MINIMALISM: A STUDY OF MOTIVATION AND THE EFFECTS
ON CONSUMER BEHAVIOR AND ATTITUDES

By

GLORIA EDISA ANGUIANO

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Approved by:

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Dr. Sabrina Helm
Department of Family and Consumer Science
ABSTRACT

There is an undeniable culture of consumerism, overconsumption and materialistic values ingrained within the American way of life. Growing trends in the realm of minimalism and a search for happiness are gaining traction and bringing topics of overconsumption, the physical and emotional effects of clutter, and what truly sparks joy to light. One trend, Marie Kondo’s method of tidying, is standing out and gaining global attention. Using KonMari Method participants specifically as the subjects of this study, a self-administered survey explores the possible motivations behind adopting a minimalist lifestyle, and examines disposal methods, as well as the potential lasting effects on consumer behaviors – areas neglected in previous research. Participants in Kondo’s Netflix series, *Tidying Up with Marie Kondo*, were also observed as a secondary data source. What was found is that motivations vary as uniquely as the participants themselves, however certain motivational trends seem to peak for specific age groups. There is a clear and direct impact on consumer behavior and changed attitudes on the topic of buying and consumption as a result of the KonMari Method of tidying (and likely other minimalist trends). Also, disposal concerns for the environment may be less threatening than previously thought, though still pose potential future issues that deserve further exploration.
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1. INTRODUCTION

There is an undeniable culture of consumerism and overconsumption ingrained within the American way of life. The American Dream has been coupled with materialist values and perceived indications of wealth that equate to happiness. However, growing trends in the realm of minimalism and the search for happiness are gaining traction and bringing to light topics of overconsumption, the physical and emotional effects of clutter, and what truly sparks joy. One trend in particular is currently standing out. Marie Kondo, the organization consultant, best-selling author, and Primetime Emmy-nominated Netflix star from Japan, has taken these concepts and created a system that is focused on bringing joy back into the lives of her participants. Her book, *The Life-Changing Magic of Tidying Up* (2011), which sparked the Netflix series, *Tidying Up with Marie Kondo* (released in 2019), has created a modern impression of minimalism that has gained global attention.

With more and more people evidently seeking out programs like Marie Kondo’s, we must ask, what motivates someone to completely change their lifestyle in this way? It is a question that has not been thoroughly examined. Nor have the after-effects of participation in a program like this. Many have documented the claimed benefits of a minimalist lifestyle, however, there is little to no research on why people begin in the first place, what they do with the items they discard, or the potential consumer behavioral changes that may result. The answers to these questions may provide insight to the consumer mindset, what is important to them, how they will buy moving forward, as well as the potential lasting effects from decluttering.

The following study further explores possible motivations behind adopting a minimalist lifestyle and examines the potential lasting effects of disposal as well as consumer behavior changes using participants of Marie Kondo’s method of tidying. Specifically, the study is motivated by the following two research questions:

1) What motivates consumers to adopt the KonMari Method and what are factors in that decision-making process?

2) How does the minimalist experience shape future consumptive behaviors, particularly, buying and disposal of products?

2. MINIMALISM

Minimalism is one of many terms used to define the lifestyle approach to simplifying one’s life through the reduction of material possessions and other altered daily activities. It is seen as a voluntary lifestyle choice, however more specifically one that allows for deliberate decisions about what is important in an individual’s life with the intention to make it meaningful (Hausen, 2018). Minimalism can be traced back to various prominent figures such as the Shakers, Saint
Francis of Assisi, Buddha, Gandhi, and others, choosing to adopt a minimalist lifestyle, sometimes born of religion, for the sake of simplicity, and/or for functionality (Priesnitz, 2010). Simply put, “minimalism is a tool we use to live a meaningful life. There are no rules. Rather, minimalism is simply about stripping away the unnecessary things in your life so you can focus on what’s important” (Millburn & Nicodemus, pg. 8, 2017).

