

# YouGov Survey: Home Organization



Sample 1155 U.S. adult citizens  
Conducted July 17 - 20, 2025  
Margin of Error  $\pm 3.8\%$

## 1. How important is it to you that your home is organized?

Very important	48%
Somewhat important	43%
Not very important	7%
Not at all important	1%
Not sure	1%

## 2. Who spends the most time organizing your home?

Entirely me	31%
Mostly me	28%
Shared about equally	28%
Mostly other people	8%
Entirely other people	1%
No one	2%
Not sure	2%

## 3. How do you generally feel about organizing your home?

Love it	20%
Like it	37%
Neutral	28%
Dislike it	11%
Hate it	3%
Not sure	1%

## 4. How organized would you say your home is?

Very organized	22%
Somewhat organized	54%
Somewhat disorganized	18%
Very disorganized	5%
Not sure	2%

## 5. How organized do you think most other people would say your home is?

Very organized	23%
Somewhat organized	43%
Somewhat disorganized	17%
Very disorganized	8%
Not sure	10%

6. Compared to how organized your first home was when you moved away from your parents, is your home now...?

More organized	37%
Less organized	17%
About the same	30%
I never moved away from my parents	12%
Not sure	4%

7. How organized would you say the home you grew up in was?

Very organized	33%
Somewhat organized	42%
Somewhat disorganized	13%
Very disorganized	9%
Not sure	4%

8. When you were growing up, how involved were you in keeping your home organized?

Very involved	17%
Somewhat involved	44%
Not very involved	27%
Not at all involved	9%
Not sure	4%

9. When you were growing up, who did the most to keep your home organized?

My mother	72%
My father	7%
Me	6%
A sibling	2%
Another relative	2%
Someone we hired	1%
Someone else	0%
No one	2%
Not sure	7%

## 10. How organized are the following rooms in your home?

	Very organized	Somewhat organized	Somewhat disorganized	Very disorganized	Not sure	Not applicable – I don't have this room
Living room	45%	38%	10%	4%	2%	1%
Your bathroom	44%	40%	10%	3%	2%	2%
Kitchen	42%	40%	10%	5%	1%	1%
Dining room	37%	30%	7%	4%	1%	21%
Your bedroom	33%	42%	16%	6%	1%	1%
Laundry room	32%	31%	10%	5%	1%	21%
Other bathrooms	31%	30%	7%	4%	4%	24%
Other bedrooms	25%	35%	17%	8%	4%	11%
Closets	25%	42%	20%	9%	3%	2%
Home office	18%	18%	9%	6%	1%	48%
Garage or shed	12%	27%	18%	12%	1%	29%
Basement	8%	14%	7%	8%	1%	61%

## 11. Which of these comes closest to the approach your household typically takes to organizing your home?

Organize regularly and frequently	38%
Organize when things get out of hand	46%
Organize everything once or twice a year	8%
Don't really organize	3%
Not sure	6%

## 12. From which, if any, of the following sources have you gotten advice about home organization? Select all that apply.

Friends or family members	29%
Social media	20%
Books or magazines	15%
Websites or blogs	14%
Television	13%
Retail stores	8%
Podcasts	4%
Professional organizers	3%
None of these	52%

13. Which, if any, of the following do you use for home organization? Select all that apply.

Storage bins or containers .....	71%
Shelving units .....	54%
Hooks or hanging systems .....	49%
Drawer dividers .....	31%
Closet organizers .....	30%
Labels .....	21%
Decanting products from original packaging into uniform containers .....	17%
A home organization app .....	3%
None of these .....	16%

14. Which, if any, of the following motivate you to organize your home? Select all that apply.

I want to be able to find things easily .....	66%
I feel better when it is organized .....	66%
I'm trying to reduce clutter .....	61%
I want it to look good for guests .....	38%
I enjoy organizing .....	26%
I'm preparing for a life change .....	10%
I feel pressure from others in my home .....	9%
None of these .....	6%

15. Which, if any, of the following are challenges you experience when it comes to keeping your home organized? Select all that apply.

Not enough storage space .....	46%
Too many belongings .....	41%
Difficulty letting go of things .....	37%
Lack of motivation .....	37%
Other people in the home .....	26%
Not enough time .....	25%
Don't know where to start .....	23%
None of these .....	13%

16. Does having children make it easier or more difficult to keep your home organized?

*Among people with children under 18 in their home*

Much easier .....	3%
Somewhat easier .....	6%
No difference .....	17%
Somewhat more difficult .....	36%
Much more difficult .....	36%
Not sure .....	2%

## 17. How involved are your children in keeping your home organized?

*Among people with children under 18 in their home*

Very involved .....	11%
Somewhat involved .....	37%
Not very involved .....	34%
Not at all involved .....	13%
Not sure .....	5%

## 18. Do you personally know anyone who is a hoarder? Select all that apply.

Yes, me .....	7%
Yes, a family member .....	26%
Yes, a friend .....	10%
Yes, an acquaintance .....	8%
No .....	52%
Prefer not to say .....	4%

## 19. Do you think it is possible you could ever become a hoarder?

Yes .....	10%
No .....	71%
Not asked - says they are hoarders now .....	7%
Not sure .....	12%

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<b>Interviewing Dates</b>	July 17 - 20, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.539, with a mean of one and a standard deviation of 0.859.
<b>Number of respondents</b>	1155
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	65 questions not reported.

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## 1. Importance of Home Organization

How important is it to you that your home is organized?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	48%	42%	54%	46%	57%	46%	45%	44%	61%	61%	*
Somewhat important	43%	46%	40%	48%	33%	45%	46%	47%	30%	32%	*
Not very important	7%	9%	4%	3%	8%	8%	7%	7%	4%	6%	*
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
Not sure	1%	2%	0%	2%	1%	0%	2%	1%	3%	0%	*
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	*
Unweighted N	(1,154)	(552)	(602)	(304)	(300)	(331)	(219)	(743)	(148)	(184)	(79)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	48%	53%	44%	49%	49%	49%	44%	48%	58%	52%	41%	50%	49%
Somewhat important	43%	40%	44%	44%	44%	45%	45%	47%	36%	40%	52%	40%	42%
Not very important	7%	6%	8%	6%	6%	5%	9%	5%	4%	8%	5%	6%	7%
Not at all important	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%
Not sure	1%	0%	3%	1%	0%	1%	1%	0%	0%	0%	1%	2%	0%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	99%	100%	101%	99%	99%
Unweighted N	(1,154)	(403)	(451)	(300)	(487)	(364)	(441)	(335)	(253)	(211)	(232)	(452)	(259)

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## 2. Primary Home Organizer

