

1. When you want to dispose of something that you no longer want such as old furniture or a box of books or children's clothing and toys, how do you typically go about doing that?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
I give it to the Salvation Army / Goodwill / other organization	840	117	90	56	340	179	57	150	259	431	172	667
	81%	85%	85%	83%	85%	71%	73%	70%	82%	84%	81%	81%
		EF	E		EF				G	G		
I give it to a friend / family member who wants it	452	56	38	37	152	129	40	100	135	216	103	349
	43%	41%	35%	55%	38%	51%	52%	47%	43%	42%	48%	42%
				BD		BD	BD					
Yard / garage sale	199	26	24	29	69	34	19	31	56	113	52	148
	19%	19%	22%	42%	17%	13%	24%	15%	18%	22%	24%	18%
				ABDEF			E			G		
I leave it by the curb and hope that someone picks it up	147	10	6	5	68	46	12	38	41	68	33	113
	14%	8%	5%	7%	17%	18%	16%	18%	13%	13%	16%	14%
					ABC	ABC	B					
I sell it online	139	20	17	14	39	39	10	26	33	81	47	92
	13%	15%	16%	20%	10%	15%	13%	12%	10%	16%	22%	11%
				D						H	K	
I drive it to the nearest dumpster	77	9	10	9	27	15	7	17	26	34	13	64
	7%	6%	9%	13%	7%	6%	9%	8%	8%	7%	6%	8%
Other	72	13	8	4	31	12	3	17	21	33	15	57
	7%	10%	7%	7%	8%	5%	4%	8%	7%	7%	7%	7%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

2. Are you currently looking to get rid of household items (like old furniture, books, children's toys, and clothing)?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Yes	267	34	29	29	105	49	21	44	63	160	76	191
	26%	25%	27%	43%	26%	19%	27%	20%	20%	31%	36%	23%
No	572	78	59	29	206	158	42	129	185	258	105	467
	55%	57%	55%	43%	52%	62%	54%	60%	59%	51%	49%	56%
Maybe	202	25	18	10	88	47	14	42	68	93	32	170
	19%	18%	17%	14%	22%	19%	18%	19%	21%	18%	15%	21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

3. Where do you store your unwanted items?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Might get rid of HH items	483	A	B	C	D	E	F	G	H	I	J	K
Weighted	469	59*	47*	39*	192	96*	35**	86*	131	252	108*	361
Basement	233	17	28	27	108	36	18	28	56	149	57	176
	50%	28%	60%	69%	56%	37%	50%	32%	43%	59%	53%	49%
Garage	138	17	24	17	51	18	11	17	35	86	33	105
	29%	29%	52%	43%	26%	19%	31%	20%	27%	34%	31%	29%
Closet	136	16	10	10	52	36	12	24	46	66	32	104
	29%	27%	21%	25%	27%	38%	33%	28%	35%	26%	30%	29%
Bedroom	68	7	4	5	29	17	6	18	21	29	10	59
	15%	12%	9%	12%	15%	18%	17%	21%	16%	11%	9%	16%
Family room / den	24	4	2	0	12	5	1	6	5	13	5	19
	5%	7%	4%	-	6%	5%	4%	7%	4%	5%	4%	5%
Attic	16	4	2	0	6	3	2	2	3	10	3	12
	3%	6%	4%	-	3%	3%	5%	3%	3%	4%	3%	3%
Rented storage locker / unit	13	3	1	0	8	1	0	5	1	6	3	9
	3%	5%	1%	-	4%	1%	-	6%	1%	2%	3%	3%
Anywhere there is space	169	25	17	11	63	34	18	42	52	76	42	127
	36%	43%	36%	29%	33%	36%	52%	49%	40%	30%	39%	35%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

