



Summary of the 2012 Marketing Survey

For Professional Organizers in Canada

Background

A nation-wide market survey on Canadians' attitudes towards organizing was conducted by Environics Canada during April 2012 for Professional Organizers in Canada. This telephone survey was conducted among a national random sample of 1,000 adults comprising 500 males and 500 females, 18 years of age and older, living in Canada. The margin of error for a sample of this size is +/- 3.10%, 19 times out of 20.

The goal was to gain a better understanding of where Canadians see themselves with regards to their home organizing, how they are being affected by their organizational challenges, and where Professional Organizers in Canada and the profession in general might expand their focus and efforts in the future to meet the needs of Canadians.

Executive Summary

1. 70% of Canadians interviewed said they were not very organized.
2. 19% of Canadians felt stressed and could not relax at home because of the clutter and disorganization.
3. Time-management was the biggest struggle for Canadians, with 63% of individuals saying they were experiencing problems with their ability to efficiently manage time.
4. Storage was the biggest organizational issue for Canadians, with 63% of those surveyed feeling they were not very organized with their storage.
5. The kitchen was the most organized room in Canadians' homes. Children's bedrooms and possessions are the least organized.

6. 33% of the working Canadian public felt their offices were not very organized.
7. When it comes to organizing their homes, Canadians feel they can do it on their own (67%).

Detail by Statistic

1. **70% of all Canadians interviewed said they were not very organized.**
 - 70% of those surveyed did not consider themselves very organized.
 - More men (73%) than women (66%) felt they were not very organized.
2. **19% of all Canadians surveyed felt stressed and could not relax at home because of the clutter and disorganization.**
 - 19% of those surveyed felt **stressed at home** because of the clutter and disorganization.
 - Women felt more stressed than men as a result of clutter and disorganization (21% women, 17% men).
 - Almost 20% of those surveyed had a **special needs friend or relative** requiring assistance organizing their home.
 - Individuals between the ages of 45 and 59 were the largest percentile with a **special needs friend or relative** in need of organizing (21%).
3. **Time-management was the biggest struggle for Canadians, with 63% of individuals saying they were not very organized with time management.**
 - Two-thirds (64%) of individuals surveyed felt they were not very organized with time management.
 - The survey revealed that students are having the most issues with time management (67%).
 - This trend was seen across the board with students being the lowest category to self-identify as being very organized (29%), as well as the highest category in terms of being disorganized (67%) when it comes to time management.
 - Respondents in Ontario claim to be the most on top of time management (41%).
4. **Storage was the biggest organizational issue for Canadians, with 63% of those surveyed feeling they were not very organized with their storage.**
 - 63% of those surveyed felt that their storage areas were less than very organized.
 - Of all individuals surveyed regarding their storage areas, it was individuals between the ages of 30-44 who felt the most dissatisfied with storage (74%).
 - Respondents in Alberta claim to have the most organized storage areas in their homes (70%).
 - 41% of all those surveyed felt that their storage and how they are using it was "somewhat to totally" a problem area.
 - Individuals between the ages of 30 and 44 had the greatest need for storage (47%).
 - 44% of those who were at least somewhat organized still felt they did not have enough storage.
 - This seems to suggest that even those who are organized still do not have enough room for storage.

5. The kitchen was the most organized room in Canadians' homes. Children's bedrooms and possessions are the least organized.