Who spends the most time organizing your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely me	31%	24%	37%	16%	29%	35%	42%	30%	35%	29%	*
Mostly me	28%	19%	36%	29%	27%	29%	26%	31%	28%	20%	*
Shared about equally	28%	35%	22%	36%	27%	28%	22%	28%	24%	29%	*
Mostly other people	8%	14%	3%	13%	11%	5%	7%	8%	8%	12%	*
Entirely other people	1%	2%	0%	1%	2%	1%	1%	0%	1%	6%	*
No one	2%	3%	0%	1%	1%	2%	2%	2%	0%	2%	*
Not sure	2%	3%	1%	4%	4%	0%	0%	0%	5%	2%	*
Totals	100%	100%	99%	100%	101%	100%	100%	99%	101%	100%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely me	31%	34%	31%	28%	34%	27%	42%	28%	21%	33%	38%	28%	29%
Mostly me	28%	30%	21%	34%	31%	32%	24%	33%	32%	26%	28%	28%	29%
Shared about equally	28%	26%	30%	28%	24%	32%	23%	30%	36%	27%	26%	29%	29%
Mostly other people	8%	7%	10%	8%	8%	7%	6%	9%	8%	11%	5%	9%	9%
Entirely other people	1%	1%	1%	1%	1%	1%	2%	0%	2%	2%	1%	0%	1%
No one	2%	0%	4%	1%	0%	1%	2%	0%	0%	1%	1%	3%	1%
Not sure	2%	1%	4%	0%	1%	1%	1%	0%	1%	0%	0%	4%	1%
Totals	100%	99%	101%	100%	99%	101%	100%	100%	100%	100%	99%	101%	99%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 3. Feelings About Organizing

How do you generally feel about organizing your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	20%	16%	23%	25%	25%	19%	10%	16%	31%	30%	*
Like it	37%	38%	37%	36%	30%	39%	44%	38%	37%	33%	*
Neutral	28%	31%	25%	23%	27%	29%	32%	30%	25%	24%	*
Dislike it	11%	12%	10%	12%	12%	10%	11%	13%	3%	10%	*
Hate it	3%	2%	4%	1%	6%	3%	2%	3%	2%	3%	*
Not sure	1%	1%	0%	2%	1%	1%	0%	1%	3%	0%	*
Totals	100%	100%	99%	99%	101%	101%	99%	101%	101%	100%	*
Unweighted N	(1,152)	(552)	(600)	(305)	(299)	(329)	(219)	(740)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	20%	18%	20%	21%	16%	17%	20%	20%	22%	19%	19%	21%	18%
Like it	37%	43%	31%	39%	38%	39%	38%	35%	39%	40%	39%	36%	37%
Neutral	28%	25%	32%	26%	29%	32%	28%	27%	27%	25%	29%	28%	30%
Dislike it	11%	10%	11%	12%	14%	10%	11%	14%	10%	10%	9%	12%	13%
Hate it	3%	2%	4%	3%	3%	3%	2%	3%	2%	6%	4%	2%	2%
Not sure	1%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%
Totals	100%	99%	99%	101%	100%	101%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,152)	(401)	(452)	(299)	(485)	(363)	(439)	(336)	(252)	(210)	(232)	(452)	(258)

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## 4. Home Organization Level

How organized would you say your home is?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	22%	21%	23%	23%	24%	23%	17%	21%	25%	29%	*
Somewhat organized	54%	52%	55%	54%	46%	55%	60%	54%	47%	55%	*
Somewhat disorganized	18%	18%	17%	15%	22%	16%	18%	20%	14%	11%	*
Very disorganized	5%	6%	5%	5%	6%	5%	4%	5%	6%	6%	*
Not sure	2%	3%	1%	4%	2%	1%	0%	1%	8%	0%	*
Totals	101%	100%	101%	101%	100%	100%	99%	101%	100%	101%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	22%	21%	20%	26%	19%	24%	20%	24%	25%	20%	23%	23%	21%
Somewhat organized	54%	57%	51%	53%	54%	57%	53%	50%	55%	61%	46%	55%	52%
Somewhat disorganized	18%	16%	21%	16%	19%	14%	19%	20%	16%	14%	22%	16%	19%
Very disorganized	5%	5%	5%	5%	7%	5%	7%	4%	3%	3%	8%	4%	7%
Not sure	2%	1%	3%	0%	1%	0%	1%	2%	0%	2%	1%	2%	0%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 5. Home Organization Level According to Others

How organized do you think most other people would say your home is?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	23%	20%	26%	22%	25%	23%	21%	22%	28%	25%	*
Somewhat organized	43%	40%	45%	41%	37%	46%	45%	42%	39%	45%	*
Somewhat disorganized	17%	19%	14%	16%	20%	15%	16%	18%	11%	17%	*
Very disorganized	8%	8%	8%	6%	8%	9%	9%	9%	7%	5%	*
Not sure	10%	13%	6%	15%	9%	7%	9%	8%	16%	8%	*
Totals	101%	100%	99%	100%	99%	100%	100%	99%	101%	100%	*
Unweighted N	(1,153)	(552)	(601)	(305)	(299)	(330)	(219)	(742)	(147)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	23%	25%	20%	24%	25%	23%	19%	26%	30%	22%	26%	22%	23%
Somewhat organized	43%	44%	37%	49%	42%	50%	40%	44%	44%	53%	35%	42%	42%
Somewhat disorganized	17%	14%	22%	13%	18%	16%	18%	16%	20%	11%	18%	18%	17%
Very disorganized	8%	8%	8%	8%	9%	8%	11%	9%	3%	8%	13%	7%	7%
Not sure	10%	9%	13%	6%	6%	4%	12%	6%	3%	6%	8%	11%	11%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(402)	(451)	(300)	(485)	(364)	(440)	(336)	(252)	(209)	(232)	(453)	(259)

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## 6. Home Organization Level Change

Compared to how organized your first home was when you moved away from your parents, is your home now...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More organized	37%	35%	39%	27%	40%	39%	39%	38%	37%	37%	*
Less organized	17%	16%	18%	5%	16%	19%	26%	19%	8%	12%	*
About the same	30%	29%	30%	24%	25%	35%	32%	31%	25%	22%	*
I never moved away from my parents	12%	15%	10%	39%	13%	3%	0%	8%	22%	26%	*
Not sure	4%	5%	3%	5%	6%	4%	3%	4%	7%	4%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,154)	(551)	(603)	(305)	(299)	(331)	(219)	(742)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More organized	37%	37%	33%	41%	41%	41%	33%	42%	44%	35%	41%	35%	37%
Less organized	17%	15%	18%	17%	20%	19%	20%	17%	14%	17%	20%	14%	20%
About the same	30%	31%	27%	32%	29%	32%	32%	27%	31%	32%	26%	31%	28%
I never moved away from my parents	12%	12%	16%	8%	8%	6%	11%	11%	10%	13%	11%	13%	12%
Not sure	4%	4%	6%	2%	3%	2%	4%	3%	1%	2%	1%	7%	4%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	99%	99%	100%	101%
Unweighted N	(1,154)	(403)	(452)	(299)	(487)	(363)	(441)	(335)	(253)	(211)	(232)	(453)	(258)

