Canadian Online Omni March 28-April 4, 2011

Kijiji 1

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1. How much clutter would you say you have?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
I don't have any clutter	295	164	130	57	130	108	34	135	81	45
	29%	33%	25%	20%	32%	32%	29%	34%	24%	24%
		B			C	C		HI		
My home is moderately cluttered	513	222	291	163	188	162	55	197	176	85
	50%	45%	55%	57%	46%	49%	47%	50%	52%	46%
			A	D						
Maybe one or two rooms are out of control	155	81	73	47	63	45	22	44	50	40
	15%	16%	14%	16%	15%	14%	19%	11%	15%	21%
										G
My whole home is definitely cluttered	55	27	28	16	25	14	5	11	27	13
	5%	5%	5%	6%	6%	4%	4%	3%	8%	7%
									G	G
My clutter is out of control	12	4	9	5	4	4	1	5	3	3
	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%

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

2. What makes up most of your clutter?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have clutter	730	385	345	208	280	242	64	190	353	123
Weighted	735	334	401	231	279	226	83*	256	255	141
Clothes	69	37	32	36	25	8	7	19	28	15
	9%	11%	8%	15%	9%	3%	8%	8%	11%	11%
				DE	E					
Work/office supplies	63	39	23	21	28	15	2	24	19	17
	9%	12%	6%	9%	10%	6%	3%	9%	8%	12%
		B								F
Hobby supplies	41	16	25	16	9	16	5	16	11	9
	6%	5%	6%	7%	3%	7%	6%	6%	4%	6%
Collectibles	38	21	16	5	17	16	8	16	9	4
	5%	6%	4%	2%	6%	7%	9%	6%	4%	3%
					C	C				
Books	26	10	16	12	6	9	2	8	10	6
	4%	3%	4%	5%	2%	4%	3%	3%	4%	5%
Music (cd's, albums)	5	2	3	0	2	3	0	2	2	1
	1%	1%	1%	-	1%	1%	-	1%	1%	1%
A little bit of everything	493	208	285	142	192	160	59	170	176	89
	67%	62%	71%	62%	69%	71%	72%	66%	69%	63%
			A							

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

3. Where do you store your unwanted items?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Basement	461	207	254	119	177	165	55	181	148	77
	45%	42%	48%	42%	43%	49%	47%	46%	44%	42%
Closet	391	185	207	156	142	94	32	147	136	77
	38%	37%	39%	54%	35%	28%	27%	38%	40%	41%
				DE					F	F
Garage	262	139	123	67	101	94	38	93	82	50
	25%	28%	23%	23%	25%	28%	32%	24%	24%	27%
Bedroom	143	62	81	60	54	29	19	46	51	27
	14%	13%	15%	21%	13%	9%	16%	12%	15%	15%
				DE						
Family room / den	58	26	32	20	22	17	6	11	25	16
	6%	5%	6%	7%	5%	5%	5%	3%	7%	9%
									G	G
Attic	44	23	20	9	26	9	5	10	20	9
	4%	5%	4%	3%	6%	3%	4%	3%	6%	5%
					E				G	
Rented storage locker / unit	32	19	13	10	11	11	1	10	10	11
	3%	4%	3%	3%	3%	3%	1%	2%	3%	6%
Anywhere there is space	292	134	158	80	124	88	40	105	94	54
	28%	27%	30%	28%	30%	26%	34%	27%	28%	29%

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

4. Which of the following rooms in your home would you say is the most cluttered?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Basement	357	169	189	77	138	142	41	152	113	51
	35%	34%	35%	27%	34%	43%	35%	39%	34%	28%
						CD		I		
Bedroom	263	125	138	108	101	54	33	88	84	58
	25%	25%	26%	38%	25%	16%	28%	23%	25%	31%
				DE	E					
Office	162	96	67	35	63	64	17	53	60	32
	16%	19%	13%	12%	15%	19%	15%	13%	18%	17%
		B				C				
Family room / den	142	67	76	39	57	46	7	57	46	31
	14%	13%	14%	14%	14%	14%	6%	15%	14%	17%
								F	F	F
Kitchen	67	23	44	22	30	15	9	27	20	11
	6%	5%	8%	8%	7%	5%	7%	7%	6%	6%
			A							
Attic	26	15	11	3	17	7	7	6	11	2
	3%	3%	2%	1%	4%	2%	6%	2%	3%	1%
					C		GI			
Bathroom	13	5	8	3	4	6	3	8	2	1
	1%	1%	1%	1%	1%	2%	2%	2%	1%	0

