



Canadian Online Omni March 28-April 4, 2011

Kijiji 2

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1. How much clutter would you say you have?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
I don't have any clutter	295	27	15	18	93	122	20	71	95	128	51	243	148	147
	29%	20%	15%	26%	24%	48%	26%	28%	29%	29%	23%	30%	26%	32%
My home is moderately cluttered						ABCD								L
	513	84	61	37	204	93	34	134	161	218	115	398	301	212
	50%	62%	58%	55%	52%	37%	45%	52%	49%	49%	52%	49%	52%	47%
Maybe one or two rooms are out of control		EF	E	E	E									
	155	16	19	10	61	29	18	31	51	73	37	118	92	63
	15%	12%	18%	16%	16%	12%	24%	12%	16%	16%	17%	15%	16%	14%
My whole home is definitely cluttered						AE								
	55	8	7	1	31	6	2	14	13	28	14	41	29	26
	5%	6%	7%	1%	8%	2%	2%	6%	4%	6%	7%	5%	5%	6%
My clutter is out of control			E	E	E									
	12	1	2	1	5	1	2	6	5	2	3	9	7	5
	1%	1%	2%	2%	1%	1%	3%	2%	1%	0	1%	1%	1%	1%
								I						

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

2. What makes up most of your clutter?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Have clutter	730	122	86	39	264	145	74	181	226	323	151	579	430	300
Weighted	735	109	90*	49*	302	130	57*	185	230	321	170	565	429	307
Clothes	69	4	9	7	23	20	6	16	25	27	23	46	42	26
	9%	4%	10%	14%	7%	16%	11%	9%	11%	9%	14%	8%	10%	9%
Work/office supplies				A		AD					K			
	63	10	8	2	20	19	4	12	16	35	13	50	32	30
	9%	9%	8%	5%	7%	15%	7%	6%	7%	11%	8%	9%	8%	10%
Hobby supplies						D								
	41	4	1	1	15	16	3	12	9	19	10	31	22	19
	6%	4%	2%	2%	5%	12%	6%	7%	4%	6%	6%	6%	5%	6%
Collectibles						ABD								
	38	2	6	2	22	4	2	11	13	13	2	36	24	13
	5%	2%	7%	3%	7%	3%	4%	6%	6%	4%	1%	6%	6%	4%
Books					A							J		
	26	4	4	0	12	4	3	5	10	11	3	23	22	5
	4%	4%	4%	-	4%	3%	6%	3%	4%	3%	2%	4%	5%	2%
Music (cd's, albums)													M	
	5	1	0	0	2	1	1	4	1	0	1	4	4	2
	1%	1%	-	-	1%	1%	2%	2%	1%	-	1%	1%	1%	1%
A little bit of everything						I								
	493	84	61	37	209	65	37	124	155	215	117	376	282	212
	67%	77%	68%	76%	69%	50%	65%	67%	67%	67%	69%	67%	66%	69%
		E	E	E	E									

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

3. Where do you store your unwanted items?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Basement	461	44	50	25	204	103	35	86	137	238	116	345	270	192
	45%	33%	47%	38%	52%	41%	45%	34%	42%	53%	53%	43%	47%	42%
Closet			A		AE				G	GH	K			
	391	51	36	24	170	80	31	105	122	164	82	309	221	171
	38%	37%	34%	37%	43%	32%	41%	41%	38%	37%	37%	38%	38%	38%
Garage					E									
	262	34	31	18	103	57	19	45	64	154	65	198	142	120
	25%	25%	29%	27%	26%	23%	26%	17%	20%	34%	29%	24%	25%	26%
Bedroom										GH				
	143	18	18	11	63	13	20	34	46	64	32	111	82	61
	14%	13%	18%	16%	16%	5%	26%	13%	14%	14%	14%	14%	14%	14%
Family room / den			E	E	E		ADE							
	58	10	11	5	23	5	5	15	17	26	14	44	41	17
	6%	7%	11%	8%	6%	2%	6%	6%	5%	6%	6%	5%	7%	4%
Attic			E	E	E								M	
	44	5	2	4	14	12	6	6	14	23	13	31	29	15
	4%	4%	2%	6%	4%	5%	8%	3%	4%	5%	6%	4%	5%	3%
Rented storage locker / unit														
	32	7	1	3	16	3	2	6	9	18	1	31	17	15
	3%	5%	1%	5%	4%	1%	2%	2%	3%	4%	0	4%	3%	3%
Anywhere there is space												J		
	292	43	35	12	109	67	25	88	100	104	59	233	190	102
	28%	32%	33%	19%	28%	27%	33%	34%	31%	23%	27%	29%	33%	22%
								I	I				M	

