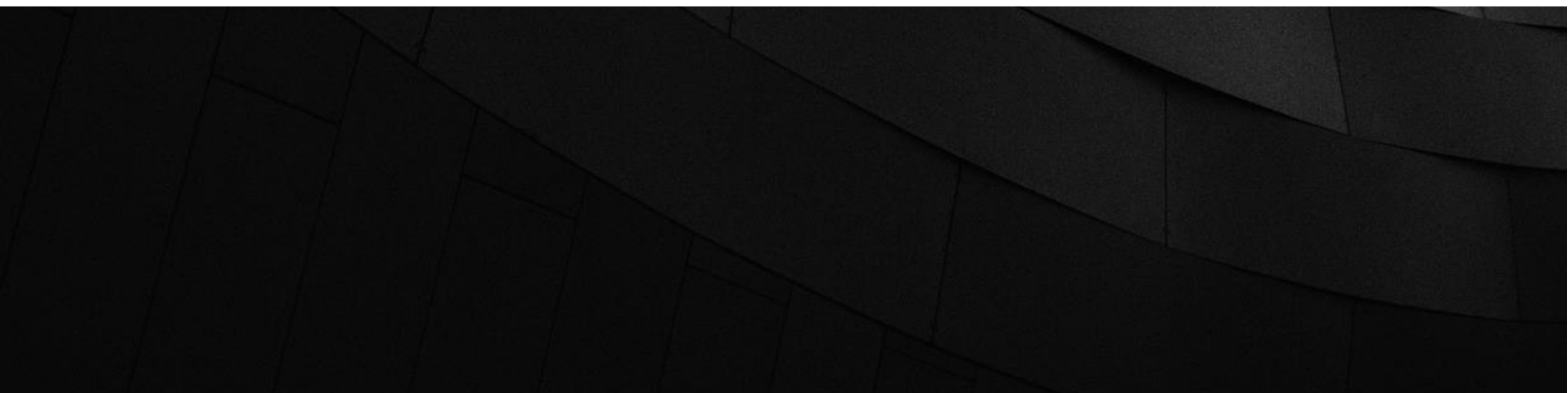


# CHOOSI CLUTTER REPORT

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OCTOBER 2017



## KEY FINDINGS

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### Are Australian households becoming more or less cluttered?

- The large majority of Australians have a cluttered home and some admit they cannot stand the clutter, although many claim their home is less cluttered compared to the past and compared to most other Australian households.
- However, there is also a widely held view that Australian households are becoming more cluttered with things compared to the past, driven by a more consumerist/materialistic culture. Only a small minority believe Australian households are becoming more minimalist.

### Clutter can pose problems, particularly during the festive season

- Emotional and sentimental value attached to treasured items is a key contributor to the amount of clutter in Australian households.
- While arguments, complaints or disagreements about clutter don't occur too frequently, some Australians claim that excess clutter has caused tension with other household members, including serious long-term toll on relationships.
- Furthermore, Australians don't always consider the clutter they already have at home when buying new items, with mixed views on the impact of clutter on buying habits.
- This is a particular problem during the festive season. Although the large majority agree that Christmas/festive season gifts are great way to express their love for family and friends, the majority also agree that buying Christmas/festive season gifts can be a waste of money.
- Many also agree that they often buy Christmas/festive season gifts out of a sense of obligation or admit that they struggle to be able to afford paying for all the Christmas/festive season gifts bought each year.
- While many resell or re-gift unwanted gifts or have gifting practices that avoid excess gifts, many invariably are stored and end up as clutter.

### Australians are looking to de-clutter

- Given the problems that clutter can pose, the majority of Australians claim to have at least a 'reasonable' desire to declutter their home.
- This is driven by a desire to avoid wasting money on things that are unnecessary, a desire for more simplified living and aesthetic preferences among the most important motivations to declutter.
- Many also proactively clear clutter from their home, which seems to have a positive emotional impact in feeling refreshed, happier or relieved.

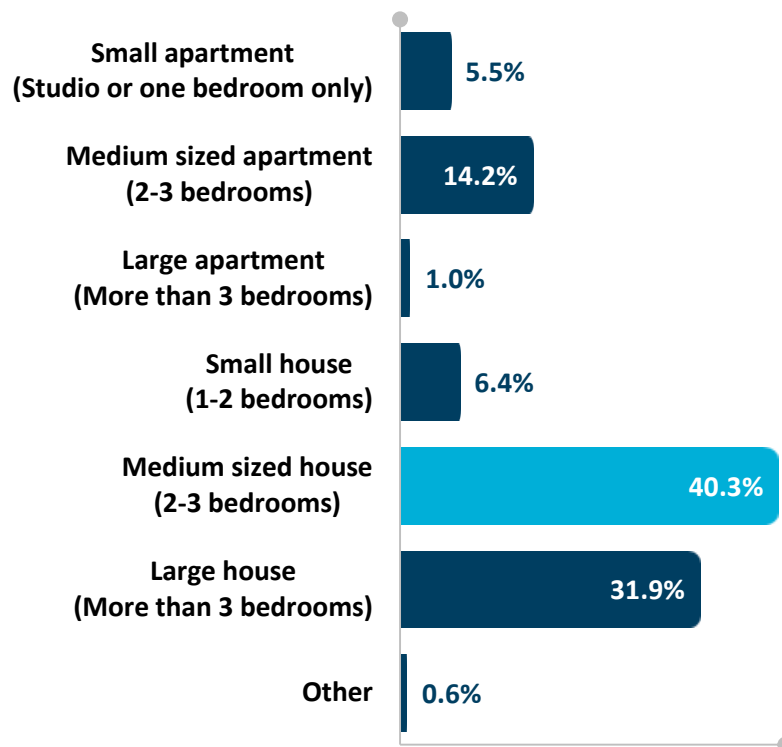
### But letting go can be hard

- Apart from sporadic cleaning efforts, the annual spring cleaning is a common ritual in Australian households, with most saying they love the process or find it cathartic.
- However, many also claim to hate the spring cleaning process or find it stressful, with some admitting to have trouble deciding what to get rid of or actually throwing things out, even after finding 'skeletons'.
- Giving things away to charity or using the second hand economy online to sell or trade items are other common ways that Australians declutter.

## MAIN FINDINGS

### SCREENING

How would you best describe the home you currently live in?

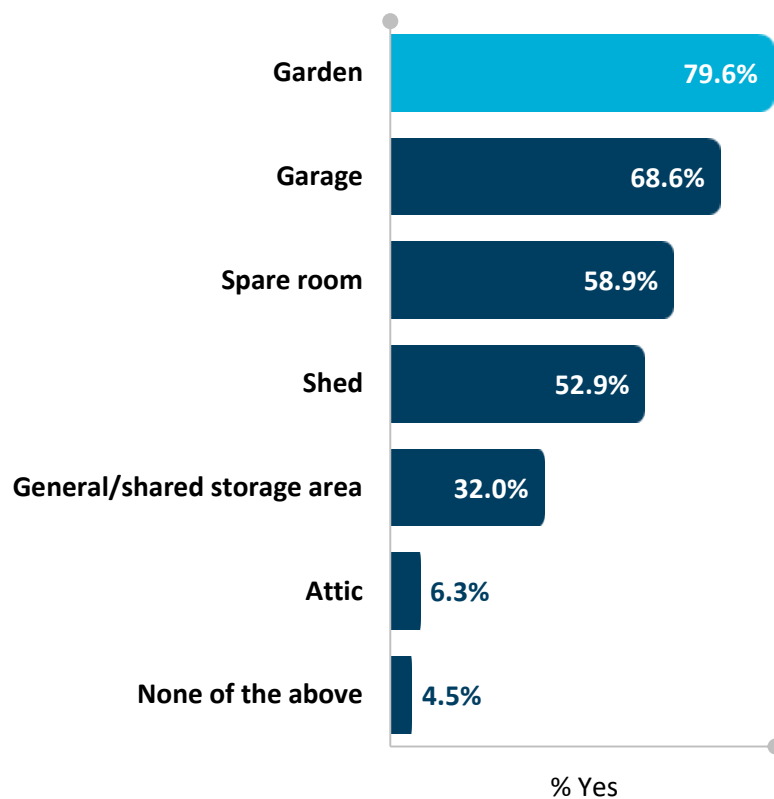


Source: CoreData Happy Home Survey (October 2017)

Question: How would you best describe the home you currently live in?

Two in five (40.3%) respondents currently live in a medium sized house, while close to a third (31.9%) describe their dwelling as large sized. One in seven (14.2%) are in medium sized apartments and the rest are distributed among small and large apartments as well as small houses and other types of dwellings (13.5%).

Do you have any of the following in your home?



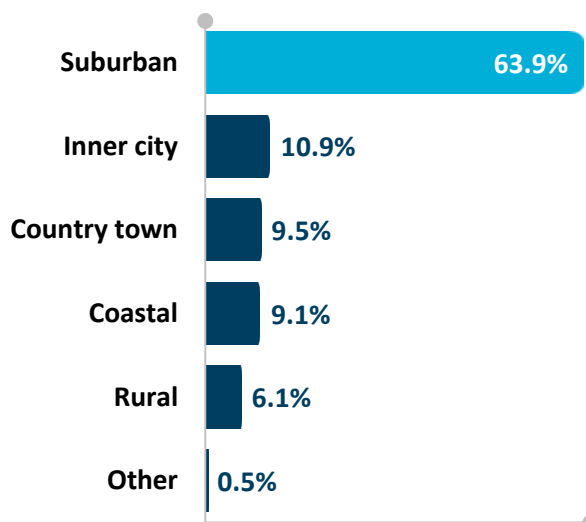
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Do you have any of the following in your home?

The majority of respondents have a garden (79.6%) or a garage (68.6%) in their homes. Fewer have spare rooms (58.9%), a shed (52.9%) or general/shared storage areas (32.0%).

How would you describe the neighbourhood that you live in?



*Source: CoreData Happy Home Survey (October 2017)*

*Question: How would you describe the neighbourhood that you live in?*

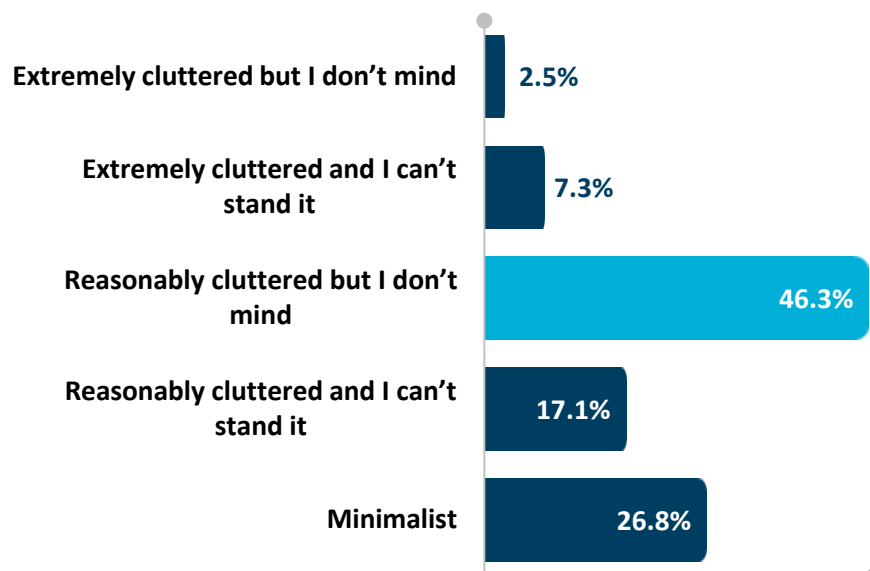
The majority (63.9%) of respondents live in suburban areas, while around one in 10 are situated in the inner city (10.9%), country town (9.5%) or coastal (9.1%) areas. A smaller proportion (6.1%) are located in the rural areas.

## HOW MUCH CLUTTER DO WE REALLY HAVE?

- The large majority of Australians have a cluttered home and some admit they cannot stand the clutter, although many claim their home is less cluttered compared to the past and compared to most other Australian households.
- General odds and ends and clothing and footwear, as well as old appliances and electronics and other 'ridiculous' items contribute the most to the level of clutter.
- Australians most commonly see themselves and other household members as the 'recycler' or the 'over sentimental' and most admit to have had disagreements about clutter with other household members.
- Emotional and sentimental value attached to treasured items, including photo album, jewellery and other collectibles, contribute to the amount of clutter.

*We often have many things in our homes we don't use all the time but how much of these can be really considered as unwanted and unnecessary clutter?*

Which of the following best describes the situation in your home?



Source: CoreData Happy Home Survey (October 2017)

Question: Which of the following best describes the situation in your home?

Close to half (46.3%) of respondents describe their home as reasonably cluttered but they do not mind it, while more than one in six (17.1%) are in the same situation but cannot stand the clutter. One in 10 (9.8%) say their home is extremely cluttered, with 7.3% saying they cannot stand it. Interestingly, more than a quarter (26.8%) describe their home as minimalist.

Is your home more or less cluttered now than in the past?

**5 years ago**



**10 years ago**



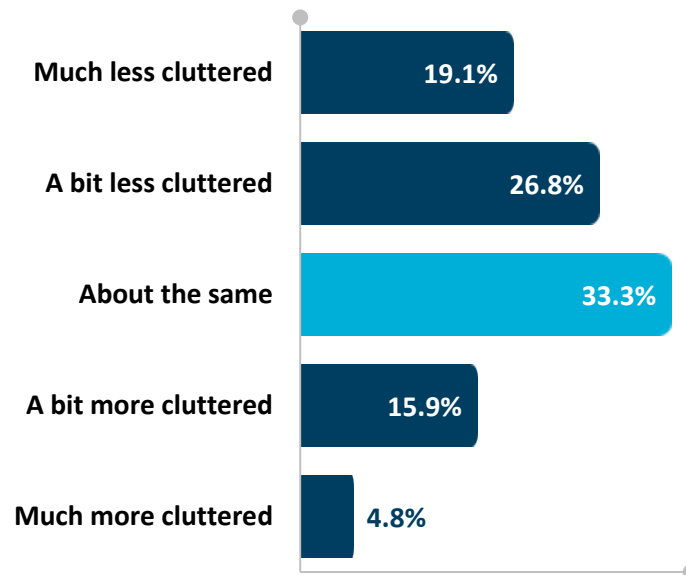
*Source: CoreData Happy Home Survey (October 2017)*

*Question: Is your home more or less cluttered now than in the past?*

Similar proportion of respondents say their home is less cluttered now compared to five years (45.3%) or 10 years ago (45.9%). However, a quarter (25.6%) say their home is more cluttered now than five years ago and close to three in 10 (29.2%) share the same sentiment when comparing it to 10 years ago.

Some respondents say the clutter in their home is about the same compared to five years ago (29.1%) or 10 years ago (24.9%).

How do you think the state of clutter in your home compares to most other Australian households?



*Source: CoreData Happy Home Survey (October 2017)*

*Question: How do you think the state of clutter in your home compares to most other Australian households?*

Close to half (45.9%) of respondents believe their home is less cluttered compared to most other Australian households, while one in five (20.7%) believe theirs is more cluttered. One third (33.3%) think the clutter in their home is about the same as most other Australian households.

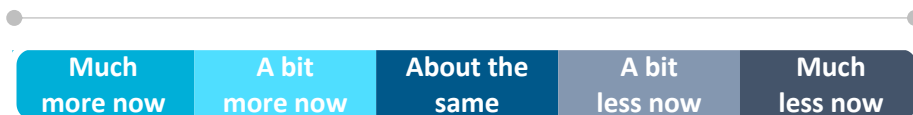


Do you think that Australian households in general are more or less cluttered now than in the past?

#### 5 years ago



#### 10 years ago



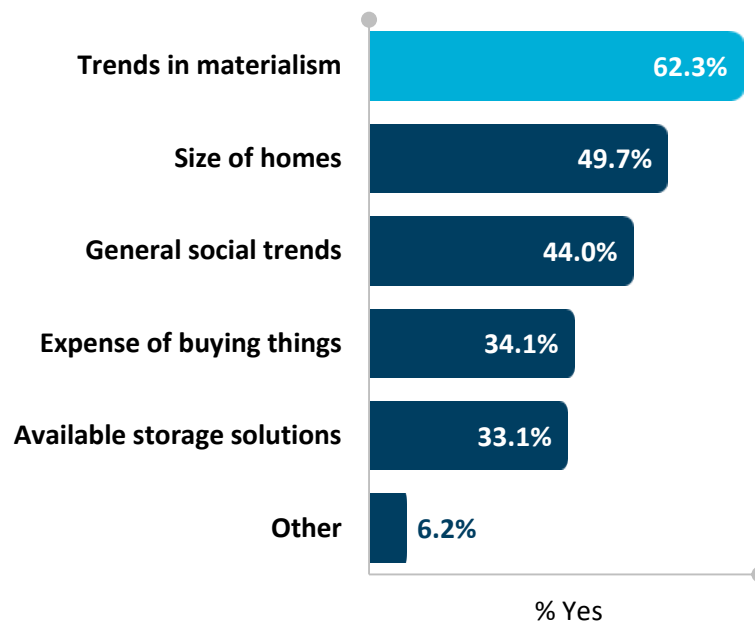
Source: CoreData Happy Home Survey (October 2017)

Question: Do you think that Australian households in general are more or less cluttered now than in the past?

Close to a quarter of respondents think Australian households in general are less cluttered now compared to five years ago (23.4%) or 10 years ago (24.2%). However, close to two in five think the typical Australian household is more cluttered now compared to five years ago (38.9%) or 10 years ago (42.5%).

Some say the clutter in Australian households is about the same compared to five years ago (37.8%) or 10 years ago (33.3%).

Why do you think there has been this change?



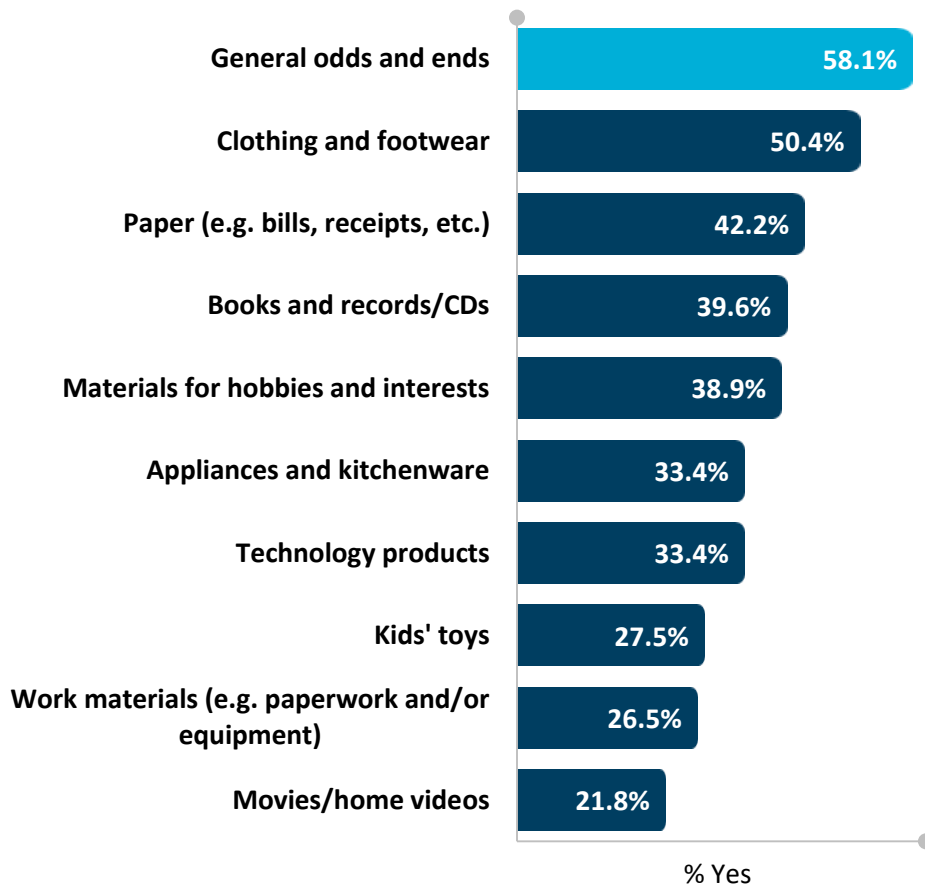
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Why do you think there has been this change?