**Voluntary Simplicity (VS)** is another term used to describe self-imposed simplification of one’s life and surroundings. First introduced by Richard Gregg in 1936, it is described as an avoidance of clutter along with reduced consumption and the adoption of the lifestyle with singleness of purpose, implying the reduction of material possessions (Ballantine & Creery, 2010). Common recognized activities include making gifts instead of buying, adopting vegetarian lifestyles, and having an interest in being self-reliant. Some argue more toward the avoidance of making purchases, recycling to eliminate clutter, but the experts continue to argue on what truly matters and drives the simplifiers in their daily activities of simplification (Ballantine & Creery, 2010).

Though these terms come from different research streams, they will be used interchangeably in the context of this study given their very similar meaning.

### 2.1 The Role of Clutter in Minimalism

In the process of understanding and seeking a minimalist lifestyle, items that do not serve an important purpose in an individual’s life are identified and intentionally removed. For many, the change can be drastic when beginning with a space that has been overrun with **things**. A space that is filled or covered with scattered or disordered things that impedes movement or reduces effectiveness is, according to Merriam-Webster dictionary, cluttered. More descriptively, Feng Shui expert Karen Kingston explains that the word ‘clutter’ was derived from the Middle English word ‘clotter,’ which means to coagulate, describing that stagnant energy has a direct relationship to cluttered spaces in her book *Clear Your Clutter with Feng Shui* - a topic that will be further discussed. She defines clutter as things you do not use or love, things that are untidy or disorganized, too many things in too small a space, and anything unfinished.

Many studies have presented findings on the repercussions of cluttered spaces described as a lack of joy, stress, overwhelmed, discontent, continued undesired shopping behaviors, neglect of one’s self and surroundings, negative emotional responses, and neglect of things that ‘matter.’ Many studies have also reported the intrinsic and extrinsic benefits of decluttering and yet, people find it difficult to let go of material possessions. One of the more extreme repercussions of overconsumption is called hoarding which results in an overabundance of possessions that clutter living space to a point of dysfunction. The inability to discard unnecessary items plus continual acquisition often leads to interference with daily activities and the use of commonly needed furniture such as chairs, tables and beds. It can also hinder personal and social
interactions such as inviting family and friends to visit or leaving the house. In this described form, it can be categorized as a behavior disorder if it causes significant distress or interferes with functionality in daily living, relationships, and more concerning, health and safety. This issue can range from mild to life-threatening (Frost & Steketee, 2014). Other arguments include the emotional effects of self-inflicted isolation as a result of a messy home, a possible contributor and likely reason that a hoarding behavioral disorder tends to overlap with depression and anxiety disorders.

An inability to discard items can lead to or contribute to a case of hoarding, but what is it that prevents people from being able to discard? Even in non-hoarding cases, some people find difficulty with letting go of material possessions. Some attribute this hesitation to the connection people have to “things.” Studies have shown that items can have significant meaning in peoples’ lives, embodying more than just an inanimate object. “Things embody goals, make skills manifest, and shape the identities of their users… To understand what people are and what they might become, one must understand what goes on between people and things” (Csikszentmihalyi & Halton, 2012, pg. 1) and not discount what can be a strong connection. Not completely unlike the connection people make with other people, though often overlooked by social scientists, the person-object transaction is a more complex concept. Dr. Frank Niles, a social scientist and business strategist also attributes the desire to hold on to things based on the need for safety, security, and stability. The thought that it may be needed in the future and knowing that you have the item should that need arise is comforting and also satisfies the need for safety and security (Pannell, 2017). In her book Behind the Clutter: Truth. Love. Meaning. Purpose, Saruwatari (2015), describes the act of holding onto things on the basis of hope - whether hope to get back in shape, or hope to finish an old project - but when it goes unfulfilled, people are left resenting the very items themselves and yet refuse to let go. People tend to rationalize the items they keep with the hope that it will one day be needed or used again, however these items, instead of motivating us like we want, ultimately become talismans of guilt and shame.

