%	31 22%	38 18%	22 16%	30 21%	13 17%	38 19%	44 19%	61 19%	33 19%	1 7%	54 20%	41 17%	41 18%	54 19%
Hillary Clinton	88 17% M	50 21% C	38 14% C	11 18% D	41 22% F	15 13% F	21 15% F	45 22% J	21 16% J	18 13% J	26 34% LMA	41 20% M	21 9% M	53 16% N	32 18% N	3 21% P	49 18% Q	39 16% R	47 21% S	41 15% T
Bernie Sanders	51 10% M	29 12% C	22 8% C	7 11% D	17 9% E	12 10% E	15 11% E	21 10% H	13 10% I	14 10% J	17 22% LMA	21 10% L	13 6% M	28 9% N	20 11% N	3 21% P	30 11% Q	21 9% R	30 13% S	21 7% T
John Kasich	31 6% J	19 8% K	12 4% K	6 10% L	16 9% L	4 3% M	5 4% M	20 10% J	6 4% K	4 3% L	8 10% K	9 4% L	14 6% M	25 8% N	6 3% O	- - P	20 7% Q	11 5% R	20 9% S	11 4% T
None of these	147 29% HD	80 34% C	67 24% C	11 18% D	43 23% E	36 31% D	57 40% DEA	44 21% H	38 28% I	52 37% H	25 32% K	71 35% M	51 22% M	74 23% N	69 40% NA	4 29% P	72 27% Q	75 31% R	52 23% S	95 34% S

ANY (NET)	363 71% OG	153 66% B	210 76% B	51 82% FGA	145 77% G	82 69% G	85 60% G	163 79% JA	97 72% I	88 63% J	52 68% K	133 65% L	178 78% L	248 77% O	105 60% O	10 71% P	198 73% Q	165 69% R	177 77% T	186 66% 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.

SpareFoot Survey - New York City 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	510 100%	305 100%	205 100%	178 100%	332 100%	295 100%	215 100%	340 100%	170 100%	97 100%	181 100%	232 100%	104 100%	406 100%	242 100%	268 100%
Donald Trump	260 51%	139 46%	121 59%	91 51%	169 51%	147 50%	113 53%	165 49%	95 56%	57 59%	100 55%	103 44%	65 63%	195 48%	110 45%	150 56%
			BA							L	L		NA			O
Ted Cruz	95 19%	50 16%	45 22%	23 13%	72 22%	58 20%	37 17%	54 16%	41 24%	21 22%	30 17%	44 19%	14 13%	81 20%	45 19%	50 19%
					D				H							
Hillary Clinton	88 17%	54 18%	34 17%	40 22%	48 14%	52 18%	36 17%	68 20%	20 12%	16 16%	25 14%	47 20%	11 11%	77 19%	50 21%	38 14%
				E				I						M		
Bernie Sanders	51 10%	35 11%	16 8%	17 10%	34 10%	26 9%	25 12%	37 11%	14 8%	5 5%	19 10%	27 12%	9 9%	42 10%	30 12%	21 8%
												J				
John Kasich	31 6%	15 5%	16 8%	12 7%	19 6%	17 6%	14 7%	22 6%	9 5%	9 9%	9 5%	13 6%	7 7%	24 6%	12 5%	19 7%
None of these	147 29%	95 31%	52 25%	41 23%	106 32%	91 31%	56 26%	92 27%	55 32%	25 26%	46 25%	76 33%	22 21%	125 31%	74 31%	73 27%
					D									M		

ANY (NET)	363 71%	210 69%	153 75%	137 77%	226 68%	204 69%	159 74%	248 73%	115 68%	72 74%	135 75%	156 67%	82 79%	281 69%	168 69%	195 73%
				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.
 Base sizes under 100 are directional findings only.

Methodological Notes:

The SpareFoot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,003 nationally representative U.S. adults ages 18+ and a minimum of 500 adults ages 18+ each in the New York City, Los Angeles, Chicago, Dallas-Fort Worth and Seattle-Tacoma DMAs, between April 6th and April 19th, 2016, using an email invitation and an online survey – for a total of 3,519 respondents. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population ages 18+.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points in the nationally representative audience, 4.3 percentage points in the New York City DMA audience and 4.4 percentage points in the remainder of the DMA audiences, from the results that would be obtained if interviews had been conducted with all persons in the universe represented by the samples.