

SpareFoot Survey – Seattle-Tacoma 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 - Seattle-Tacoma 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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Very cluttered	45 9%	23 9%	22 9%	8 13%	17 11%	8 7%	12 7%	21 11%	10 8%	11 8%	12 14%	23 9%	10 6%	23 11%	15 7%	7 10%	45 17% A	-	23 11%	22 8%
Somewhat cluttered	219 44%	106 42%	113 45%	25 40%	75 48%	46 40%	73 44%	84 45%	55 43%	64 45%	35 40%	112 44%	72 46%	87 42%	101 46%	31 43%	219 83% A	-	102 47%	116 41%
Somewhat uncluttered	160 32%	81 32%	79 32%	20 32%	49 31%	40 34%	51 31%	62 33%	39 31%	42 29%	27 31%	78 30%	55 35%	69 33%	74 34%	17 24%	-	160 68% A	63 29%	96 34%
Very uncluttered	76 15%	40 16%	36 14%	9 15%	15 10%	22 19%	30 18% E	19 10%	23 18%	26 18% H	14 16%	44 17%	18 12%	29 14%	30 14%	17 24%	-	76 32% A	27 13%	49 17%

CLUTTERED (NET)	264 53%	129 52%	135 54%	33 53%	92 59% F	54 47%	85 51%	105 56%	65 51%	75 52%	47 53%	135 53%	82 53%	110 53%	116 53%	38 53%	264 100% A	-	125 58% T	138 49%
UNCLUTTERED (NET)	236 47%	121 48%	115 46%	29 47%	64 41%	62 53% E	81 49%	81 44%	62 49%	68 48%	41 47%	122 47%	73 47%	98 47%	104 47%	34 47%	-	236 100% A	90 42%	145 51% S

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
 Independent T-Test for Means (based on test for equal variances), Independent Z-Test for Percentages (unpooled proportions)
 Uppercase letters indicate significance at the 95% level.
 Base sizes under 100 are directional findings only.

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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	
	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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Very cluttered	45 9%	24 7%	21 12%	21 13%	24 7%	17 7%	28 10%	22 8%	23 11%	16 12%	15 9%	14 7%	7 19%	38 8%	35 10%	10 8%
Somewhat cluttered	219 44%	151 47%	68 38%	68 43%	151 44%	102 45%	117 43%	118 41%	101 48%	59 43%	74 47%	86 42%	14 39%	205 44%	155 42%	64 48%
Somewhat uncluttered	160 32%	99 31%	61 34%	53 33%	107 31%	74 32%	86 32%	103 36%	57 27%	41 30%	48 30%	71 34%	10 28%	150 32%	117 32%	43 33%
Very uncluttered	76 15%	49 15%	27 15%	17 11%	59 17%	35 15%	41 15%	45 16%	31 15%	20 15%	21 13%	35 17%	5 14%	71 15%	61 17%	15 11%

CLUTTERED (NET)	264 53%	175 54%	89 50%	89 56%	175 51%	119 52%	145 53%	140 49%	124 58%	75 55%	89 56%	100 49%	21 58%	243 52%	190 52%	74 56%
UNCLUTTERED (NET)	236 47%	148 46%	88 50%	70 44%	166 49%	109 48%	127 47%	148 51%	88 42%	61 45%	69 44%	106 51%	15 42%	221 48%	178 48%	58 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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Less than one hour	317 63% SQHE	159 64%	158 63%	35 56%	81 52%	70 60%	131 79% DEFA	96 52%	81 64%	104 73% H HA	50 57%	169 66%	98 63%	125 60%	142 65%	50 69%	134 51%	183 78% QA	106 49%	210 74% SA
1 hour	49 10%	21 8%	28 11%	6 10%	16 10%	12 10%	15 9%	19 10%	11 9%	15 10%	8 9%	25 10%	16 10%	13 6%	28 13%	8 11%	33 13%	16 7%	19 9%	30 11%
2 hours	66 13% TRG	31 12%	35 14%	12 19% G	29 19% G	16 14% G	9 5%	35 19% J	18 14%	12 8%	12 14%	30 12%	24 15%	30 14%	29 13%	7 10%	46 17% R	20 8%	43 20% TA	22 8%
3 hours or more	68 14% TRG	39 16%	29 12%	9 15%	30 19% G	18 16% G	11 7%	36 19% J	17 13%	12 8%	18 20%	33 13%	17 11%	40 19% OP	21 10%	7 10%	51 19% RA	17 7%	47 22% TA	21 7%

AVERAGE	1.42 TRJG	1.53	1.31	1.65 G	1.88 G	1.43 G	0.89	1.88 IJA	1.37	1.05	1.65	1.41	1.30	1.65	1.28	1.17	1.78 RA	1.02	2.07 TA	0.93

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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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Less than one hour	317 63% D	194 60%	123 69% B	78 49%	239 70% DA	136 60%	181 67%	181 63%	136 64%	91 67%	91 58%	135 66%	17 47%	300 65% M	234 64%	83 63%
1 hour	49 10%	31 10%	18 10%	18 11%	31 9%	25 11%	24 9%	32 11%	17 8%	10 7%	17 11%	22 11%	2 6%	47 10%	34 9%	15 11%
2 hours	66 13%	50 15% C	16 9%	26 16%	40 12%	37 16%	29 11%	34 12%	32 15%	12 9%	26 16% J	28 14%	6 17%	60 13%	49 13%	17 13%
3 hours or more	68 14% E	48 15%	20 11%	37 23% EA	31 9%	30 13%	38 14%	41 14%	27 13%	23 17%	24 15%	21 10%	11 31% NA	57 12%	51 14%	17 13%

AVERAGE	1.42	1.46	1.35	1.94 EA	1.18	1.37	1.46	1.46	1.37	1.49	1.62	1.22	2.51 N	1.33	1.35	1.61

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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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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Agree strongly	119 24% P	50 20%	69 28% B	15 24%	43 28%	28 24%	33 20%	50 27%	31 24%	30 21%	32 36% LMA	54 21%	33 21%	62 30% P	48 22%	9 13%	56 21%	63 27%	64 30% T	55 19%
Agree somewhat	196 39% J	108 43%	88 35%	27 44%	69 44% G	45 39%	55 33%	81 44% J	55 43% J	43 30%	27 31%	110 43% K	59 38%	84 40%	89 40%	23 32%	106 40%	90 38%	93 43%	101 36%
Disagree somewhat	102 20%	53 21%	49 20%	13 21%	25 16%	24 21%	40 24%	33 18%	24 19%	36 25%	17 19%	52 20%	33 21%	34 16%	49 22%	19 26%	57 22%	45 19%	36 17%	66 23%
Disagree strongly	83 17% S	39 16%	44 18%	7 11%	19 12%	19 16%	38 23% DE	22 12%	17 13%	34 24% HI	12 14%	41 16%	30 19%	28 13%	34 15%	21 29% NOA	45 17%	38 16%	22 10%	61 22% S