- **Kitchen:**
 - o 43% of those surveyed felt their kitchens were less than very organized.
 - o Of that 43%, 5% of those felt their kitchens were very disorganized.
 - o By far, the kitchen is the most organized room in the home (54% of all Canadians felt their kitchens were very organized).
 - o Even for individuals who feel disorganized, their kitchen is the least disorganized place in their home (54% of all surveyed felt their kitchen was very organized; 5% felt their kitchens were disorganized).
 - o Respondents in Alberta claim to have the most organized kitchens (65%).
- **Wardrobe and clothes closets:**
 - o 58% of those surveyed felt their clothes closets and wardrobes were less than very organized.
 - o Across the board, self-employed people had the most issues with closet organization (69% of those not very organized who were self-employed).
 - o Among very organized people, the self-employed scored the lowest (29%) and among disorganized people, they scored the highest (69%).
 - o Respondents in Manitoba and Saskatchewan claimed to have the most organized clothes closets and wardrobes (49%).
- **Home Office:**
 - o 40% of those surveyed felt their home offices were less than very organized.
 - o Not surprisingly, it is students (49%) and self-employed individuals (55%) who are experiencing the most challenges with the home office.
 - o The survey also revealed that the higher the level of education, the more disorganized an individual is likely to feel about the home office (23%).
 - o Respondents in Ontario claim to have the most organized home offices (24%).
 - o 31% of Torontonians feel they have very organized home offices but only 16% of Montrealers feel their home offices are very organized.
- **Laundry and laundry rooms:**
 - o 46% of those surveyed felt their **laundry and laundry rooms** were less than very organized.
 - o Youth and students (18-29) felt more disorganized than any other age or occupation category (66%).
 - o BC respondents claim to have the most organized laundry and laundry rooms in Canada (51% of very organized people from BC consider their laundry needs very organized).
- **Children's bedrooms and possessions:**
 - o Children's rooms and possessions are the least organized in Canada (33%).
 - o 59% of individuals between the ages of 30 and 44 felt their children's rooms and possessions were not very organized.
 - o Among very organized people, children's rooms and possessions were the least organized of all areas in the home (14% had very organized children's bedrooms and possessions as opposed to 54% had very organized kitchens).
 - o Respondents in Manitoba and Saskatchewan claim to be the most organized with regards to their children's bedrooms and possessions (20%).
- **Photographs, books and music collections**
 - o 58% of those surveyed felt their photographs, books, and music collections were less than very organized.
 - o Youth consider themselves very organized with their collections (45%).
 - o Even among disorganized individuals, young people had the lowest percentile of those identified as less than organized (10% felt not very organized).
 - o Respondents tie in Atlantic Canada and Ontario for having the most organized

collections (23%).

- **Technology**

- o 27% of those surveyed felt at least somewhat overwhelmed by the technology in their home.
- o Men and women were equally overwhelmed by technology.

6. 33% of the working Canadian public felt their offices were not very organized.

- 33% of those surveyed felt their workplace offices were less than very organized.
- More men than women felt their workplace offices were disorganized (39% men vs. 27% women).
- Respondents in Atlantic Canada claim that they have the most organized workplace offices (37%).

7. Of individuals who feel they were at least somewhat disorganized, the main reason most (67%) people would not hire a professional organizer is because they feel they can do it themselves.

- Women (18%) are more likely not to hire an organizer because of the cost than men (12%).
- Individuals over the age of 60 feel they can manage their own organizing (76%).
- For individuals between the ages of 30 to 44 years, cost was the next biggest issue (20%).
- The data reflects that students would not hire a professional organizer because of trust issues (31%). Trust was a bigger issue than cost ((22%).

How to Use these Statistics

POC commissioned this survey and is providing these statistics for its members to use in their own marketing and promotional endeavours. Members should use the statistic in its entirety and quote the date as well as the source of the statistic. For example, the statistic, “70% of Canadians interviewed said they were not very organized:

“According to a recent survey, 70% of Canadians expressed that they were not very organized (Environics Canada 2012 for Professional Organizers in Canada).”

“In an April 2012 Environics Canada survey commissioned by Professional Organizers in Canada, 70% of Canadians expressed that they were not very organized.”

Should you use a statistic in a blog or on a social networking site such as Facebook or Twitter, please link back to the POC website.

The statistics presented in the Executive Summary are from the Environics Canada survey results. These same statistics, expanded in the Detail by Statistic section, provide additional detail and background information on each statistic, presented in narrative form rather than as a chart or graph to make them easier to use.

Should you have any questions regarding the marketing survey results or have questions about using the statistics, please contact Isolde O'Neill, Director of Marketing at dir-marketing@organizersincanada.com.