In some cases, the opposite occurs but it is only the flip side of the same coin. Focused on a life of decluttering, reducing accumulated possessions, and simplifying in its most extreme form, some people have taken to compulsive purging, leaving very few items and constantly evaluating what can be eliminated further. An equally dangerous behavior disorder, over-simplifying is still a behavior focused on “things.” “Having fewer things is really just the opposite of having more. Compulsive purging is just as dangerous as compulsive shopping” (Priesnitz, 2010, pg. 46). An extreme focus on material things can have adverse and downright harmful effects mentally, physically and emotionally. Whether people fulfill a desire to accumulate things, holding on to them, inundated with possessions to a point of dysfunctionality, or people purge to a point of compulsively minimizing, obsessive focus on material items seems to leave people ultimately unhappy, despite their search for a happy life.
2.2 Rampant Consumerism as a Backdrop to Minimalism

At its core, many of the above listed problems stem from a greater issue of consumerism and overconsumption. Survey respondents to studies by Ronald Inglehart in the early 1970’s in industrialized countries indicated an interesting shift toward what was previously described as “postmaterialist values,” where responses exhibiting these values doubled from 9 to 18 percent and those with materialistic values fell from 35 to 16 percent. However, while Europe saw sincere shifts towards an altered perception of consumerism, Americans continued to dismiss this (Etzioni, 1999). American culture has indicatively portrayed a consistent value system that idolizes material things and labels possessions, particularly those of monetary value, as a path to happiness. Though, not only an American problem, overconsumption has run rampant, particularly in affluent societies, and thus has largely contributed to global problems including environmental decline, increased poverty, and general consumer angst (Alexander & Ussher, 2012). This has contributed to the current purchasing behaviors and overconsumption that we see today. Valuing possessions has become the American way and an overall indicator of success and presumed happiness. However, research has indicated that high consumption and materialistic lifestyles are not the way to well-being, but materially simpler lifestyles focused on intrinsic values are suggested to contribute to happiness and fulfillment (Hausen, 2018).

2.3 Growing Environmental Concern as a Backdrop to Voluntary Simplicity

As mentioned, there is a strong concern in those who participate in minimalist lifestyles (at any level) for the environment. It has been claimed as a motivation to engage in minimalism and as a resulting behavioral change after lifestyle adaptation. Because of this, social-science researchers use the base model of a voluntary simplifier’s goals and ideals to facilitate the ongoing research surrounding sustainable consumption lifestyles and motivations. Though VS and minimalism reach further in complexity of purpose, a simplified lifestyle can be conceptualized to provide a natural framework for practices in sustainable consumption. The implications of such lifestyles are stereotypically identified as waste reduction, resource conservation, and positive ecological impact (McDonald, Oates, Young, & Hwang, 2006).

Specific areas of interest such as reduced consumption, ethical consumption, and sustainable consumption are attributed to behaviors that are already being exhibited by simplifiers. The concept of reducing consumption involves activities that are common for simplifiers, such as sharing, buying second-hand and eliminating clutter. Likewise, the goal of ethical consumption, which may be the result of buying fair-trade and/or environmentally friendly products, as desired, are also commonly attributed to people who have adopted this lifestyle already, as well as sustainable consumption which presents with interest in recycling and composting (Ballantine & Creery, 2010).
Behaviors indicative of the voluntary simplicity lifestyle, as previously described, also have the potential for impactful implications for energy-consuming patterns in the United States as well. According to a study by Leonard-Barton (1981) that presented a behavioral index for measuring tendencies toward this lifestyle, illustrated a significant relationship to energy conservation. Her findings consistently predicted either the purchase or the intent to purchase energy-conserving equipment. Likewise, the tendency toward a VS lifestyle indicated strong personal convictions towards energy conservation, regardless of their surrounding influences. This behavioral index was then able to identify which homeowners in the area purchased energy-conserving equipment based on personal convictions before they were widely accepted. They determined that VS behaviors are related to energy conservation and interest in alternative energy technology.