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Basement	357	36	38	19	153	85	26	59	100	198	94	263	190	167
	35%	27%	36%	28%	39%	34%	34%	23%	31%	44%	43%	32%	33%	37%
Bedroom					A					GH	K			
	263	31	27	20	111	49	24	89	97	76	49	213	157	105
	25%	23%	25%	30%	28%	20%	32%	35%	30%	17%	22%	26%	27%	23%
					E		E	I	I					
Office	162	33	11	13	45	52	8	34	49	79	26	136	91	72
	16%	24%	10%	19%	11%	21%	11%	13%	15%	18%	12%	17%	16%	16%
		BDF				BDF								
Family room / den	142	23	11	5	58	34	11	42	46	55	26	116	84	58
	14%	17%	11%	7%	15%	13%	15%	16%	14%	12%	12%	14%	15%	13%
Kitchen	67	6	14	5	20	19	3	19	22	25	17	49	38	29
	6%	5%	13%	7%	5%	8%	3%	8%	7%	6%	8%	6%	7%	6%
			ADF											
Attic	26	2	1	5	6	9	3	7	7	13	7	19	10	16
	3%	2%	1%	8%	1%	3%	4%	3%	2%	3%	3%	2%	2%	4%
				AD										
Bathroom	13	4	3	0	2	3	1	6	4	3	0	13	8	5
	1%	3%	3%	-	1%	1%	1%	2%	1%	1%	-	2%	1%	1%
		D												

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

5. How emotionally attached are you to your items?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Very emotionally attached	96	7	3	5	31	43	7	37	25	34	14	83	96	0
	9%	5%	3%	7%	8%	17%	10%	14%	8%	8%	6%	10%	17%	-
Somewhat emotionally attached						ABD	B	HI					M	
	480	67	53	24	187	117	33	105	161	215	98	382	480	0
	47%	50%	50%	36%	47%	47%	43%	41%	50%	48%	44%	47%	83%	-
Not very emotionally attached													M	
	374	55	42	28	142	75	31	93	110	172	83	291	0	374
	36%	40%	40%	42%	36%	30%	41%	36%	34%	38%	37%	36%	-	82%
Not at all emotionally attached		E												L
	79	7	7	10	34	15	5	22	29	28	27	53	0	79
	8%	5%	7%	15%	9%	6%	7%	9%	9%	6%	12%	7%	-	18%
Summary				AE							K			L
	577	74	56	29	218	160	40	142	186	249	112	465	577	0
	56%	54%	53%	43%	55%	64%	52%	55%	57%	55%	51%	57%	100%	-
Top2Box (Very/ Somewhat attached)						CD							M	
	453	62	50	38	176	91	36	115	139	200	109	344	0	453
	44%	46%	47%	57%	45%	36%	48%	45%	43%	45%	49%	43%	-	100%
Low2Box (Not very/ Not at all attached)				E	E									L