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## 7. Home Organization Growing Up

How organized would you say the home you grew up in was?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	33%	30%	36%	21%	29%	35%	46%	33%	35%	31%	*
Somewhat organized	42%	44%	39%	46%	40%	45%	34%	43%	36%	45%	*
Somewhat disorganized	13%	12%	14%	18%	13%	11%	11%	14%	10%	14%	*
Very disorganized	9%	8%	9%	11%	13%	7%	4%	8%	10%	7%	*
Not sure	4%	5%	2%	4%	5%	2%	5%	3%	9%	3%	*
Totals	101%	99%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,152)	(552)	(600)	(304)	(300)	(330)	(218)	(741)	(147)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	33%	35%	30%	35%	38%	36%	38%	32%	33%	39%	28%	31%	37%
Somewhat organized	42%	40%	41%	44%	37%	45%	36%	47%	44%	44%	44%	43%	35%
Somewhat disorganized	13%	13%	13%	13%	15%	12%	13%	10%	15%	10%	16%	12%	14%
Very disorganized	9%	8%	10%	7%	8%	7%	10%	9%	6%	7%	10%	9%	7%
Not sure	4%	3%	6%	1%	2%	0%	4%	1%	2%	0%	1%	5%	6%
Totals	101%	99%	100%	100%	100%	100%	101%	99%	100%	100%	99%	100%	99%
Unweighted N	(1,152)	(401)	(451)	(300)	(485)	(364)	(440)	(336)	(252)	(211)	(231)	(452)	(258)

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## 8. Involvement in Organizing as a Child

When you were growing up, how involved were you in keeping your home organized?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very involved	17%	16%	18%	13%	24%	14%	18%	14%	30%	19%	*
Somewhat involved	44%	40%	47%	47%	40%	50%	35%	42%	49%	43%	*
Not very involved	27%	30%	24%	29%	25%	24%	30%	31%	8%	24%	*
Not at all involved	9%	9%	9%	5%	6%	10%	14%	10%	3%	11%	*
Not sure	4%	6%	2%	6%	5%	2%	3%	3%	9%	3%	*
Totals	101%	101%	100%	100%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,153)	(551)	(602)	(304)	(299)	(331)	(219)	(741)	(148)	(185)	(79)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very involved	17%	17%	17%	16%	16%	15%	22%	11%	21%	17%	14%	17%	19%
Somewhat involved	44%	46%	42%	44%	46%	46%	47%	42%	43%	46%	51%	43%	38%
Not very involved	27%	27%	25%	28%	27%	28%	21%	37%	25%	22%	24%	28%	30%
Not at all involved	9%	8%	9%	10%	8%	10%	8%	8%	9%	15%	8%	6%	11%
Not sure	4%	2%	7%	2%	2%	2%	3%	2%	1%	1%	3%	6%	3%
Totals	101%	100%	100%	100%	99%	101%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,153)	(403)	(451)	(299)	(487)	(362)	(439)	(336)	(253)	(211)	(232)	(452)	(258)

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## 9. Who Did Most in Organizing as a Child

When you were growing up, who did the most to keep your home organized?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
My mother	72%	71%	73%	66%	67%	76%	78%	78%	60%	66%	*
My father	7%	7%	8%	6%	8%	8%	7%	7%	10%	9%	*
Me	6%	6%	5%	7%	8%	5%	4%	6%	6%	6%	*
A sibling	2%	2%	2%	3%	1%	2%	2%	1%	7%	4%	*
Another relative	2%	1%	3%	4%	3%	2%	1%	2%	4%	2%	*
Someone we hired	1%	1%	1%	1%	1%	0%	2%	1%	0%	2%	*
Someone else	0%	0%	1%	0%	0%	1%	0%	0%	0%	1%	*
No one	2%	2%	2%	3%	3%	1%	2%	1%	1%	0%	*
Not sure	7%	10%	5%	9%	9%	7%	6%	5%	13%	10%	*
Totals	99%	100%	100%	99%	100%	102%	102%	101%	101%	100%	*
Unweighted N	(1,154)	(551)	(603)	(305)	(300)	(331)	(218)	(742)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
My mother	72%	70%	67%	81%	77%	77%	71%	76%	78%	71%	82%	69%	71%
My father	7%	10%	6%	6%	9%	7%	8%	6%	6%	7%	6%	7%	8%
Me	6%	5%	7%	5%	4%	6%	7%	5%	6%	6%	5%	5%	7%
A sibling	2%	2%	2%	2%	2%	2%	2%	1%	3%	1%	1%	3%	2%
Another relative	2%	2%	4%	0%	2%	2%	2%	3%	1%	4%	1%	3%	1%
Someone we hired	1%	1%	0%	2%	1%	1%	0%	1%	1%	0%	0%	1%	1%
Someone else	0%	1%	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%
No one	2%	2%	1%	2%	1%	2%	1%	3%	0%	4%	1%	1%	2%
Not sure	7%	6%	12%	3%	4%	2%	7%	5%	4%	4%	3%	10%	8%
Totals	99%	99%	99%	101%	100%	99%	99%	100%	99%	99%	99%	99%	100%

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		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,154)	(402)	(452)	(300)	(486)	(364)	(441)	(336)	(252)	(211)	(232)	(453)	(258)

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## 10A. Room Organization Level — Living room

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	45%	42%	47%	49%	42%	43%	45%	43%	53%	53%	*
Somewhat organized	38%	39%	38%	35%	36%	42%	38%	39%	35%	37%	*
Somewhat disorganized	10%	9%	10%	7%	13%	9%	9%	11%	5%	6%	*
Very disorganized	4%	5%	3%	7%	5%	4%	2%	4%	6%	2%	*
Not sure	2%	3%	0%	1%	1%	1%	5%	2%	1%	1%	*
Not applicable — I don't have this room	1%	2%	1%	0%	2%	2%	1%	2%	0%	1%	*
Totals	100%	100%	99%	99%	99%	101%	100%	101%	100%	100%	*
Unweighted N	(1,151)	(551)	(600)	(304)	(298)	(330)	(219)	(740)	(148)	(184)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	45%	42%	44%	47%	47%	43%	40%	49%	47%	43%	44%	48%	41%
Somewhat organized	38%	40%	37%	38%	37%	43%	37%	37%	43%	41%	39%	37%	38%
Somewhat disorganized	10%	7%	10%	11%	9%	11%	11%	11%	7%	10%	11%	9%	9%
Very disorganized	4%	7%	4%	1%	6%	2%	6%	3%	2%	5%	5%	3%	6%
Not sure	2%	3%	2%	1%	0%	1%	2%	1%	1%	0%	1%	2%	3%
Not applicable — I don't have this room	1%	0%	2%	2%	0%	1%	3%	0%	0%	1%	0%	1%	3%
Totals	100%	99%	99%	100%	99%	101%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(403)	(449)	(299)	(486)	(362)	(440)	(334)	(252)	(209)	(232)	(451)	(259)