2.4 Trends in Minimalism

2.4.1 THE VOLUNTARY SIMPLICITY MOVEMENT

Although the described lifestyle is not new, modern trends in the realm of minimalism have taken many names and styles with no lack of following. This section will discuss various popular trends that cater to the desires for a minimalist life. One has already been mentioned previously in this paper. Voluntary Simplicity was born of the Voluntary Simplicity Movement and can be described as a diverse social movement composed of people who ultimately seek a higher quality of life alternative to high consumption lifestyles (Alexander & Ussher, 2012). A voluntary simplifier can be someone who purchases organic food, buys recycled goods and also recycles. Ultimately, these are people looking to free resources such as money and time in order to pursue happiness through non-materialistic aspects. Seen as both a belief system and a practice, individuals are trying to maximize control over their daily lives (Huneke, 2005), often inspired by the Quakers, Puritans, transcendentalists, and other various religions regarding living a simple life (Etzioni, 1999).

2.4.2 THE SIMPLY LIVING MOVEMENT

Etzioni, 1999 delves into three variations of voluntary simplifiers in his book, Essays in Socio-Economics, to better understand characteristics and levels of intensity this lifestyle can embody. “Downsizers” describes people who participate in a moderate form of VS that is generally practiced by financially secure people who choose to go without while maintaining a rich lifestyle in a simple manner. “Strong Simplifiers” describes a group of people who have left a high-paying, high-stress career to live on less to allow for more free time, lower stress, and a more enjoyable life. “The Simply Living Movement” describes the most dedicated simplifiers who participate in a “simple living” movement which involves a complete life-altering adjustment with the explicit goal to live a simpler life. This “simple living” movement grew in
following and developed into a program with its own how-to book, a 9-step program, and newsletter to keep participants connected.

2.4.3 FENG SHUI
Another interesting trend with translatable common interests in personal space and possessions is Feng Shui, defined as “the art of balancing and harmonizing the flow of natural energies in our surroundings to create beneficial effects in our lives” (Kingston, 2017, p. xx). A major aspect in the goal of achieving Feng Shui is the importance of removing excess items that you do not use or love, that are untidy and causing disorganization, or are unfinished. A following popularized this trend in the late 1970’s and into the 80’s. Widely unrecognized at the time, its popularity grew with curiosity and continues today as a more highly recognized way to bring harmony and positive effects to one’s physical world.

2.4.4 COUNTER-CULTURE
A distinct time of radical criticism of consumerism can be traced back to the 1960s where a “counter-culture” sought lifestyles of consuming less and desired a sense of purpose, meaning, bonding, sex, escape, and inexpensive products (Etzioni, 1999). This began a following that continued into later years with overwhelming emphasis on the quality of life. Desires for more freedom, community, and a voice were described by Ronald Inglehart as “postmaterialist values” during his studies in the 1970s.

2.4.5 MODERN WEB-BASED TRENDS
More recently, many web-based initiatives have been developed for people to participate in group-supported programs that desire to reduce possessions such as clothing and seem to attract a younger generation. The website SixItemsOrLess.com documents a project in which people were challenged to use only six items of clothing, excluding under garments and work uniforms, for one month. Many indicated a feeling of liberation and less stress, resulting in a permanent decrease in possessions. Another program called the Great American Apparel Diet asks for participants to pledge not to buy any new clothing for an entire year. The attraction, goals and motivations vary from saving money, reducing waste, breaking shopping addictions, bringing more focus to family and experiences, but the results reported were all the same. “The bottom line of all these examples seems to be that young people - many of whom are in education-debt and underemployed - are shedding some possessions in order to free up money, time, and energy to pursue passions” while engaging the support of others to follow through (Priesnitz, 2010).