AGREE (NET)	315 63% TPJG	158 63%	157 63%	42 68% G	112 72% GA	73 63%	88 53%	131 70% J	86 68% J	73 51%	59 67%	164 64%	92 59%	146 70% P	137 62% P	32 44%	162 61%	153 65%	157 73% TA	156 55%
DISAGREE (NET)	185 37% SE	92 37%	93 37%	20 32%	44 28%	43 37%	78 47% DEA	55 30%	41 32%	70 49% HIA	29 33%	93 36%	63 41%	62 30%	83 38%	40 56% NOA	102 39%	83 35%	58 27%	127 45% SA

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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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Agree strongly	119 24%	84 26%	35 20%	46 29%	73 21%	63 28%	56 21%	73 25%	46 22%	34 25%	40 25%	45 22%	13 36%	106 23%	90 24%	29 22%
Agree somewhat	196 39%	131 41%	65 37%	67 42%	129 38%	89 39%	107 39%	117 41%	79 37%	48 35%	62 39%	86 42%	13 36%	183 39%	138 38%	58 44%
Disagree somewhat	102 20%	61 19%	41 23%	26 16%	76 22%	43 19%	59 22%	56 19%	46 22%	30 22%	30 19%	42 20%	3 8%	99 21%	75 20%	27 20%
Disagree strongly	83 17%	47 15%	36 20%	20 13%	63 18%	33 14%	50 18%	42 15%	41 19%	24 18%	26 16%	33 16%	7 19%	76 16%	65 18%	18 14%

AGREE (NET)	315 63%	215 67%	100 56%	113 71%	202 59%	152 67%	163 60%	190 66%	125 59%	82 60%	102 65%	131 64%	26 72%	289 62%	228 62%	87 66%
DISAGREE (NET)	185 37%	108 33%	77 44%	46 29%	139 41%	76 33%	109 40%	98 34%	87 41%	54 40%	56 35%	75 36%	10 28%	175 38%	140 38%	45 34%

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

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
In case I need them in the future	338 68%	165 66%	173 69%	42 68%	106 68%	78 67%	112 67%	127 68%	83 65%	99 69%	61 69%	164 64%	113 73%	132 63%	156 71%	50 69%	187 71%	151 64%	148 69%	189 67%
Sentimental reasons	278 56%	126 50%	152 61%	33 53%	89 57%	68 59%	88 53%	104 56%	71 56%	77 54%	42 48%	140 54%	96 62%	106 51%	135 61%	37 51%	144 55%	134 57%	124 58%	153 54%
To sell them in the future	143 29%	80 32%	63 25%	22 35%	51 33%	31 27%	39 23%	61 33%	36 28%	40 28%	28 32%	75 29%	40 26%	61 29%	57 26%	25 35%	83 31%	60 25%	74 34%	67 24%
I felt guilty getting rid of them	113 23%	50 20%	63 25%	17 27%	45 29%	25 22%	26 16%	53 28%	31 24%	24 17%	21 24%	51 20%	41 26%	45 22%	56 25%	12 17%	73 28%	40 17%	72 33%	41 14%
In case I want to give them to someone as gifts	78 16%	35 14%	43 17%	14 23%	22 14%	17 15%	25 15%	30 16%	19 15%	25 17%	16 18%	34 13%	28 18%	34 16%	34 15%	10 14%	43 16%	35 15%	39 18%	39 14%
I am, or a family member is, too lazy to get rid of old items	8 2%	4 2%	4 2%	1 2%	3 2%	2 2%	2 1%	4 2%	2 2%	1 1%	-	6 2%	2 1%	5 2%	2 1%	1 1%	6 2%	2 1%	2 1%	6 2%
Other	10 2%	7 3%	3 1%	1 2%	2 1%	-	7 4%	2 1%	1 1%	3 2%	1 1%	8 3%	1 1%	1 *%	6 3%	3 4%	9 3%	1 *%	-	10 4%
None of these	35 7%	18 7%	17 7%	2 3%	5 3%	8 7%	20 12%	6 3%	7 6%	17 12%	1 1%	23 9%	11 7%	12 6%	14 6%	9 13%	16 6%	19 8%	7 3%	28 10%
	SKHE						DE			H		K	K				R			S

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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4. Which of the following, if any, explain why you keep items in your home that you don't use or need? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500	250	250	62	156	116	166	186	127	143	88	257	155	208	220	72	264	236	215	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	465	232	233	60	151	108	146	180	120	126	87	234	144	196	206	63	248	217	208	255
	93%	93%	93%	97%	97%	93%	88%	97%	94%	88%	99%	91%	93%	94%	94%	88%	94%	92%	97%	90%
				G	GA			JA			LMA								TA	

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	TOTAL	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
In case I need them in the future	338 68%	222 69%	116 66%	113 71%	225 66%	160 70%	178 65%	183 64%	155 73%	88 65%	110 70%	140 68%	27 75%	311 67%	250 68%	88 67%
Sentimental reasons	278 56%	187 58%	91 51%	91 57%	187 55%	133 58%	145 53%	154 53%	124 58%	67 49%	93 59%	118 57%	18 50%	260 56%	206 56%	72 55%
To sell them in the future	143 29%	97 30%	46 26%	57 36%	86 25%	69 30%	74 27%	84 29%	59 28%	28 21%	52 33%	63 31%	11 31%	132 28%	112 30%	31 23%
I felt guilty getting rid of them	113 23%	80 25%	33 19%	38 24%	75 22%	64 28%	49 18%	76 26%	37 17%	20 15%	38 24%	55 27%	11 31%	102 22%	78 21%	35 27%
In case I want to give them to someone as gifts	78 16%	57 18%	21 12%	25 16%	53 16%	41 18%	37 14%	41 14%	37 17%	22 16%	22 14%	34 17%	8 22%	70 15%	54 15%	24 18%
I am, or a family member is, too lazy to get rid of old items	8 2%	4 1%	4 2%	3 2%	5 1%	2 1%	6 2%	5 2%	3 1%	5 4%	-	3 1%	-	8 2%	7 2%	1 1%
Other	10 2%	6 2%	4 2%	1 1%	9 3%	6 3%	4 1%	3 1%	7 3%	2 1%	4 3%	4 2%	-	10 2%	8 2%	2 2%
None of these	35 7%	16 5%	19 11%	3 2%	32 9%	12 5%	23 8%	18 6%	17 8%	12 9%	11 7%	12 6%	-	35 8%	28 8%	7 5%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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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 -\$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500	323	177	159	341	228	272	288	212	136	158	206	36	464	368	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	465	307	158	156	309	216	249	270	195	124	147	194	36	429	340	125
	93%	95%	89%	98%	91%	95%	92%	94%	92%	91%	93%	94%	100%	92%	92%	95%
		C		EA									NA			