Among those who think Australian households have more or less clutter compared to five or 10 years ago, the majority (62.3%) attribute this change to trends in materialism. Other factors that are seen to have contributed to this change include the size of homes (49.7%), general social trends (44.0%), expense of buying things (34.1%) and availability of storage solutions (33.1%).

What are the things that tend to cause the most clutter in your home?



\*Top 10 answers only

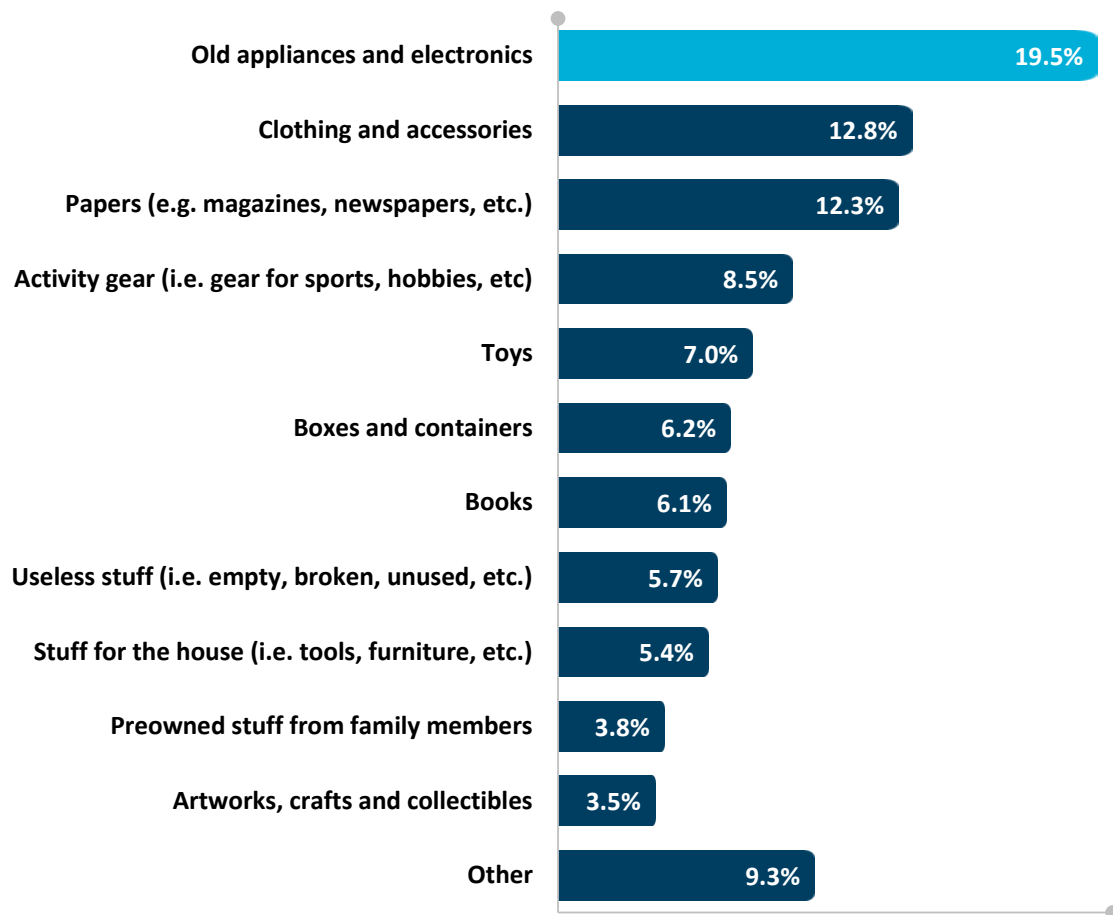
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: What are the things that tend to cause the most clutter in your home?

The most common things that tend to cause the most clutter are general odds and ends (58.1%), clothing and footwear (50.4%) and paper (42.2%). These are followed by books and records/CDs (39.6%), materials for hobbies and interests (38.9%), appliances and kitchenware and technology products (both 33.4%).

What's the most ridiculous item you store?



Source: CoreData Happy Home Survey (October 2017)

Question: What's the most ridiculous item you store?

Close to one in five (19.5%) respondents consider old appliances and electronics as the most ridiculous items they store. Other items listed include clothing and accessories (12.8%), papers (12.3%) and activity gear (8.5%).

*"Sometimes we go through cupboards and realise we've been storing empty boxes and old empty packaging. Also kids clothes cos we're not sure if we're having another baby or not." (Female, 31 years old, WA)*

*"Cardboard boxes for the time in the future when we intend to change the carpet and will need to store stuff while the furniture gets moved." (Male, 63 years old, VIC)*

*"Boxes that have gone through a couple of moves that are labelled 'junk' but I won't throw out till I have time to go through them." (Female, 52 years old, QLD)*

*"Empty beer bottles because one day my husband will brew his own! Even worse they aren't even his, a friend gave them to him!" (Female, 58 years old, NSW)*

*"Too many clothes, more than I can wear. Having difficulty getting rid of them, just in case I might want to wear it but I don't." (Female, 78 years old, NSW)*

*"A large paper mache giant reindeer and I will probably end up with the same sized elephant and giraffe at some stage soon lol." (Female, 53 years old, NSW)*

*"Things that have never been used and I know I won't use, but keep due to the expense I made (e.g. brand new electric blanket)." (Female, 23 years old, WA)*

*"Old paint and home renovation stuff that we have had in our laundry for 17 years now and it has not moved off the shelves." (Female, 49 years old, VIC)*

*"Musical instruments I will never be able to play, it's called 'Musical instrument acquisition syndrome'. One day ....." (Female, 67 years old, NSW)*

*"Old electronic equipment picked up at radio club auctions and held in case I someday acquire the skills to repair." (Male, 67 years old, QLD)*

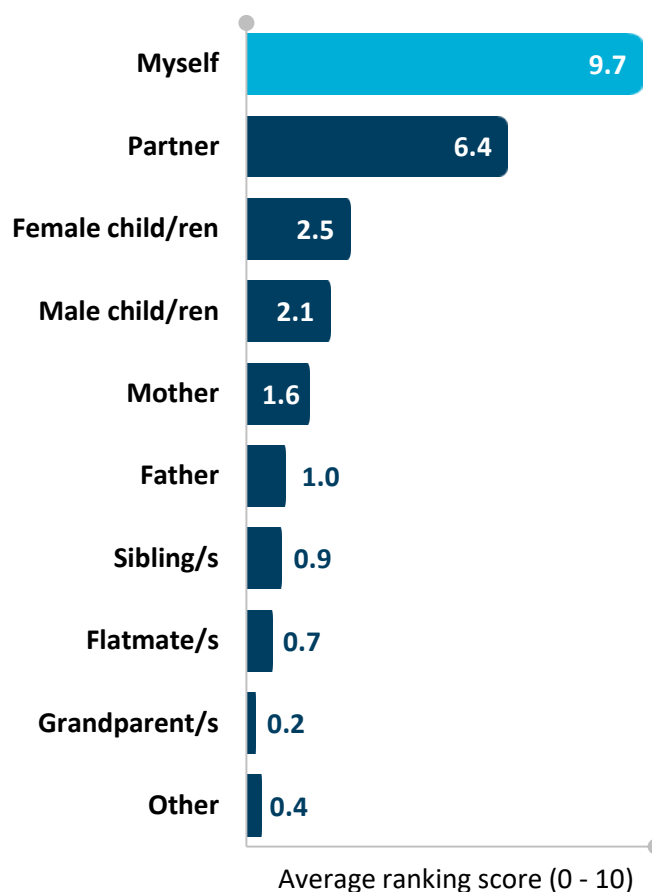
*"Not by choice, it's having our daughter living with us with a toddler and baby and everything associated with them." (Male, 60 years old, NSW)*

*"A canoe we never use because it used to belong to my elderly father and we don't have the heart to sell it." (Female, 58 years old, SA)*

*"A crawling battery operated toy soldier that has not worked since 5 minutes after it was bought in China." (Female, 72 years old, NSW)*

*"A slide projector and screen that belonged to my parents and we ended up with when the family home sold." (Female, 58 years old, VIC)*

Some people tend to bring more items into the home and find it harder to throw things out so who are the clutter kings and queens of your domain (i.e. which member of your household/family tends to accumulate the most things and is the least likely to let things go)? Please rank the top 3 where 1 is the biggest Clutter King/Queen.

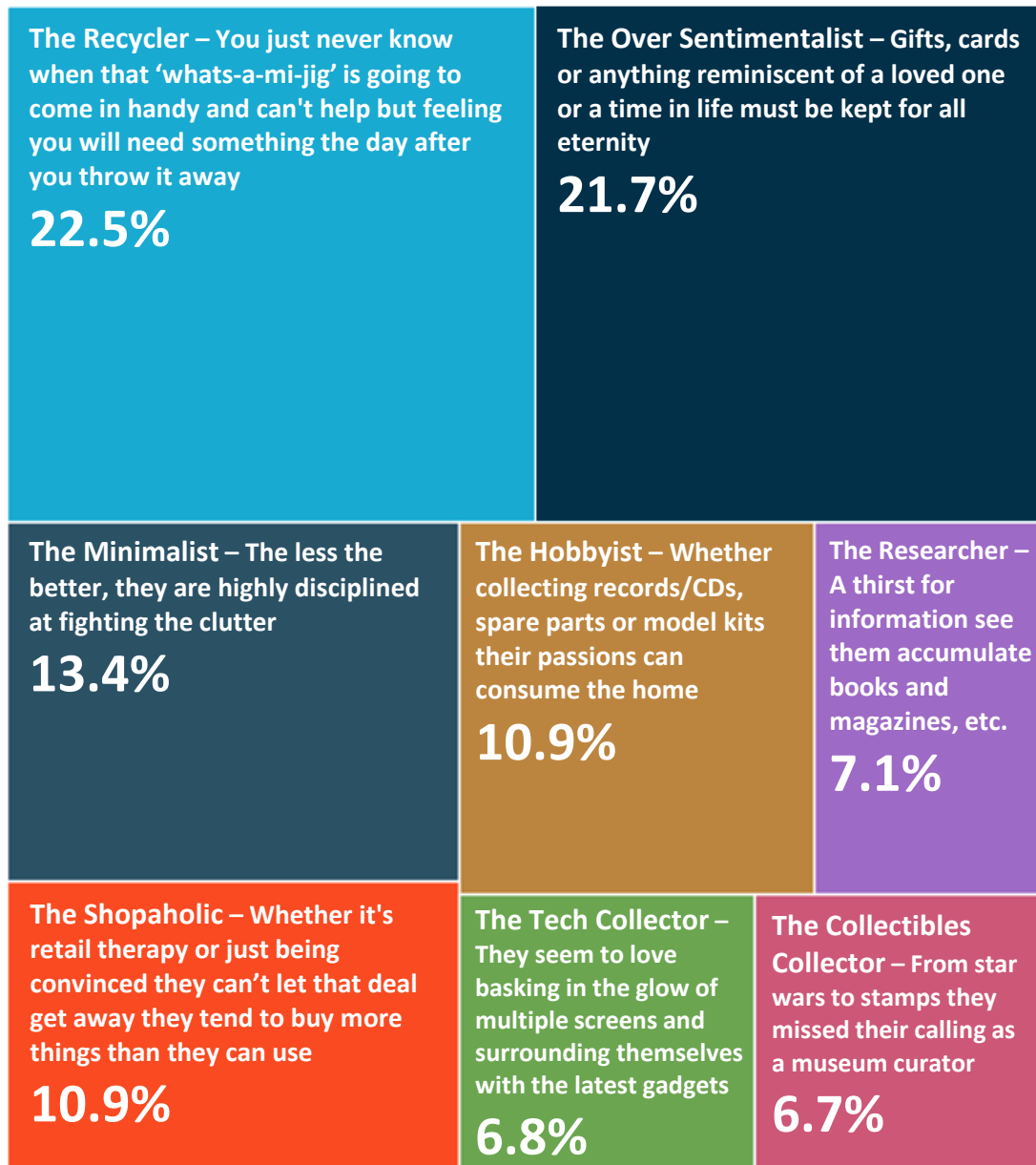


Source: CoreData Happy Home Survey (October 2017)

Question: Some people tend to bring more items into the home and find it harder to throw things out so who are the clutter kings and queens of your domain?

Respondents rank themselves as the biggest Clutter King/Queen in their household, with an average ranking score of 9.7 out of 10, followed by their partners (6.4).

Can you relate yourself or anyone in your household with the following archetypes that personify common cluttering (or lack of) behaviours?

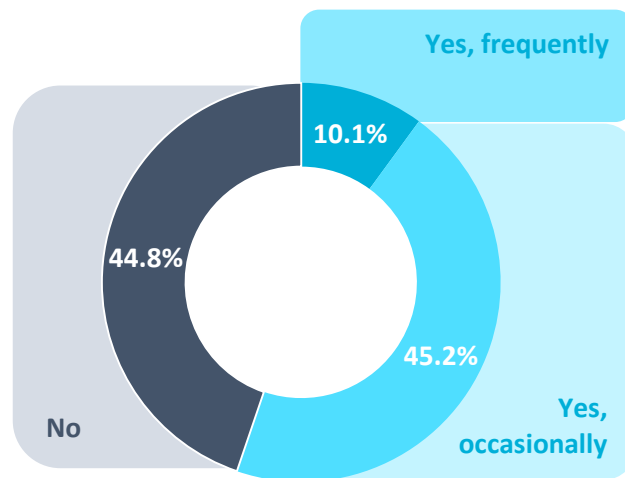


Source: CoreData Happy Home Survey (October 2017)

Question: Can you relate yourself or anyone in your household with the following archetypes that personify common cluttering (or lack of) behaviours?

More than one in five respondents can relate themselves or someone from their household as the ‘recycler’ (22.5%) or the ‘over sentimentalist’ (21.7%). Close to one in seven (13.4%) consider themselves or a member of their household as the ‘minimalist’, while more than one in 10 consider themselves or a member of their household as the ‘hobbyist’ or the ‘shopaholic’ (both 10.9%).

Do you have disagreements about the clutter in your home with other household members?



*Source: CoreData Happy Home Survey (October 2017)*

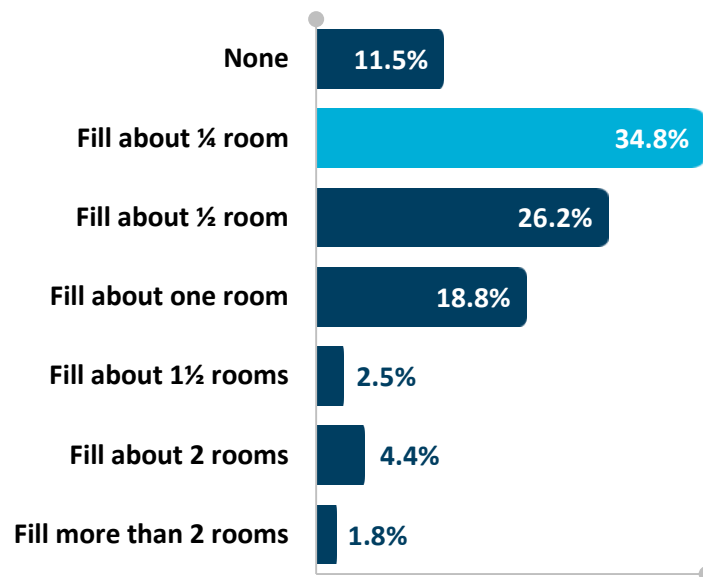
*Question: Do you have disagreements about the clutter in your home with other household members?*

More than half (55.3%) of respondents claim to have disagreements at least occasionally with other members of their household about the clutter in their home.

Gen Ys are the most likely to get into disagreements regarding the clutter in their homes (64.3%), while by state, NSW respondents are the most likely to (61.6%).



How much extra clutter, rarely used or unwanted possessions would you estimate you currently have in your house? How much of a typically sized room could you likely fill?



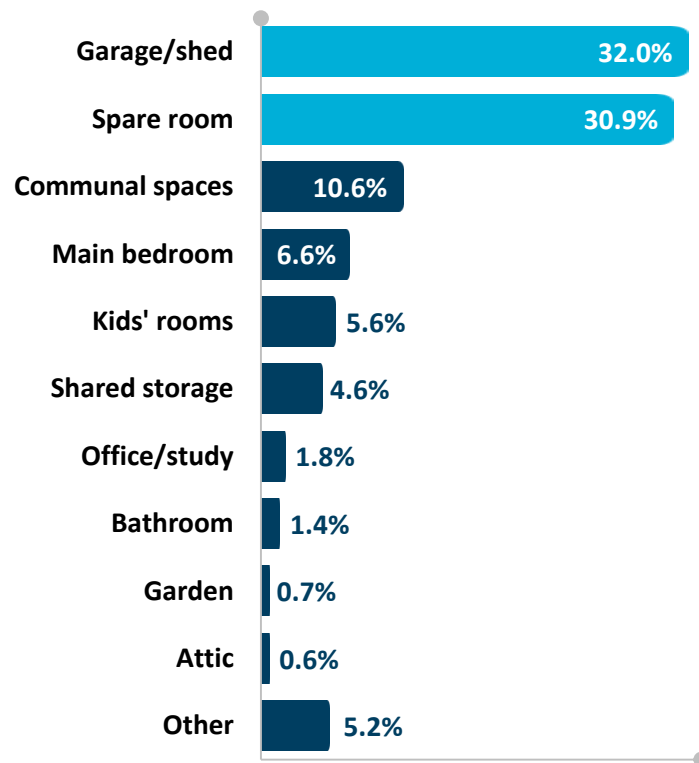
*Source: CoreData Happy Home Survey (October 2017)*

*Question: How much extra clutter, rarely used or unwanted possessions would you estimate you currently have in your house? How much of a typically sized room could you likely fill?*

More than a third (34.8%) of respondents estimate they can fill ¼ of a typically sized room with the extra clutter they have in their house, while more than a quarter (26.2%) say they can fill about ½ of a room. Close to one in five (18.8%) think they can fill about one room, while close to one in 10 (8.7%) think they can fill about 1 ½ to more than two rooms. However, one in nine (11.5%) do not have extra clutter or rarely used or unwanted possessions in their house.

This extra clutter translates to approximately 6 cubic metres per household or 52,527,886 m<sup>3</sup> Australia-wide. If we put a box of clutter along every inch of coastline in Australia, we will go around Australia about 6 times or 210,112 kilometres.

What's the most cluttered space currently in your home?

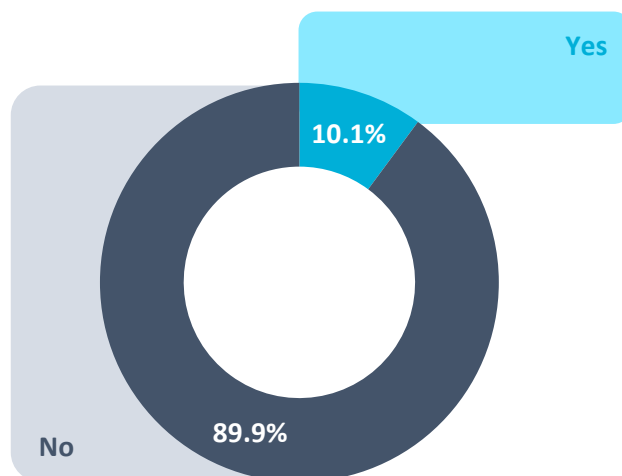


Source: CoreData Happy Home Survey (October 2017)

Question: What's the most cluttered space currently in your home?