2.5 THE KONMARI METHOD
A growing trend today, Marie Kondo’s method of tidying is one that is gaining the most traction currently through various media outlets. This program will also be the focus and primary data source for this study. Marie Kondo, an organization consultant, best-selling author, and
Primetime Emmy-nominated Netflix star from Japan, has taken these concepts and created a system that is focused on bringing joy back into the lives of her participants by teaching them how to tidy through decluttering and eliminating the items that do not spark joy. Her book, *The Life-Changing Magic of Tidying Up* (2011), which sparked the Netflix series, *Tidying Up with Marie Kondo* (released in 2019), has created a modern version of minimalism that has gained global attention. Millions of copies have sold, supporting the inclination that people yearn to take control and declutter their space and their lives. Kondo’s program for tidying is known as the “KonMari method” and its focus is not on what can be discarded, but what can and should be kept based on the fact that it “sparks joy” for the owner; then choosing a designated place for every item kept. Claimed to be inspired by the Shinto religion, one of Japan’s most pervading religions, which exemplifies a core value of purity, connecting physical purity to spiritual purity with the understanding that Tsumi (pollution) can be physical, moral, or spiritual (Ghosh & Chakraborty, 2018). The KonMari website states, “Our goal is to help more people live a life that sparks joy, and we are committed to offering the simplest, most effective tools and services to help you get there.”

3. MOTIVATIONS AND OUTCOMES OF ENGAGING IN MINIMALISM

While the following section describes multiple assumptions that have been made in conjunction with the widely reported benefits of minimalism, inquiry on consumer motivations to participate has gone largely uninvestigated. The positive results have been said to include reclaiming time, ridding oneself of things in excess, enjoying life more, discovering meaning, living in the moment, pursuing passions, more focus on what is important, more focus on health, finding happiness, less obligation and freedom to do what you want, creating more and consuming less (Millburn & Nicodemus, 2017). Anticipated benefits may also present motivations and could potentially be enough to encourage a lifestyle change. Likewise, it can be assumed that people are choosing a minimalist lifestyle as a way to avoid some of the repercussions of clutter previously described.

Through his research and interviews of participants of the Voluntary Simplicity Movement, Zavestoski (2002) found that, “of the three primary motivational bases of the self (esteem, efficacy, and authenticity), it is argued that only self-esteem and self-efficacy can be acquired through consumption. The current growth of the voluntary simplicity movement, it is argued, is among those individuals who have met the need for esteem and efficacy through consumption, but have failed to achieve a sense of authenticity… Anti-consumption attitudes, it is concluded, result from a process of self-inquiry triggered by the failure to feel authentic through one’s consumption activities.”
3.1 Maslow’s Hierarchy of Needs

From a very basic standpoint, Maslow’s Hierarchy of Needs can also be used to outline desires and motivations for a transition to simplification. Maslow’s Hierarchy of Needs is a motivational theory that has been used since its inception in 1943 to illustrate hierarchical levels of needs within a pyramid. The five levels identified in their order are **Physiological** needs described as biological requirements for survival; **Safety** needs as protection from the elements and extending to law and order; needs of **Love/belonging** which involve social and interpersonal relationships; **Esteem** needs which Maslow classified into two categories - esteem for oneself and desire for reputation or respect from others; and the final need for **Self-Actualization**, which signifies realizing personal potential and self-fulfillment, and as Maslow describes, “a desire to become everything one is capable of becoming”. According to the theory, lower needs must be satisfied to some degree before individuals can attend to those higher in the pyramid (Mcleod, 2018).

![Maslow's Hierarchy of Needs](https://www.simplypsychology.org/maslow.html)

The first four levels are defined as “deficiency needs” and the top level is known as “growth” or “being needs.” Deficiency needs present themselves due to deprivation and are said to motivate people until the need is ‘more or less’ satisfied. Our behaviors instinctively redirect toward achieving the next set of needs. Growth needs differ in that they become stronger through engagement and are not driven by a lack of something, but rather by a desire to grow as a person. Upon satisfying growth, it is possible to achieve the highest level of self-actualization (Mcleod, 2018). Once lower level needs are satisfied, voluntary simplifiers may identify needs that material consumption is incapable of satisfying (Huneke, 2005).
3.2 Motivations for Voluntary Simplicity

