

Yahoo / YouGov 'Britain Is A Nation Of Marie Kondo

GB Sample: 20th - 21st February 2019

Sample Size: 2,100 Adults

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Japanese organising consultant Marie Kondo has invented a method of tidying your home which involves removing any item which does not 'spark joy' (i.e. holding or touching the items should make you feel happy). This method of tidying divides belongings into five categories outlined in the question below. Please imagine that you had to remove all of the belongings in your home which did not 'spark joy'. What proportion of items do you think you would remove from each of the following categories? (Please select the option that best applies on each row)

Clothing

Unweighted base	2100	956	1144	146	311	373	359	911
Base: All GB Adults	2100	1019	1082	233	329	365	340	833
All of them	3%	4%	3%	4%	4%	4%	4%	3%
More than half of them	19%	20%	19%	13%	23%	19%	22%	19%
Half of them	24%	20%	28%	24%	25%	24%	21%	25%
Less than half of them	34%	30%	37%	40%	31%	36%	31%	33%
None of them	12%	16%	8%	15%	9%	9%	14%	13%
Don't know	8%	11%	5%	4%	8%	7%	9%	9%

Books

Unweighted base	2100	956	1144	146	311	373	359	911
Base: All GB Adults	2100	1019	1082	233	329	365	340	833
All of them	6%	8%	4%	9%	8%	9%	4%	4%
More than half of them	15%	15%	15%	19%	15%	12%	17%	13%
Half of them	14%	13%	16%	19%	13%	13%	12%	15%
Less than half of them	27%	23%	31%	21%	32%	29%	28%	25%
None of them	31%	34%	29%	27%	26%	29%	31%	36%
Don't know	7%	8%	6%	4%	7%	8%	8%	7%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Papers (e.g. letters, magazines, administrative materials etc.)								
Unweighted base	2100	956	1144	146	311	373	359	911
Base: All GB Adults	2100	1019	1082	233	329	365	340	833
All of them	18%	18%	18%	13%	24%	21%	19%	15%
More than half of them	34%	31%	37%	36%	35%	33%	32%	34%
Half of them	16%	15%	17%	19%	14%	18%	18%	15%
Less than half of them	14%	14%	15%	16%	12%	10%	14%	17%
None of them	9%	13%	7%	8%	5%	9%	10%	12%
Don't know	8%	9%	7%	8%	9%	9%	7%	8%
Mementos (i.e. items with sentimental value e.g. photos, souvenirs etc.)								
Unweighted base	2100	956	1144	146	311	373	359	911
Base: All GB Adults	2100	1019	1082	233	329	365	340	833
All of them	3%	4%	2%	3%	5%	2%	2%	2%
More than half of them	5%	6%	5%	4%	7%	7%	3%	4%
Half of them	8%	8%	9%	10%	10%	9%	6%	8%
Less than half of them	26%	23%	29%	31%	26%	25%	25%	25%
None of them	51%	51%	51%	46%	44%	48%	55%	54%
Don't know	7%	10%	6%	6%	8%	8%	8%	7%
Miscellaneous items (e.g. CDs, makeup,skincare, accessories, valuables, household equipment, kitchen supplies etc.)								
Unweighted base	2100	956	1144	146	311	373	359	911
Base: All GB Adults	2100	1019	1082	233	329	365	340	833
All of them	4%	6%	3%	5%	7%	4%	3%	4%
More than half of them	21%	20%	22%	24%	23%	24%	17%	19%
Half of them	22%	19%	24%	18%	24%	24%	23%	21%
Less than half of them	30%	25%	35%	34%	28%	26%	33%	31%
None of them	13%	17%	10%	12%	8%	12%	15%	16%
Don't know	9%	12%	7%	7%	10%	10%	10%	10%