Close to one in three respondents say the most cluttered spaces in their homes are the garage/shed (32.0%) or spare rooms (30.9%). One in 10 (10.6%) point to communal spaces, while fewer cite the main bedrooms (6.6%) or the kids' rooms (5.6%).

Have you specifically built a space for your clutter?



Source: CoreData Happy Home Survey (October 2017)

Question: Have you specifically built a space for your clutter?

One in 10 (10.1%) respondents have built a space specifically for their clutter.

Please explain your answer.

*"We have one storage cupboard under the stairs and also a section of roof space accessible to be used as storage. Both are extremely disorganised and cluttered." (Female, 23 years old, WA)*

*"There are several shelving units in our separate laundry, where we store a variety of things like tools, cleaning supplies, & other things which don't fit." (Female, 36 years old, QLD)*

*"We have a pull-down ladder that gives us access to our rather large roof area. I have lined parts of the roof with flooring to store stuff up there. Mostly." (Male, 59 years old, WA)*

*"Front section has become the place for storing clutter and goods like toilet paper and things I buy on sale to use we don't have attic." (Female, 33 years old, WA)*

*"We built a wall of cupboards for games, photos, hobbies, DVDs, pantry, medicines, picnic equipment, puzzles and toys for grandchildren." (Female, 66 years old, NSW)*

*"I mainly store my clutter/collectibles in 55 lidded boxes stacked on top of one another along the wall of the garage." (Female, 57 years old, WA)*

*"We have a section of the bench which is called the "dumping ground" which is where a lot of junk is just placed." (Female, 24 years old, NSW)*

What would you estimate is the total financial value of the clutter currently in your home (i.e. considering the cost of purchasing these things in the first place)?

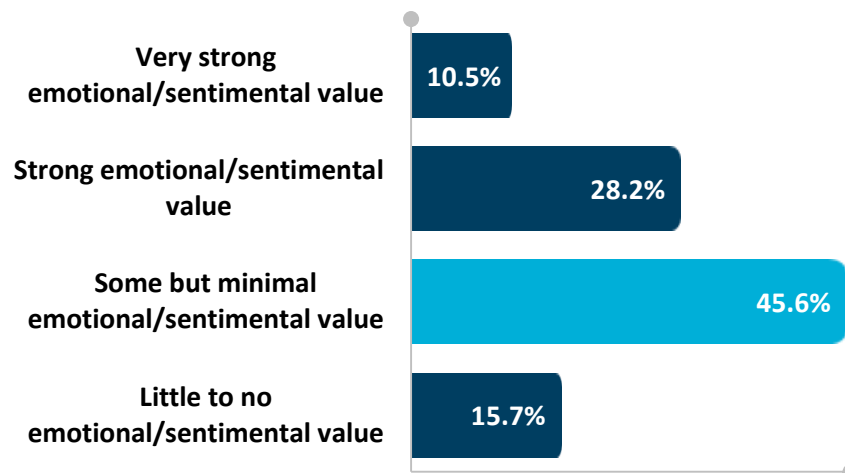


*Source: CoreData Happy Home Survey (October 2017)*

*Question: What would you estimate is the total financial value of the clutter currently in your home (i.e. considering the cost of purchasing these things in the first place)?*

On average, respondents say the total financial value of the clutter currently in their home is approximately \$6,623. This translates to \$59,361,949,000 worth of clutter Australia-wide.

It has been said that "one person's trash is another person's treasure" and the value of anything can be relative. How strong is the emotional/sentimental value of the clutter in your home?

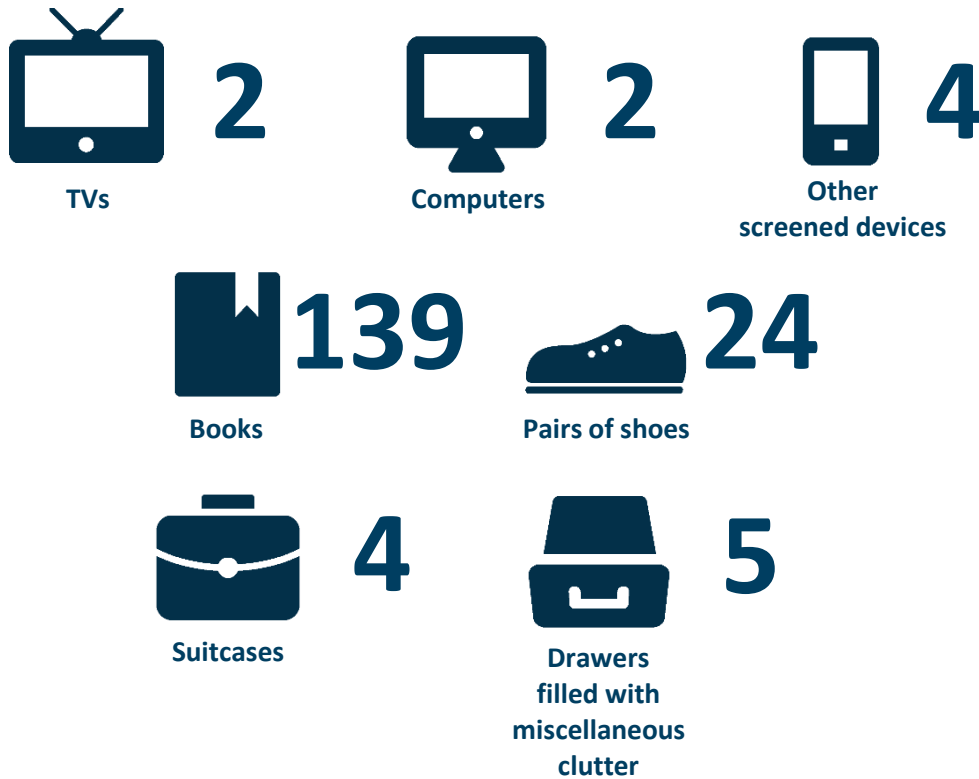


Source: CoreData Happy Home Survey (October 2017)

Question: It has been said that "one person's trash is another person's treasure" and the value of anything can be relative. How strong is the emotional/sentimental value of the clutter in your home?

Close to two in five (38.7%) respondents say the clutter in their home have strong or very strong emotional/sentimental value, while close to half (45.6%) say these have some but minimal emotional/sentimental value. Interestingly, close to one in six (15.7%) claim the clutter in their home have little to no emotional/sentimental value.

Including all members of your household, how many of the following items do you have?

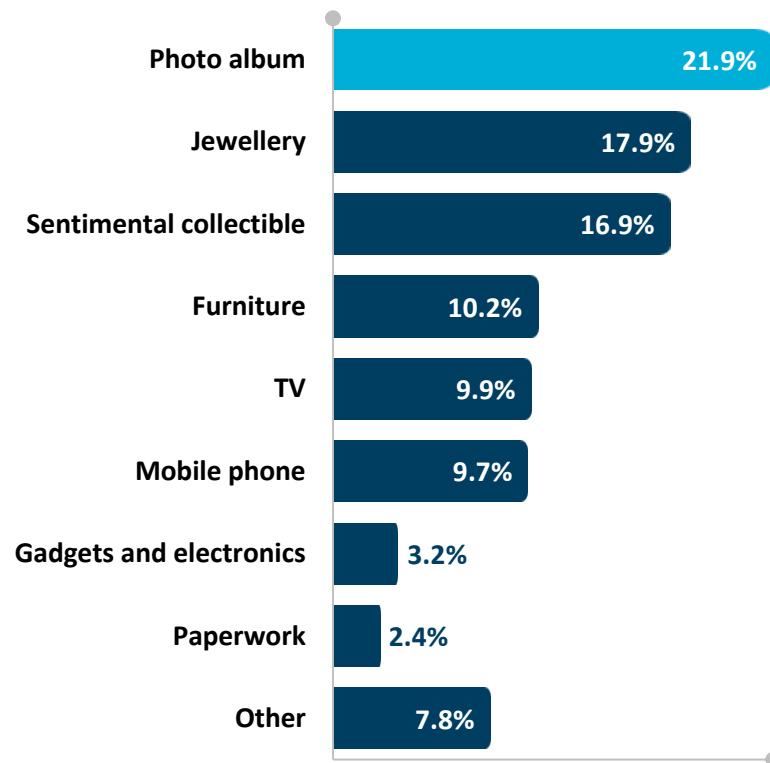


Source: CoreData Happy Home Survey (October 2017)

Question: Including all members of your household, how many of the following items do you have?

On average, respondents have two televisions, two computers and four other screened devices in their household. They also have an average of 139 books, 24 pairs of shoes, four suitcases and five drawers filled with miscellaneous clutter.

What is your most valued household item?

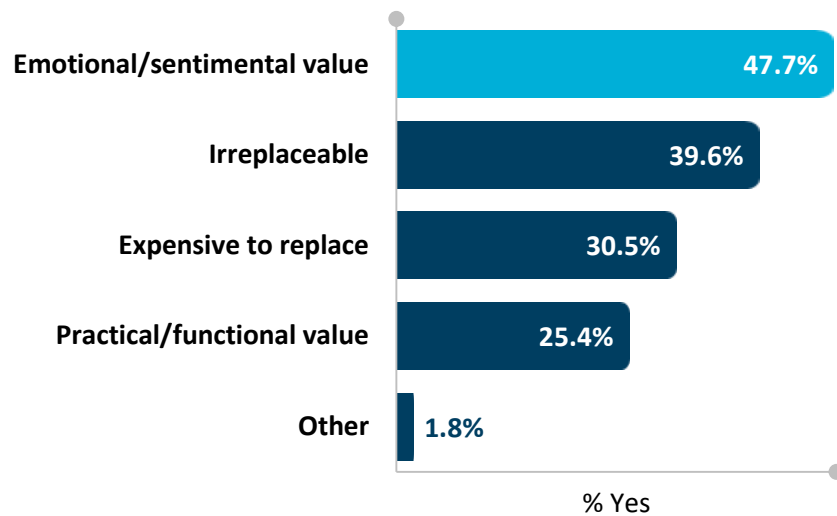


Source: CoreData Happy Home Survey (October 2017)

Question: What is your most valued household item?

More than one in five (21.9%) respondents say photo albums are the most valued household item they have, while one in six cite jewellery (17.9%) or sentimental collectibles (16.9%).

Why is this household item so important to you?



\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Why is this household item so important to you?

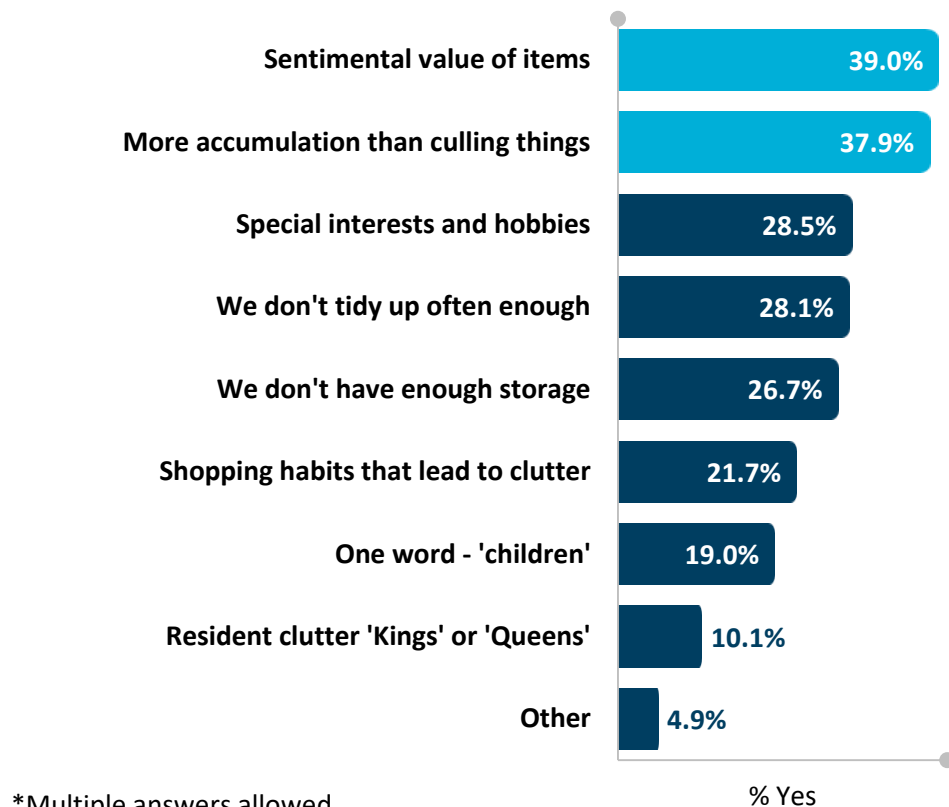
Respondents most commonly consider their most valued household item as important to them due to the emotional/sentimental value (47.7%) or that it is irreplaceable (39.6%). They also cite the expense it would entail to replace (30.5%), as well as its practical/functional value (25.4%).



## WHAT CAUSES THE CLUTTER

- Australians don't always consider the clutter they already have at home when buying new items, with mixed views on the impact of clutter on buying habits.
- This is a particular problem during the festive season. Although the large majority agree that Christmas/festive season gifts are great way to express their love for family and friends, the majority also agree that buying Christmas/festive season gifts can be a waste of money.
- Many also agree that they often buy Christmas/festive season gifts out of a sense of obligation or admit that they struggle to be able to afford paying for all the Christmas/festive season gifts bought each year.
- While many resell or re-gift unwanted gifts or have gifting practices that avoid excess gifts, many invariably are stored and end up as clutter.

What do you feel are the greatest reasons for clutter in your household?



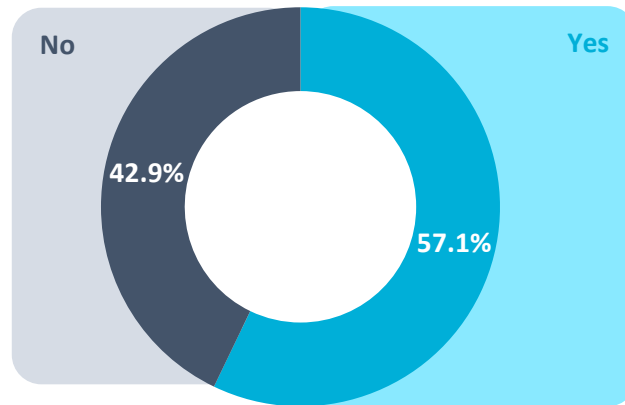
Source: CoreData Happy Home Survey (October 2017)

Question: What do you feel are the greatest reasons for clutter in your household?

Close to two in five respondents say the greatest reasons for clutter in their household are sentimental value of the items (39.0%) or there is more accumulation than culling of things (37.9%). They also cite special interests and hobbies (28.5%), not tidying up often enough (28.1%) and not having enough storage (26.7%) as other reasons for the clutter in their home.

Pre Boomers are the most likely to cite the sentimental value of items as a reason for clutter (57.7%), while Gen Ys are the most likely to say it is because of not having enough storage (32.5%) or having shopping habits that lead to clutter (31.8%).

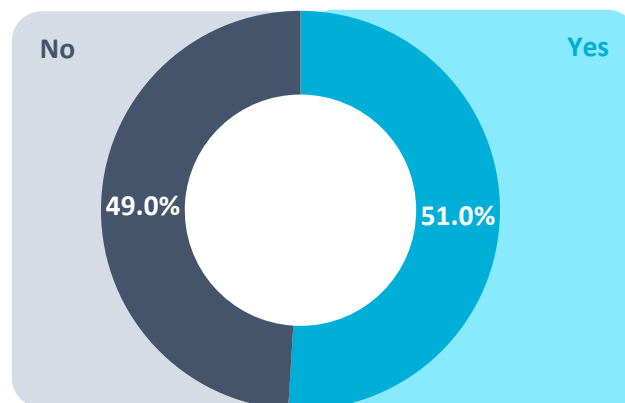
When buying new items, do you consider the clutter you already have at home?



Source: CoreData Happy Home Survey (October 2017)  
Question: When buying new items, do you consider the clutter you already have at home?

Close to three in five (57.1%) respondents consider the clutter they already have at home when buying new items.

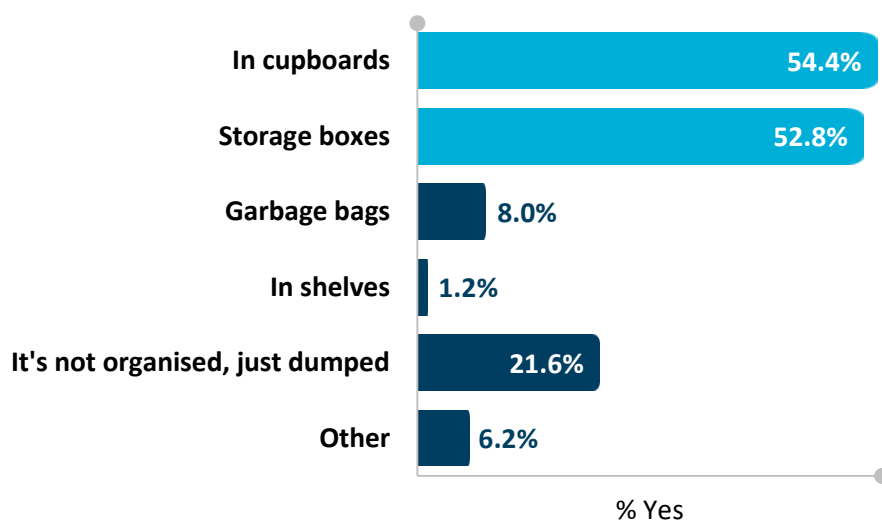
Does this impact your buying habits?



Source: CoreData Happy Home Survey (October 2017)  
Question: Does this impact your buying habits?

The impact of clutter on buying habits is mixed, with a little over half (51.0%) of respondents saying it impacts their buying habits while the rest (49.0%) say otherwise.

## How do you store your clutter?



\*Multiple answers allowed

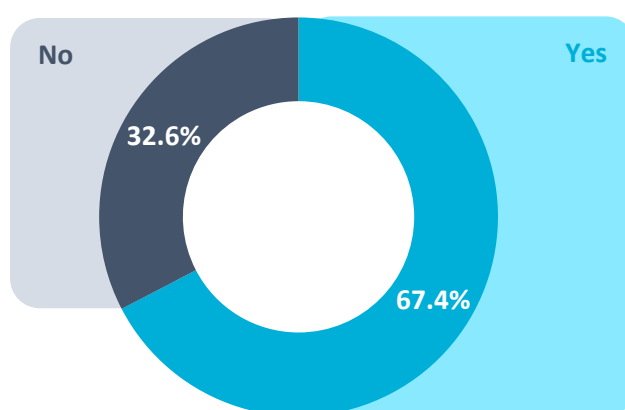
Source: CoreData Happy Home Survey (October 2017)

Question: How do you store your clutter?

More than half of respondents say they store their clutter in cupboards (54.4%) or storage boxes (52.8%). A small proportion (9.2%) store their clutter in garbage bags or in shelves. However, more than one in five (21.6%) say their clutter is not organised and just dumped somewhere.

Nationally, these translate to 2,926,538 cubic metres of clutter in garbage bags, 19,238,541 m<sup>3</sup> in storage boxes, 19,831,974 m<sup>3</sup> in cupboards and 428,950 m<sup>3</sup> in cupboards, while unorganised and dumped clutter is 7,857,017 m<sup>3</sup>.