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

5. How emotionally attached are you to your items?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Very emotionally attached	96	40	56	25	38	33	15	32	32	18
	9%	8%	11%	9%	9%	10%	13%	8%	9%	9%
Somewhat emotionally attached	480	224	256	150	175	155	49	160	167	103
	47%	45%	48%	52%	43%	46%	42%	41%	50%	55%
				D					G	G
Not very emotionally attached	374	191	183	86	162	126	46	159	117	52
	36%	38%	34%	30%	40%	38%	39%	41%	35%	28%
					C			I		
Not at all emotionally attached	79	43	37	26	33	20	6	39	20	14
	8%	9%	7%	9%	8%	6%	6%	10%	6%	8%
								H		
Summary										
Top2Box (Very/ Somewhat attached)	577	265	312	175	214	188	64	192	199	121
	56%	53%	59%	61%	52%	56%	55%	49%	59%	65%
				D					G	G
Low2Box (Not very/ Not at all attached)	453	234	220	112	195	146	53	198	137	66
	44%	47%	41%	39%	48%	44%	45%	51%	41%	35%
				C				HI		

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

6. How do you get rid of items when you declutter?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Donate them to charity	782	345	438	208	305	269	79	299	260	144
	76%	69%	82%	72%	75%	81%	68%	77%	77%	77%
			A			C				
Give the items to friends or family members	497	222	275	158	198	141	42	186	186	83
	48%	45%	52%	55%	48%	42%	36%	48%	55%	44%
			A	E					FGI	
Throw them out with my regular garbage	432	230	202	167	160	106	45	143	152	92
	42%	46%	38%	58%	39%	32%	38%	37%	45%	49%
		B		DE	E				G	G
Sell them at a garage sale	261	134	127	71	102	88	28	103	83	47
	25%	27%	24%	25%	25%	26%	24%	26%	25%	25%
Put them by the curb and hope someone picks them up	213	122	91	57	90	66	19	68	81	46
	21%	25%	17%	20%	22%	20%	16%	17%	24%	25%
		B							G	
Sell them online	184	103	81	76	71	37	17	55	69	43
	18%	21%	15%	26%	17%	11%	14%	14%	21%	23%
		B		DE	E				G	G
None of the above	23	19	4	9	6	9	3	8	8	5
	2%	4%	1%	3%	1%	3%	2%	2%	2%	3%
		B								

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

7. Which resource(s) do you use to sell your items online?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Sell items online	188	117	71	71	76	41	14	42	95	37
Weighted	184	103	81*	76*	71*	37*	17**	55*	69*	43*
Kijiji	137	75	62	60	48	29	13	41	51	32
	74%	73%	76%	79%	67%	78%	79%	75%	73%	73%
eBay	47	33	14	22	19	5	3	10	18	16
	25%	32%	17%	29%	27%	15%	15%	18%	26%	37%
		B								
Craigslist	46	28	18	21	17	8	2	12	18	14
	25%	28%	22%	27%	24%	22%	12%	22%	26%	32%
Les Pacs	7	4	3	3	3	1	0	6	1	0
	4%	4%	4%	4%	5%	2%	-	11%	2%	-
								H		
Other	28	14	13	8	12	7	6	8	11	3
	15%	14%	16%	11%	17%	20%	33%	15%	16%	6%