# YouGov Survey: Home Organization

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## 10B. Room Organization Level — Your bathroom

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	44%	41%	46%	40%	45%	43%	47%	41%	49%	50%	*
Somewhat organized	40%	40%	39%	36%	38%	42%	40%	42%	33%	34%	*
Somewhat disorganized	10%	8%	11%	10%	11%	10%	6%	10%	6%	8%	*
Very disorganized	3%	5%	2%	7%	4%	2%	2%	3%	8%	2%	*
Not sure	2%	3%	1%	3%	1%	0%	4%	2%	3%	0%	*
Not applicable — I don't have this room	2%	3%	1%	4%	1%	2%	0%	2%	0%	5%	*
Totals	101%	100%	100%	100%	100%	99%	99%	100%	99%	99%	*
Unweighted N	(1,152)	(550)	(602)	(305)	(298)	(331)	(218)	(742)	(147)	(184)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	44%	44%	41%	46%	44%	45%	44%	47%	39%	47%	45%	44%	40%
Somewhat organized	40%	39%	37%	44%	40%	43%	38%	39%	43%	42%	39%	39%	39%
Somewhat disorganized	10%	8%	13%	7%	11%	10%	9%	9%	14%	7%	8%	10%	12%
Very disorganized	3%	4%	4%	2%	3%	1%	5%	3%	2%	1%	6%	3%	3%
Not sure	2%	3%	3%	0%	0%	0%	2%	1%	1%	0%	1%	2%	4%
Not applicable — I don't have this room	2%	1%	3%	2%	1%	0%	2%	2%	2%	3%	2%	1%	3%
Totals	101%	99%	101%	101%	99%	99%	100%	101%	101%	100%	101%	99%	101%
Unweighted N	(1,152)	(401)	(451)	(300)	(485)	(364)	(439)	(336)	(252)	(211)	(232)	(451)	(258)

# YouGov Survey: Home Organization

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## 10C. Room Organization Level — Kitchen

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	42%	41%	44%	38%	42%	46%	42%	40%	44%	57%	*
Somewhat organized	40%	37%	43%	40%	35%	40%	47%	43%	34%	33%	*
Somewhat disorganized	10%	10%	10%	10%	13%	9%	8%	9%	12%	9%	*
Very disorganized	5%	7%	4%	9%	8%	4%	1%	5%	5%	1%	*
Not sure	1%	3%	0%	4%	1%	0%	2%	1%	5%	0%	*
Not applicable – I don't have this room	1%	2%	0%	0%	2%	2%	0%	1%	0%	0%	*
Totals	99%	100%	101%	101%	101%	101%	100%	99%	100%	100%	*
Unweighted N	(1,154)	(552)	(602)	(305)	(300)	(331)	(218)	(742)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	42%	41%	38%	48%	46%	46%	41%	44%	41%	47%	41%	45%	34%
Somewhat organized	40%	40%	42%	38%	40%	40%	35%	42%	47%	38%	37%	38%	48%
Somewhat disorganized	10%	11%	11%	7%	11%	11%	13%	8%	9%	8%	14%	7%	13%
Very disorganized	5%	7%	4%	5%	3%	3%	7%	5%	2%	7%	6%	5%	3%
Not sure	1%	1%	3%	0%	0%	0%	1%	1%	0%	0%	1%	3%	0%
Not applicable – I don't have this room	1%	0%	1%	2%	0%	0%	2%	0%	0%	0%	0%	1%	2%
Totals	99%	100%	99%	100%	100%	100%	99%	100%	99%	100%	99%	99%	100%
Unweighted N	(1,154)	(402)	(452)	(300)	(486)	(364)	(440)	(336)	(253)	(210)	(232)	(453)	(259)

# YouGov Survey: Home Organization

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## 10D. Room Organization Level — Dining room

How organized are the following rooms in your home?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	37%	36%	38%	35%	37%	37%	37%	36%	40%	44%	*
Somewhat organized	30%	29%	31%	31%	27%	31%	30%	29%	31%	33%	*
Somewhat disorganized	7%	8%	7%	7%	8%	6%	9%	8%	4%	7%	*
Very disorganized	4%	4%	4%	5%	4%	4%	1%	4%	3%	1%	*
Not sure	1%	2%	0%	2%	2%	0%	2%	2%	1%	1%	*
Not applicable – I don't have this room	21%	21%	21%	19%	23%	21%	21%	21%	21%	14%	*
Totals	100%	100%	101%	99%	101%	99%	100%	100%	100%	100%	*
Unweighted N	(1,154)	(552)	(602)	(305)	(300)	(330)	(219)	(743)	(147)	(185)	(79)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	37%	33%	35%	42%	37%	43%	30%	40%	45%	32%	38%	41%	31%
Somewhat organized	30%	29%	29%	32%	30%	31%	29%	35%	32%	27%	25%	32%	32%
Somewhat disorganized	7%	8%	7%	8%	8%	9%	8%	6%	9%	6%	10%	6%	9%
Very disorganized	4%	6%	3%	3%	4%	3%	4%	4%	2%	5%	5%	3%	3%
Not sure	1%	1%	2%	0%	0%	0%	1%	1%	0%	0%	1%	2%	1%
Not applicable – I don't have this room	21%	22%	24%	16%	21%	13%	29%	14%	12%	29%	21%	17%	24%
Totals	100%	99%	100%	101%	100%	99%	101%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,154)	(402)	(452)	(300)	(486)	(364)	(441)	(335)	(253)	(211)	(231)	(453)	(259)

# YouGov Survey: Home Organization

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## 10E. Room Organization Level — Your bedroom

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	33%	33%	33%	26%	37%	34%	35%	34%	32%	38%	*
Somewhat organized	42%	42%	41%	46%	40%	41%	41%	41%	41%	44%	*
Somewhat disorganized	16%	13%	18%	17%	17%	16%	13%	15%	15%	11%	*
Very disorganized	6%	6%	6%	9%	5%	6%	5%	6%	8%	7%	*
Not sure	1%	3%	0%	1%	1%	0%	4%	2%	2%	0%	*
Not applicable — I don't have this room	1%	2%	1%	2%	0%	3%	1%	2%	3%	0%	*
Totals	99%	99%	99%	101%	100%	100%	99%	100%	101%	100%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	33%	31%	29%	40%	34%	38%	32%	39%	37%	31%	31%	36%	31%
Somewhat organized	42%	42%	42%	42%	39%	45%	41%	38%	43%	40%	46%	40%	43%
Somewhat disorganized	16%	17%	19%	11%	19%	13%	15%	15%	17%	19%	15%	15%	15%
Very disorganized	6%	7%	6%	5%	8%	4%	8%	7%	3%	9%	8%	4%	7%
Not sure	1%	2%	2%	0%	0%	0%	1%	1%	0%	0%	0%	2%	3%
Not applicable — I don't have this room	1%	1%	2%	2%	0%	0%	3%	1%	0%	1%	0%	2%	2%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 10F. Room Organization Level — Laundry room