Motives for VS were assessed by Leonard-Barton (1981). During follow-up interviews of nine individuals who scored high on her index, she categorized them into three motivation types: conservers, crusaders, and conformists (Leonard-Barton, 1981). **Conservers** are motivated by having lived in a home where there was very strong prohibition against waste, likely due to someone who has come from poverty or a third-world country where frugality is a habitual essence. **Crusaders** may have been inspired and are motivated by their upbringing but are more likely influenced by a strong sense of social responsibility, regarding themselves as role models. They are typically more proactive on the topic and usually feel the need to educate others. **Conformists** have less well-defined motivations and participate in typical behaviors more sparingly, sometimes motivated by guilt but have the potential to alter their lifestyle based on their surrounding influences.

One multinational online survey (Alexander and Ussher, 2012), and closest to the topic of this paper, explores the ‘post-consumerist’ social movement of voluntary simplicity, gaining empirical insight into the lives of people who choose a lifestyle of reduced income and consumption. One significant finding from the survey was a broad range of motivations, supporting the notion that the simplicity movement cannot be attributed to only one reason or single issue. This study highlights motivators such as concern for the environment, dissatisfaction with high stress lifestyles, general anti-consumption attitudes. Interestingly, it also alludes to a stage in life at a certain middle age (40 to 50), where most participants feel that “enough is enough,” with the discovery of one’s self and what is really needed in life to be happy, that inspires people towards simplification. The graph below reveals a fairly even distribution and indicates where primary concerns lie, the top being environmental concern and health.
3.3 Waste as an Outcome of Minimalism

When beginning a minimalist lifestyle program such as the KonMari Method, the participant is instructed to undergo a series of concentrated periods of decluttering and disposal of items deemed to “not spark joy.” Therefore, disposal behaviors become a concern. Touting the benefits of reducing one’s possessions and the freedom that it offers, some may not consider or simply overlook the potential after-effects that decluttering can have in areas of waste. The Netflix series *Tidying with Marie Kondo* illustrates the glamor of ridding one’s home of things that do not spark joy and the overabundance of useless possessions and years of collected items that offer a glimpse into a less meaningful past. Garbage bags line the sidewalks and participants brag about the number of bags filled - one as many as 150. Much is trash, some mention piles for gifting and donation, but what really happens next? Ultimately, most of those bags, regardless of intent, will end up in a landfill. In fact, most of what is donated ends up being trashed. “It costs charities millions to send [unusable donations] to the dump… The idea of ‘don’t like it, just bin it’ encourages the culture of disposability” (Spring, 2019). Other outcomes include sending items to third world countries for resale which opens doors to hosts of other problems and economic upheaval - topics for another discussion. Spring also cites Eiko Maruko, author of *Waste, Consuming Postwar Japan*, who claims the KonMari method to be only a short-term strategy
because when shopping, something that sparks enough joy in the moment to motivate a purchase may not spark the same joy two weeks later. Because of this, you throw it away “and there’s no attention to [the fact that] maybe you should have thought about the end life of that shirt when you bought it.”

According to the World Bank’s *What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050* report, global waste in 2016 was 2.01 billion tonnes and is expected to increase by 70 percent by 2050. “Although they only account for 16 percent of the world’s population, high-income countries combined are generating more than one-third (34 percent) of the world’s waste” (World Bank, 2018).

One KonMari critic expresses desires for the program to encourage reusability and repurposing, as well as a regret at the idea of waste. There is a need to bring awareness to the impermanence and the interdependency of things. “How powerful it would have been to see Kondo chopping up old T-shirts for cleaning clothes to replace sponges or paper towels. Or perhaps she could have encouraged her desperate hoarders to repair their old shoes, bicycles and kitchen appliances instead of turfing them? Most of all, I wish Marie Kondo would just say stop! Stop buying all this stuff” (Spring, 2019). Kondo does however say that “ideally, after going through the process, tidiers will find themselves thinking more carefully about the things they choose to bring into their lives, ultimately decreasing the amount they buy and discard… the fundamental problem is that we haven’t been able to decouple [economic] growth from waste generation, which is a proxy for consumption” (Borunda, 2019). Some KonMari-certified consultants have taken to directly discussing sustainability as part of their process and practice with clients, but does it make a difference? Is Kondo’s ideal scenario happening?