4. How difficult is it for you to get rid of unwanted items?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Very difficult	23	5	1	1	11	4	1	9	6	8	3	20
	2%	4%	1%	2%	3%	2%	1%	4%	2%	2%	1%	2%
Somewhat difficult	232	30	19	23	76	62	22	59	64	109	46	186
	22%	22%	18%	33%	19%	24%	29%	27%	20%	21%	22%	22%
Not very difficult	478	54	55	29	193	108	40	92	144	241	102	376
	46%	39%	51%	43%	48%	43%	52%	43%	46%	47%	48%	45%
Not at all difficult	308	48	32	15	119	80	14	54	102	152	62	246
	30%	35%	30%	22%	30%	31%	18%	25%	32%	30%	29%	30%
		F				F						
Summary												
Top2Box (Very/Somewhat difficult)	255	35	20	24	87	66	23	68	70	117	49	206
	25%	26%	19%	35%	22%	26%	30%	32%	22%	23%	23%	25%
				BD				HI				
Low2Box (Not very/Not at all difficult)	786	102	86	44	311	188	54	147	246	393	164	622
	75%	74%	81%	65%	78%	74%	70%	68%	78%	77%	77%	75%
			C		C			G	G			

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

5. Why do you find it difficult to get rid of unwanted items?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Find it difficult	252	A	B	C	D	E	F	G	H	I	J	K
Weighted	255	35*	20**	24**	87*	66*	23**	68*	70*	117*	49*	206
The item has sentimental value	89	11	8	8	26	27	9	23	26	41	14	75
	35%	30%	43%	35%	30%	40%	40%	34%	36%	35%	28%	37%
I may need it again one day	88	10	5	11	21	36	5	27	25	37	14	75
	35%	29%	27%	45%	24%	55%	22%	39%	35%	32%	28%	36%
I don't have time	69	7	6	6	26	18	7	18	16	35	19	51
	27%	20%	30%	27%	29%	27%	29%	27%	23%	30%	38%	25%
I forget about the item once it is put away	69	8	8	11	19	20	4	17	18	34	16	53
	27%	23%	40%	46%	21%	30%	16%	25%	25%	29%	34%	25%
I don't know how to get rid of it	56	7	3	4	17	18	8	15	20	22	12	45
	22%	19%	16%	16%	19%	28%	33%	22%	28%	19%	24%	22%
I don't know how to recoup the cost of the item	35	1	1	7	9	11	6	14	8	13	8	27
	14%	4%	7%	30%	10%	16%	26%	21%	11%	11%	17%	13%
Other	46	11	6	2	20	3	4	11	14	20	3	43
	18%	30%	30%	10%	23%	4%	18%	16%	20%	18%	6%	21%
		E			E						J	J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

6. What would be your most likely way of getting rid of old electronics, like computer parts, televisions, and video games?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Take it to a special e-waste processing facility	430	65	64	38	165	66	31	79	130	222	71	360
	41%	48%	61%	57%	41%	26%	40%	37%	41%	43%	33%	43%
Donate them to charity		E	ADEF	DE	E	E	E					J
	229	32	13	6	111	53	13	36	71	121	45	183
	22%	23%	13%	9%	28%	21%	17%	17%	22%	24%	21%	22%
Give the items to friends or family members		BC			BC	C						
	143	21	8	4	41	59	11	31	54	58	33	111
	14%	15%	8%	5%	10%	23%	15%	15%	17%	11%	15%	13%
Throw them out with my regular garbage		C				BCD			I			
	76	2	4	7	33	19	10	20	20	36	17	59
	7%	2%	4%	11%	8%	8%	13%	9%	6%	7%	8%	7%
Sell them online		A		A	A	A	AB					
	67	7	8	5	15	23	8	19	14	34	16	51
	6%	5%	8%	7%	4%	9%	11%	9%	4%	7%	8%	6%
Put them by the curb and hope someone picks them up		D				D	D	H				
	55	5	0	1	25	22	2	23	14	18	19	36
	5%	3%	-	2%	6%	9%	3%	11%	5%	3%	9%	4%
Sell them at a garage sale		B		B	B	B		HI			K	
	40	5	8	6	8	11	2	6	13	21	12	29
	4%	4%	7%	9%	2%	4%	3%	3%	4%	4%	5%	3%
		D		D								