How organized are the following rooms in your home?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	32%	26%	38%	22%	33%	37%	33%	33%	33%	32%	*
Somewhat organized	31%	33%	29%	33%	28%	26%	39%	31%	29%	30%	*
Somewhat disorganized	10%	11%	9%	13%	12%	8%	8%	11%	7%	12%	*
Very disorganized	5%	5%	5%	7%	4%	7%	2%	5%	11%	3%	*
Not sure	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	*
Not applicable – I don't have this room	21%	24%	18%	22%	23%	21%	18%	20%	18%	22%	*
Totals	100%	100%	100%	100%	101%	100%	101%	101%	99%	101%	*
Unweighted N	(1,154)	(552)	(602)	(305)	(300)	(330)	(219)	(742)	(148)	(185)	(79)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	32%	28%	31%	37%	31%	38%	28%	35%	34%	27%	33%	34%	31%
Somewhat organized	31%	29%	29%	35%	32%	35%	28%	33%	38%	33%	28%	31%	31%
Somewhat disorganized	10%	12%	9%	9%	11%	11%	8%	12%	12%	8%	12%	10%	11%
Very disorganized	5%	8%	5%	2%	7%	3%	5%	5%	5%	3%	9%	5%	4%
Not sure	1%	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%	2%	1%
Not applicable – I don't have this room	21%	22%	24%	16%	18%	13%	29%	13%	9%	27%	17%	19%	23%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%	101%	101%
Unweighted N	(1,154)	(403)	(452)	(299)	(487)	(363)	(441)	(335)	(253)	(211)	(232)	(452)	(259)

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## 10G. Room Organization Level — Other bathrooms

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	31%	31%	32%	26%	25%	31%	43%	32%	26%	39%	*
Somewhat organized	30%	28%	32%	37%	27%	31%	26%	28%	34%	34%	*
Somewhat disorganized	7%	8%	7%	9%	11%	6%	5%	8%	5%	6%	*
Very disorganized	4%	3%	4%	5%	4%	4%	2%	2%	7%	4%	*
Not sure	4%	5%	2%	5%	5%	1%	4%	4%	7%	1%	*
Not applicable – I don't have this room	24%	25%	23%	18%	28%	28%	21%	26%	22%	16%	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%	*
Unweighted N	(1,152)	(550)	(602)	(305)	(300)	(329)	(218)	(742)	(148)	(183)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	31%	30%	29%	35%	34%	34%	27%	31%	40%	30%	26%	32%	34%
Somewhat organized	30%	29%	31%	30%	29%	32%	22%	35%	36%	30%	27%	34%	26%
Somewhat disorganized	7%	9%	7%	7%	7%	9%	6%	7%	9%	7%	5%	8%	9%
Very disorganized	4%	4%	3%	3%	3%	3%	5%	3%	4%	0%	7%	3%	3%
Not sure	4%	4%	4%	2%	1%	2%	3%	3%	2%	3%	3%	4%	5%
Not applicable – I don't have this room	24%	24%	25%	23%	25%	20%	37%	21%	9%	30%	33%	19%	23%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,152)	(402)	(450)	(300)	(486)	(363)	(439)	(335)	(253)	(210)	(230)	(453)	(259)

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## 10H. Room Organization Level — Other bedrooms

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	25%	25%	26%	18%	23%	28%	30%	24%	28%	30%	*
Somewhat organized	35%	33%	36%	39%	36%	35%	29%	34%	33%	43%	*
Somewhat disorganized	17%	17%	17%	20%	17%	18%	11%	17%	15%	13%	*
Very disorganized	8%	8%	9%	7%	9%	7%	10%	9%	7%	5%	*
Not sure	4%	7%	2%	6%	5%	2%	6%	3%	10%	6%	*
Not applicable — I don't have this room	11%	11%	10%	9%	10%	11%	13%	12%	6%	4%	*
Totals	100%	101%	100%	99%	100%	101%	99%	99%	99%	101%	*
Unweighted N	(1,150)	(549)	(601)	(304)	(300)	(328)	(218)	(742)	(145)	(184)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	25%	25%	24%	27%	27%	26%	25%	27%	25%	23%	22%	28%	24%
Somewhat organized	35%	33%	34%	38%	35%	40%	31%	37%	38%	34%	42%	34%	31%
Somewhat disorganized	17%	17%	15%	19%	13%	18%	16%	13%	22%	16%	14%	18%	18%
Very disorganized	8%	8%	10%	7%	8%	8%	7%	12%	8%	7%	11%	8%	8%
Not sure	4%	5%	6%	1%	3%	1%	3%	3%	3%	3%	2%	5%	5%
Not applicable — I don't have this room	11%	11%	12%	9%	13%	7%	17%	8%	4%	17%	9%	8%	13%
Totals	100%	99%	101%	101%	99%	100%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,150)	(401)	(450)	(299)	(484)	(363)	(439)	(333)	(253)	(211)	(230)	(451)	(258)

# YouGov Survey: Home Organization

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## 10I. Room Organization Level — Closets

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	25%	23%	26%	22%	32%	21%	24%	23%	26%	34%	*
Somewhat organized	42%	44%	41%	36%	39%	47%	46%	45%	36%	39%	*
Somewhat disorganized	20%	16%	23%	26%	18%	18%	18%	19%	19%	14%	*
Very disorganized	9%	9%	8%	9%	8%	10%	7%	8%	12%	10%	*
Not sure	3%	5%	1%	5%	2%	1%	4%	3%	7%	2%	*
Not applicable – I don't have this room	2%	2%	1%	1%	1%	3%	1%	2%	0%	1%	*
Totals	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,154)	(551)	(603)	(305)	(300)	(331)	(218)	(742)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	25%	23%	25%	25%	23%	25%	25%	25%	22%	22%	25%	25%	26%
Somewhat organized	42%	42%	38%	48%	44%	49%	39%	45%	49%	44%	47%	43%	36%
Somewhat disorganized	20%	22%	20%	17%	20%	18%	19%	18%	21%	21%	19%	19%	21%
Very disorganized	9%	9%	10%	7%	11%	7%	11%	9%	7%	11%	8%	7%	11%
Not sure	3%	3%	5%	0%	1%	0%	3%	2%	0%	1%	1%	4%	3%
Not applicable – I don't have this room	2%	1%	2%	2%	1%	1%	3%	1%	0%	2%	1%	1%	2%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	99%	101%	101%	99%	99%
Unweighted N	(1,154)	(403)	(451)	(300)	(487)	(363)	(441)	(336)	(252)	(211)	(231)	(453)	(259)