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

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Gift I received	300 60% JG	138 55%	162 65% B	42 68% G	110 71% GA	75 65% G	73 44%	134 72% JA	81 64% J	67 47%	53 60%	157 61%	90 58%	128 62%	136 62%	36 50%	164 62%	136 58%	144 67% T	154 54%
Family heirloom	250 50% B	106 42%	144 58% BA	27 44%	79 51%	62 53%	82 49%	89 48%	68 54%	74 52%	37 42%	132 51%	81 52%	89 43%	119 54% N	42 58% N	138 52%	112 47%	106 49%	143 51%
Clothing I rarely wore	233 47%	115 46%	118 47%	34 55% G	79 51% G	55 47%	65 39%	95 51%	63 50%	59 41%	37 42%	114 44%	82 53%	93 45%	114 52% P	26 36%	123 47%	110 47%	110 51%	122 43%
Greeting card	194 39%	87 35%	107 43%	25 40%	68 44%	42 36%	59 36%	83 45%	43 34%	54 38%	38 43%	94 37%	62 40%	88 42% P	85 39%	21 29%	104 39%	90 38%	88 41%	104 37%
Drawing, craft or project my child made	100 20% JG	40 16%	60 24% B	14 23% G	50 32% GA	31 27% G	5 3%	55 30% JA	36 28% J	8 6%	20 23%	53 21%	27 17%	37 18%	50 23%	13 18%	59 22%	41 17%	49 23%	49 17%
Old toy my child used to play with	71 14% JG	28 11%	43 17%	12 19% G	40 26% FGA	15 13% G	4 2%	46 25% LJA	20 16% J	5 3%	15 17%	36 14%	20 13%	25 12%	39 18%	7 10%	44 17%	27 11%	38 18% T	32 11%
Other	9 2%	5 2%	4 2%	-	-	2 2%	7 4%	-	1 1%	6 4%	1 1%	5 2%	3 2%	5 2%	2 1%	2 3%	5 2%	4 2%	3 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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5. Which of the following items, if any, have you ever kept, or considered keeping, because you felt guilty getting rid of it? Please select all that apply.

	GENDER			AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME	
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	500	250	250	62	156	116	166	186	127	143	88	257	155	208	220	72	264	236	215	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of these	49	26	23	8	6	8	27	12	8	22	6	25	18	18	23	8	26	23	12	37
	10%	10%	9%	13%	4%	7%	16%	6%	6%	15%	7%	10%	12%	9%	10%	11%	10%	10%	6%	13%
	SE			E			EFA			HI										S

ANY (NET)	451	224	227	54	150	108	139	174	119	121	82	232	137	190	197	64	238	213	203	246
	90%	90%	91%	87%	96%	93%	84%	94%	94%	85%	93%	90%	88%	91%	90%	89%	90%	90%	94%	87%
	G				DGA	G		J	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
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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	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Gift I received	300 60%	205 63% C	95 54%	112 70% EA	188 55%	147 64%	153 56%	179 62%	121 57%	73 54%	103 65% J	124 60%	24 67%	276 59%	220 60%	80 61%
Family heirloom	250 50% P	176 54% C	74 42%	89 56%	161 47%	119 52%	131 48%	148 51%	102 48%	56 41%	74 47%	120 58% JKA	18 50%	232 50%	199 54% P	51 39%
Clothing I rarely wore	233 47%	158 49%	75 42%	82 52%	151 44%	120 53% G	113 42%	140 49%	93 44%	64 47%	73 46%	96 47%	21 58%	212 46%	165 45%	68 52%
Greeting card	194 39%	129 40%	65 37%	77 48% EA	117 34%	102 45% G	92 34%	112 39%	82 39%	51 38%	63 40%	80 39%	16 44%	178 38%	142 39%	52 39%
Drawing, craft or project my child made	100 20% C	85 26% CA	15 8%	100 63% A	-	44 19%	56 21%	67 23% I	33 16%	21 15%	32 20%	47 23%	16 44% NA	84 18%	70 19%	30 23%
Old toy my child used to play with	71 14% C	56 17% C	15 8%	71 45% A	-	30 13%	41 15%	44 15%	27 13%	21 15%	24 15%	26 13%	10 28%	61 13%	52 14%	19 14%
Other	9 2%	4 1%	5 3%	1 1%	8 2%	4 2%	5 2%	4 1%	5 2%	3 2%	2 1%	4 2%	1 3%	8 2%	8 2%	1 1%

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.

	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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
None of these	49 10% MD	23 7%	26 15% B	6 4%	43 13% D	15 7%	34 13% F	25 9%	24 11%	19 14% L	18 11%	12 6%	1 3%	48 10% M	33 9%	16 12%

ANY (NET)	451 90%	300 93% C	151 85%	153 96% EA	298 87%	213 93% G	238 88%	263 91%	188 89%	117 86%	140 89%	194 94% J	35 97% NA	416 90%	335 91%	116 88%

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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6. If you knew there wouldn't be consequences, approximately what percentage of your significant other's possessions, if any, would you get rid of? Your best guess is fine.

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE ITEMS OUTSIDE HOME		
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	323 100%	164 100%	159 100%	35 100%	112 100%	82 100%	94 100%	126 100%	91 100%	85 100%	70 100%	167 100%	86 100%	130 100%	146 100%	47 100%	175 100%	148 100%	144 100%	177 100%
None	46 14% SF	25 15%	21 13%	7 20%	10 9%	6 7%	23 24% EFA	15 12%	8 9%	16 19%	8 11%	24 14%	14 16%	19 15%	19 13%	8 17%	20 11%	26 18%	9 6%	36 20% S
1-10%	88 27%	44 27%	44 28%	11 31%	28 25%	17 21%	32 34% F	36 29%	19 21%	28 33%	19 27%	46 28%	23 27%	33 25%	38 26%	17 36%	45 26%	43 29%	34 24%	53 30%
11-24%	52 16% D	24 15%	28 18%	2 6%	22 20% D	15 18% D	13 14%	19 15%	16 18%	14 16%	14 20%	24 14%	14 16%	19 15%	26 18%	7 15%	29 17%	23 16%	25 17%	27 15%
25-49%	75 23% K	41 25%	34 21%	8 23%	30 27%	20 24%	17 18%	29 23%	26 29%	14 16%	8 11%	45 27% K	22 26% K	25 19%	41 28%	9 19%	47 27%	28 19%	36 25%	39 22%
50% or more	62 19% TG	30 18%	32 20%	7 20%	22 20% G	24 29% G	9 10%	27 21%	22 24%	13 15%	21 30% LM	28 17%	13 15%	34 26% OP	22 15%	6 13%	34 19%	28 19%	40 28% TA	22 12%