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Donate them to charity	782	100	81	52	316	180	53	173	255	354	169	613	439	343
	76%	73%	77%	78%	80%	72%	70%	68%	79%	79%	77%	76%	76%	76%
Give the items to friends or family members					EF				G	G				
	497	58	50	25	212	109	44	104	168	225	112	385	293	204
	48%	43%	47%	38%	54%	43%	57%	41%	52%	50%	51%	48%	51%	45%
Throw them out with my regular garbage					ACE		ACE		G	G				
	432	58	42	30	179	79	44	98	138	197	89	343	222	210
	42%	43%	40%	45%	45%	32%	57%	38%	42%	44%	40%	42%	39%	46%
Sell them at a garage sale		E			E		ABDE							L
	261	31	23	13	131	46	17	48	77	136	67	194	140	121
	25%	22%	22%	19%	33%	18%	22%	19%	24%	30%	30%	24%	24%	27%
Put them by the curb and hope someone picks them up					ABEF					GH				
	213	16	12	7	107	51	20	38	71	104	47	167	122	91
	21%	12%	12%	10%	27%	20%	26%	15%	22%	23%	21%	21%	21%	20%
Sell them online					ABC	A	ABC		G	G				
	184	26	21	11	78	34	15	40	57	88	45	139	106	79
	18%	19%	20%	16%	20%	13%	20%	15%	17%	20%	20%	17%	18%	17%
None of the above					E									
	23	4	4	3	7	5	1	12	6	5	2	21	14	9
	2%	3%	4%	4%	2%	2%	1%	5%	2%	1%	1%	3%	2%	2%
								HI						

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Sell items online	188	29	21	9	70	38	21	41	57	90	42	146	107	81
Weighted	184	26**	21**	11**	78*	34*	15**	40*	57*	88*	45*	139	106*	79*
Kijiji	137	4	19	10	63	25	15	30	44	63	35	102	76	60
	74%	17%	90%	89%	82%	75%	100%	76%	78%	71%	77%	74%	72%	77%
eBay	47	6	5	2	27	4	3	4	14	29	10	36	27	20
	25%	23%	23%	22%	35%	12%	18%	10%	24%	33%	23%	26%	26%	25%
Craigslist	46	19	2	0	21	3	1	11	13	22	5	41	28	18
	25%	75%	8%	-	27%	8%	6%	27%	23%	25%	10%	30%	27%	23%
Les Pacs	7	0	0	0	0	7	0	0	3	4	2	5	4	3
	4%	-	-	-	-	21%	-	-	6%	4%	6%	3%	3%	4%
Other	28	6	0	2	13	3	3	8	12	8	7	21	18	10
	15%	25%	-	22%	16%	10%	18%	19%	21%	9%	15%	15%	17%	12%
									I					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Sell items online	188	29	21	9	70	38	21	41	57	90	42	146	107	81
Weighted	184	26**	21**	11**	78*	34*	15**	40*	57*	88*	45*	139	106*	79*
\$0	27	3	1	0	11	8	4	12	7	9	10	18	16	12
	15%	10%	7%	-	14%	25%	28%	29%	12%	11%	21%	13%	15%	15%
\$1-\$100								HI						
	68	8	4	6	35	11	4	16	18	34	16	51	42	26
	37%	32%	19%	57%	45%	32%	23%	39%	31%	39%	36%	37%	40%	33%
\$101-\$200	23	5	3	3	7	4	2	2	7	14	3	20	13	11
	13%	20%	15%	24%	8%	12%	11%	6%	13%	16%	8%	14%	12%	13%
\$201-\$300	19	1	2	1	8	5	1	2	7	10	6	13	10	9
	10%	5%	9%	10%	11%	14%	9%	6%	12%	12%	13%	9%	10%	11%
\$301-\$400	4	1	0	0	3	0	0	1	2	2	1	4	3	1
	2%	5%	-	-	4%	-	-	1%	3%	2%	1%	3%	3%	2%
\$401-\$500	19	1	6	1	9	1	1	3	6	10	6	13	14	5
	10%	5%	31%	9%	12%	2%	5%	8%	11%	11%	14%	9%	13%	7%
\$501-\$1000	8	1	1	0	3	1	2	0	6	2	1	7	5	3
	4%	6%	3%	-	3%	4%	12%	-	10%	3%	2%	5%	5%	4%
\$1001-\$2000	8	1	3	0	1	1	2	1	5	2	1	7	2	6
	4%	2%	16%	-	1%	3%	12%	2%	9%	2%	2%	5%	2%	8%
\$2001-\$5000	7	3	0	0	1	3	0	2	0	4	1	6	2	5
	4%	11%	-	-	1%	8%	-	6%	-	5%	3%	4%	2%	6%
\$5001-\$10000	1	1	0	0	0	0	0	1	0	0	0	1	0	1
	1%	4%	-	-	-	-	-	2%	-	-	-	1%	-	1%
Summary														
Mean	421.2	840.5	572.2	166.8	260.5	478.9	376	566.8	380.1	381.9	299.2	460.8	310.2	570.5
Std. Dev.	940.64	1795.03	675.56	128.38	542.14	1085.85	498.38	1594.1	496.94	749.75	654.78	1015.06	659.72	1209.53
Std. Err.	68.6	333.33	147.42	42.79	64.8	176.15	108.75	248.96	65.82	79.03	101.03	84.01	63.78	134.39
Median	100	200	500	100	100	100	100	50	200	110	100	110	100	150