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

7. Which of the following factors causes you to hold on to items longer than you want to?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Hassle associated with getting rid of the item	344 33%	47 34%	33 31%	25 37%	137 34%	71 28%	31 40%	70 33%	91 29%	183 36%	67 31%	277 33%
Amount of time that it takes to get rid of large, bulky items	232 22%	34 25%	31 29%	19 28%	85 21%	43 17%	20 26%	41 19%	79 25%	112 22%	51 24%	182 22%
I just don't know how to get rid of it	109 11%	14 10%	8 8%	8 12%	41 10%	27 10%	11 15%	30 14%	35 11%	45 9%	23 11%	86 10%
Cost associated with getting rid of the item	97 9%	16 12%	12 11%	3 4%	43 11%	19 7%	5 7%	21 10%	32 10%	45 9%	21 10%	76 9%
None of the above	497 48%	64 47%	54 51%	28 41%	193 48%	129 51%	30 39%	95 44%	161 51%	241 47%	101 48%	396 48%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

8. What do you think is the total value of the unwanted items lying around your house?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
\$100 or less	320	45	34	21	116	83	22	83	102	135	60	260
	31%	33%	32%	31%	29%	33%	28%	39%	32%	27%	28%	31%
\$101 - \$500	287	43	25	22	110	59	28	I	50	95	57	230
	28%	31%	23%	33%	28%	23%	36%	23%	30%	28%	27%	28%
\$501 - \$1000	118	13	13	9	38	34	E	15	27	77	36	82
	11%	9%	12%	13%	10%	13%	14%	7%	8%	15%	17%	10%
More than \$1,000	80	10	7	5	41	11	6	9	17	53	15	65
	8%	7%	7%	7%	10%	4%	8%	4%	6%	10%	7%	8%
I don't know	236	27	28	11	94	67	E	58	75	103	45	191
	23%	19%	26%	16%	24%	26%	F	27%	24%	20%	21%	23%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

9. Which of the following would increase the chance of you getting rid of your unwanted item(s)?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Ability to easily find someone who needed the item	471 45%	65 47%	52 49%	37 54%	167 42%	113 45%	38 49%	82 38%	140 44%	249 49%	99 47%	372 45%
A free and easy way to do it	428 41%	69 51%	39 37%	30 44%	175 44%	83 33%	32 41%	76 35%	137 43%	215 42%	92 43%	336 41%
Not having to transport the items	384 37%	BE 56 41%	45 43%	26 38%	137 34%	93 37%	27 35%	76 35%	122 38%	187 37%	87 41%	296 36%
Ability to prevent the item from ending up in a dumpster or landfill	335 32%	53 38%	29 27%	22 32%	128 32%	82 32%	22 29%	53 24%	113 36%	170 33%	60 28%	275 33%
Having more time to do it	246 24%	G 36 26%	25 23%	24 36%	98 25%	45 18%	17 22%	30 14%	70 22%	145 28%	69 33%	176 21%
Recouping the cost of the items	218 21%	E 28 21%	22 20%	19 28%	77 19%	51 20%	21 27%	37 17%	74 23%	107 21%	50 23%	169 20%
None of the above	120 12%	HI 12 9%	17 16%	7 11%	49 12%	30 12%	5 6%	40 19%	33 10%	47 9%	22 10%	98 12%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

10. How often does clutter around your house cause arguments with other family members?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Frequently	31	2	2	3	14	7	3	3	10	18	13	19
	3%	2%	2%	5%	3%	3%	3%	1%	3%	4%	6%	2%
Often	117	12	6	13	45	30	11	27	26	65	40	77
	11%	9%	5%	20%	11%	12%	14%	12%	8%	13%	19%	9%
Rarely	464	59	52	36	177	106	34	69	139	257	89	375
	45%	43%	49%	53%	44%	42%	44%	32%	44%	50%	42%	45%
Never	428	65	46	15	162	110	30	116	141	171	71	357
	41%	47%	43%	22%	41%	43%	39%	54%	45%	33%	34%	43%
		C	C		C	C	C	HI	I			J
Summary												
Top2Box (Frequently/Often)	149	14	8	17	59	37	13	30	36	83	53	96
	14%	10%	8%	25%	15%	15%	17%	14%	11%	16%	25%	12%
Low2Box (Rarely/Never)	892	124	98	51	340	217	64	185	280	427	160	732
	86%	90%	92%	75%	85%	85%	83%	86%	89%	84%	75%	88%
		C	C		C							J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