ANY (NET)	277 86% G	139 85%	138 87%	28 80%	102 91% G	76 93% GA	71 76%	111 88%	83 91%	69 81%	62 89%	143 86%	72 84%	111 85%	127 87%	39 83%	155 89%	122 82%	135 94% TA	141 80%
AVERAGE (INCLUDING 0)	24.27 TG	23.59	24.96	23.86	25.31 G	31.54 GA	16.83	24.91	29.75 JA	20.32	26.51	23.78	23.37	26.53	23.47	20.49	25.17	23.20	30.52 TA	19.40

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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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	323	164	159	35	112	82	94	126	91	85	70	167	86	130	146	47	175	148	144	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	28.30	27.83	28.76	29.82	27.79	34.03	22.28	28.28	32.61	25.03	29.94	27.78	27.92	31.07	26.98	24.69	28.42	28.14	32.56	24.35
	G					G			J										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)
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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	323 100%	323 100%	-	133 100%	190 100%	161 100%	162 100%	202 100%	121 100%	59 100%	98 100%	166 100%	27 100%	296 100%	238 100%	85 100%
None	46 14% MD	46 14%	-	9 7%	37 19% D	18 11%	28 17%	28 14%	18 15%	13 22%	11 11%	22 13%	1 4%	45 15% M	35 15%	11 13%
1-10%	88 27%	88 27%	-	34 26%	54 28%	38 24%	50 31%	50 25%	38 31%	16 27%	30 31%	42 25%	8 30%	80 27%	70 29%	18 21%
11-24%	52 16%	52 16%	-	26 20%	26 14%	34 21% G	18 11%	36 18%	16 13%	6 10%	11 11%	35 21% JK	6 22%	46 16%	39 16%	13 15%
25-49%	75 23%	75 23%	-	32 24%	43 23%	48 30% G	27 17%	50 25%	25 21%	11 19%	29 30%	35 21%	5 19%	70 24%	58 24%	17 20%
50% or more	62 19%	62 19%	-	32 24%	30 16%	23 14%	39 24% F	38 19%	24 20%	13 22%	17 17%	32 19%	7 26%	55 19%	36 15%	26 31% OA

ANY (NET)	277 86%	277 86%	-	124 93% EA	153 81%	143 89%	134 83%	174 86%	103 85%	46 78%	87 89%	144 87%	26 96% NA	251 85%	203 85%	74 87%
AVERAGE (INCLUDING 0)	24.27	24.27	-	28.06 E	21.61	23.13	25.40	24.39	24.06	25.34	24.84	23.55	29.81	23.76	21.85	31.04 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
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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	323	323	-	133	190	161	162	202	121		59	98	166	27	296	238	85
	100%	100%		100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%
AVERAGE (EXCLUDING 0)	28.30	28.30	-	30.10	26.84	26.04	30.70	28.32	28.26		32.50	27.98	27.15	30.96	28.02	25.62	35.65
																	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
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7. How often, if ever, do you stop your significant other from throwing out an item you want to keep?

	GENDER		AGE				GENERATION			POLITICAL PARTY			AREA			CLUTTERED HOME		STORE	ITEMS	OUTSIDE
	TOTAL	MALE	FEMALE	18-24	25-39	40-54	55+	MILLENNIAL	GEN X	BOOMER	GOP	IND	DEM	CITY	SUBURBS	RURAL	YES	NO	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Total	323 100%	164 100%	159 100%	35 100%	112 100%	82 100%	94 100%	126 100%	91 100%	85 100%	70 100%	167 100%	86 100%	130 100%	146 100%	47 100%	175 100%	148 100%	144 100%	177 100%
All the time	38 12% TFG	20 12%	18 11%	5 14%	21 19% FG	7 9%	5 5%	23 18% J	9 10%	6 7%	12 17%	14 8%	12 14%	23 18% OP	13 9%	2 4%	24 14%	14 9%	31 22% TA	7 4%
Some of the time	105 33% R	65 40% C	40 25%	13 37%	35 31%	31 38%	26 28%	39 31%	37 41%	24 28%	23 33%	54 32%	28 33%	45 35%	45 31%	15 32%	71 41% R	34 23%	54 38%	50 28%
Hardly ever	139 43%	61 37%	78 49% B	13 37%	41 37%	31 38%	54 57% DEFA	48 38%	31 34%	46 54% HI	26 37%	80 48%	33 38%	46 35%	68 47%	25 53% N	69 39%	70 47%	49 34%	89 50% S
Never	41 13% SQ	18 11%	23 14%	4 11%	15 13%	13 16%	9 10%	16 13%	14 15%	9 11%	9 13%	19 11%	13 15%	16 12%	20 14%	5 11%	11 6%	30 20% QA	10 7%	31 18% S

FREQUENTLY (NET)	143 44% TRG	85 52% C	58 36%	18 51%	56 50% G	38 46%	31 33%	62 49% J	46 51% J	30 35%	35 50%	68 41%	40 47%	68 52% O	58 40%	17 36%	95 54% RA	48 32%	85 59% TA	57 32%
INFREQUENTLY (NET)	180 56% SQ	79 48%	101 64% B	17 49%	56 50%	44 54%	63 67% EA	64 51%	45 49%	55 65% HI	35 50%	99 59%	46 53%	62 48%	88 60% N	30 64%	80 46%	100 68% QA	59 41%	120 68% SA
EVER (NET)	282 87% R	146 89%	136 86%	31 89%	97 87%	69 84%	85 90%	110 87%	77 85%	76 89%	61 87%	148 89%	73 85%	114 88%	126 86%	42 89%	164 94% RA	118 80%	134 93% TA	146 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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	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	323 100%	323 100%	-	133 100%	190 100%	161 100%	162 100%	202 100%	121 100%	59 100%	98 100%	166 100%	27 100%	296 100%	238 100%	85 100%
All the time	38 12%	38 12%	-	22 17% E	16 8%	19 12%	19 12%	27 13%	11 9%	7 12%	15 15%	16 10%	5 19%	33 11%	24 10%	14 16%
Some of the time	105 33%	105 33%	-	48 36%	57 30%	56 35%	49 30%	73 36%	32 26%	15 25%	36 37%	54 33%	10 37%	95 32%	67 28%	38 45% OA
Hardly ever	139 43% P	139 43%	-	50 38%	89 47%	69 43%	70 43%	75 37%	64 53% H	26 44%	37 38%	76 46%	10 37%	129 44%	116 49% P	23 27%
Never	41 13%	41 13%	-	13 10%	28 15%	17 11%	24 15%	27 13%	14 12%	11 19%	10 10%	20 12%	2 7%	39 13%	31 13%	10 12%

FREQUENTLY (NET)	143 44%	143 44%	-	70 53% E	73 38%	75 47%	68 42%	100 50% I	43 36%	22 37%	51 52%	70 42%	15 56%	128 43%	91 38%	52 61% OA
INFREQUENTLY (NET)	180 56% P	180 56%	-	63 47%	117 62% D	86 53%	94 58%	102 50%	78 64% H	37 63%	47 48%	96 58%	12 44%	168 57%	147 62% P	33 39%
EVER (NET)	282 87%	282 87%	-	120 90%	162 85%	144 89%	138 85%	175 87%	107 88%	48 81%	88 90%	146 88%	25 93%	257 87%	207 87%	75 88%