## Is your clutter organised?

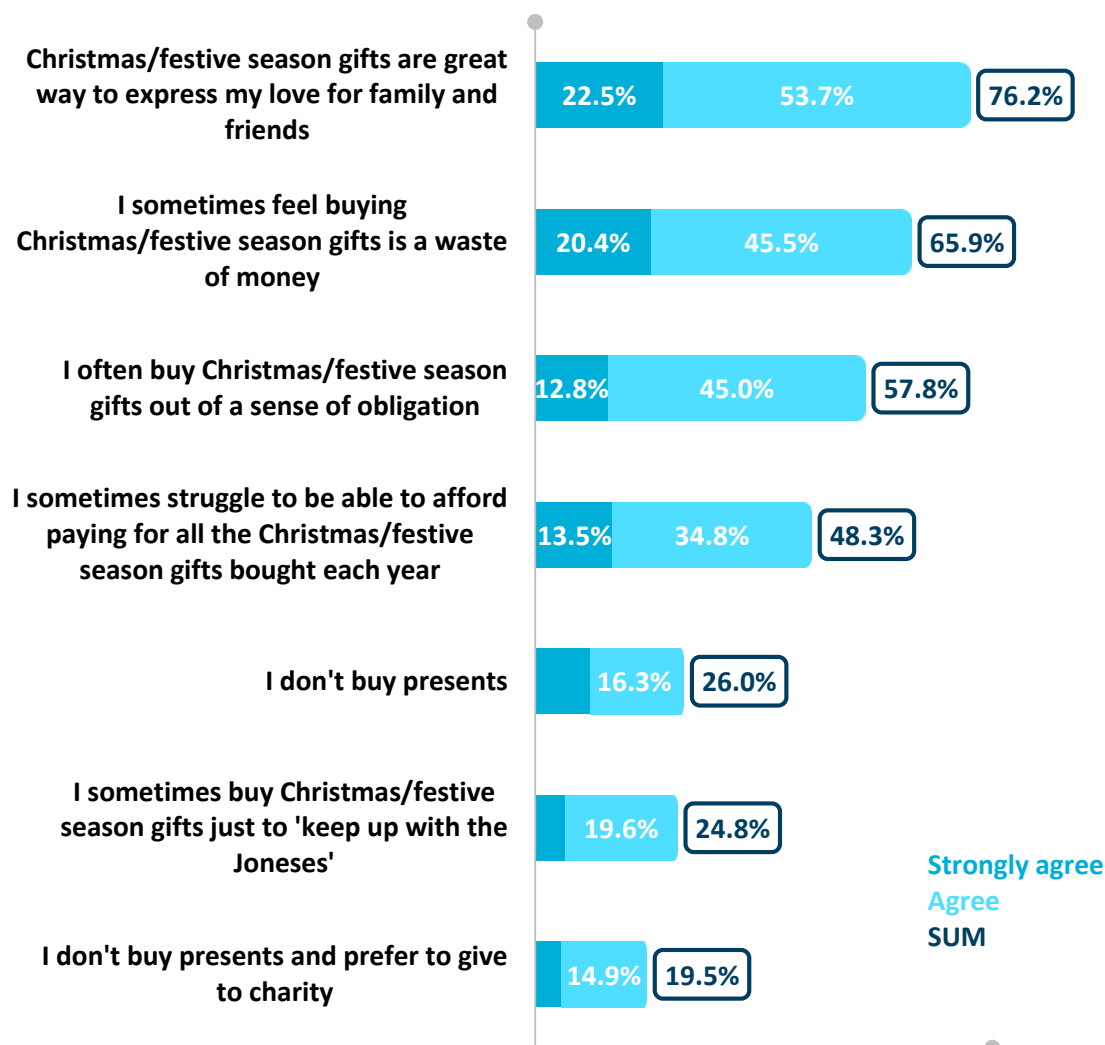


Source: CoreData Happy Home Survey (October 2017)

Question: Is your clutter organised?

In line with the previous question, more than two-thirds (67.4%) of respondents say their clutter is organised, while the remainder admit otherwise (32.6%).

With Christmas and other festive shopping seasons fast approaching how much would you agree with the following statements?



Source: CoreData Happy Home Survey (October 2017)

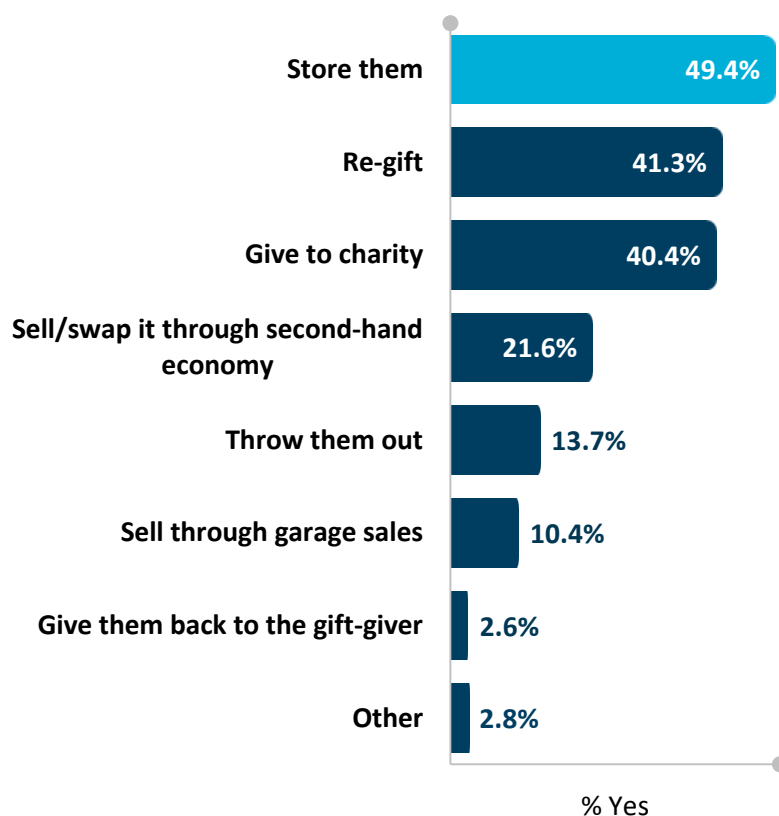
Question: With Christmas and other festive shopping seasons fast approaching, how much would you agree with the following statements?

The large majority (76.2%) of respondents agree that Christmas/festive season gifts are great way to express their love for family and friends, although the majority (65.9%) also agree that they sometimes feel buying Christmas/festive season gifts is a waste of money.

Many also agree that they often buy Christmas/festive season gifts out of a sense of obligation (57.8%) or admit that they struggle to be able to afford paying for all the Christmas/festive season gifts bought each year (48.3%).

Some do not buy Christmas/festive season presents at all (26.0%) or admit that they sometimes buy Christmas/festive season gifts just to 'keep up with the Joneses' (24.8%). One in five (19.5%) say instead of buying present, they prefer to give to charity.

What do you tend to do with gifts you don't really want/need?



\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: What do you tend to do with gifts you don't really want/need?

When asked what they do with gifts they do not really want or need, close to half (49.4%) of respondents say they store them and around two in five either re-gift (41.3%) or give them to charity (40.4%). Others sell or swap these through second-hand economy (21.6%) or garage sales (10.4%), while close to one in seven (13.7%) just throw them out.

How much would you estimate your household spend on Christmas/festive season gifts each year (Including gifts bought for others not living in your household e.g. relatives, friend and colleagues)?



*Source: CoreData Happy Home Survey (October 2017)*

*Question: How much would you estimate your household spend on Christmas/festive season gifts each year (Including gifts bought for others not living in your household e.g. relatives, friend and colleagues)?*

Respondents say their household spends an average of \$963 on Christmas/festive season gifts each year, including gifts bought for others not living in their household. This translates to \$8,063,084,502 spent annually on Christmas/festive season gifts Australia-wide.

How much would you estimate the value of unwanted gifts you and your family receive at Christmas time?

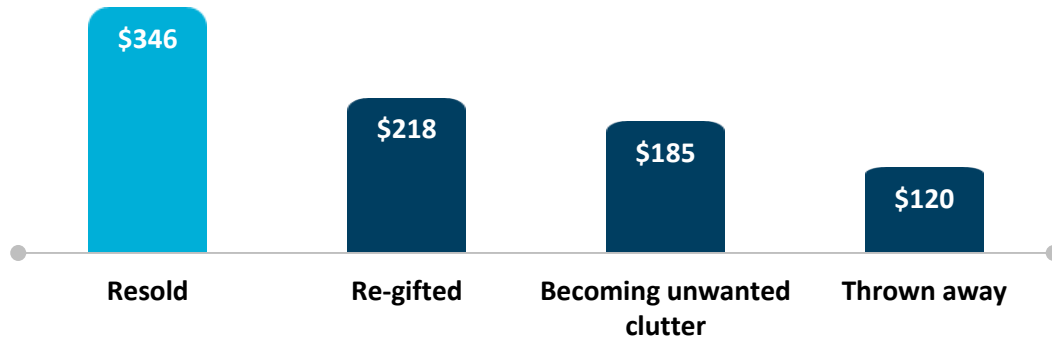


*Source: CoreData Happy Home Survey (October 2017)*

*Question: How much would you estimate the value of unwanted gifts you and your family receive at Christmas time?*

Respondents say their household receives an average of \$620 worth of unwanted gifts at Christmas time. This translates to \$4,407,968,952 worth of unwanted gifts at Christmas time Australia-wide.

Thinking of the Christmas/festive season gifts received in your household each year, excluding food and perishables, how much would you estimate of this is not being used by the following year (whether thrown away, re-gifted, resold or just becoming unwanted clutter)?



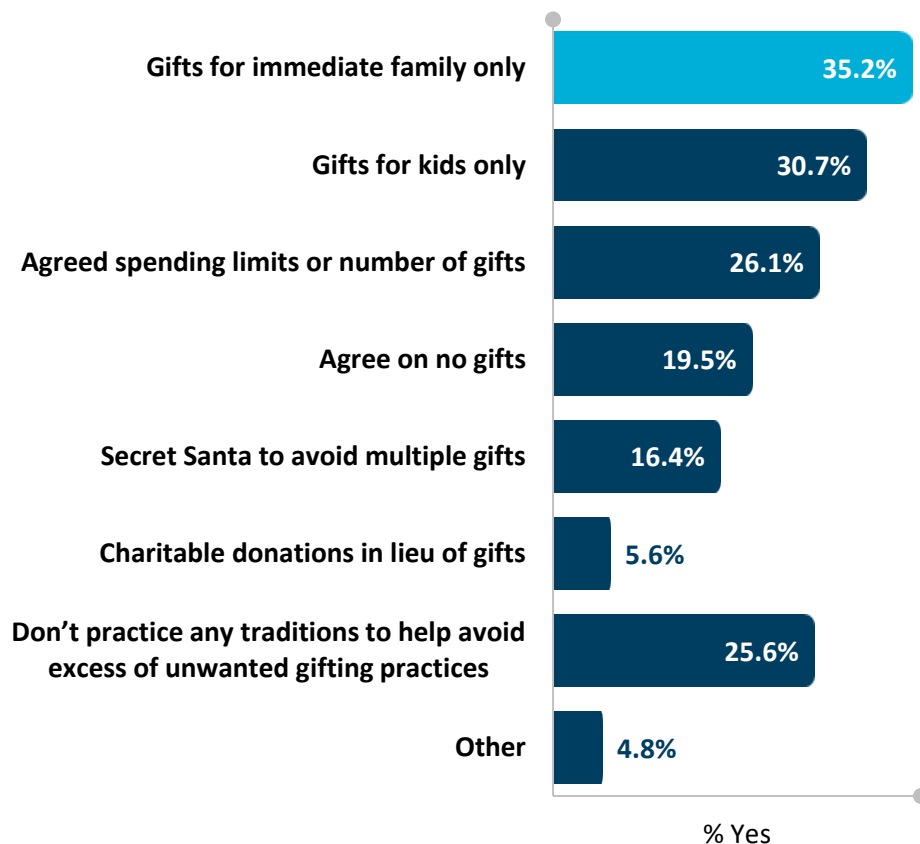
*Source: CoreData Happy Home Survey (October 2017)*

*Question: Thinking of the Christmas/festive season gifts received in your household each year, excluding food and perishables, how much would you estimate of this is not being used by the following year (whether thrown away, re-gifted, resold or just becoming unwanted clutter)?*

In terms of the Christmas/festive season gifts received in their household each year excluding food and perishables, respondents estimate an average of \$346 worth of items are resold the following year. They also estimate an average of \$218 worth of items are re-gifted, \$185 worth of items become unwanted clutter and \$120 worth of items are thrown away. These in turn translate to a total of \$869 worth of Christmas/festive season gifts received but not used per household.

Nationally, these translate to \$3,098,263,928 of items being resold, \$1,950,275,991 re-gifted, \$1,077,386,318 are thrown away and \$ 1,659,134,311 becoming unwanted clutter or a total of \$7,785,060,549.

Do you and your household, family, friends or colleagues have any traditions to help avoid excess of unwanted gifting practices?



\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Do you and your household, family, friends or colleagues have any traditions to help avoid excess of unwanted gifting practices?

More than a third (35.2%) of respondents say their household agree on gifts for immediate family only to help avoid excess of unwanted gifting practices and a further three in 10 (30.7%) say they agree on gifts for the kids only.

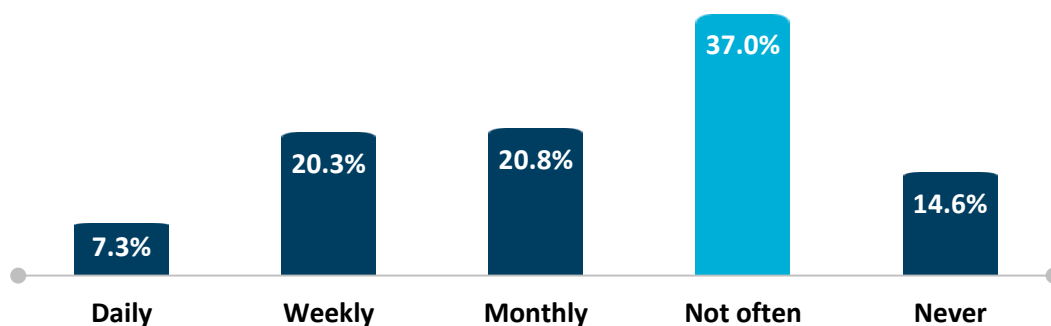
Some also agree on a spending limit or number of gifts (26.1%), no gifts at all (19.5%) or do Secret Santa to avoid multiple gifts (16.4%). However, a quarter (25.6%) do not practice any traditions to help avoid excess of unwanted gifting practices.



## HOW DO WE DECLUTTER?

- While arguments, complaints or disagreements about clutter don't occur too frequently, some Australians claim that excess clutter has caused tension with other household members, including serious long-term toll on relationships.
- It is therefore unsurprising that many proactively clear clutter from their home, which seems to have a positive emotional impact in feeling refreshed, happier or relieved.
- Apart from sporadic cleaning efforts, the annual spring cleaning is a common ritual in Australian households, with most saying they love the process or find it cathartic.
- However, many also claim to hate the spring cleaning process or find it stressful, with some admitting to have trouble deciding what to get rid of or actually throwing things out, even after finding 'skeletons'.
- Giving things away to charity or using the second hand economy online to sell or trade items are other common ways that Australians declutter

How often do you, or a house member, complain about the clutter in your home?



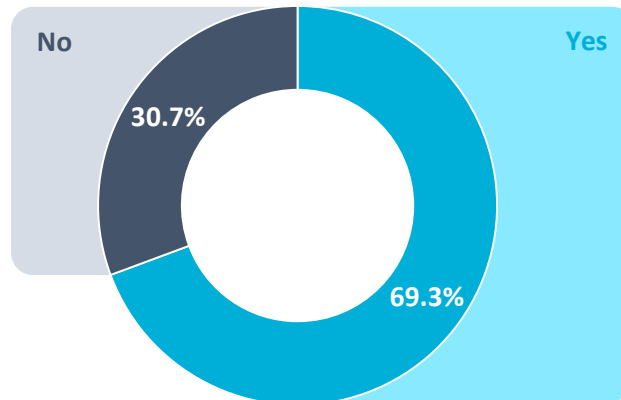
Source: CoreData Happy Home Survey (October 2017)

Question: How often do you, or a house member, complain about the clutter in your home?

Close to three in 10 (27.6%) respondents say they or other members of the household complain about the clutter in their home daily or weekly, while a further one in five (20.8%) say these complaints come on a monthly basis.

Close to two in five (37.0%) do not often complain about the clutter in their home, while one in seven (14.6%) say such complaints never occur.

Do you proactively clear clutter (this is not general cleaning or tidying) from your place?

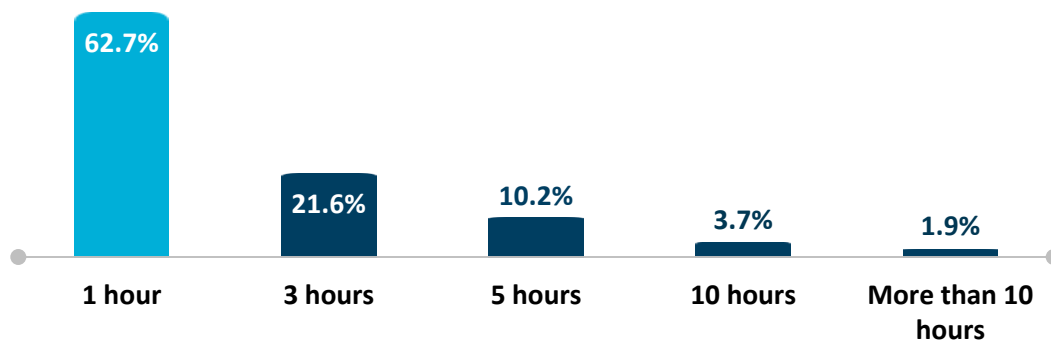


Source: CoreData Happy Home Survey (October 2017)

Question: Do you proactively clear clutter (this is not general cleaning or tidying) from your place?

The majority (69.3%) of respondents proactively clear clutter from their place.

How much time is spent decluttering per month?

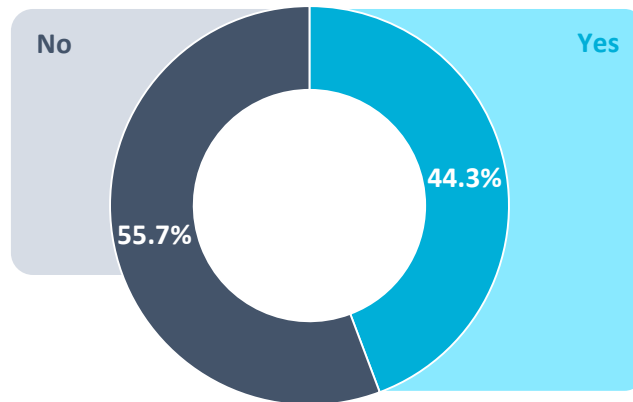


Source: CoreData Happy Home Survey (October 2017)

Question: How much time is spent de-cluttering per month?

More than three in five (62.7%) respondents say they spend an hour per month to declutter, while close to a third (31.8%) spend around three to five hours decluttering.