### 3.4 Happiness as an Outcome of Minimalism

Many benefits of minimalist and VS lifestyles have been described throughout this paper, as well as the positive outcomes of decluttering one’s space. Alexander and Ussher’s study (2012) strongly support the theory that a transition toward a simpler life increases overall happiness. Through 50 questions answered by 2,268 participants, one significant finding was the important role of perceived happiness. 87 percent reported feeling happier (either “much happier” or “somewhat happier”) living more simply. Only 13 percent said they were “about as happy” as they were before, and a very small .03 percent claimed they were “less happy.”

### 3.5 Goals of This Study

The goals of this study are twofold: First, consumers’ motivations for adopting a minimalist lifestyle (specifically, the KonMari Method) are investigated; second, the potential environmental impact sustained by the disposal process of engaging in this lifestyle, and the
ultimate after-effects on consumer behavior and attitudes toward consumerism are analyzed. The practice of VS and minimalism through programs such as Marie Kondo’s can be linked to consumer behaviors. These practices have been examined in various scientific fields such as psychology and marketing which highlighted outcomes and benefits, potential common interests, and application elsewhere. However, an empirical investigation of motivations and daily practices among consumers remain unexamined at large (Huneke, 2005).

Against this backdrop, the research questions for this study are:

1) What motivates consumers to adopt the KonMari Method and what are factors in that decision-making process?
2) How does the minimalist experience shape future consumptive behaviors, particularly, buying and disposal of products?

4. METHODS AND DATA COLLECTION

For this empirical study, primary data and secondary data were collected, analyzed and compared. Two separate studies were conducted; Study One and Study Two as described below. Subjects of both studies are consumers who have completed or are in the process of completing the KonMari Method of tidying.

4.1 Study One: Survey Study

An online survey was conducted with the intention to inquire directly on consumer motivations for adopting a minimalist lifestyle and to gain insight on other various experiences throughout the process, as well as behavioral outcomes upon completion of the program.

4.1.1 SAMPLING PARTICIPANTS

Participants in this survey study were sampled from private Facebook groups that are dedicated to discussion, support, inspiration and information sharing specifically regarding Marie Kondo and the KonMari Method. I am currently an active member of the following groups and received permission from administrators to offer other members the opportunity to participate in an online survey:

- Marie Kondo- let’s tidy up! (81,694 members)
- Konmari Adventures (45,682 members)

*membership numbers change on a daily basis; last updated prior to publishing the survey

The groups listed above were selected specifically because they also involve active participation from followers. There are other groups that have been created to inspire and share KonMari
Method information, however, because I seek the input of participants, groups that allow for and encourage active follower engagement were specifically sought out.

Demographic information collected describes those who qualified to participate in this study. The majority of respondents were between 35 to 44. In terms of gender, 93.46% were female. The dominant ethnicity was White at 90.77%, and the majority were employed full time at 42.19%. With regard to household income, 54.69% reported $100,000 or more. For details on the full demographic data collected, see Appendix C.

4.1.2 DEVELOPING THE SURVEY INSTRUMENT

The online survey tool Qualtrics was used to develop and conduct this survey to obtain primary data for analysis. Questions addressed consumer motivations, reasoning, and inspirations for adopting a minimalist lifestyle and more specifically the KonMari Method. In addition, questions were included on what became of the discarded items as well as questions to determine attitudes toward consumer behaviors and possible behavior changes resulting from their lifestyle change. To view the full survey, refer to Appendix A.