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 - Seattle-Tacoma 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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Very likely	43 9% TPJG	25 10%	18 7%	6 10%	24 15% FGA	6 5%	7 4%	22 12% J	14 11% J	6 4%	10 11%	19 7%	14 9%	24 12% P	17 8%	2 3%	29 11% R	14 6%	33 15% TA	10 4%
Somewhat likely	111 22% TG	52 21%	59 24%	20 32% G	40 26% G	27 23%	24 14%	57 31% IJA	24 19%	24 17%	22 25%	49 19%	40 26%	53 25%	43 20%	15 21%	62 23%	49 21%	67 31% TA	43 15%
Somewhat unlikely	184 37%	89 36%	95 38%	24 39%	51 33%	48 41%	61 37%	67 36%	49 39%	53 37%	30 34%	99 39%	55 35%	68 33%	92 42% N	24 33%	95 36%	89 38%	64 30%	120 42% S
Very unlikely	162 32% SHD	84 34%	78 31%	12 19%	41 26%	35 30%	74 45% DEFA	40 22%	40 31%	60 42% HA	26 30%	90 35%	46 30%	63 30%	68 31%	31 43%	78 30%	84 36%	51 24%	110 39% S

LIKELY (NET)	154 31% TJG	77 31%	77 31%	26 42% G	64 41% FGA	33 28%	31 19%	79 42% IJA	38 30%	30 21%	32 36%	68 26%	54 35%	77 37% OP	60 27%	17 24%	91 34%	63 27%	100 47% TA	53 19%
UNLIKELY (NET)	346 69% SHE	173 69%	173 69%	36 58%	92 59%	83 72% E	135 81% DEA	107 58%	89 70% H	113 79% HA	56 64%	189 74%	101 65%	131 63%	160 73% N	55 76% N	173 66%	173 73%	115 53%	230 81% 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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 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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Very likely	43 9%	32 10%	11 6%	22 14%	21 6%	20 9%	23 8%	27 9%	16 8%	14 10%	15 9%	14 7%	5 14%	38 8%	29 8%	14 11%
				E												
Somewhat likely	111 22%	62 19%	49 28%	45 28%	66 19%	56 25%	55 20%	71 25%	40 19%	36 26%	34 22%	41 20%	10 28%	101 22%	77 21%	34 26%
			B	E												
Somewhat unlikely	184 37%	119 37%	65 37%	52 33%	132 39%	86 38%	98 36%	104 36%	80 38%	45 33%	64 41%	75 36%	12 33%	172 37%	134 36%	50 38%
Very unlikely	162 32%	110 34%	52 29%	40 25%	122 36%	66 29%	96 35%	86 30%	76 36%	41 30%	45 28%	76 37%	9 25%	153 33%	128 35%	34 26%
				D											P	

LIKELY (NET)	154 31%	94 29%	60 34%	67 42%	87 26%	76 33%	78 29%	98 34%	56 26%	50 37%	49 31%	55 27%	15 42%	139 30%	106 29%	48 36%
				EA												
UNLIKELY (NET)	346 69%	229 71%	117 66%	92 58%	254 74%	152 67%	194 71%	190 66%	156 74%	86 63%	109 69%	151 73%	21 58%	325 70%	262 71%	84 64%
	D				D											

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	323	164	159	35	112	82	94	126	91	85	70	167	86	130	146	47	175	148	144	177
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, more than one	58	36	22	5	30	17	6	28	20	10	13	28	17	39	16	3	31	27	42	16
	18%	22%	14%	14%	27%	21%	6%	22%	22%	12%	19%	17%	20%	30%	11%	6%	18%	18%	29%	9%
	TPOG				G	G		J						OPA					TA	
Yes, one	38	20	18	6	16	9	7	20	10	7	10	21	7	13	23	2	23	15	27	11
	12%	12%	11%	17%	14%	11%	7%	16%	11%	8%	14%	13%	8%	10%	16%	4%	13%	10%	19%	6%
	TP													P					T	
No	227	108	119	24	66	56	81	78	61	68	47	118	62	78	107	42	121	106	75	150
	70%	66%	75%	69%	59%	68%	86%	62%	67%	80%	67%	71%	72%	60%	73%	89%	69%	72%	52%	85%
	SNE						DEFA			HI				N	NOA					SA

YES (NET)	96	56	40	11	46	26	13	48	30	17	23	49	24	52	39	5	54	42	69	27
	30%	34%	25%	31%	41%	32%	14%	38%	33%	20%	33%	29%	28%	40%	27%	11%	31%	28%	48%	15%
	TPG			G	GA	G		J	J					OPA	P				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	323 100%	323 100%	-	133 100%	190 100%	161 100%	162 100%	202 100%	121 100%	59 100%	98 100%	166 100%	27 100%	296 100%	238 100%	85 100%
Yes, more than one	58 18% I	58 18%	-	31 23% E	27 14%	35 22%	23 14%	45 22% I	13 11%	10 17%	20 20%	28 17%	6 22%	52 18%	38 16%	20 24%
Yes, one	38 12%	38 12%	-	20 15%	18 9%	17 11%	21 13%	26 13%	12 10%	6 10%	9 9%	23 14%	3 11%	35 12%	22 9%	16 19% O
No	227 70% P	227 70%	-	82 62% D	145 76%	109 68%	118 73%	131 65%	96 79% HA	43 73%	69 70%	115 69%	18 67%	209 71%	178 75% P	49 58%

YES (NET)	96 30% I	96 30%	-	51 38% E	45 24%	52 32%	44 27%	71 35% I	25 21%	16 27%	29 30%	51 31%	9 33%	87 29%	60 25%	36 42% 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
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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	159	70	89	19	89	43	8	91	54	13	31	86	42	68	72	19	89	70	82	75
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	5	1	4	-	2	1	2	1	2	2	-	1	4	1	3	1	3	2	2	3
	3%	1%	4%		2%	2%	25%	1%	4%	15%		1%	10%	1%	4%	5%	3%	3%	2%	4%
1-10%	36	16	20	4	20	10	2	20	12	4	7	18	11	12	20	4	21	15	20	16
	23%	23%	22%	21%	22%	23%	25%	22%	22%	31%	23%	21%	26%	18%	28%	21%	24%	21%	24%	21%
11-24%	15	7	8	2	11	2	-	11	4	-	2	11	2	4	7	4	9	6	7	8
	9%	10%	9%	11%	12%	5%		12%	7%		6%	13%	5%	6%	10%	21%	10%	9%	9%	11%
25-49%	46	23	23	5	25	15	1	26	17	3	10	29	7	23	18	5	25	21	25	20
	29%	33%	26%	26%	28%	35%	13%	29%	31%	23%	32%	34%	17%	34%	25%	26%	28%	30%	30%	27%
50% or more	57	23	34	8	31	15	3	33	19	4	12	27	18	28	24	5	31	26	28	28
	36%	33%	38%	42%	35%	35%	38%	36%	35%	31%	39%	31%	43%	41%	33%	26%	35%	37%	34%	37%