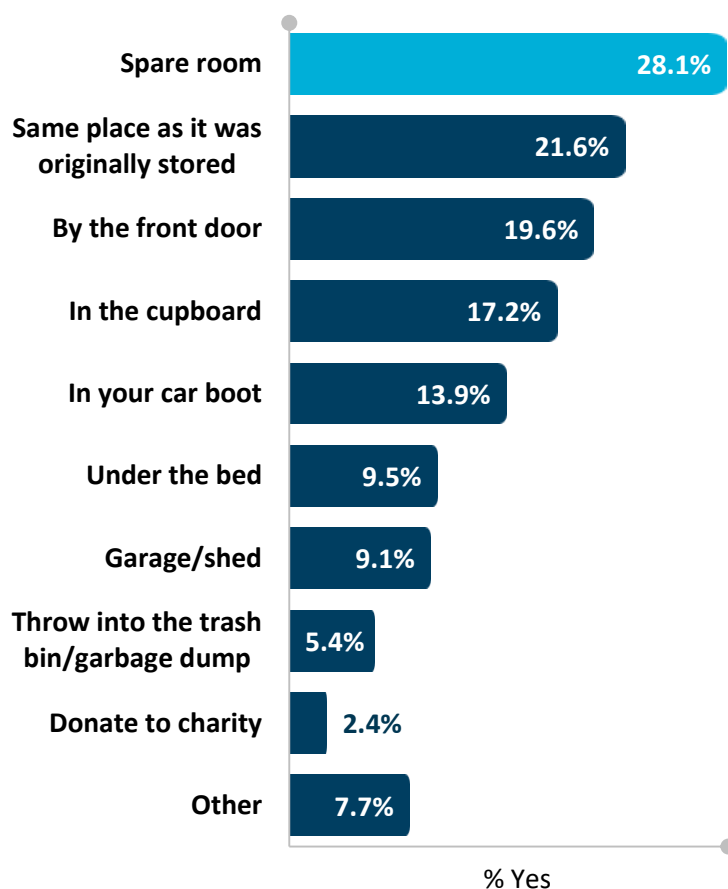
Have you ever had an argument about clutter in your home?



*Source: CoreData Happy Home Survey (October 2017)*  
*Question: Have you ever had an argument about clutter in your home?*

More than two in five (44.3%) respondents admit to having had arguments about clutter in their home.

Where do you store your clutter once you've decided to get rid of it?



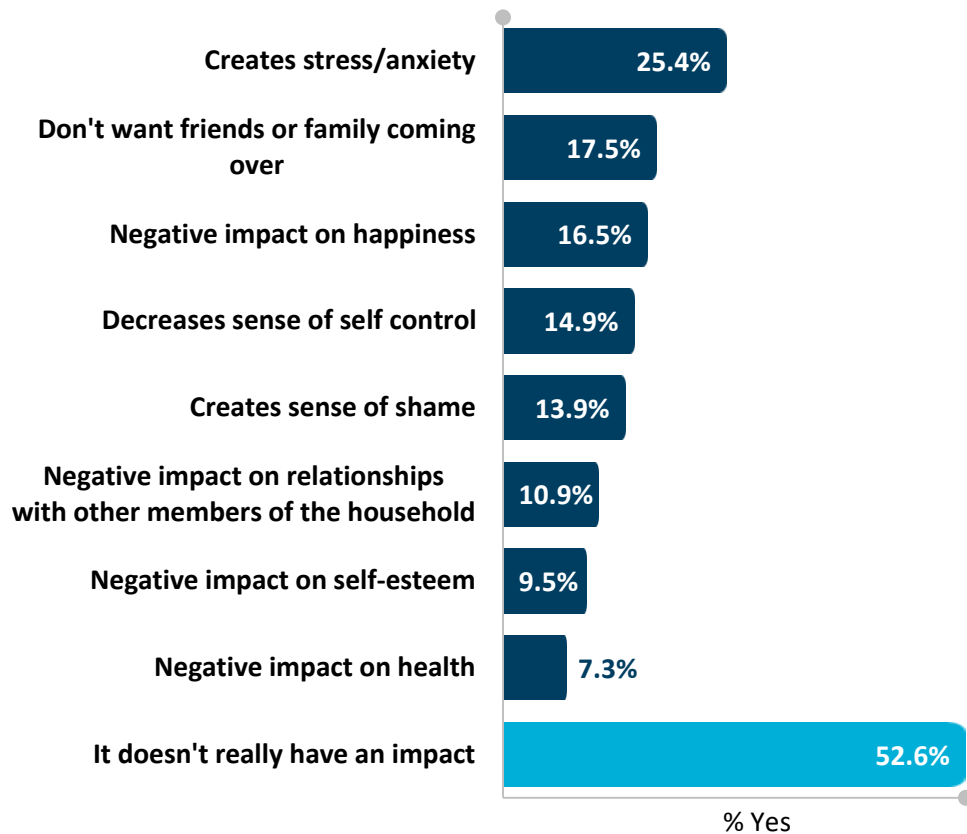
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Where do you store your clutter once youve decided to get rid of it?

When asked where they store their clutter once they have decided to get rid of it, close to three in 10 (28.1%) point to their spare rooms. Similar proportions store their to-be-rid-of clutter in the same place as it was originally stored (21.6%), by the front door (19.6%) or in the cupboard (17.2%).

What impact does clutter have on your life?



\*Multiple answers allowed

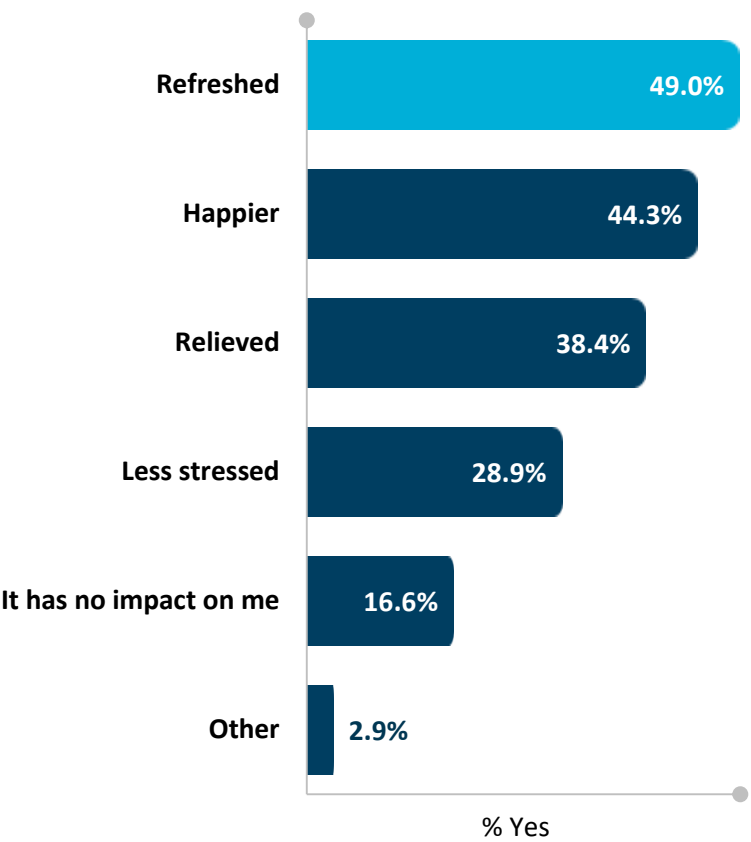
Source: CoreData Happy Home Survey (October 2017)

Question: What impact does clutter have on your life?

A quarter (25.4%) of respondents say clutter creates stress or anxiety in their lives, while less than one in five respondents even admit that clutter causes them to not want have friends or family coming over (17.5%) or that it impacts their happiness negatively (16.5%).

Similar proportions say clutter decreases their sense of self-control (14.9%) or creates a sense of shame in them (13.9%).

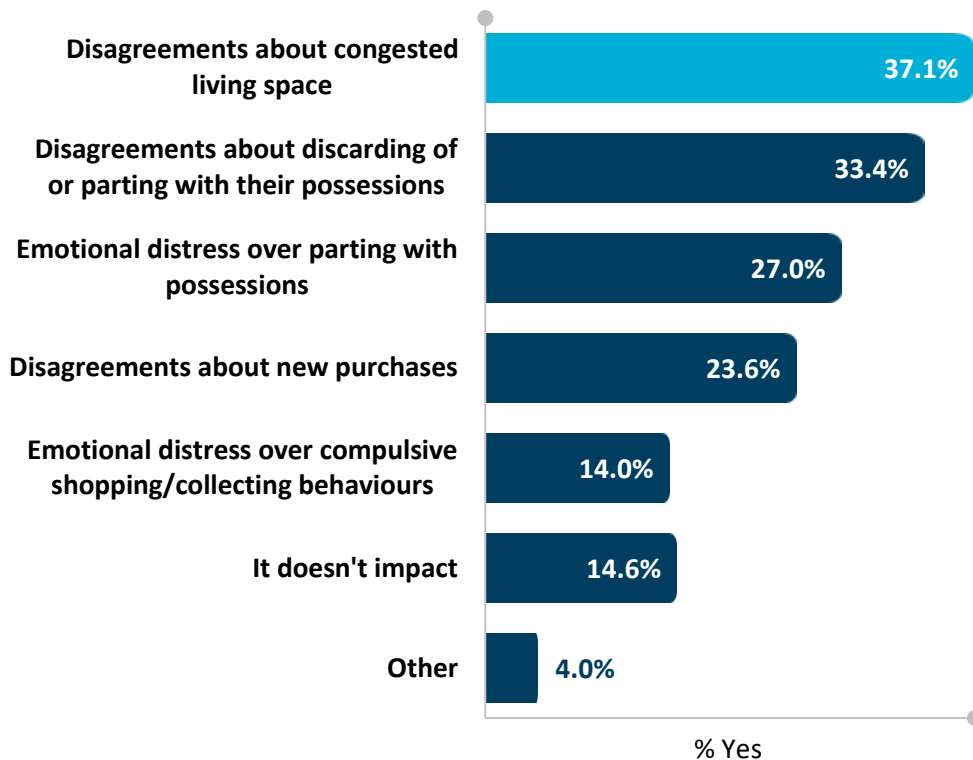
How does clearing the clutter in your home make you feel?



\*Multiple answers allowed  
Source: CoreData Happy Home Survey (October 2017)  
Question: How does clearing the clutter in your home make you feel?

Many respondents say clearing the clutter in their home makes them feel refreshed (49.0%) or happier (44.3%). They also commonly say they feel relieved (38.4%) or less stressed (28.9%) after decluttering. However, one in six (16.6%) respondents claim clearing clutter in their homes has no impact on them.

How do you feel excess clutter can impact relationships in your household?



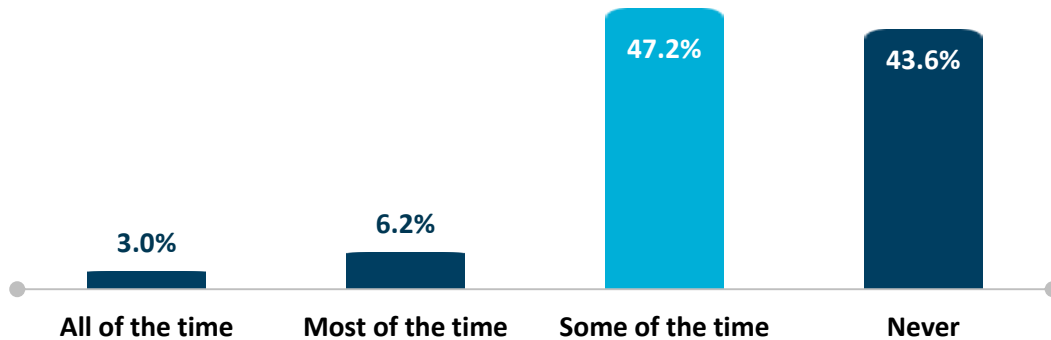
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: How do you feel excess clutter can impact relationships in your household?

Close to two in five (37.1%) respondents say having excess clutter in their household leads to disagreements about congested living space. They also have disagreements about discarding of possessions (33.4%) or about new purchases (23.6%) due to excess household clutter. Many also admit that excess clutter has caused emotional distress over parting with possessions (27.0%) or over compulsive shopping or collecting behaviours (14.0%).

How often does clutter cause tension between the people you live with?

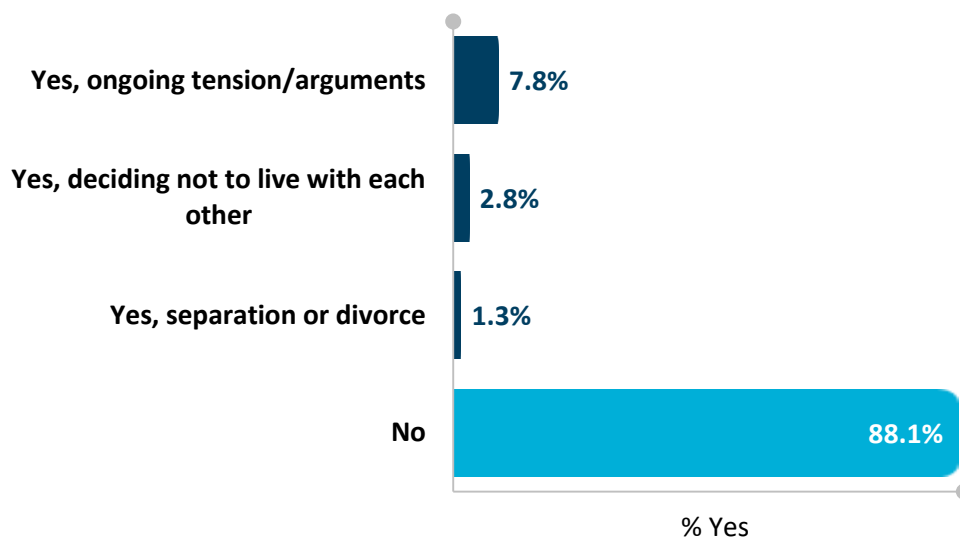


Source: CoreData Happy Home Survey (October 2017)

Question: How often does clutter cause tension between the people you live with?

Close to three in five (56.4%) respondents say clutter causes tension between the people they live with at least some of the time.

Has issues with clutter ever had a serious long term toll on any of your relationships?



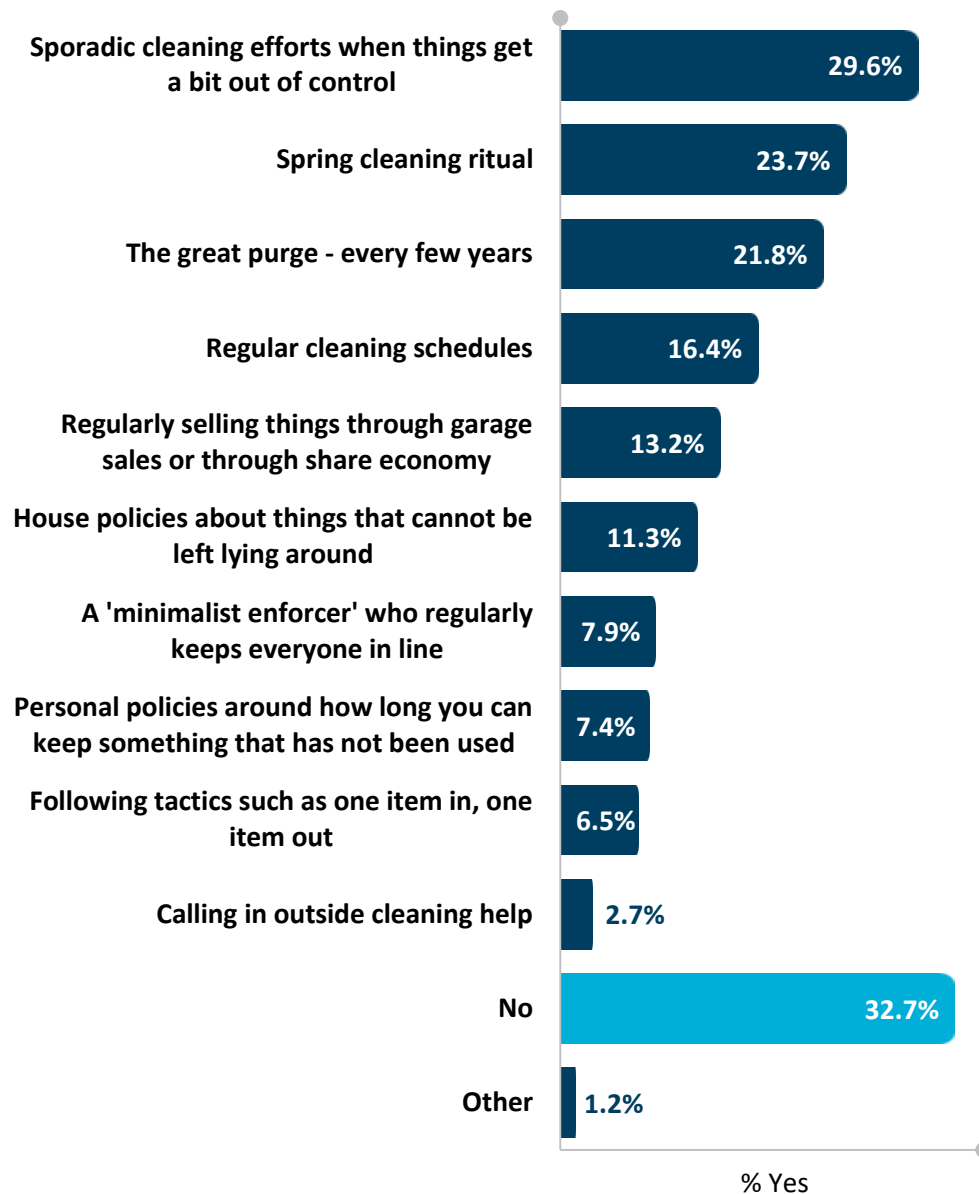
Source: CoreData Happy Home Survey (October 2017)

Question: Has issues with clutter ever had a serious long term toll on any of your relationships?

Although the vast majority (88.1%) of respondents say issues with clutter have not had a serious long term toll on any of their relationships, one in nine (11.9%) claim that it has, ranging from ongoing tension or arguments to separation/divorce.



Does your household have any rituals to help cleanse your home of clutter?



\*Multiple answers allowed

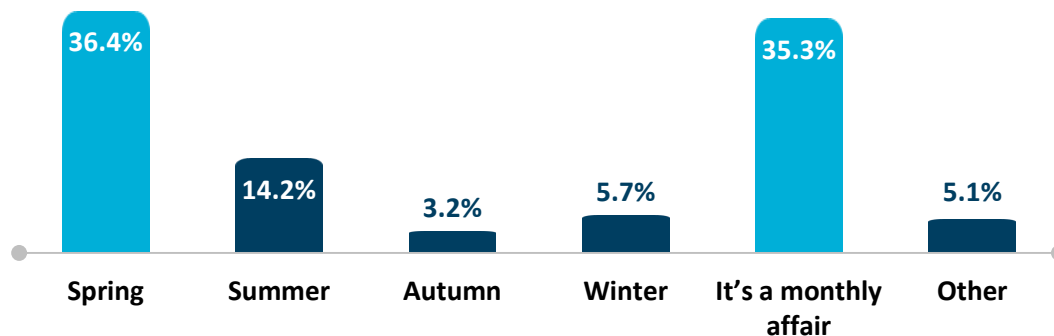
Source: CoreData Happy Home Survey (October 2017)

Question: Does your household have any rituals to help cleanse your home of clutter?

When asked if their household has any rituals to help cleanse their home of clutter, close to three in 10 (29.6%) respondents say they have sporadic cleaning efforts when things get a bit out of control. More than one in five say they have a spring cleaning ritual (23.7%) or the great purge, which occurs every few years (21.8%).

However, close to a third (32.7%) say their household does not have any rituals to help cleanse their home of clutter.

Is there a specific time each year when you are most likely to try and declutter your home?