11. When you are getting rid of unwanted household items, like old furniture and children's toys, how likely are you to take the environment into consideration?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Very likely	479	73	47	21	189	119	30	105	152	222	88	392
	46%	53%	44%	32%	47%	47%	38%	49%	48%	44%	41%	47%
		CF		C	C	C						
Somewhat likely	392	41	41	33	140	107	30	74	120	198	89	303
	38%	30%	38%	49%	35%	42%	39%	34%	38%	39%	42%	37%
		AD		A	A	A						
Not very likely	131	18	16	12	55	18	12	26	37	69	28	103
	13%	13%	15%	18%	14%	7%	16%	12%	12%	14%	13%	12%
		E	E	E	E	E	E					
Not at all likely	39	6	2	1	15	10	5	11	7	21	8	31
	4%	5%	2%	1%	4%	4%	6%	5%	2%	4%	4%	4%
Summary												
Top2Box (Very/Somewhat likely)	871	113	88	55	329	226	60	178	272	420	177	694
	84%	83%	83%	81%	82%	89%	78%	83%	86%	82%	83%	84%
				DF								
Low2Box (Not very/Not at all likely)	170	24	18	13	70	28	17	36	44	90	36	134
	16%	17%	17%	19%	18%	11%	22%	17%	14%	18%	17%	16%
				E	E	E	E					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

12. Which room or area in your home would you like to make better use of?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Basement	271	18	31	29	105	69	19	34	80	158	65	206
	26%	13%	29%	43%	26%	27%	25%	16%	25%	31%	31%	25%
			A	ADEF	A	A	A		G	G		
Closets	137	25	7	5	53	40	8	33	41	63	20	117
	13%	18%	6%	7%	13%	16%	11%	15%	13%	12%	9%	14%
		BC			B	B						
Family room / den	122	18	10	6	45	29	14	30	40	52	29	93
	12%	13%	10%	8%	11%	11%	18%	14%	13%	10%	14%	11%
Bedroom	110	12	11	11	33	26	16	25	41	44	20	90
	11%	9%	10%	17%	8%	10%	20%	12%	13%	9%	9%	11%
				D			ADE					
Attic	20	3	2	0	10	2	2	2	3	14	2	17
	2%	2%	2%	-	3%	1%	2%	1%	1%	3%	1%	2%
I don't have a room or area in my home that I would like to make better use of	381	61	45	17	152	88	18	91	112	179	76	305
	37%	45%	43%	25%	38%	35%	23%	42%	35%	35%	36%	37%
		CF	CF		CF							

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

13. A clutter collector - or pack-rat - is someone who has an excessive, unnecessary, or uncontrolled number of items and generally finds it difficult to throw things out. To what extent do you consider yourself to be a clutter collector?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
To a great extent	38	4	1	1	17	8	8	9	12	17	6	32
	4%	3%	1%	1%	4%	3%	10%	4%	4%	3%	3%	4%
							ABCE					
To some extent	262	33	29	15	92	76	18	61	81	120	50	212
	25%	24%	27%	21%	23%	30%	24%	28%	26%	24%	24%	26%
Not very much	349	43	30	34	120	91	31	76	100	173	77	272
	34%	31%	28%	50%	30%	36%	40%	35%	32%	34%	36%	33%
				ABD								
Not at all	381	56	45	17	165	78	20	64	120	196	79	302
	37%	41%	43%	25%	41%	31%	26%	30%	38%	39%	37%	36%
		CF	CEF		CEF					G		
Not at all, but others have told me that I am a clutter collector	11	2	2	1	5	1	0	4	3	4	1	10
	1%	1%	2%	2%	1%	1%	-	2%	1%	1%	1%	1%
Summary												
Top2Box (great/some extent)	300	36	29	16	109	84	26	70	93	137	56	244
	29%	26%	28%	23%	27%	33%	34%	33%	29%	27%	26%	29%
Low3Box (Not much/Not at all)	741	101	77	52	290	170	51	145	223	373	157	584
	71%	74%	72%	77%	73%	67%	66%	67%	71%	73%	74%	71%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

