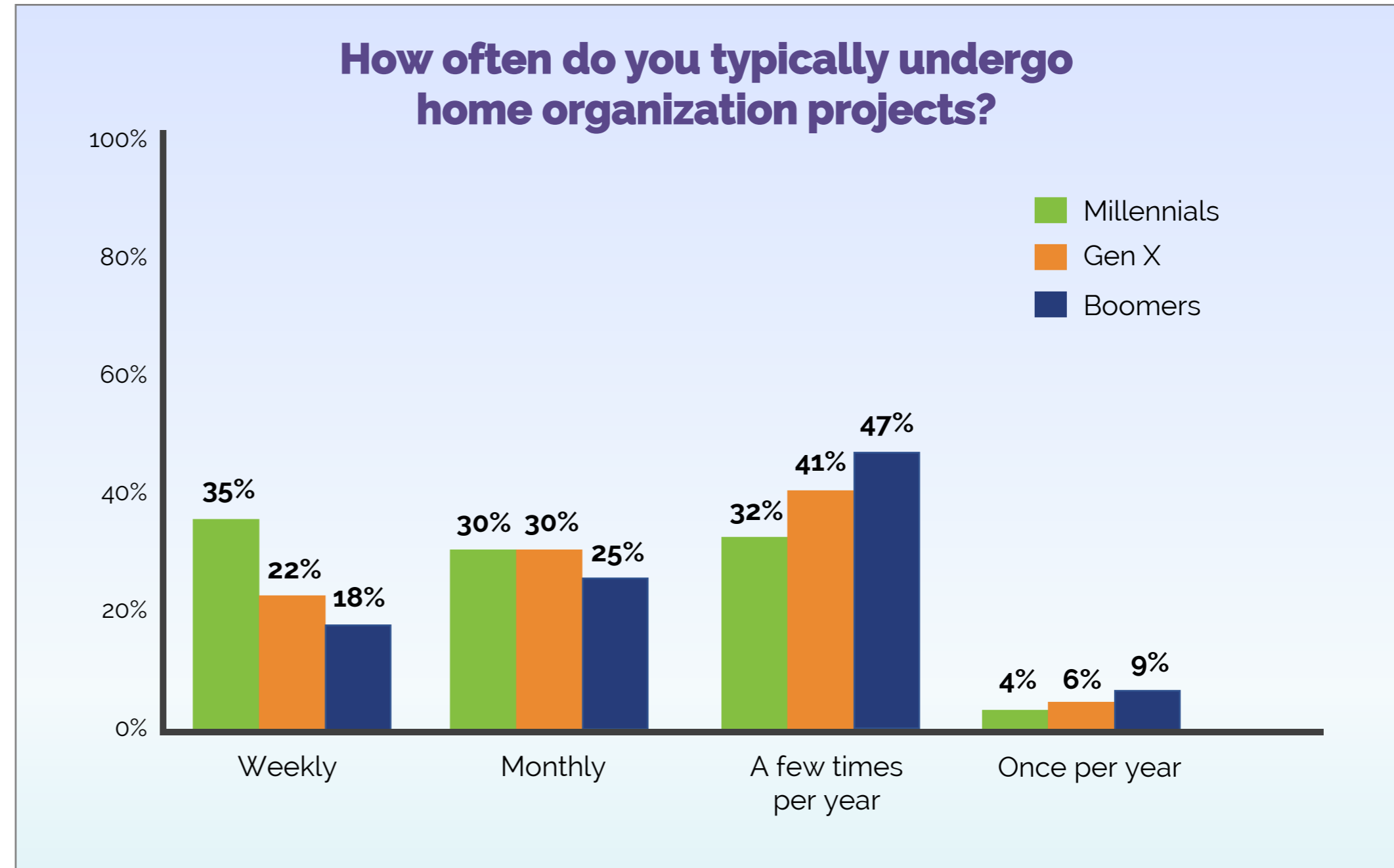


MOST CONSUMERS TACKLE HOME ORGANIZATION PROJECTS ALL YEAR, NOT JUST IN THE SPRING

- Over half of consumers undergo home organization projects on at least a monthly basis.
- Millennials are the most organized group – they are 160% more likely than Gen Xers to undergo weekly home organization projects and 184% more likely than Boomers.



Sample: n=919 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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