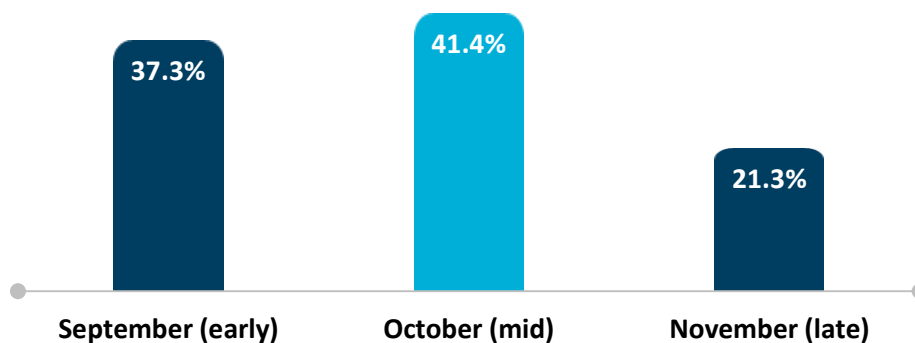


Source: CoreData Happy Home Survey (October 2017)

Question: Is there a specific time each year when you are most likely to try and declutter your home?

More than a third (36.4%) of respondents say they are most likely to declutter their home during spring, while one in seven (14.2%) do this during the summer. More than a third (35.3%) say it is a monthly affair.

What month do you tend to do your 'spring clean'?

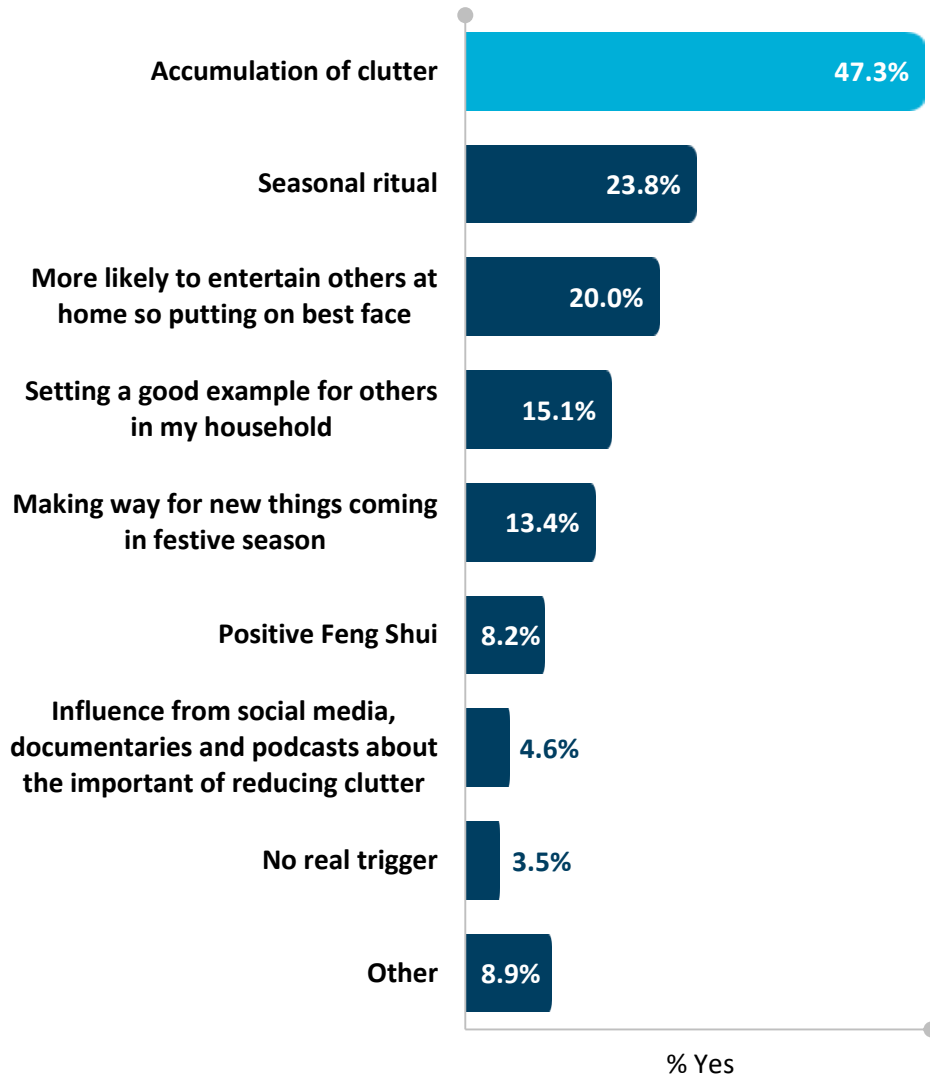


Source: CoreData Happy Home Survey (October 2017)

Question: What month do you tend to do your 'spring clean'?

Among those who have spring cleaning rituals or declutter their home during spring, close to two in five either do it in October (41.4%) or September (37.3%). More than one in five (21.3%) do their spring cleaning later in the season in November.

What is the biggest trigger for your household's spring clean?



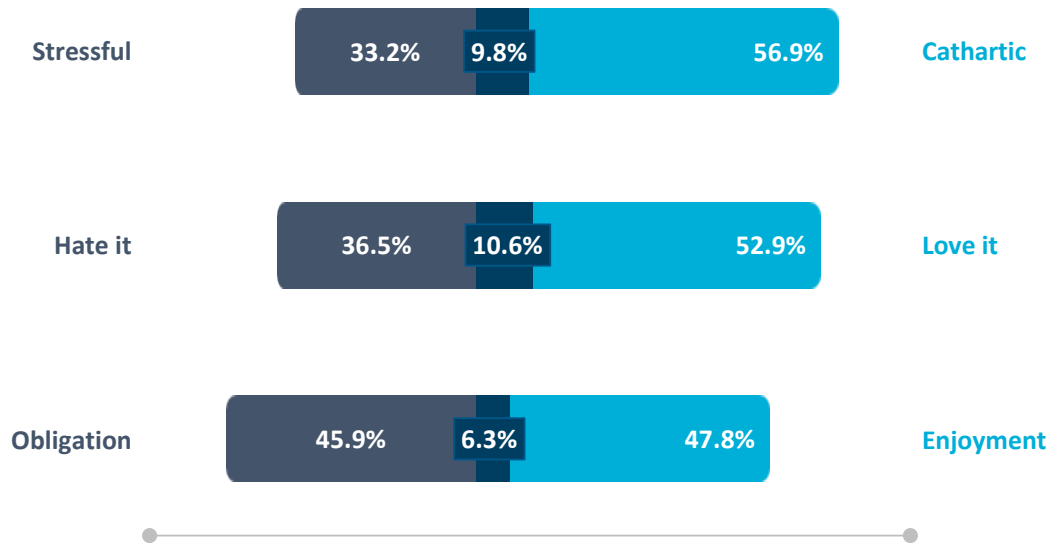
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: What is the biggest trigger for your household's spring clean?

The most commonly cited triggers for spring cleaning are the accumulation of clutter (47.3%), that it is a seasonal ritual (23.8%) and being more likely to entertain others at home and putting on the best face (20.0%).

How do you feel about the spring cleaning process?

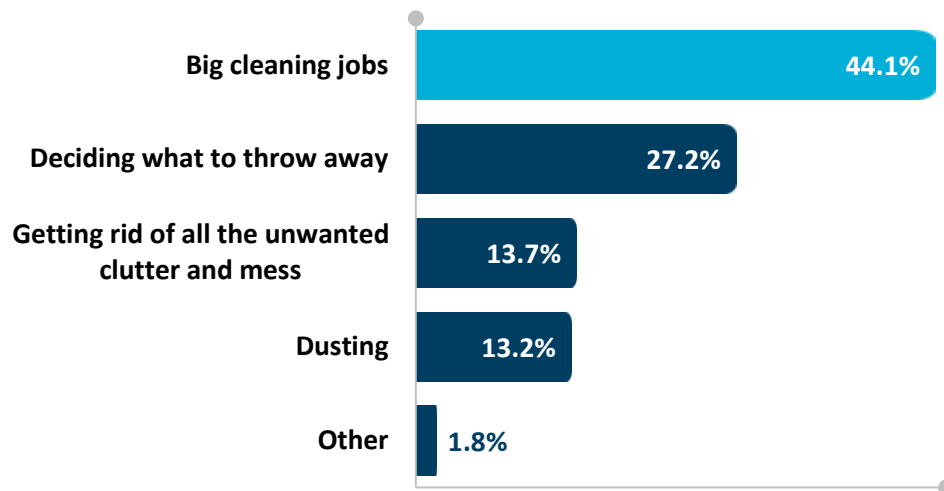


Source: CoreData Happy Home Survey (October 2017)

Question: How do you feel about the spring cleaning process?

More than half (52.9%) of respondents love the spring cleaning process, while more than a third (36.5%) feel the opposite. Close to three in five (56.9%) find the entire process cathartic as opposed to a third (33.2%) who feel it is stressful. Interestingly, similar proportions feel the spring cleaning process is an enjoyment (47.8%) or an obligation (45.9%).

What activity are you most likely to avoid while spring cleaning?

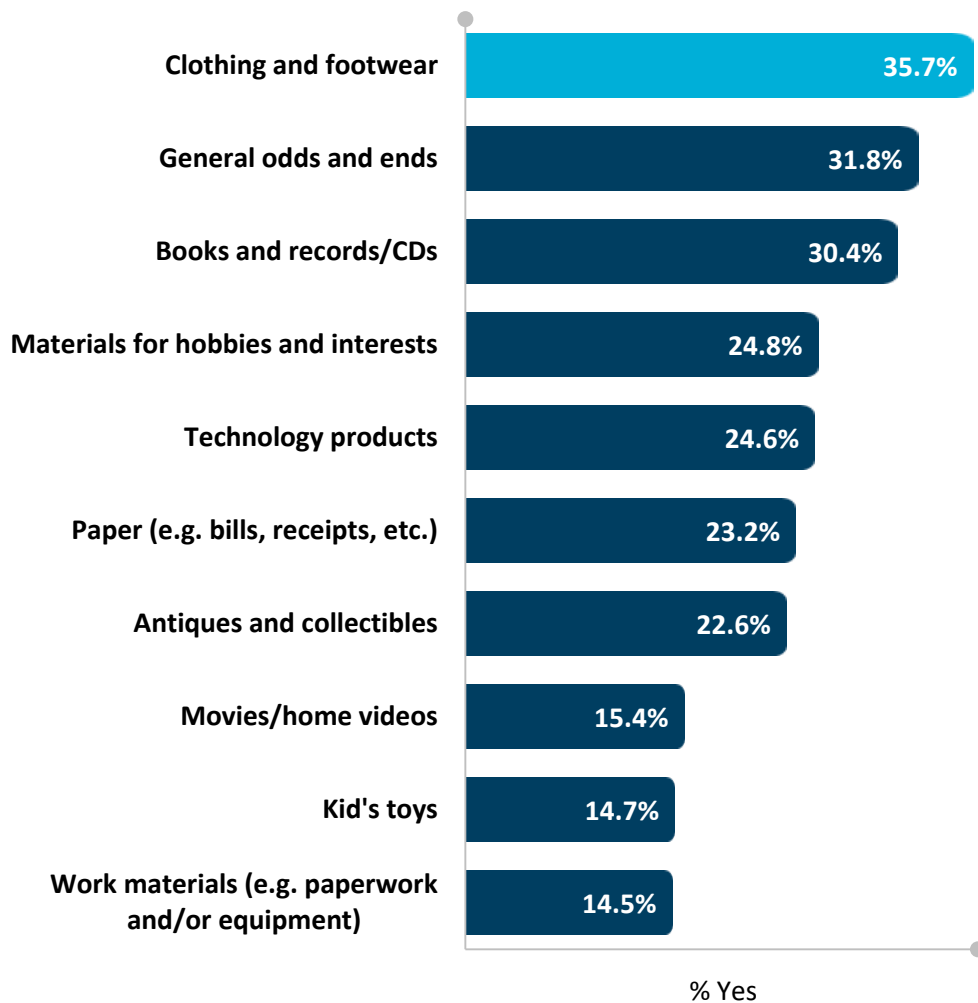


*Source: CoreData Happy Home Survey (October 2017)*

*Question: What activity are you most likely to avoid while spring cleaning?*

More than two in five (44.1%) respondents say they are most likely to avoid the big cleaning jobs during spring cleaning, while close to three in 10 (27.2%) avoid deciding what to throw away. Similar proportions are likely to avoid getting rid of all the unwanted clutter and mess (13.7%) or dusting (13.2%).

What do you tend to have the most trouble throwing out when you are 'spring cleaning'?



\*Top 10 answers only

\*Multiple answers allowed

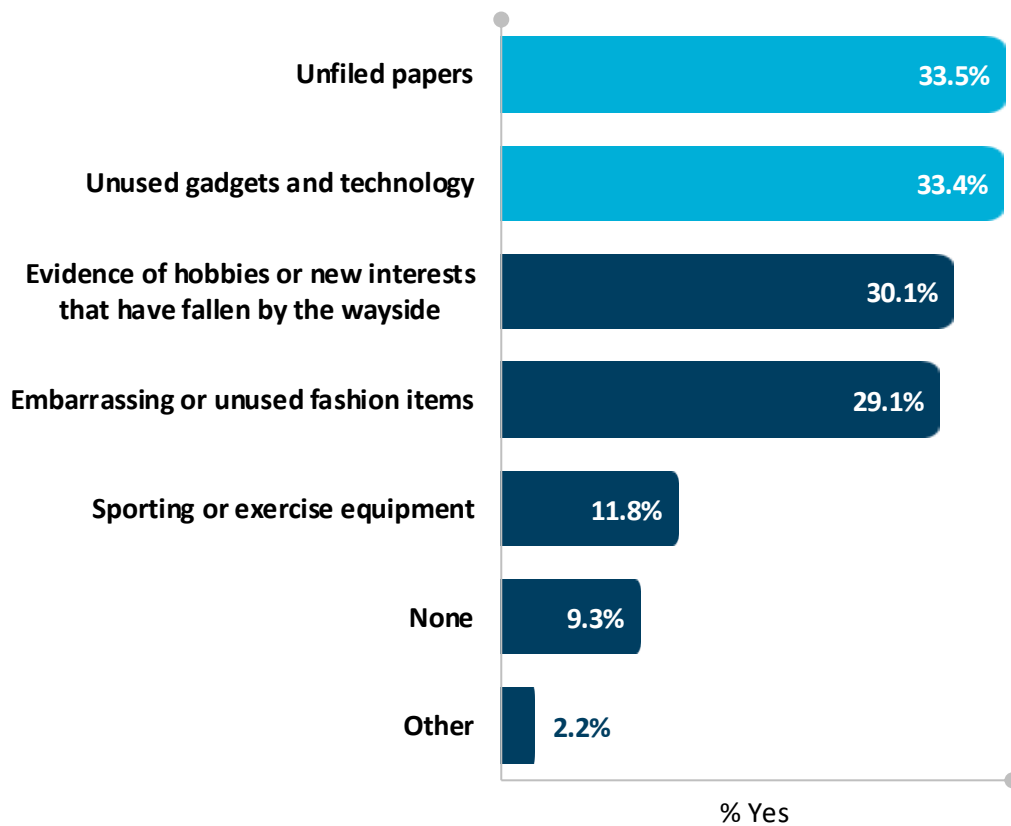
Source: CoreData Happy Home Survey (October 2017)

Question: What do you tend to have the most trouble throwing out when you are 'spring cleaning'?

When asked which items they tend to have the most trouble throwing out during spring cleaning, more than a third (35.7%) cite clothing and footwear while similar proportions cite general odds and ends (31.8%) or books and records/CDs (30.4%).

Some also have trouble getting rid of materials for hobbies and interests (24.8%), technology products (24.6%), paper (23.2%) or antiques or collectibles (22.6%).

Are there any typical 'skeletons' you tend to find in the closet when spring cleaning?



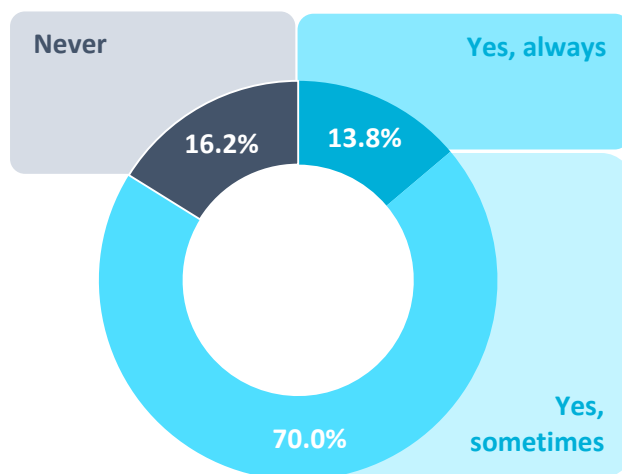
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: Are there any typical 'skeletons' you tend to find in the closet when spring cleaning?

Around a third of respondents find unfiled papers or unused gadgets and technology in the closet when they are spring cleaning (33.5% and 33.4% respectively). Other typical 'skeletons' they tend to find in the closet include evidence of hobbies that have fallen by the wayside (30.1%) and embarrassing or unused fashion items (29.1%).

Does coming across these tend to make you get rid them?



Source: CoreData Happy Home Survey (October 2017)

Question: Does coming across these tend to make you get rid them?

The vast majority (83.8%) of respondents say coming across these typical 'skeletons' in the closet tend to make them get rid of the items.

How much clutter do you think you get rid of every year from your home (whether thrown out, given away or sold)? How many large bin bags would you estimate you could fill?



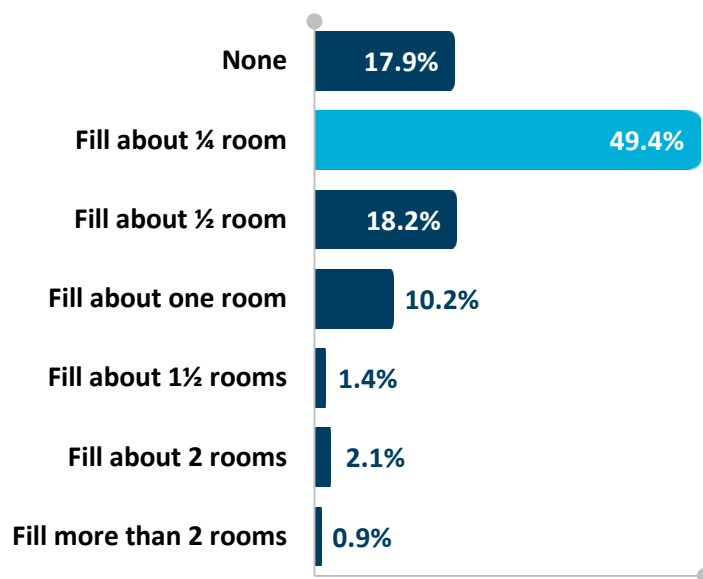
Source: CoreData Happy Home Survey (October 2017)

Question: How much clutter do you think you get rid of every year from your home (whether thrown out, given away or sold)? How many large bin bags would you estimate you could fill?

Respondents estimate getting rid of an average of 6.8 large bin bags worth of clutter every year or a total of 60,948,400 bin bags Australia-wide annually.



How much of a typically sized room could you likely fill with this disposed-off clutter?