14. Emotionally, when your home is clutter free, how does it make you feel?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Satisfied	691 66%	91 66%	70 66%	44 65%	259 65%	176 69%	51 66%	135 63%	219 69%	337 66%	143 67%	548 66%
Refreshed	365 35%	59 43%	42 40%	27 40%	138 35%	70 27%	29 38%	76 36%	115 36%	174 34%	88 41%	277 33%
Energized	251 24%	E 34 25%	E 21 20%	14 21%	94 24%	68 27%	19 25%	44 20%	81 26%	126 25%	70 33%	181 22%
Renewed	225 22%	35 26%	18 17%	14 21%	97 24%	48 19%	13 16%	39 18%	77 24%	108 21%	58 27%	167 20%
None of the above	84 8%	13 9%	13 12%	7 10%	35 9%	12 5%	5 6%	19 9%	25 8%	39 8%	5 2%	79 10%
			E									J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

15. Which of the following describes how you feel knowing that you have clutter around the house that needs to be cleared out?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Frustrated	330	43	29	22	142	66	29	64	95	171	78	252
	32%	31%	27%	33%	36%	26%	37%	30%	30%	33%	37%	30%
Like I'm always trying to catch up	326	43	41	26	119	72	24	63	109	155	80	246
	31%	32%	39%	38%	30%	28%	31%	29%	34%	30%	38%	30%
Unclean	259	35	26	14	92	73	19	58	92	109	73	185
	25%	25%	24%	21%	23%	29%	25%	27%	29%	21%	34%	22%
Stressed	228	30	25	13	86	55	20	45	67	116	57	171
	22%	22%	24%	20%	21%	21%	26%	21%	21%	23%	27%	21%
Somewhat depressed	173	25	13	8	54	61	13	45	50	79	46	127
	17%	18%	12%	12%	13%	24%	17%	21%	16%	15%	22%	15%
It doesn't bother me	300	45	32	23	121	58	21	65	94	140	42	257
	29%	33%	30%	34%	30%	23%	27%	30%	30%	28%	20%	31%
		E										J

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

16. How often do you engage in spring cleaning?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents	1041	A	B	C	D	E	F	G	H	I	J	K
Weighted	1041	160	114	69	433	189	76	206	322	513	195	846
		137	106	68*	399	254	77*	214	316	510	213	828
Every year	563 54%	74 54%	63 59%	30 44%	219 55%	138 54%	40 51%	120 56%	170 54%	273 54%	120 57%	443 53%
Almost every year	271 26%	30 21%	21 20%	28 42%	100 25%	66 26%	25 33%	50 23%	83 26%	138 27%	59 28%	212 26%
				ABDE								
Rarely	150 14%	22 16%	16 15%	9 14%	60 15%	34 13%	9 11%	32 15%	45 14%	73 14%	24 11%	126 15%
Never	35 3%	8 6%	6 5%	0 -	11 3%	8 3%	2 3%	8 4%	8 3%	19 4%	6 3%	29 4%
		C										
Never, but I really should	22 2%	4 3%	1 1%	0 -	8 2%	8 3%	2 2%	5 3%	10 3%	7 1%	4 2%	18 2%
Summary												
Top2Box (Every year/Almost every year)	834 80%	104 75%	84 79%	58 86%	319 80%	204 80%	65 84%	170 79%	253 80%	411 81%	179 84%	655 79%
Low3Box (Rarely/Never)	207 20%	34 25%	23 21%	9 14%	80 20%	50 20%	12 16%	45 21%	63 20%	99 19%	34 16%	174 21%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

17. Why do you rarely or never engage in spring cleaning?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: Rarely/never engage in spring cleaning	202	37	23	9	85	36	12	46	63	93	31	171
Weighted	207	34*	23**	9**	80*	50*	12**	45*	63*	99*	34**	174
I prefer to clean regularly	88 42%	21 63% DE	14 62%	3 33%	32 40%	14 27%	4 30%	23 51%	22 35%	43 43%	15 44%	73 42%
I keep putting off the task so it never happens	47 23%	7 20%	5 21%	4 46%	18 23%	10 20%	3 22%	7 15%	18 29%	22 22%	4 12%	43 25%
I don't think spring cleaning is necessary	20 10%	2 7%	4 16%	1 7%	6 8%	4 8%	3 27%	3 8%	7 11%	10 10%	0 -	20 12%
I don't have the time for spring cleaning	19 9%	1 1%	0 -	0 -	6 8%	11 23%	1 11%	2 4%	7 11%	11 11%	7 21%	12 7%
Other	9 4%	2 6%	0 -	0 -	3 4%	4 8%	0 -	2 5%	2 4%	4 4%	2 7%	7 4%
Don't know	24 12%	1 2%	0 -	1 14%	14 17% A	7 14%	1 10%	8 18%	6 10%	9 9%	5 15%	19 11%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