ANY (NET)	154	69	85	19	87	42	6	90	52	11	31	85	38	67	69	18	86	68	80	72
	97%	99%	96%	100%	98%	98%	75%	99%	96%	85%	100%	99%	90%	99%	96%	95%	97%	97%	98%	96%
A																				
AVERAGE (INCLUDING 0)	35.23	33.87	36.29	42.53	33.70	35.16	35.25	36.22	34.31	30.92	34.52	34.97	36.29	40.10	32.54	27.95	34.63	35.99	34.37	35.37
AVERAGE (EXCLUDING 0)	36.37	34.36	38.00	42.53	34.47	36.00	47.00	36.62	35.63	36.55	34.52	35.38	40.11	40.70	33.96	29.50	35.84	37.04	35.23	36.85

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT	\$35,000 -\$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	159 100%	133 100%	26 100%	159 100%	-	71 100%	88 100%	107 100%	52 100%	37 100%	55 100%	67 100%	26 100%	133 100%	112 100%	47 100%
None	5 3%	4 3%	1 4%	5 3%	-	3 4%	2 2%	4 4%	1 2%	1 3%	1 2%	3 4%	-	5 4%	2 2%	3 6%
1-10%	36 23%	32 24%	4 15%	36 23%	-	16 23%	20 23%	22 21%	14 27%	10 27%	10 18%	16 24%	11 42% N	25 19%	28 25%	8 17%
11-24%	15 9%	14 11%	1 4%	15 9%	-	6 8%	9 10%	12 11%	3 6%	3 8%	8 15%	4 6%	1 4%	14 11%	11 10%	4 9%
25-49%	46 29%	37 28%	9 35%	46 29%	-	21 30%	25 28%	32 30%	14 27%	9 24%	18 33%	19 28%	6 23%	40 30%	34 30%	12 26%
50% or more	57 36%	46 35%	11 42%	57 36%	-	25 35%	32 36%	37 35%	20 38%	14 38%	18 33%	25 37%	8 31%	49 37%	37 33%	20 43%

ANY (NET)	154 97%	129 97%	25 96%	154 97%	-	68 96%	86 98%	103 96%	51 98%	36 97%	54 98%	64 96%	26 100% NA	128 96%	110 98%	44 94%
AVERAGE (INCLUDING 0)	35.23	34.06	41.19	35.23	-	33.10	36.94	33.46	38.87	38.03	33.49	35.10	29.23	36.40	34.00	38.15
AVERAGE (EXCLUDING 0)	36.37	35.12	42.84	36.37	-	34.56	37.80	34.76	39.63	39.08	34.11	36.75	29.23	37.82	34.62	40.75

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
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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	498	248	250	62	154	116	166	185	126	143	88	255	155	207	219	72	263	235	215	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None	283	136	147	24	60	68	131	71	70	108	49	146	88	104	128	51	138	145	-	283
	57%	55%	59%	39%	39%	59%	79%	38%	56%	76%	56%	57%	57%	50%	58%	71%	52%	62%	-	100%
	HED					DE	DEFA		H	HIA						NOA		Q		A
1-99 items	191	101	90	35	88	40	28	105	51	28	33	94	64	93	82	16	108	83	191	-
	38%	41%	36%	56%	57%	34%	17%	57%	40%	20%	38%	37%	41%	45%	37%	22%	41%	35%	89%	-
	PJG			FGA	FGA	G		IJA	J					P	P				A	
100 items or more	24	11	13	3	6	8	7	9	5	7	6	15	3	10	9	5	17	7	24	-
	5%	4%	5%	5%	4%	7%	4%	5%	4%	5%	7%	6%	2%	5%	4%	7%	6%	3%	11%	-
	M											M							A	

ANY (NET)	215	112	103	38	94	48	35	114	56	35	39	109	67	103	91	21	125	90	215	-
	43%	45%	41%	61%	61%	41%	21%	62%	44%	24%	44%	43%	43%	50%	42%	29%	48%	38%	100%	-
	PJG			FGA	FGA	G		IJA	J					P	P		R		A	
AVERAGE (INCLUDING 0)	19.66	17.08	22.22	28.52	20.23	22.08	14.14	24.75	18.63	15.78	27.05	22.89	10.16	16.68	24.66	13.04	25.38	13.26	45.54	0.00
	TM																		TA	
AVERAGE (EXCLUDING 0)	45.54	37.82	53.93	46.53	33.14	53.35	67.06	40.17	41.91	64.49	61.03	53.54	23.51	33.51	59.34	44.71	53.39	34.63	45.54	-
	M											M								

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?
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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	498 100%	321 100%	177 100%	157 100%	341 100%	227 100%	271 100%	286 100%	212 100%	136 100%	157 100%	205 100%	35 100%	463 100%	366 100%	132 100%
None	283 57% PMD	177 55%	106 60%	75 48%	208 61% D	133 59%	150 55%	148 52%	135 64% H	82 60%	83 53%	118 58%	14 40%	269 58% M	228 62% P	55 42%
1-99 items	191 38%	126 39%	65 37%	78 50% EA	113 33%	87 38%	104 38%	125 44% I	66 31%	49 36%	66 42%	76 37%	20 57% NA	171 37%	120 33%	71 54% OA
100 items or more	24 5%	18 6%	6 3%	4 3%	20 6%	7 3%	17 6%	13 5%	11 5%	5 4%	8 5%	11 5%	1 3%	23 5%	18 5%	6 5%

ANY (NET)	215 43%	144 45%	71 40%	82 52% EA	133 39%	94 41%	121 45%	138 48% I	77 36%	54 40%	74 47%	87 42%	21 60% NA	194 42%	138 38%	77 58% OA
AVERAGE (INCLUDING 0)	19.66	20.10	18.86	13.63	22.44	20.44	19.00	19.04	20.50	11.74	20.27	24.44	40.20	18.11	19.85	19.13
AVERAGE (EXCLUDING 0)	45.54 D	44.81	47.01	26.10	57.53 D	49.37	42.56	39.46	56.44	29.57	43.01	57.60	67.00	43.22	52.65	32.79

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)
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SpareFoot Survey - Seattle-Tacoma 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)
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SpareFoot Survey - Seattle-Tacoma DMA
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12. What is the most embarrassing item you've ever stored away? Please be honest. Your answers are confidential.