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Yes	408	57	51	26	166	78	31	82	138	189	76	333	211	197
	40%	42%	48%	39%	42%	31%	40%	32%	42%	42%	34%	41%	37%	43%
No		E	E		E				G	G				L
	321	32	27	16	105	116	25	95	101	124	75	246	187	134
	31%	23%	26%	24%	27%	46%	33%	37%	31%	28%	34%	30%	32%	30%
Maybe						ABCDF		I						
	301	48	27	25	123	57	20	79	86	136	70	231	179	123
	29%	35%	26%	37%	31%	23%	27%	31%	27%	30%	32%	29%	31%	27%
		E		E	E									

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Used Kijiji to sell items online	137	5	18	8	56	29	21	30	44	63	31	106	75	62
Weighted	137	4**	19**	10**	63*	25**	15**	30**	44*	63*	35**	102*	76*	60*
Never	6	0	1	0	3	1	1	0	1	5	3	2	4	1
	4%	-	4%	-	5%	3%	6%	-	2%	8%	9%	2%	5%	2%
At least every couple months	53	2	7	6	23	10	5	14	16	22	11	42	30	23
	39%	52%	40%	57%	37%	39%	32%	48%	37%	36%	33%	41%	40%	38%
Seasonally	58	1	7	4	32	9	6	10	17	31	14	44	35	23
	43%	27%	37%	43%	50%	35%	36%	34%	38%	50%	41%	43%	46%	38%
Monthly	15	1	2	0	5	3	3	4	7	3	2	13	5	10
	11%	21%	13%	-	8%	12%	20%	14%	16%	5%	5%	13%	6%	16%
At least weekly	5	0	1	0	0	3	1	1	3	1	4	1	2	3
	4%	-	6%	-	-	12%	6%	4%	7%	1%	12%	1%	3%	5%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: Used Kijiji to sell items online	137	5	18	8	56	29	21	30	44	63	31	106	75	62
Weighted	137	4**	19**	10**	63*	25**	15**	30**	44*	63*	35**	102*	76*	60*
Yes	68	1	14	6	30	10	8	14	25	28	22	46	39	29
	49%	13%	74%	61%	47%	40%	50%	48%	57%	45%	64%	45%	51%	48%
No	69	4	5	4	34	15	8	16	19	34	13	57	37	32
	51%	87%	26%	39%	53%	60%	50%	52%	43%	55%	36%	55%	49%	52%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Hassle associated with getting rid of the item	456	80	49	33	187	72	36	96	144	216	85	371	256	200
	44%	58%	47%	49%	47%	29%	47%	38%	44%	48%	38%	46%	44%	44%
		DE	E	E	E		E			G				
Amount of time that it takes to get rid of large, bulky items	279	49	29	16	109	61	15	57	94	128	55	224	156	123
	27%	36%	28%	24%	28%	24%	20%	22%	29%	28%	25%	28%	27%	27%
		EF												
I just don't know how to get rid of it	171	21	11	9	76	35	17	40	61	69	33	138	112	58
	17%	16%	11%	13%	19%	14%	22%	16%	19%	15%	15%	17%	20%	13%
							B						M	
Cost associated with getting rid of the item	146	26	18	2	63	28	10	39	51	57	27	119	91	55
	14%	19%	17%	3%	16%	11%	13%	15%	16%	13%	12%	15%	16%	12%
		CE	C		C		C							
None of the above	350	30	38	24	131	105	22	96	104	150	73	278	191	160
	34%	22%	36%	36%	33%	42%	29%	38%	32%	33%	33%	34%	33%	35%
			A		A	ADF								