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

8. How much money do you think you made in 2010 by selling items online?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Sell items online	188	117	71	71	76	41	14	42	95	37
Weighted	184	103	81*	76*	71*	37*	17**	55*	69*	43*
$0	27	17	10	11	13	4	9	2	12	5
	15%	17%	12%	14%	18%	10%	51%	4%	17%	12%
									G	
$1 -$100	68	31	37	35	17	16	3	22	26	16
	37%	30%	46%	46%	24%	42%	20%	40%	38%	38%
			A	D						
$101 -$200	23	13	10	9	10	4	0	7	12	5
	13%	13%	12%	12%	13%	12%	-	12%	17%	11%
$201 -$300	19	11	8	6	7	7	1	8	6	4
	10%	10%	10%	7%	10%	18%	6%	15%	8%	10%
$301 -$400	4	2	2	2	3	0	0	0	3	1
	2%	2%	3%	2%	4%	-	-	-	4%	3%
$401 -$500	19	11	8	9	9	2	3	5	7	5
	10%	11%	10%	11%	12%	5%	15%	9%	10%	11%
$501 -$1000	8	6	2	4	4	1	0	2	3	2
	4%	6%	3%	5%	5%	2%	-	5%	5%	5%
$1001 -$2000	8	8	0	2	3	3	0	4	1	3
	4%	8%	-	2%	4%	8%	-	7%	1%	7%
		B								
$2001 -$5000	7	3	3	0	6	1	1	4	1	1
	4%	3%	4%	-	9%	2%	8%	6%	1%	3%
					C					
$5001 -$10000	1	1	0	0	0	1	0	1	0	0
	1%	1%	-	-	-	3%	-	2%	-	-
Summary										
Mean	421.2	530.3	283.6	221.8	576.3	532.3	360.8	683.2	221.4	435
					C			H		
Std. Dev.	940.64	1142.12	574.67	344.41	1035.96	1416.05	837.49	1433.57	334.47	792.84
Std. Err.	68.6	105.59	68.2	40.87	118.83	221.15	223.83	221.2	34.32	130.34
Median	100	150	100	100	200	100	0	200	100	100

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

9. Have you thrown away something that you could have sold?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Yes	408	201	207	113	158	137	34	153	142	78
	40%	40%	39%	39%	39%	41%	29%	39%	42%	42%
									F	F
No	321	148	173	90	136	95	45	132	92	51
	31%	30%	32%	31%	33%	28%	39%	34%	27%	27%
								H		
Maybe	301	149	152	85	114	102	38	105	101	57
	29%	30%	29%	29%	28%	31%	32%	27%	30%	31%

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

10. How often do you   Kijiji' your unwanted items?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Used Kijiji to sell items online	137	83	54	56	50	31	11	31	68	27
Weighted	137	75*	62*	60*	48*	29**	13**	41**	51*	32**
Never	6	3	2	2	1	2	1	0	5	0
	4%	4%	4%	4%	3%	6%	7%	-	9%	-
At least every couple months	53	32	21	26	17	10	8	12	22	12
	39%	43%	34%	43%	36%	34%	57%	29%	42%	39%
Seasonally	58	28	31	25	18	15	3	23	17	16
	43%	37%	50%	42%	39%	50%	20%	56%	33%	50%
Monthly	15	7	8	6	7	2	2	2	8	3
	11%	9%	12%	10%	14%	6%	17%	5%	15%	8%
At least weekly	5	5	0	0	4	1	0	4	0	1
	4%	7%	-	-	8%	4%	-	10%	-	3%
					C					

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

11. Would you consider yourself to be a savvy Kijiji-er?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Used Kijiji to sell items online	137	83	54	56	50	31	11	31	68	27
Weighted	137	75*	62*	60*	48*	29**	13**	41**	51*	32**
Yes	68	39	29	36	19	12	7	18	21	21
	49%	52%	46%	61%	41%	41%	56%	44%	42%	65%
No	69	36	33	23	28	17	6	23	29	11
	51%	48%	54%	39%	59%	59%	44%	56%	58%	35%