# YouGov Survey: Home Organization

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## 10J. Room Organization Level — Home office

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	18%	20%	17%	17%	21%	20%	13%	18%	17%	22%	*
Somewhat organized	18%	22%	14%	15%	19%	18%	18%	18%	16%	21%	*
Somewhat disorganized	9%	8%	9%	8%	6%	10%	9%	9%	4%	10%	*
Very disorganized	6%	6%	6%	8%	4%	6%	6%	6%	4%	6%	*
Not sure	1%	2%	1%	2%	3%	1%	0%	1%	4%	0%	*
Not applicable — I don't have this room	48%	42%	54%	49%	46%	45%	54%	48%	54%	41%	*
Totals	100%	100%	101%	99%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,151)	(551)	(600)	(304)	(300)	(330)	(217)	(741)	(147)	(184)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	18%	16%	16%	23%	15%	23%	13%	19%	27%	23%	16%	18%	17%
Somewhat organized	18%	19%	15%	19%	20%	23%	15%	19%	23%	20%	16%	15%	21%
Somewhat disorganized	9%	12%	8%	7%	14%	9%	4%	10%	13%	7%	10%	6%	13%
Very disorganized	6%	5%	6%	6%	6%	5%	5%	7%	7%	1%	7%	6%	8%
Not sure	1%	2%	2%	0%	1%	0%	1%	2%	1%	2%	1%	1%	1%
Not applicable — I don't have this room	48%	46%	52%	45%	43%	40%	63%	43%	29%	46%	50%	53%	40%
Totals	100%	100%	99%	100%	99%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,151)	(403)	(450)	(298)	(487)	(361)	(438)	(335)	(253)	(210)	(231)	(451)	(259)

# YouGov Survey: Home Organization

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## 10K. Room Organization Level — Garage or shed

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	12%	12%	13%	10%	15%	12%	11%	12%	14%	17%	*
Somewhat organized	27%	27%	26%	23%	23%	31%	30%	28%	19%	30%	*
Somewhat disorganized	18%	19%	17%	19%	14%	19%	19%	19%	14%	22%	*
Very disorganized	12%	12%	12%	14%	10%	12%	14%	14%	8%	7%	*
Not sure	1%	2%	1%	4%	2%	0%	1%	2%	1%	0%	*
Not applicable — I don't have this room	29%	27%	30%	30%	36%	25%	25%	25%	43%	25%	*
Totals	99%	99%	99%	100%	100%	99%	100%	100%	99%	101%	*
Unweighted N	(1,152)	(550)	(602)	(305)	(299)	(331)	(217)	(742)	(148)	(183)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	12%	11%	10%	17%	13%	13%	14%	12%	13%	11%	11%	14%	12%
Somewhat organized	27%	25%	24%	32%	26%	38%	16%	33%	37%	26%	27%	27%	27%
Somewhat disorganized	18%	17%	18%	19%	19%	19%	16%	19%	23%	16%	15%	19%	21%
Very disorganized	12%	13%	12%	12%	13%	12%	11%	11%	16%	12%	17%	10%	13%
Not sure	1%	2%	1%	0%	1%	0%	1%	2%	0%	0%	2%	1%	1%
Not applicable — I don't have this room	29%	32%	35%	19%	27%	18%	42%	23%	11%	34%	27%	30%	25%
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	99%	99%	101%	99%
Unweighted N	(1,152)	(400)	(452)	(300)	(484)	(364)	(440)	(334)	(253)	(210)	(232)	(453)	(257)

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## 10L. Room Organization Level — Basement

How organized are the following rooms in your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very organized	8%	9%	8%	11%	10%	8%	4%	7%	8%	12%	*
Somewhat organized	14%	16%	11%	12%	17%	16%	9%	15%	10%	13%	*
Somewhat disorganized	7%	7%	8%	9%	7%	8%	5%	9%	5%	3%	*
Very disorganized	8%	8%	8%	12%	8%	6%	7%	9%	8%	2%	*
Not sure	1%	2%	1%	3%	2%	0%	0%	1%	3%	2%	*
Not applicable – I don't have this room	61%	58%	65%	53%	57%	61%	75%	59%	65%	68%	*
Totals	99%	100%	101%	100%	101%	99%	100%	100%	99%	100%	*
Unweighted N	(1,151)	(551)	(600)	(305)	(299)	(330)	(217)	(739)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very organized	8%	7%	8%	9%	7%	9%	8%	5%	13%	12%	8%	7%	8%
Somewhat organized	14%	15%	10%	18%	12%	21%	9%	15%	18%	25%	25%	8%	7%
Somewhat disorganized	7%	8%	6%	8%	10%	9%	4%	8%	14%	9%	14%	5%	6%
Very disorganized	8%	11%	7%	7%	8%	7%	9%	7%	7%	19%	14%	4%	3%
Not sure	1%	1%	2%	1%	1%	1%	2%	1%	0%	0%	1%	1%	2%
Not applicable – I don't have this room	61%	59%	67%	57%	62%	53%	69%	64%	48%	35%	38%	76%	73%
Totals	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,151)	(401)	(451)	(299)	(485)	(363)	(438)	(335)	(253)	(211)	(231)	(452)	(257)

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## 11. Approach to Organizing

Which of these comes closest to the approach your household typically takes to organizing your home?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Organize regularly and frequently	38%	34%	41%	35%	41%	41%	34%	36%	40%	48%	*
Organize when things get out of hand	46%	48%	43%	50%	40%	44%	50%	48%	42%	37%	*
Organize everything once or twice a year	8%	6%	9%	8%	7%	8%	7%	7%	7%	6%	*
Don't really organize	3%	4%	2%	2%	3%	2%	4%	3%	2%	2%	*
Not sure	6%	8%	4%	5%	9%	5%	5%	5%	8%	7%	*
Totals	101%	100%	99%	100%	100%	100%	100%	99%	99%	100%	*
Unweighted N	(1,154)	(552)	(602)	(304)	(300)	(331)	(219)	(742)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Organize regularly and frequently	38%	39%	34%	42%	39%	42%	37%	41%	43%	41%	37%	37%	38%
Organize when things get out of hand	46%	47%	47%	42%	44%	46%	44%	46%	47%	48%	44%	44%	48%
Organize everything once or twice a year	8%	7%	7%	8%	9%	8%	9%	6%	6%	6%	12%	6%	7%
Don't really organize	3%	3%	3%	2%	4%	3%	4%	3%	1%	2%	4%	2%	4%
Not sure	6%	4%	9%	5%	4%	2%	6%	5%	2%	2%	3%	10%	3%
Totals	101%	100%	100%	99%	100%	101%	100%	101%	99%	99%	100%	99%	100%
Unweighted N	(1,154)	(402)	(452)	(300)	(487)	(364)	(441)	(335)	(253)	(211)	(232)	(453)	(258)