TOTAL	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT			INCOME			HISPANIC		RACE	
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	NON- WORKING	NON- WORKING	LT	\$35,000 -\$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Total	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
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)
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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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Job prospects	228 46%	124 50%	104 42%	28 45%	80 51%	57 49%	63 38%	91 49%	57 45%	62 43%	41 47%	118 46%	69 45%	92 44%	99 45%	37 51%	130 49%	98 42%	110 51%	116 41%
					G														T	
Cost of living	189 38%	83 33%	106 42%	32 42%	76 49%	45 39%	36 22%	98 53%	48 38%	38 27%	28 32%	101 39%	60 39%	91 44%	79 36%	19 26%	112 42%	77 33%	102 47%	85 30%
	TPJG		B	GA	GA	G	IJA	J						P			R		TA	
Weather	67 13%	48 19%	19 8%	11 18%	22 14%	18 16%	16 10%	30 16%	18 14%	17 12%	14 16%	33 13%	20 13%	37 18%	21 10%	9 13%	40 15%	27 11%	42 20%	25 9%
	TC	CA												O					TA	
Crime	55 11%	31 12%	24 10%	6 10%	25 16%	14 12%	10 6%	25 13%	17 13%	11 8%	8 9%	32 12%	15 10%	25 12%	21 10%	9 13%	28 11%	27 11%	32 15%	23 8%
	G				G														T	
Traffic	52 10%	35 14%	17 7%	4 6%	21 13%	10 9%	17 10%	22 12%	9 7%	19 13%	8 9%	30 12%	14 9%	23 11%	21 10%	8 11%	26 10%	26 11%	33 15%	18 6%
	T	C																	T	
Terrorism concerns	7 1%	5 2%	2 1%	2 3%	1 1%	3 3%	1 1%	3 2%	3 2%	1 1%	3 3%	3 1%	1 1%	4 2%	3 1%	-	3 1%	4 2%	6 3%	1 *%
																			T	
None of these	151 30%	62 25%	89 36%	16 26%	31 20%	35 30%	69 42%	39 21%	40 31%	52 36%	24 27%	74 29%	53 34%	48 23%	79 36%	24 33%	70 27%	81 34%	42 20%	109 39%
	SNHE		B			DEFA			H	H				N						SA

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/BC/DEFG/HIJ/KLM/NOP/QR/ST
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 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	500	250	250	62	156	116	166	186	127	143	88	257	155	208	220	72	264	236	215	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

ANY (NET)	349	188	161	46	125	81	97	147	87	91	64	183	102	160	141	48	194	155	173	174
	70%	75%	64%	74%	80%	70%	58%	79%	69%	64%	73%	71%	66%	77%	64%	67%	73%	66%	80%	61%
	TG	C		G	GA	G		IJA						OA					TA	

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

	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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Job prospects	228 46% G	148 46%	80 45%	76 48%	152 45%	127 56% GA	101 37%	145 50% I	83 39%	51 38%	70 44%	107 52% J	18 50%	210 45%	163 44%	65 49%
Cost of living	189 38% L	118 37%	71 40%	70 44%	119 35%	73 32%	116 43% F	117 41%	72 34%	65 48% LA	65 41% L	59 29%	21 58% NA	168 36%	125 34%	64 48% OA
Weather	67 13%	45 14%	22 12%	20 13%	47 14%	35 15%	32 12%	41 14%	26 12%	20 15%	20 13%	27 13%	4 11%	63 14%	49 13%	18 14%
Crime	55 11%	34 11%	21 12%	24 15%	31 9%	21 9%	34 13%	37 13%	18 8%	16 12%	25 16% L	14 7%	8 22%	47 10%	42 11%	13 10%
Traffic	52 10%	39 12%	13 7%	17 11%	35 10%	26 11%	26 10%	38 13% I	14 7%	10 7%	19 12%	23 11%	6 17%	46 10%	38 10%	14 11%
Terrorism concerns	7 1%	4 1%	3 2%	2 1%	5 1%	4 2%	3 1%	6 2%	1 *	1 1%	4 3%	2 1%	1 3%	6 1%	6 2%	1 1%
None of these	151 30% M	95 29%	56 32%	41 26%	110 32%	62 27%	89 33%	72 25%	79 37% H	39 29%	50 32%	62 30%	6 17%	145 31% M	120 33% P	31 23%

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	500	323	177	159	341	228	272	288	212	136	158	206	36	464	368	132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ANY (NET)	349	228	121	118	231	166	183	216	133	97	108	144	30	319	248	101
	70%	71%	68%	74%	68%	73%	67%	75%	63%	71%	68%	70%	83%	69%	67%	77%
								I					NA			O

Comparison Groups: AB/AC/AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/BC/DE/FG/HI/JKL/MN/OP
 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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%	
Neighbors were too loud	159 32% JG	75 30% JG	84 34% JG	22 35% G	70 45% GA	41 35% G	26 16% G	82 44% JA	46 36% J	25 17% J	25 28% J	85 33% J	49 32% J	67 32% J	73 33% J	19 26% J	90 34% J	69 29% J	83 39% T	75 27% T	
Area wasn't pet-friendly	86 17% TJUGF	36 14% TJUGF	50 20% TJUGF	21 34% FGA	47 30% FGA	11 9% FGA	7 4% FGA	64 34% IJA	14 11% IJA	8 6% IJA	16 18% IJA	48 19% IJA	22 14% IJA	37 18% IJA	36 16% IJA	13 18% IJA	52 20% IJA	34 14% IJA	51 24% T	34 12% T	
Political or social environment made me uncomfortable	69 14% K	38 15% K	31 12% K	13 21% R	24 15% R	14 12% R	18 11% R	32 17% K	16 13% K	19 13% K	7 8% K	34 13% K	28 18% K	30 14% K	28 13% K	11 15% K	45 17% R	24 10% R	38 18% T	30 11% T	
Cell phone reception was bad	58 12% JG	35 14% JG	23 9% JG	10 16% G	28 18% G	13 11% G	7 4% G	31 17% J	18 14% J	9 6% J	13 15% J	29 11% J	16 10% J	29 14% J	23 10% J	6 8% J	39 15% R	19 8% R	35 16% T	22 8% T	
Home was haunted	37 7% TJUG	17 7% TJUG	20 8% TJUG	10 16% G	14 9% G	8 7% G	5 3% G	20 11% J	12 9% J	4 3% J	6 7% J	17 7% J	14 9% J	19 9% J	14 6% J	4 6% J	23 9% J	14 6% J	30 14% TA	7 2% TA	
None of these	236 47% SHED	121 48% SHED	115 46% SHED	18 29% FGA	42 27% FGA	57 49% DE	119 72% DEFA	49 26% H	55 43% H	95 66% HIA	40 45% HIA	121 47% HIA	75 48% HIA	88 42% HIA	110 50% HIA	38 53% HIA	115 44% HIA	121 51% HIA	71 33% SA	164 58% SA	

ANY (NET)	264 53% TJUG	129 52% TJUG	135 54% TJUG	44 71% FGA	114 73% FGA	59 51% G	47 28% G	137 74% IJA	72 57% J	48 34% J	48 55% J	136 53% J	80 52% J	120 58% J	110 50% J	34 47% J	149 56% J	115 49% J	144 67% TA	119 42% TA	