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Ability to easily find someone who needed the item	553	84	59	33	215	120	42	127	174	252	96	456	326	227
	54%	62%	56%	50%	54%	48%	54%	50%	53%	56%	43%	56%	56%	50%
		E										J		
A free and easy way to do it	479	78	53	23	198	91	36	118	154	207	91	388	263	216
	47%	57%	51%	34%	50%	36%	47%	46%	47%	46%	41%	48%	46%	48%
		CE	E		CE									
Not having to transport the items	362	50	39	21	149	79	24	89	120	152	57	305	206	156
	35%	37%	37%	31%	38%	31%	31%	35%	37%	34%	26%	38%	36%	34%
												J		
Ability to prevent the item from ending up in a dumpster or landfill	335	51	31	12	141	80	20	80	108	147	69	266	190	145
	33%	38%	30%	18%	36%	32%	27%	31%	33%	33%	31%	33%	33%	32%
		C			C									
Recouping the cost of the items	327	41	35	19	132	77	22	84	108	135	72	254	209	117
	32%	30%	33%	29%	34%	31%	29%	33%	33%	30%	33%	31%	36%	26%
													M	
Having more time to do it	313	39	33	24	139	56	22	55	99	158	88	225	159	155
	30%	28%	31%	36%	35%	22%	29%	22%	31%	35%	40%	28%	28%	34%
				E	E				G	G	K			L
Other	76	5	8	8	31	18	5	26	25	25	14	62	42	34
	7%	3%	8%	13%	8%	7%	7%	10%	8%	6%	6%	8%	7%	8%
				A				I						

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Frequently	20	3	1	3	9	3	2	7	8	5	4	17	13	7
	2%	2%	1%	4%	2%	1%	2%	3%	3%	1%	2%	2%	2%	2%
Often	105	18	11	2	51	17	6	15	41	48	33	72	71	34
	10%	13%	10%	3%	13%	7%	8%	6%	13%	11%	15%	9%	12%	8%
		E			E				G	G	K		M	
Rarely	468	62	58	29	185	99	35	102	130	236	120	347	271	197
	45%	46%	55%	44%	47%	39%	46%	40%	40%	53%	54%	43%	47%	43%
			E							GH	K			
Never	437	53	35	33	150	132	33	133	145	159	64	373	222	215
	42%	39%	34%	49%	38%	53%	44%	52%	45%	35%	29%	46%	38%	47%
						ABD		I	I			J		L
Summary														
Top2Box (Frequently/ Often)	125	20	12	5	60	20	8	22	50	54	37	88	84	41
	12%	15%	11%	7%	15%	8%	11%	9%	15%	12%	17%	11%	15%	9%
		E			E				G		K		M	
Low2Box (Rarely/ Never)	905	115	93	62	334	231	68	234	275	395	184	720	493	412
	88%	85%	89%	93%	85%	92%	89%	91%	85%	88%	83%	89%	85%	91%
						AD		H				J		L

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

15. How often do you engage in spring cleaning?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		ATTACHMENT	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Top2Box (Attached)	Low2Box (Not attached)
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	1030	152	101	51	341	287	98	252	323	455	200	830	586	444
Weighted	1030	136	105*	67*	394	251	76*	256	325	449	221	809	577	453
Every year	497	57	52	35	175	144	34	119	167	210	111	386	279	218
	48%	42%	49%	52%	44%	57%	45%	46%	52%	47%	50%	48%	48%	48%
Almost every year						ADF								
	308	43	31	23	133	56	22	68	92	148	56	252	182	126
	30%	32%	29%	34%	34%	22%	29%	26%	28%	33%	25%	31%	32%	28%
Rarely		E			E									
	173	27	18	9	65	40	15	50	50	73	45	128	86	87
	17%	20%	17%	13%	16%	16%	20%	20%	15%	16%	20%	16%	15%	19%
Never														
	30	5	1	0	16	6	2	11	8	11	7	24	18	12
	3%	4%	1%	-	4%	2%	3%	4%	2%	3%	3%	3%	3%	3%
Never, but I really should														
	22	4	4	1	7	5	3	8	8	6	3	19	12	11
	2%	3%	4%	1%	2%	2%	3%	3%	2%	1%	1%	2%	2%	2%

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