18. What does spring cleaning typically involve?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Engage in spring cleaning	839	A	B	C	D	E	F	G	H	I	J	K
Weighted	834	123	91	60	348	153	64	160	259	420	164	675
		104	84*	58*	319	204	65*	170	253	411	179	655
A thorough cleaning	697	84	74	50	266	176	48	135	212	349	156	541
	84%	81%	89%	86%	83%	86%	74%	80%	84%	85%	87%	83%
			F			F						
Clutter control and the disposal of unwanted items	615	85	65	43	235	139	48	114	182	319	137	478
	74%	82%	77%	74%	74%	68%	74%	67%	72%	78%	77%	73%
		E								G		
Outdoor maintenance, gardening	511	64	58	35	208	107	39	69	154	288	109	402
	61%	62%	69%	60%	65%	52%	60%	41%	61%	70%	61%	61%
			E		E				G	GH		
Renovations, upgrades and repairs	238	25	29	16	99	51	17	34	77	126	45	193
	29%	24%	34%	28%	31%	25%	27%	20%	31%	31%	25%	30%
									G	G		
Replacing worn and used furniture and household items.	112	19	11	10	41	24	7	23	26	63	21	91
	13%	18%	13%	17%	13%	12%	10%	13%	10%	15%	12%	14%
Other	25	4	1	1	13	6	1	8	8	9	7	18
	3%	4%	1%	1%	4%	3%	1%	4%	3%	2%	4%	3%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

19_1. (Cleaning and organizing a closet Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Engage in spring cleaning	839	A	B	C	D	E	F	G	H	I	J	K
Weighted	834	123	91	60	348	153	64	160	259	420	164	675
		104	84*	58*	319	204	65*	170	253	411	179	655
0	33	0	3	3	12	7	8	7	13	13	5	28
	4%	-	4%	5%	4%	3%	12%	4%	5%	3%	3%	4%
				A	A		ADE					
1	365	46	43	25	137	86	28	79	114	172	75	290
	44%	44%	51%	42%	43%	42%	44%	47%	45%	42%	42%	44%
2	233	34	22	18	87	56	18	39	72	123	51	182
	28%	32%	26%	30%	27%	27%	27%	23%	28%	30%	28%	28%
3	76	8	5	5	31	26	1	19	15	42	14	62
	9%	8%	6%	8%	10%	13%	2%	11%	6%	10%	8%	10%
						F						
4	49	5	5	3	20	12	4	8	21	19	15	33
	6%	5%	6%	5%	6%	6%	6%	5%	8%	5%	9%	5%
5	33	5	2	3	12	9	1	9	8	16	8	25
	4%	5%	2%	6%	4%	5%	1%	5%	3%	4%	5%	4%
6-10	34	3	2	2	18	7	3	7	9	18	8	26
	4%	3%	2%	3%	6%	3%	5%	4%	3%	4%	4%	4%
11-15	4	2	0	0	1	1	0	0	1	3	1	3
	0	2%	-	-	0	0	-	-	1%	1%	0	1%
		D										
16-20	1	0	1	0	1	0	0	0	1	1	0	1
	0	-	1%	-	0	-	-	-	0	0	-	0
More than 20	5	0	1	0	1	1	2	1	0	4	2	3
	1%	-	2%	-	0	0	3%	0	-	1%	1%	0
							D					
Summary (incl. 0)												
Mean	2.3	2.3	2.6	1.9	2.2	2.3	2.9	2.2	2.1	2.5	2.7	2.2
Std Dev	3.6	2.2	6.1	1.4	2.5	3.1	7.1	2.8	1.9	4.5	5.1	3.1

19_1. (Cleaning and organizing a closet Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Median	2	2	1	2	2	2	1	1	2	2	2	2
Summary (excl. 0)												
Mean	2.4	2.3	2.7	2	2.3	2.4	3.3	2.3	2.2	2.6	2.8	2.3
Std Dev	3.6	2.2	6.1	1.3	2.5	3.1	7.5	2.9	1.9	4.6	5.1	3.1
Median	2	2	1	2	2	2	1	2	2	2	2	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