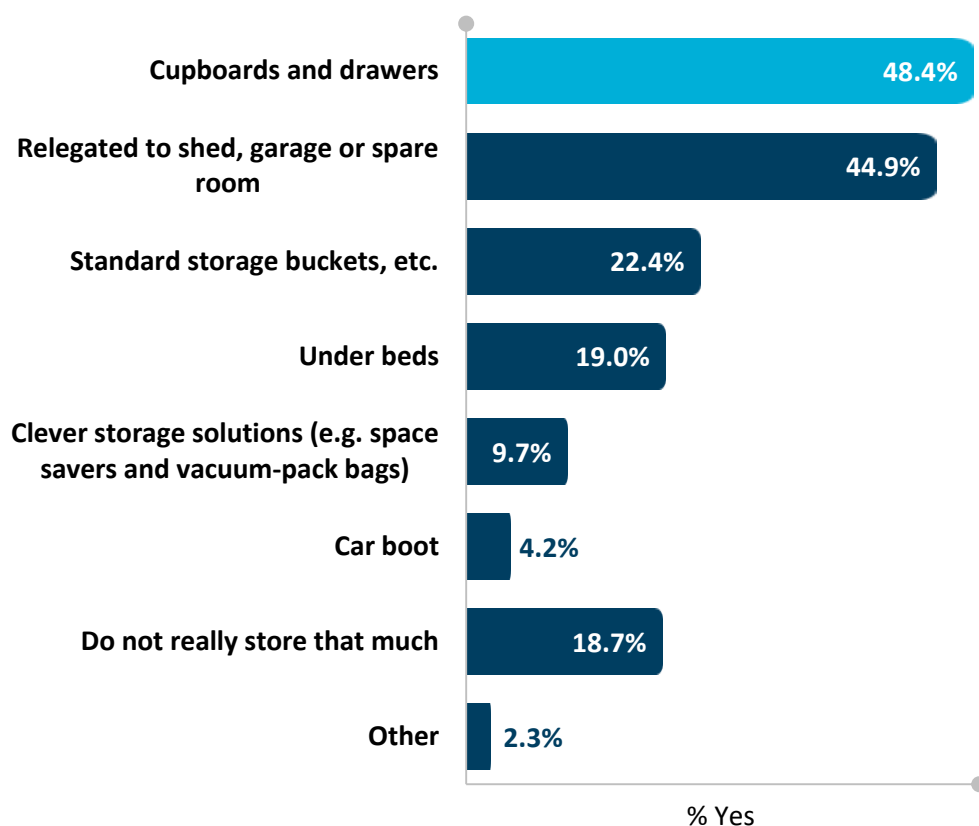
Source: CoreData Happy Home Survey (October 2017)

Question: How much of a typically sized room could you likely fill with this disposed of clutter?

Close to half (49.4%) of respondents say they are likely to fill about ¼ of a typically sized room with this disposed-off clutter, while close to three in 10 (28.4%) say they can fill about ½ to one typically sized room.

This disposed-off clutter translates to approximately 4 cubic metres per household or 36,279,943 m<sup>3</sup> Australia-wide. If we put a box of clutter along every inch of coastline in Australia, we will go around Australia about 4 times or 145,120 kilometres.

How do you tend to store your in-home clutter?



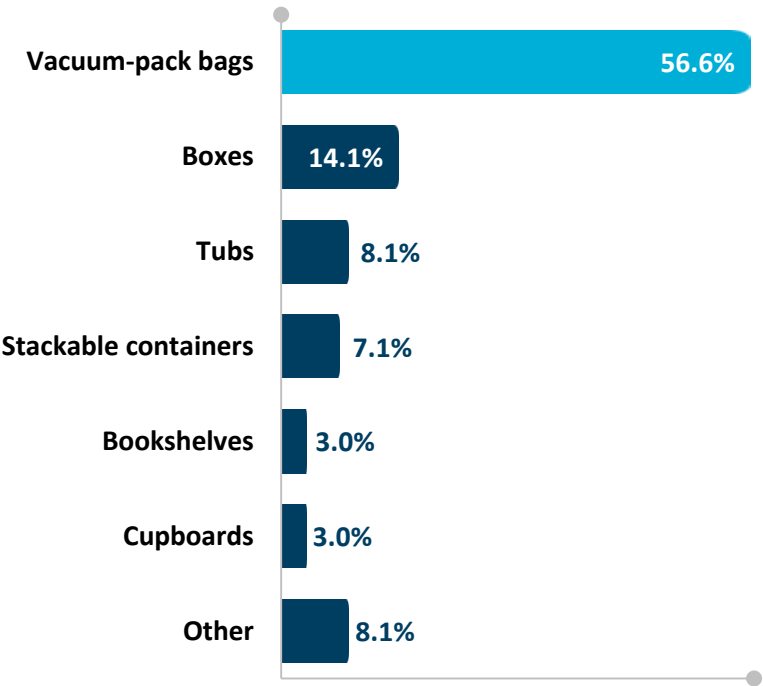
\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: How do you tend to store your in-home clutter?

When asked how they tend to store their in-home clutter, close to half (48.4%) of respondents place them in cupboards and drawers, while more than two in five (44.9%) say they are relegated to the shed, garage or spare room.

Please specify what clever storage solution/s do you mean.  
*Low sample, data indicative only.*



Source: CoreData Happy Home Survey (October 2017)  
Question: Please specify what clever storage solution/s do you mean.

By far the most commonly cited clever storage solution is vacuum-pack bags (56.6%).

*"Have a large shed, however items you wish to keep must be properly bagged or boxed otherwise damage would occur." (Female, 78 years old, NSW)*

*"Coat hangers that can hang multiple items. Bags that you suck out the excess air with the vacuum. Airtight large." (Female, 40 years old, SA)*

*"Vacuum packed bags can be used to store out-of-season clothes, storage bins and purpose-built storage cupboards." (Female, 62 years old, NSW)*

*"Dedicated tubs and plot drawers. But if it's stored like that it's not clutter, is it?" (Female, 70 years old, NSW)*

*"Vacuum seal bags that can be deflated once clothes are in, so you can put bag on bag." (Female, 37 years old, QLD)*

*"Large plastic boxes with lids, wheels, and they can be stacked on top of each other." (Male, 67 years old, QLD)*

*"Vacuum seal bags for clothes/Manchester, storage tubs for other "things"." (Female, 40 years old, SA)*

*"Spare blankets for visitors are in vacuum packs and cupboards." (Female, 66 years old, NSW)*

*"Vacuum seal bags and plastic storage containers with lids." (Female, 57 years old, QLD)*

*"I added a piece of flatwood in my hallway which was handy." (Male, 38 years old, ACT)*

*"Unused suitcases in attic. Hard-to-reach top cupboards." (Female, 34 years old, SA)*

*"Purchased storage containers or whatever from IKEA, etc." (Female, 22 years old, VIC)*

*"Clear storage boxes so you can see what is in them." (Female, 38 years old, QLD)*

*"Making book shelves, with boxes in them, and labelled." (Female, 58 years old, NSW)*

*"Plastic storage boxes stacked 2/3 to the ceiling." (Female, 65 years old, NSW)*

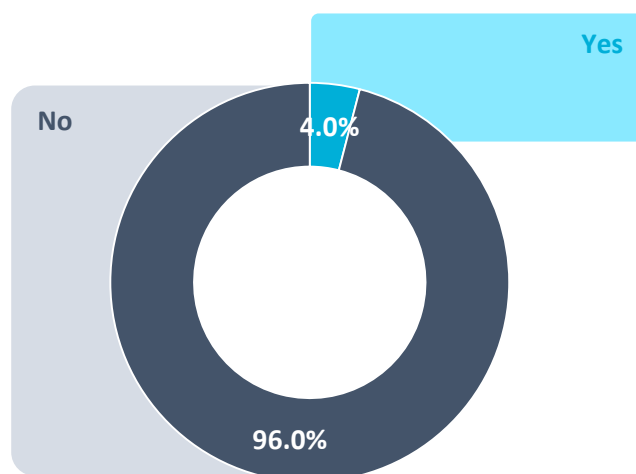
*"Put things in vacuum bags and store under beds." (Female, 60 years old, NSW)*

*"Vacuum pack bags and plastic bins with wheels." (Female, 50 years old, NSW)*

*"DIY shelving, stackable containers and boxes." (Female, 55 years old, TAS)*

*"Purpose built cupboards with big shelves." (Male, 66 years old, TAS)*

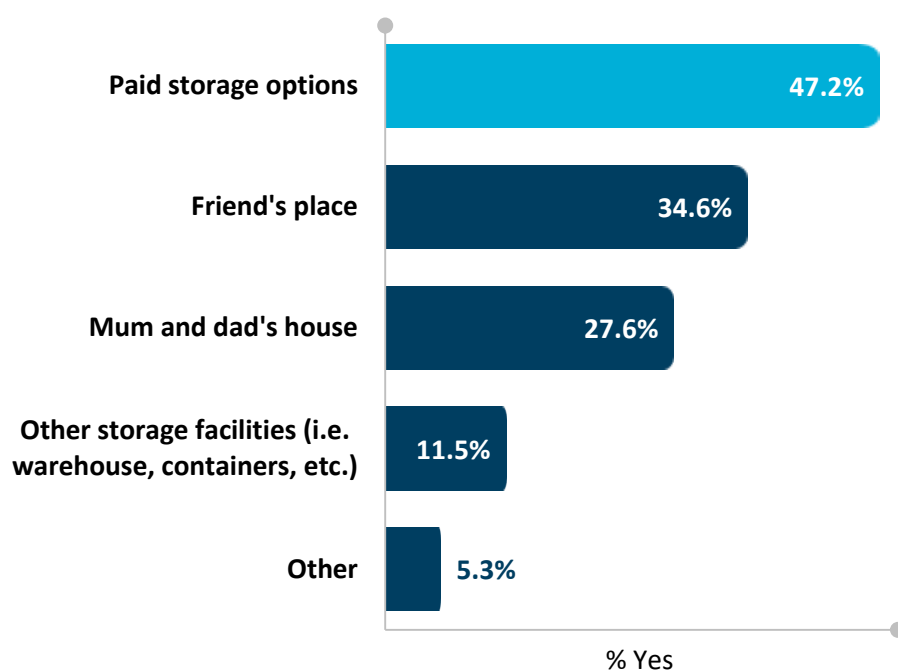
Do you rely on outsourced storage?



Source: CoreData Happy Home Survey (October 2017)  
Question: Do you rely on outsourced storage?

Where do you outsource your storage?

Low sample, data indicative only.

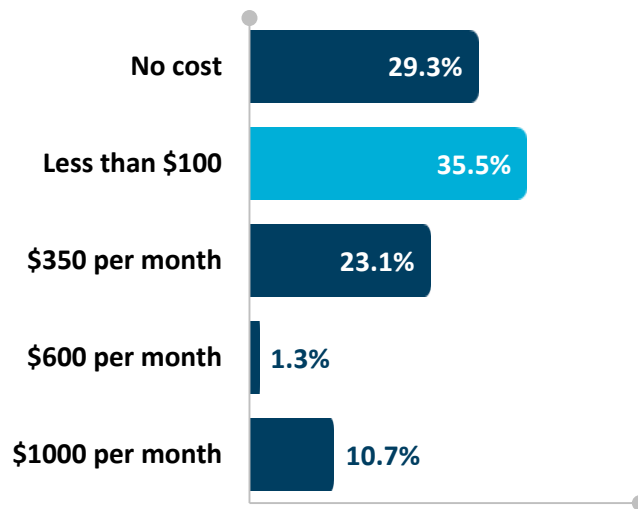


\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)  
Question: Where do you outsource your storage?

### How much money is spent on outsourced storage per month?

*Low sample, data indicative only.*



*Source: CoreData Happy Home Survey (October 2017)*

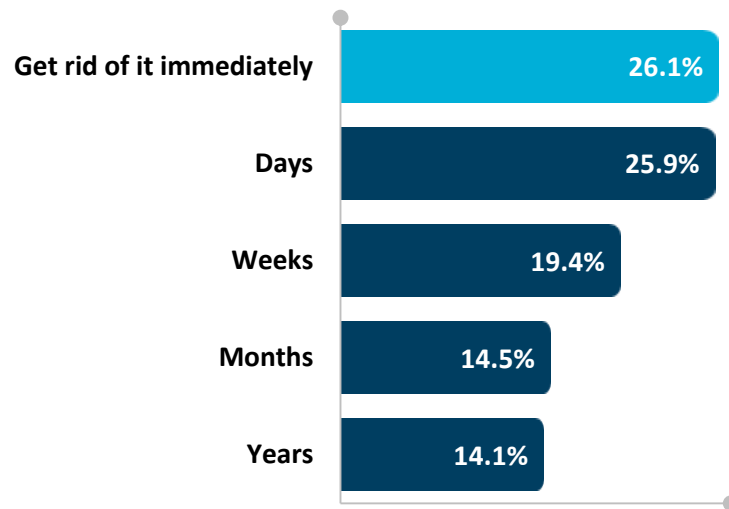
*Question: How much money is spent on outsourced storage per month?*

Only very few (4.0%) respondents rely on outsourced storage, close to half (47.2%) of whom use paid storage options. They also cite their friends' (34.6%) or parents' (27.6%) places.

Among these respondents, more than a third (35.5%) spend less than \$100 per month, while close to a quarter (23.1%) estimate they spend \$350 per month. Close to three in 10 (29.3%) claim their outsourced storage comes at no cost.

On average, a total of \$586,739,274 is spent annually on outsourced storage Australia-wide.

How long do you usually actually keep your clutter stored somewhere once you've packed it up to get rid of it?

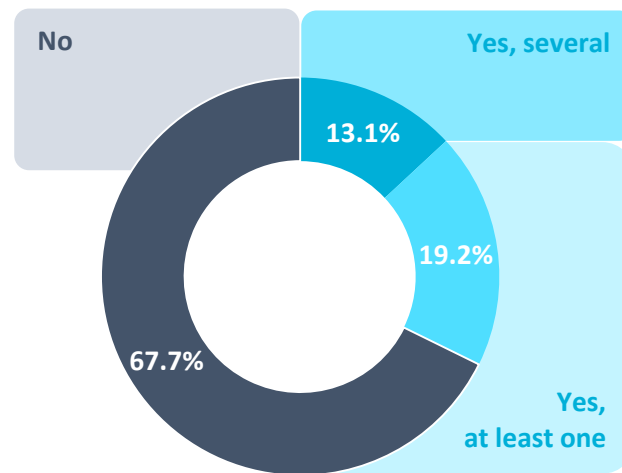


*Source: CoreData Happy Home Survey (October 2017)*

*Question: How long do you usually actually keep your clutter stored somewhere once you've packed it up to get rid of it?*

More than a quarter (26.1%) of respondents say they get rid of their stored clutter immediately once they have packed it up. Others say they actually keep their stored clutter for days (25.9%) or weeks (19.4%) before they get rid of it. However, similar proportions admit it takes them months (14.5%) or even years (14.1%) before getting rid of clutter they have already packed up.

Have you bought a storage device/solution in the last few years to help reduce clutter that you have not actually got around to using?



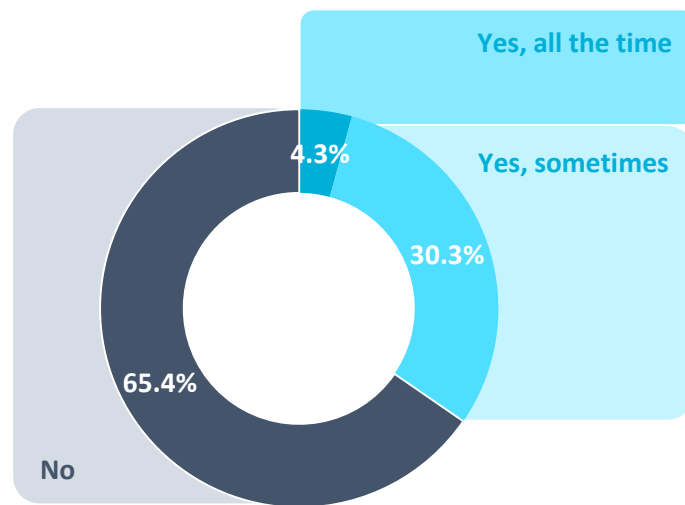
*Source: CoreData Happy Home Survey (October 2017)*

*Question: Have you bought a storage device/solution in the last few years to help reduce clutter that you have not actually got around to using?*

For respondents who tend to store their in-home clutter in standard storage buckets or clever storage solutions, close to a third (32.3%) have bought at least one storage device or solution in the last few years to help reduce clutter but have not actually gotten around to using them.



Do you buy furniture because of storage facilities it offers (e.g. sofas that have storage space under cushions)?

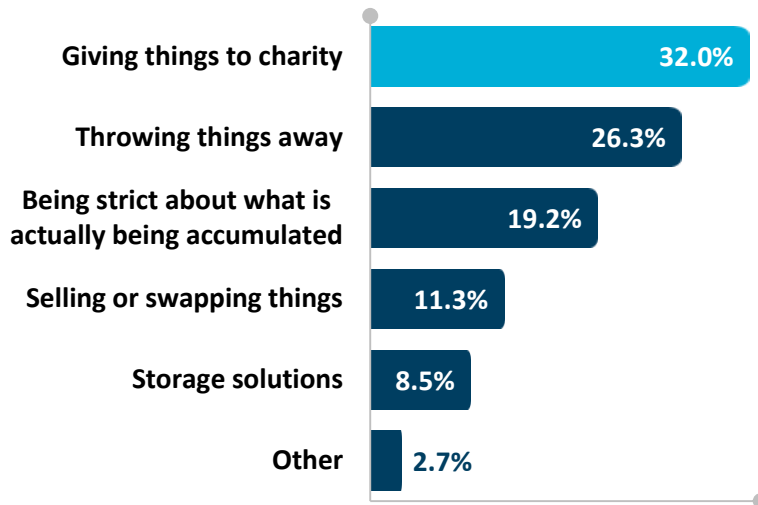


*Source: CoreData Happy Home Survey (October 2017)*

*Question: Do you buy furniture because of storage facilities it offers (e.g. sofas that have storage space under cushions)?*

More than a third (34.6%) of respondents say they buy furniture because of storage facilities it offers at least sometimes.

What is the most important way you have found to help declutter your home?

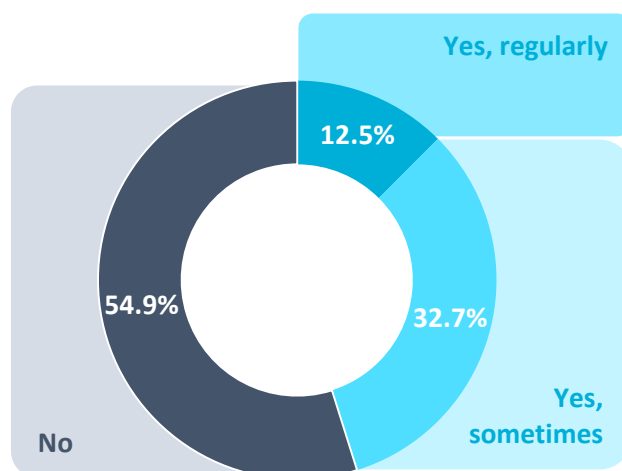


*Source: CoreData Happy Home Survey (October 2017)*

*Question: What is the most important way you have found to help declutter your home?*

Close to a third (32.0%) of respondents find giving things to charity as the most important way of decluttering their home, while more than a quarter (26.3%) point to throwing things away. Close to one in five (19.2%) say it is being strict about what is actually being accumulated in their home. Fewer cite selling or swapping things (11.3%) and storage solutions (8.5%) as important ways of decluttering their home.

Have you ever used the second hand economy online to sell or trade items you have come to consider as clutter (e.g. trading and community market social media pages/websites/apps)?