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## 12. Organization Advice

From which, if any, of the following sources have you gotten advice about home organization? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Friends or family members	29%	28%	30%	43%	31%	23%	21%	30%	29%	27%	*
Social media	20%	18%	22%	37%	29%	12%	6%	18%	23%	28%	*
Books or magazines	15%	11%	19%	15%	12%	18%	16%	16%	16%	14%	*
Websites or blogs	14%	11%	17%	21%	14%	13%	9%	14%	13%	16%	*
Television	13%	12%	14%	16%	19%	10%	9%	12%	29%	8%	*
Retail stores	8%	6%	9%	8%	7%	9%	6%	9%	7%	5%	*
Podcasts	4%	4%	4%	7%	6%	3%	1%	4%	5%	8%	*
Professional organizers	3%	4%	3%	6%	4%	2%	1%	3%	3%	7%	*
None of these	52%	56%	49%	33%	49%	57%	66%	52%	52%	48%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Friends or family members	29%	32%	25%	30%	31%	27%	28%	28%	32%	30%	32%	26%	29%
Social media	20%	24%	18%	19%	22%	18%	19%	21%	23%	25%	15%	21%	20%
Books or magazines	15%	19%	11%	17%	17%	18%	14%	17%	18%	10%	19%	14%	18%
Websites or blogs	14%	18%	12%	12%	18%	15%	10%	17%	20%	12%	13%	13%	17%
Television	13%	17%	11%	12%	14%	14%	18%	11%	11%	15%	13%	14%	11%
Retail stores	8%	8%	6%	10%	9%	8%	7%	7%	11%	8%	7%	7%	9%
Podcasts	4%	4%	3%	6%	5%	6%	3%	4%	9%	2%	5%	4%	7%
Professional organizers	3%	5%	2%	3%	5%	4%	3%	4%	4%	3%	2%	3%	6%
None of these	52%	45%	59%	51%	49%	49%	56%	48%	46%	47%	49%	56%	51%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 13. Organization Tools Used

Which, if any, of the following do you use for home organization? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Storage bins or containers	71%	64%	78%	69%	60%	78%	76%	73%	61%	69%	*
Shelving units	54%	52%	56%	59%	43%	52%	64%	58%	37%	51%	*
Hooks or hanging systems	49%	44%	54%	53%	42%	48%	55%	51%	42%	47%	*
Drawer dividers	31%	27%	34%	31%	25%	29%	39%	32%	26%	32%	*
Closet organizers	30%	25%	35%	33%	27%	29%	32%	31%	19%	37%	*
Labels	21%	20%	21%	22%	19%	21%	21%	21%	18%	24%	*
Decanting products from original packaging into uniform containers	17%	14%	20%	20%	16%	14%	20%	18%	13%	16%	*
A home organization app	3%	4%	2%	6%	5%	2%	1%	3%	2%	4%	*
None of these	16%	19%	12%	14%	23%	14%	11%	14%	25%	11%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Storage bins or containers	71%	75%	68%	72%	76%	75%	68%	72%	82%	71%	76%	67%	75%
Shelving units	54%	54%	53%	55%	57%	59%	45%	58%	68%	55%	56%	47%	64%
Hooks or hanging systems	49%	50%	47%	51%	52%	54%	44%	51%	58%	49%	51%	46%	53%
Drawer dividers	31%	32%	30%	30%	37%	32%	25%	35%	40%	29%	28%	29%	37%
Closet organizers	30%	32%	27%	32%	33%	37%	21%	34%	47%	29%	35%	30%	27%
Labels	21%	22%	21%	19%	26%	22%	18%	18%	24%	18%	25%	18%	23%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Decanting products from original packaging into uniform containers	17%	21%	16%	14%	19%	15%	12%	17%	23%	16%	21%	14%	19%
A home organization app	3%	3%	2%	5%	4%	4%	3%	3%	4%	3%	1%	4%	3%
None of these	16%	12%	19%	15%	12%	12%	19%	12%	8%	16%	12%	20%	10%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 14. Motivation to Organize

Which, if any, of the following motivate you to organize your home? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I want to be able to find things easily	66%	64%	68%	66%	62%	69%	66%	68%	63%	60%	*
I feel better when it is organized	66%	57%	75%	72%	57%	65%	72%	67%	62%	65%	*
I'm trying to reduce clutter	61%	57%	64%	61%	58%	63%	59%	61%	58%	57%	*
I want it to look good for guests	38%	35%	40%	40%	41%	37%	33%	41%	34%	31%	*
I enjoy organizing	26%	21%	31%	34%	28%	25%	18%	24%	33%	26%	*
I'm preparing for a life change	10%	10%	10%	11%	11%	6%	14%	9%	10%	11%	*
I feel pressure from others in my home	9%	10%	8%	21%	9%	6%	3%	9%	9%	12%	*
None of these	6%	9%	4%	4%	11%	6%	3%	6%	10%	4%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I want to be able to find things easily	66%	72%	64%	64%	74%	68%	63%	66%	74%	61%	69%	66%	68%
I feel better when it is organized	66%	71%	64%	65%	72%	68%	62%	72%	72%	63%	67%	65%	71%
I'm trying to reduce clutter	61%	67%	57%	58%	65%	59%	61%	61%	64%	50%	67%	59%	65%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I want it to look good for guests	38%	39%	34%	42%	43%	41%	32%	37%	52%	36%	43%	36%	38%
I enjoy organizing	26%	27%	24%	27%	23%	28%	26%	26%	31%	25%	30%	27%	21%
I'm preparing for a life change	10%	8%	12%	9%	7%	9%	14%	8%	6%	9%	13%	9%	9%
I feel pressure from others in my home	9%	11%	9%	7%	11%	8%	9%	8%	9%	13%	10%	8%	9%
None of these	6%	3%	10%	5%	3%	4%	7%	5%	3%	3%	3%	11%	3%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 15. Challenges to Organization