19_2. (Cleaning and organizing a room in the house (bedroom, basement, garage) Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Engage in spring cleaning	839	A	B	C	D	E	F	G	H	I	J	K
Weighted	834	123	91	60	348	153	64	160	259	420	164	675
		104	84*	58*	319	204	65*	170	253	411	179	655
0	8	1	1	0	6	0	0	2	3	3	2	6
	1%	1%	1%	-	2%	-	-	1%	1%	1%	1%	1%
1	116	18	9	5	42	31	11	29	38	49	23	92
	14%	18%	11%	8%	13%	15%	17%	17%	15%	12%	13%	14%
2	246	26	18	17	103	69	14	54	80	112	53	193
	30%	25%	22%	29%	32%	34%	22%	32%	32%	27%	30%	29%
3	108	12	15	10	41	27	3	26	32	51	19	89
	13%	12%	18%	17%	13%	13%	5%	15%	13%	12%	11%	14%
4	116	17	16	13	38	19	13	21	34	61	36	80
	14%	16%	19%	22%	12%	9%	20%	12%	13%	15%	20%	12%
5	71	10	5	5	20	24	8	12	25	34	11	60
	9%	9%	6%	9%	6%	12%	12%	7%	10%	8%	6%	9%
6-10	122	16	14	7	49	23	13	21	32	69	23	99
	15%	15%	17%	12%	15%	11%	20%	12%	13%	17%	13%	15%
11-15	14	2	1	0	6	6	0	3	2	9	2	12
	2%	2%	1%	-	2%	3%	-	2%	1%	2%	1%	2%
16-20	9	0	2	1	3	3	1	1	1	6	0	9
	1%	-	2%	2%	1%	1%	2%	1%	1%	2%	-	1%
More than 20	24	3	3	1	12	3	2	1	6	17	10	14
	3%	3%	4%	1%	4%	2%	3%	1%	2%	4%	6%	2%
										G	K	
Summary (incl. 0)												
Mean	4.6	4.8	4.9	4.1	4.8	4.1	5.3	3.8	4.2	5.2	5.7	4.3
										G	K	
Std Dev	6.1	7.2	5.5	3.7	6.9	4.3	7.3	4.5	5.6	6.9	9.5	4.8

19_2. (Cleaning and organizing a room in the house (bedroom, basement, garage) Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Median	3	3	3	3	3	3	4	2	3	3	3	3
Summary (excl. 0)												
Mean	4.7	4.8	4.9	4.1	4.9	4.1	5.3	3.8	4.2	5.3	5.8	4.4
Std Dev	6.1	7.2	5.5	3.7	7	4.3	7.3	4.5	5.6	6.9	9.5	4.8
Median	3	3	3	3	3	3	4	3	3	3	3	3

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

19_3. (Getting rid of unwanted items Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Engage in spring cleaning	839	A	B	C	D	E	F	G	H	I	J	K
Weighted	834	123	91	60	348	153	64	160	259	420	164	675
		104	84*	58*	319	204	65*	170	253	411	179	655
0	35	5	4	2	11	13	1	12	14	10	5	30
	4%	5%	4%	3%	3%	6%	2%	7%	5%	2%	3%	5%
1	246	28	20	9	102	73	13	57	86	103	46	199
	29%	27%	24%	16%	32%	36%	19%	34%	34%	25%	26%	30%
2	230	32	28	21	82	47	21	35	63	132	51	179
	28%	31%	33%	35%	26%	23%	33%	21%	25%	32%	28%	27%
3	93	14	11	7	33	21	8	24	29	40	20	73
	11%	14%	13%	12%	10%	10%	12%	14%	12%	10%	11%	11%
4	62	6	6	2	27	14	6	11	21	30	11	51
	7%	6%	7%	4%	9%	7%	10%	6%	8%	7%	6%	8%
5	46	3	6	5	15	13	3	9	8	28	11	35
	6%	3%	7%	9%	5%	6%	5%	6%	3%	7%	6%	5%
6-10	76	9	5	7	33	17	5	11	22	43	23	52
	9%	8%	6%	12%	10%	8%	8%	7%	9%	10%	13%	8%
11-15	9	1	0	1	3	3	0	1	4	4	0	9
	1%	1%	-	1%	1%	2%	-	0	2%	1%	-	1%
16-20	4	2	1	0	1	0	1	1	0	3	1	4
	1%	2%	1%	-	0	-	1%	1%	-	1%	0	1%
More than 20	33	DE	3	4	12	3	7	8	6	19	10	23
	4%	3%	4%	7%	4%	2%	10%	5%	2%	5%	6%	3%
				E			DE					
Summary (incl. 0)												
Mean	4.2	4.4	4	5.7	4	3.2	6.7	4.3	3.6	4.5	4.9	4
				E			DE					
Std Dev	7.5	8.5	6.9	9.5	6.9	5.3	11.9	8.5	6.6	7.6	8.7	7.2