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

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Hassle associated with getting rid of the item	456	225	231	136	170	150	28	162	156	110
	44%	45%	43%	47%	42%	45%	24%	42%	47%	59%
								F	F	FGH
Amount of time that it takes to get rid of large, bulky items	279	139	140	91	120	68	21	90	92	75
	27%	28%	26%	32%	29%	20%	18%	23%	27%	40%
				E	E					FGH
I just don't know how to get rid of it	171	82	89	64	61	46	17	61	59	33
	17%	16%	17%	22%	15%	14%	15%	16%	18%	18%
				DE						
Cost associated with getting rid of the item	146	75	72	55	56	36	23	42	49	31
	14%	15%	13%	19%	14%	11%	20%	11%	15%	17%
				E			G			
None of the above	350	163	188	79	150	121	56	145	110	40
	34%	33%	35%	28%	37%	36%	48%	37%	33%	22%
					C	C	HI	I	I	

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

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Ability to easily find someone who needed the item	553	272	280	154	198	200	49	208	176	119
	54%	55%	53%	54%	48%	60%	42%	53%	53%	64%
						D				FGH
A free and easy way to do it	479	249	230	140	188	152	42	171	166	100
	47%	50%	43%	49%	46%	45%	36%	44%	50%	54%
		B							F	FG
Not having to transport the items	362	168	194	111	138	113	19	149	115	78
	35%	34%	37%	39%	34%	34%	16%	38%	34%	42%
								F	F	F
Ability to prevent the item from ending up in a dumpster or landfill	335	166	170	101	131	104	23	135	113	63
	33%	33%	32%	35%	32%	31%	20%	35%	34%	34%
								F	F	F
Recouping the cost of the items	327	167	159	122	131	74	38	100	96	93
	32%	34%	30%	43%	32%	22%	32%	26%	29%	50%
				DE	E					FGH
Having more time to do it	313	121	193	115	141	58	27	110	110	67
	30%	24%	36%	40%	34%	17%	23%	28%	33%	36%
			A	E	E					F
Other	76	36	40	22	26	28	14	26	26	11
	7%	7%	8%	8%	6%	8%	12%	7%	8%	6%

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

14. How often does clutter around your house cause arguments with other family members or friends?

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Frequently	20	10	10	6	6	8	3	9	7	1
	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%
Often	105	43	62	43	41	22	9	38	33	25
	10%	9%	12%	15%	10%	7%	8%	10%	10%	13%
				E						
Rarely	468	227	241	159	170	139	53	174	145	96
	45%	46%	45%	55%	42%	42%	46%	44%	43%	52%
				DE						
Never	437	218	219	80	193	164	52	170	151	64
	42%	44%	41%	28%	47%	49%	44%	44%	45%	34%
					C	C			I	
Summary										
Top2Box (Frequently/ Often)	125	54	71	48	46	30	12	47	40	26
	12%	11%	13%	17%	11%	9%	10%	12%	12%	14%
				E						
Low2Box (Rarely/ Never)	905	445	460	239	362	303	105	344	296	160
	88%	89%	87%	83%	89%	91%	90%	88%	88%	86%
						C				

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

15. How often do you engage in spring cleaning?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1030	569	461	261	407	362	92	297	475	166
Weighted	1030	498	532	287	409	334	117*	391	336	186
Every year	497	232	265	128	204	165	68	213	149	67
	48%	47%	50%	44%	50%	50%	58%	54%	45%	36%
							HI	HI		
Almost every year	308	143	165	82	125	100	30	107	108	63
	30%	29%	31%	29%	31%	30%	26%	27%	32%	34%
Rarely	173	91	82	55	61	57	15	54	63	41
	17%	18%	15%	19%	15%	17%	13%	14%	19%	22%
										G
Never	30	19	12	12	12	7	3	10	8	10
	3%	4%	2%	4%	3%	2%	2%	2%	2%	5%
Never, but I really should	22	13	9	11	6	5	1	8	8	6
	2%	3%	2%	4%	2%	1%	1%	2%	2%	3%

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