Which, if any, of the following are challenges you experience when it comes to keeping your home organized? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Not enough storage space	46%	45%	47%	52%	42%	48%	42%	48%	31%	46%	*
Too many belongings	41%	40%	43%	35%	39%	43%	49%	44%	35%	34%	*
Difficulty letting go of things	37%	36%	39%	36%	32%	35%	47%	38%	37%	34%	*
Lack of motivation	37%	35%	40%	43%	34%	35%	39%	39%	29%	38%	*
Other people in the home	26%	20%	31%	19%	31%	29%	21%	25%	23%	24%	*
Not enough time	25%	25%	24%	29%	33%	22%	14%	25%	19%	29%	*
Don't know where to start	23%	21%	24%	27%	26%	21%	18%	23%	24%	29%	*
None of these	13%	15%	11%	11%	17%	12%	12%	11%	23%	15%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not enough storage space	46%	46%	46%	47%	45%	46%	48%	49%	45%	51%	47%	43%	48%
Too many belongings	41%	43%	41%	40%	52%	44%	35%	46%	50%	36%	47%	40%	43%
Difficulty letting go of things	37%	43%	33%	37%	47%	41%	33%	34%	46%	41%	43%	32%	40%
Lack of motivation	37%	39%	40%	32%	47%	33%	34%	37%	42%	31%	46%	34%	41%
Other people in the home	26%	27%	24%	26%	28%	28%	20%	26%	40%	19%	25%	28%	25%
Not enough time	25%	25%	23%	26%	27%	24%	21%	22%	34%	30%	25%	24%	21%
Don't know where to start	23%	26%	21%	23%	30%	24%	23%	23%	23%	24%	26%	22%	21%
None of these	13%	9%	17%	12%	8%	10%	15%	11%	6%	10%	12%	16%	11%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 16. Children's Effect on Organization

Does having children make it easier or more difficult to keep your home organized?

Among people with children under 18 in their home

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much easier	3%	6%	0%	*	4%	*	*	3%	*	*	*
Somewhat easier	6%	10%	2%	*	6%	*	*	5%	*	*	*
No difference	17%	18%	16%	*	17%	*	*	14%	*	*	*
Somewhat more difficult	36%	36%	37%	*	33%	*	*	39%	*	*	*
Much more difficult	36%	30%	41%	*	40%	*	*	39%	*	*	*
Not sure	2%	1%	3%	*	0%	*	*	0%	*	*	*
Totals	100%	101%	99%	*	100%	*	*	100%	*	*	*
Unweighted N	(262)	(109)	(153)	(65)	(126)	(63)	(8)	(151)	(42)	(52)	(17)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much easier	3%	*	*	*	3%	*	*	*	*	*	*	4%	*
Somewhat easier	6%	*	*	*	11%	*	*	*	*	*	*	7%	*
No difference	17%	*	*	*	14%	*	*	*	*	*	*	19%	*
Somewhat more difficult	36%	*	*	*	33%	*	*	*	*	*	*	32%	*
Much more difficult	36%	*	*	*	36%	*	*	*	*	*	*	36%	*
Not sure	2%	*	*	*	3%	*	*	*	*	*	*	1%	*
Totals	100%	*	*	*	100%	*	*	*	*	*	*	99%	*
Unweighted N	(262)	(95)	(97)	(70)	(104)	(77)	(71)	(85)	(88)	(38)	(59)	(104)	(61)

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## 17. Children's Involvement in Organizing

How involved are your children in keeping your home organized?

*Among people with children under 18 in their home*

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very involved	11%	14%	8%	*	19%	*	*	6%	*	*	*
Somewhat involved	37%	30%	43%	*	33%	*	*	38%	*	*	*
Not very involved	34%	37%	32%	*	35%	*	*	42%	*	*	*
Not at all involved	13%	10%	15%	*	12%	*	*	12%	*	*	*
Not sure	5%	9%	2%	*	1%	*	*	1%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	99%	*	*	*
Unweighted N	(260)	(107)	(153)	(63)	(126)	(63)	(8)	(152)	(40)	(51)	(17)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very involved	11%	*	*	*	12%	*	*	*	*	*	*	13%	*
Somewhat involved	37%	*	*	*	36%	*	*	*	*	*	*	42%	*
Not very involved	34%	*	*	*	36%	*	*	*	*	*	*	34%	*
Not at all involved	13%	*	*	*	16%	*	*	*	*	*	*	10%	*
Not sure	5%	*	*	*	0%	*	*	*	*	*	*	2%	*
Totals	100%	*	*	*	100%	*	*	*	*	*	*	101%	*
Unweighted N	(260)	(92)	(98)	(70)	(102)	(78)	(70)	(83)	(89)	(38)	(58)	(103)	(61)

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## 18. Know a Hoarder

Do you personally know anyone who is a hoarder? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, me	7%	10%	4%	5%	9%	5%	9%	7%	6%	10%	*
Yes, a family member	26%	22%	31%	28%	23%	28%	27%	25%	31%	18%	*
Yes, a friend	10%	9%	10%	6%	8%	9%	15%	10%	13%	11%	*
Yes, an acquaintance	8%	9%	6%	4%	6%	11%	8%	8%	5%	9%	*
No	52%	52%	51%	57%	52%	51%	48%	53%	49%	50%	*
Prefer not to say	4%	4%	4%	4%	6%	4%	1%	3%	4%	10%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, me	7%	5%	8%	6%	8%	7%	8%	6%	7%	6%	8%	6%	9%
Yes, a family member	26%	31%	24%	25%	31%	25%	29%	27%	29%	26%	31%	24%	28%
Yes, a friend	10%	10%	7%	13%	12%	14%	10%	11%	8%	12%	9%	9%	10%
Yes, an acquaintance	8%	8%	6%	9%	9%	10%	6%	8%	12%	6%	7%	7%	10%
No	52%	50%	55%	49%	48%	48%	51%	48%	50%	54%	51%	54%	47%
Prefer not to say	4%	2%	4%	6%	1%	4%	3%	4%	1%	4%	1%	5%	3%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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## 19. Become a Hoarder

Do you think it is possible you could ever become a hoarder?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	10%	10%	10%	16%	10%	10%	4%	10%	4%	13%	*
No	71%	66%	76%	61%	70%	72%	80%	72%	73%	63%	*
Not asked - says they are hoarders now	7%	10%	4%	5%	9%	5%	9%	7%	6%	10%	*
Not sure	12%	15%	10%	18%	11%	13%	8%	11%	17%	15%	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(1,155)	(552)	(603)	(305)	(300)	(331)	(219)	(743)	(148)	(185)	(79)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	10%	11%	9%	10%	8%	12%	8%	10%	8%	10%	11%	11%	8%
No	71%	72%	68%	73%	73%	72%	70%	74%	71%	69%	74%	70%	70%
Not asked - says they are hoarders now	7%	5%	8%	6%	8%	7%	8%	6%	7%	6%	8%	6%	9%
Not sure	12%	11%	14%	11%	11%	9%	13%	10%	13%	15%	8%	13%	12%
Totals	100%	99%	99%	100%	100%	100%	99%	100%	99%	100%	101%	100%	99%
Unweighted N	(1,155)	(403)	(452)	(300)	(487)	(364)	(441)	(336)	(253)	(211)	(232)	(453)	(259)

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<b>Interviewing Dates</b>	July 17 - 20, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.539, with a mean of one and a standard deviation of 0.859.
<b>Number of respondents</b>	1155
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	65 questions not reported.