19_3. (Getting rid of unwanted items Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Median	2	2	2	2	2	2	2	2	2	2	2	2
Summary (excl. 0)												
Mean	4.4	4.6	4.2	5.8 E	4.2	3.4	6.8 DE	4.6	3.8	4.6	5.1	4.2
Std Dev	7.6	8.6	7	9.6	7	5.5	12	8.8	6.7	7.7	8.8	7.3
Median	2	2	2	2	2	2	2	2	2	2	2	2

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base

19_4. (Organizing and hosting a garage sale Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: Engage in spring cleaning	839	A	B	C	D	E	F	G	H	I	J	K
Weighted	834	123	91	60	348	153	64	160	259	420	164	675
		104	84*	58*	319	204	65*	170	253	411	179	655
0	457	58	40	25	170	131	33	100	145	212	80	377
	55%	56%	48%	43%	53%	64%	51%	59%	57%	52%	45%	58%
						BCD						J
1	12	1	0	0	8	3	1	5	3	5	5	7
	1%	1%	-	-	2%	1%	1%	3%	1%	1%	3%	1%
2	28	2	2	1	10	10	3	9	7	12	14	13
	3%	2%	2%	1%	3%	5%	5%	5%	3%	3%	8%	2%
											K	
3	22	4	0	3	10	6	0	6	6	10	6	16
	3%	4%	-	5%	3%	3%	-	3%	2%	2%	3%	3%
4	39	6	3	5	14	7	4	8	16	15	12	27
	5%	6%	4%	8%	4%	4%	6%	5%	6%	4%	7%	4%
5	29	4	2	5	9	6	3	3	11	15	9	19
	3%	4%	2%	8%	3%	3%	4%	2%	4%	4%	5%	3%
6-10	126	11	20	9	54	18	13	18	43	65	24	101
	15%	11%	24%	16%	17%	9%	21%	11%	17%	16%	14%	16%
			AE		E		E					
11-15	35	6	3	2	13	9	1	8	8	19	7	28
	4%	6%	3%	4%	4%	5%	1%	5%	3%	5%	4%	4%
16-20	28	1	2	2	13	8	2	2	4	21	7	20
	3%	1%	2%	3%	4%	4%	4%	1%	2%	5%	4%	3%
										H		
More than 20	59	10	13	7	19	6	5	11	11	37	15	45
	7%	9%	15%	13%	6%	3%	8%	6%	4%	9%	8%	7%
		E	DE	E						H		
Summary (incl. 0)												
Mean	5.5	6.3	8.8	7.3	5.3	3.4	6	4.5	4.5	6.6	6.2	5.3
		E	DE	E	E		E			H		
Std Dev	10.4	12.1	13.9	11	9.9	7.2	11	9.8	9	11.2	11	10.2

19_4. (Organizing and hosting a garage sale Hours) When it comes to spring cleaning, how long does it typically take you to complete each of the following tasks?

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Median	0	0	2	4	0	0	0	0	0	0	2	0
Summary (excl. 0)												
Mean	12.2	14.1	16.9 DE	12.8	11.4	9.5	12.3	11.1	10.5	13.6 H	11.2	12.6
Std Dev	12.5	14.9	15.3	11.8	11.9	9.3	13.1	12.7	11.3	12.9	12.7	12.4
Median	8	8	10	8	8	6	8	6	7	9	6	8

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base