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

	MARITAL STATUS		PARENT		EDUCATION		EMPLOYMENT		INCOME			HISPANIC		RACE		
	MARRIED/ IN REL	NOT MARRIED/ IN REL	YES	NO	COLLEGE GRAD	COLLEGE NON-GRAD	WORKING	NON- WORKING	LT \$35,000	\$35,000- \$74,999	\$75,000+	YES	NO	WHITE	NON-WHITE	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Neighbors were too loud	159 32%	108 33%	51 29%	68 43% EA	91 27%	75 33%	84 31%	95 33%	64 30%	43 32%	56 35%	60 29%	19 53% NA	140 30%	113 31%	46 35%
Area wasn't pet-friendly	86 17%	63 20%	23 13%	37 23% E	49 14%	28 12%	58 21% F	57 20%	29 14%	31 23% L	29 18%	26 13%	10 28%	76 16%	68 18%	18 14%
Political or social environment made me uncomfortable	69 14% K	38 12%	31 18%	22 14%	47 14%	32 14%	37 14%	37 13%	32 15%	24 18% K	13 8%	32 16% K	5 14%	64 14%	53 14%	16 12%
Cell phone reception was bad	58 12% C	44 14%	14 8%	24 15%	34 10%	26 11%	32 12%	40 14%	18 8%	11 8%	24 15%	23 11%	8 22%	50 11%	38 10%	20 15%
Home was haunted	37 7%	24 7%	13 7%	18 11% E	19 6%	15 7%	22 8%	22 8%	15 7%	12 9%	14 9%	11 5%	3 8%	34 7%	20 5%	17 13% O
None of these	236 47% MD	149 46%	87 49%	61 38%	175 51% D	111 49%	125 46%	128 44%	108 51%	59 43%	75 47%	102 50%	8 22%	228 49%	180 49%	56 42% M

ANY (NET)	264 53%	174 54%	90 51%	98 62% EA	166 49%	117 51%	147 54%	160 56%	104 49%	77 57%	83 53%	104 50%	28 78% NA	236 51%	188 51%	76 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
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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	500 100%	250 100%	250 100%	62 100%	156 100%	116 100%	166 100%	186 100%	127 100%	143 100%	88 100%	257 100%	155 100%	208 100%	220 100%	72 100%	264 100%	236 100%	215 100%	283 100%
Donald Trump	257 51% KG	110 44% B	147 59% EFGA	46 74% FG	90 58% FG	52 45% FG	69 42% FG	124 67% IJA	57 45% IJA	64 45% IJA	32 36% IJA	118 46% IJA	107 69% KLA	107 51% KLA	116 53% KLA	34 47% KLA	149 56% R	108 46% R	132 61% TA	125 44% TA
Hillary Clinton	90 18% M	50 20% M	40 16% M	14 23% M	30 19% M	25 22% M	21 13% M	40 22% LMA	22 17% M	22 15% M	29 33% LMA	55 21% M	6 4% M	36 17% M	39 18% M	15 21% M	47 18% M	43 18% M	45 21% M	45 16% M
Ted Cruz	84 17% K	51 20% C	33 13% C	8 13% C	22 14% C	19 16% C	35 21% C	28 15% C	20 16% C	30 21% C	7 8% C	32 12% C	45 29% KLA	38 18% KLA	32 15% KLA	14 19% KLA	46 17% KLA	38 16% KLA	34 16% KLA	50 18% KLA
Bernie Sanders	56 11% M	29 12% M	27 11% M	7 11% M	14 9% M	19 16% M	16 10% M	17 9% LMA	20 16% M	16 11% M	21 24% LMA	28 11% M	7 5% M	24 12% M	28 13% P	4 6% P	31 12% P	25 11% P	24 11% P	32 11% P
John Kasich	23 5% SMHD	16 6% SMHD	7 3% SMHD	1 2% SMHD	7 4% SMHD	8 7% SMHD	7 4% SMHD	8 4% SMHD	7 6% SMHD	6 4% SMHD	3 3% SMHD	14 5% SMHD	6 4% SMHD	12 6% SMHD	7 3% SMHD	4 6% SMHD	13 5% SMHD	10 4% SMHD	11 5% SMHD	12 4% SMHD
None of these	156 31% SMHD	82 33% SMHD	74 30% SMHD	5 8% SMHD	43 28% D	33 28% D	75 45% DEFA	35 19% H	40 31% H	55 38% H	30 34% M	95 37% M	31 20% M	60 29% M	73 33% M	23 32% M	76 29% M	80 34% M	39 18% M	115 41% SA

ANY (NET)	344 69% TG	168 67% TG	176 70% EFGA	57 92% G	113 72% G	83 72% G	91 55% G	151 81% IJA	87 69% IJA	88 62% IJA	58 66% IJA	162 63% IJA	124 80% KLA	148 71% KLA	147 67% KLA	49 68% KLA	188 71% KLA	156 66% KLA	176 82% TA	168 59% 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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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	500 100%	323 100%	177 100%	159 100%	341 100%	228 100%	272 100%	288 100%	212 100%	136 100%	158 100%	206 100%	36 100%	464 100%	368 100%	132 100%
Donald Trump	257 51%	159 49%	98 55%	80 50%	177 52%	114 50%	143 53%	150 52%	107 50%	81 60%	77 49%	99 48%	22 61%	235 51%	175 48%	82 62%
										L						OA
Hillary Clinton	90 18%	68 21%	22 12%	34 21%	56 16%	30 13%	60 22%	56 19%	34 16%	21 15%	30 19%	39 19%	6 17%	84 18%	73 20%	17 13%
		C					F									
Ted Cruz	84 17%	50 15%	34 19%	18 11%	66 19%	40 18%	44 16%	51 18%	33 16%	22 16%	25 16%	37 18%	6 17%	78 17%	64 17%	20 15%
					D											
Bernie Sanders	56 11%	47 15%	9 5%	17 11%	39 11%	20 9%	36 13%	37 13%	19 9%	13 10%	15 9%	28 14%	4 11%	52 11%	40 11%	16 12%
	C	C														
John Kasich	23 5%	17 5%	6 3%	10 6%	13 4%	10 4%	13 5%	14 5%	9 4%	6 4%	6 4%	11 5%	1 3%	22 5%	17 5%	6 5%
None of these	156 31%	98 30%	58 33%	46 29%	110 32%	78 34%	78 29%	78 27%	78 37%	39 29%	52 33%	65 32%	7 19%	149 32%	125 34%	31 23%
									H							P

ANY (NET)	344 69%	225 70%	119 67%	113 71%	231 68%	150 66%	194 71%	210 73%	134 63%	97 71%	106 67%	141 68%	29 81%	315 68%	243 66%	101 77%
								I								O

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

Methodological Notes:

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

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