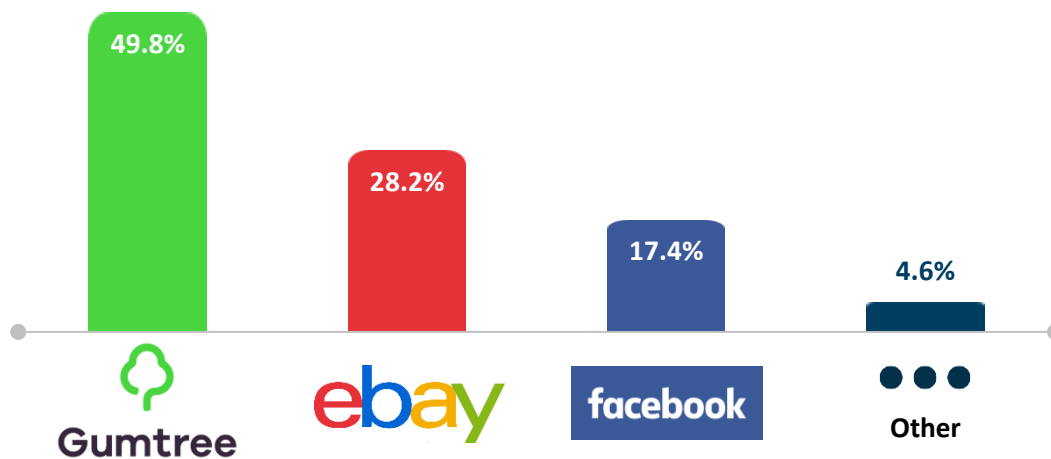


Source: CoreData Happy Home Survey (October 2017)

Question: Have you ever used the second hand economy online to sell or trade items you have come to consider as clutter (e.g. trading and community market social media pages/websites/apps)?

Close to half (45.2%) of respondents have used the second hand economy online to sell or trade items they consider as clutter.

If so, which one?

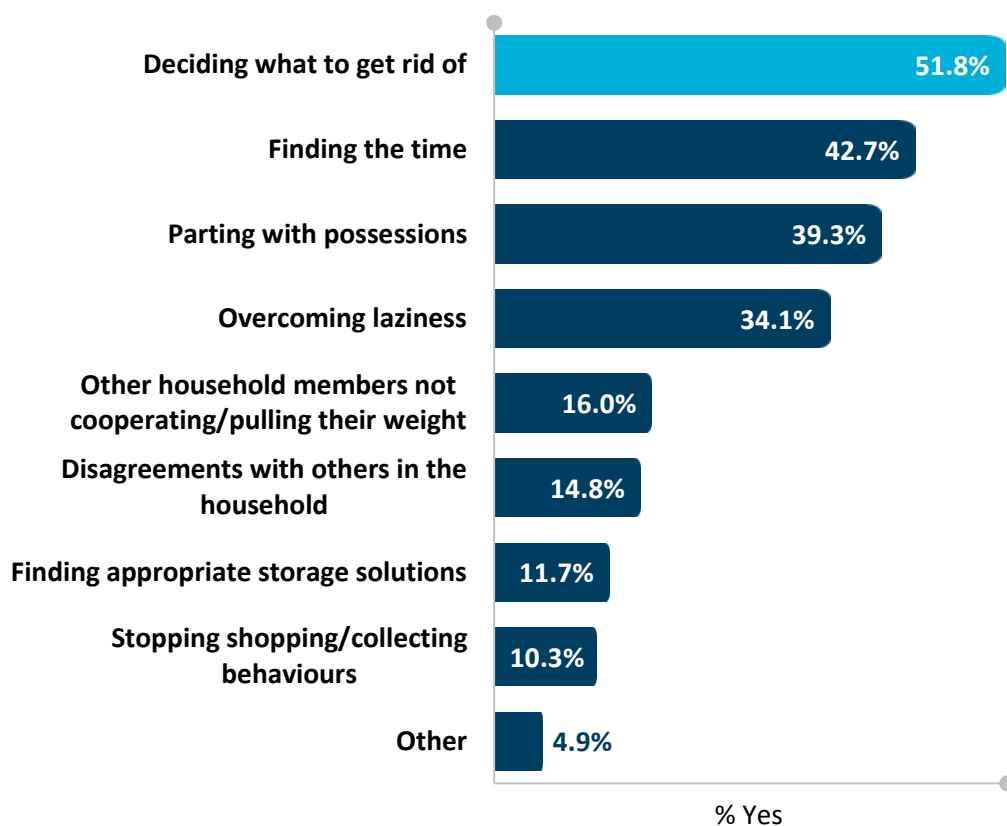


Source: CoreData Happy Home Survey (October 2017)

Question: If so, which one?

Among those who have used the second hand economy online to sell or trade items they consider as clutter, close to half (49.8%) say they utilised Gumtree, while others cite eBay (28.2%) and Facebook (17.4%).

What are the greatest barriers to decluttering your home?



\*Multiple answers allowed

Source: CoreData Happy Home Survey (October 2017)

Question: What are the greatest barriers to de-cluttering your home?

More than half (51.8%) of respondents say deciding what to get rid of is the biggest barrier they face in decluttering their home. A further two in five cite finding the time (42.7%) or parting with possessions (39.3%), while more than a third (34.1%) cite overcoming laziness.

Other barriers include other members of the household not cooperating (16.0%), getting into disagreements with them (14.8%), finding appropriate storage solutions (11.7%) and stopping shopping or collecting behaviours (10.3%).

## WHY DO WE FEEL THE NEED TO DECLUTTER?

- There is a widely held view that Australian households are becoming more cluttered with things compared to the past, driven by a more consumerist/materialistic culture. Only a small minority believe Australian households are becoming more minimalist.
- The majority of Australians claim to have at least a 'reasonable' desire to declutter their home, with avoiding wasting money on things that are unnecessary, a desire for more simplified living and aesthetic preferences among the most important motivations to declutter.

How important are the following motivations for decluttering to you?

### Avoiding wasting money on things that aren't really necessary



### Desire for more simplified living



### Running out of living space



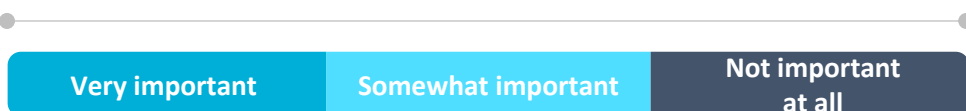
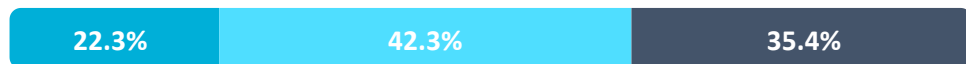
### Aesthetic preferences



### Environmental concerns (e.g. sustainability of materialism and landfill pressure)



### Impact on household relationships



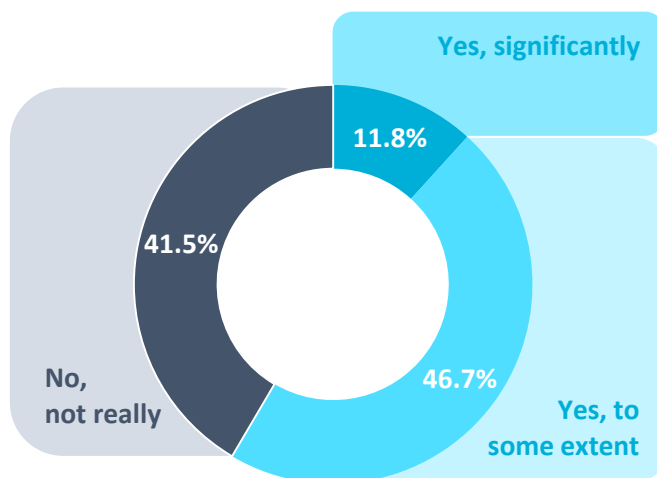
Source: CoreData Happy Home Survey (October 2017)

Question: How important are the following motivations for decluttering to you?

The overwhelming majority (91.4%) of respondents say avoiding wasting money on things that are unnecessary is an important motivation for them to declutter. The vast majority also find the desire for more simplified living (88.7%) or aesthetic preferences (83.0%) as important motivations to declutter.

Other important motivations include running out of living space (78.7%), environmental concerns (71.9%) and the impact on household relationships (64.6%).

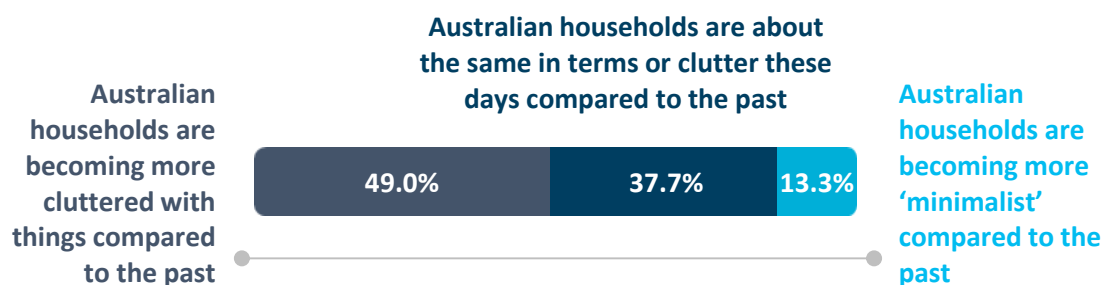
Do any of these concerns actually impact your buying behaviours?



Source: CoreData Happy Home Survey (October 2017)  
 Question: Do any of these concerns actually impact your buying behaviours?

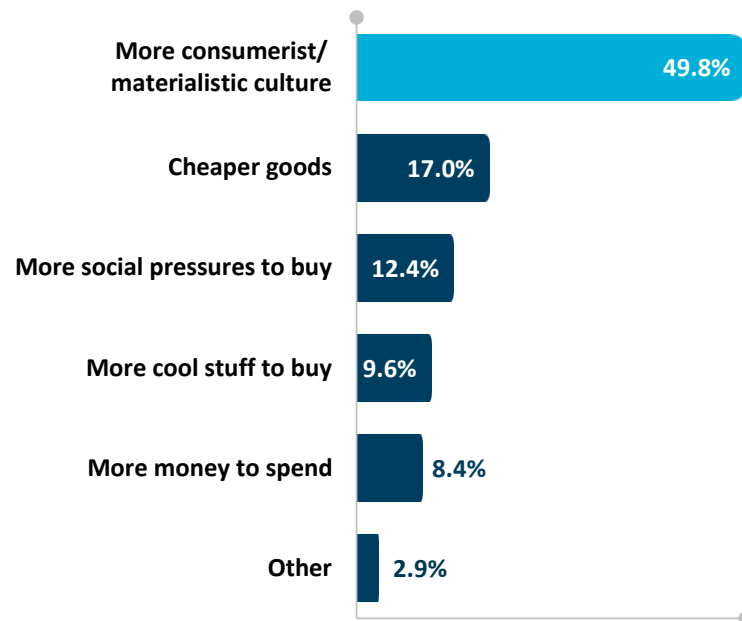
Among those who believe these concerns are important motivations for decluttering, close to three in five (58.5%) say these actually impact their buying behaviours.

Which of the following statements do you agree with most?



Close to half (49.0%) of respondents agree that Australian households are becoming more cluttered with things compared to the past, while only one in eight (13.3%) say Australian households are becoming more 'minimalist'.

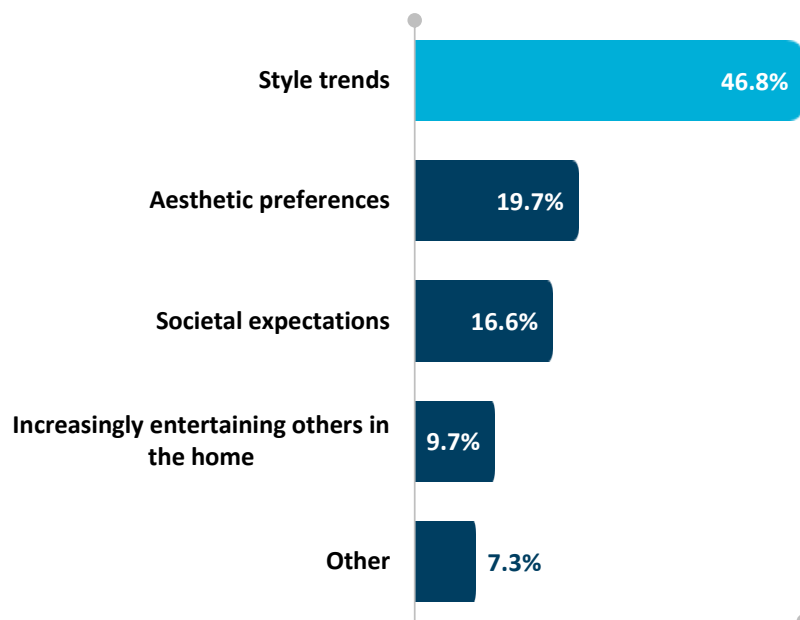
Why do you think this is? [more cluttered]



Source: CoreData Happy Home Survey (October 2017)

Question: Why do you think Australian households are becoming more cluttered?

Why do you think this is? [more minimalist]



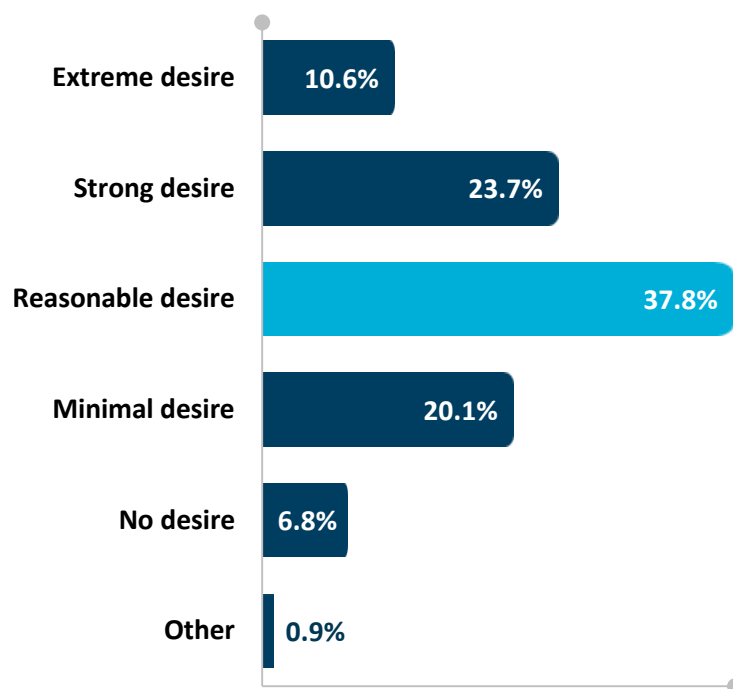
Source: CoreData Happy Home Survey (October 2017)

Question: Why do you think Australian households are becoming more minimalist?

Among those who think Australian households are becoming more cluttered with things compared to the past, close to half (49.8%) attribute this to a more consumerist or materialistic culture. Other reasons include cheaper goods (17.0%) and more social pressures to buy (12.4%).

Among those who think Australian households are becoming more 'minimalist' compared to the past, close to half (46.8%) think this is due to the current style trends. Other reasons include aesthetic preferences (19.7%) and societal expectations (16.6%).

How strongly do you currently desire to declutter your home?



Source: CoreData Happy Home Survey (October 2017)

Question: How strongly do you currently desire to declutter your home?

More than a third (34.3%) of respondents express a strong to extreme desire to declutter their home, while a similar proportion (37.8%) have a reasonable desire to do so. However, more than a quarter (26.9%) claim to have minimal to no desire at all.



## DEMOGRAPHICS

Gender	
Female	52.7%
Male	47.3%
<b>TOTAL</b>	<b>100.0%</b>

Age Banded	
29 years old & below	18.7%
30 - 39 years old	18.5%
40 - 49 years old	18.0%
50 - 59 years old	16.9%
60 years old & above	27.9%
<b>TOTAL</b>	<b>100.0%</b>

Age Generation	
Generation Y	32.0%
Generation X	26.0%
Baby Boomers	35.1%
Pre-Boomers	6.9%
<b>TOTAL</b>	<b>100.0%</b>

Marital Status	
Single	26.0%
Living with partner/married	60.9%
Separated/divorced/widowed	12.3%
Other	0.8%
<b>TOTAL</b>	<b>100.0%</b>

Living Arrangements	
Living alone (never had children)	11.0%
Living with flatmate(s) (never had children)	5.0%
Living with parents/siblings (never had children)	10.5%
Living with partner only (never had children)	11.6%
Living with your children (under 18 years) at home	23.6%
Living with your children (over 18 years) at home	8.3%
Living with your children (both over and under 18 years) at home	2.1%
Children have all left home	23.4%
Other	4.5%
<b>TOTAL</b>	<b>100.0%</b>

State	
ACT	2.8%
NSW	20.8%
NT	0.1%
QLD	18.3%
SA	13.0%
TAS	3.2%
VIC	21.7%
WA	20.1%
<b>TOTAL</b>	<b>100.0%</b>

Area	
The capital city of my state/territory	64.1%
A regional centre	25.8%
A rural area	10.1%
<b>TOTAL</b>	<b>100.0%</b>

Educational Attainment	
Primary	0.6%
Part of high school	11.3%
Completed high school	17.9%
Diploma or certificate qualification	34.4%
Degree qualification	21.5%
Postgraduate qualification	14.4%
<b>TOTAL</b>	<b>100.0%</b>

Work Status	
Full-time paid employment	29.9%
Part-time paid employment	14.7%
Self-employed	5.1%
Casual employment	5.9%
Transitioning to retirement and working part-time	0.9%
Fully retired	19.6%
Full-time home duties	7.2%
Maternity leave	0.7%
Unemployed / not in paid employment	7.2%
Student	4.6%
On a disability pension	4.1%
<b>TOTAL</b>	<b>100.0%</b>

Occupation	
Business owner	7.3%
Manager	11.3%
Professional	30.0%
Technician	3.6%
Trades worker	3.8%
Community and personal service worker	3.8%
Clerical and administrative worker	21.0%
Sales worker	7.9%
Machinery operators and driver	1.9%
Labourer	5.2%
Other	4.2%
<b>TOTAL</b>	<b>100.0%</b>

Personal Income	
\$20,000 or less	28.5%
\$20,001 to \$30,000	19.6%
\$30,001 to \$40,000	10.8%
\$40,001 to \$50,000	6.8%
\$50,001 to \$60,000	8.3%
\$60,001 to \$70,000	4.8%
\$70,001 to \$80,000	4.4%
\$80,001 to \$90,000	3.7%
\$90,001 to \$100,000	4.1%
\$100,001 to \$125,000	4.1%
\$125,001 to \$150,000	2.8%
\$150,001 to \$200,000	1.3%
More than \$200,000	0.8%
<b>TOTAL</b>	<b>100.0%</b>

Household Income	
\$50,000 or less	39.5%
\$50,001 to \$75,000	19.0%
\$75,001 to \$100,000	14.9%
\$100,001 to \$125,000	9.6%
\$125,001 to \$150,000	7.1%
\$150,001 to \$200,000	6.6%
\$200,001 to \$250,000	2.0%
\$250,001 to \$350,000	1.1%
\$350,001 or more	0.4%
<b>TOTAL</b>	<b>100.0%</b>

Investment Portfolio	
I have no investments	42.8%
\$50,000 or less	14.4%
\$50,001 to \$150,000	10.8%
\$150,001 to \$250,000	8.6%
\$250,001 to \$350,000	6.6%
\$350,001 to \$450,000	3.4%
\$450,001 to \$550,000	3.0%
\$550,001 to \$650,000	3.0%
\$650,001 to \$750,000	1.8%
\$750,001 to \$1 million	2.6%
More than \$1 million to \$3 million	2.7%
More than \$3 million to \$5 million	0.2%
More than \$5 million	0.2%
<b>TOTAL</b>	<b>100.0%</b>

Wealth Segment	
Mass Market	60.5%
Mass Affluent	28.7%
Core Affluent	8.3%
HNW	2.5%
<b>TOTAL</b>	<b>100.0%</b>

# COREDATA

## ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



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