The survey consists of multiple-choice questions, open-ended questions that request free-form responses, likert type questions, and an interactive gauge. All scales were self-designed. The option to select “other” was included with a blank space to freely type a more applicable response that was not included in the options provided. The answer options for motivations were inspired by the motivations reported by Alexander and Ussher (2012) as illustrated in Figure 2, with minor wording edits and with the exception of “more time for community involvement,” and “humanitarian or social justice concerns.” In addition, Maslow’s Hierarchy of Needs’ top tier of self-actualization was also used to derive answer options. In total, 10 options were included:

- I was just tired of the mess
- I wanted more organization for my(our) life (lives)
- I wanted to be more cost effective and save money
- I wanted to be more eco-friendly and lower my carbon footprint
- I wanted to spend more time with family/friends
- I did not want to burden my family with my possessions
- I wanted to live healthier
- I wanted to live more spiritually and/or mindfully
- I wanted to improve my/our quality of life
- Other (with input)

Participants in the survey were asked to select one primary motivation to begin, then given the opportunity to describe secondary reasons by selecting all that apply.
Questions regarding disposal of items deemed not to spark joy followed a similar method, and consisted of multiple-choice questions as well as an open-ended free-form response question to allow for additional insight. The multiple-choice question served to gauge a percentage for each disposal option used. Options included were derived based on literature analysis as well as review of discussions in Facebook groups and Marie Kondo’s Netflix series. The following disposal options were included in the survey:

- Trash
- Donation
- Gifted to friends and/or relatives
- Repurposed for something other than original intention
- Recycled
- Other

Questions regarding behavior changes are geared towards the concept of consumerism and whether changes have been noticed since starting the KonMari Method of tidying. Furthermore, questions on attitudes about purchasing consumables and their disposability are included. The key here was to emphasize “since starting the KonMari program” so as to determine if the attitudes and behavior changes are a direct result of adopting a new minimalist lifestyle. Certain consumer behaviors and attitudes towards consumption can also be considered motivating factors as mentioned before. Topics of interest include changes in daily behaviors and activities, buying behaviors, retailer or product preferences, new understanding of or attention to waste and disposability. A likert scale is used to determine attitude levels on a scale of 1 to 7, with a 0 option for “not applicable” in the cases where the participant feels that the statement does not apply to them.

The survey also explores other areas of interest outside the main focuses of this study, such as participants’ experiences with maintaining progress made, with the process of discarding items, regret after disposal, and overall positive benefits experienced as a result of the program.

Respondents were qualified to participate in this survey study if they were age 18 or over, currently residing in the United States, and have completed the KonMari program or at least started the process more than 6 months prior to participating in this survey. This limited the data collected for implications of motivations and consumer behavior to within the U.S. This also implies the data collected is from participants better experienced with the KonMari program.

4.1.3 PROCEDURE FOR DISSEMINATION AND DATA COLLECTION

The survey instrument was prepared using the online survey tool Qualtrics using the design described in the previous section. Relevant Facebook groups were identified and permission to survey group followers was requested from Facebook group moderators. Once approved, the survey was published and the link was shared, including a notice that participation is voluntary.
The survey was left open to participation for one month. During this time, Study Two took place (refer to 4.2). Data collection was finalized at the designated deadline. The data was analyzed for trends and any significant findings; results noted and compared to the results of Study Two. Based on the results of both studies, implications were developed, then discussed as expected or not expected.

4.2 Study Two: Video Study

As a secondary data source, the second study conducted was an observation of participants on Marie Kondo’s Netflix series, *Tidying Up with Marie Kondo*. The show was used to gain insights into motivations and disposal behaviors of the participants shown in the episodes. Content was coded regarding motivations for participation in the KonMari program and any resulting behavioral information with regard to consumption and disposability were documented.

4.2.1 SAMPLING

For this study, the sample consists of the Netflix episodes of *Tidying Up with Marie Kondo*. Currently available is season one, which includes 8 episodes:

1. Tidying with Toddlers
2. Empty Nesters
3. The Downsizers
4. Sparking Joy After a Loss
5. From Students to Improvements
6. Breaking Free from a Mountain of Stuff
7. Making Room for Baby
8. When Two (messes) Become One

4.2.2 DEVELOPING THE CODING INSTRUMENT

A coding instrument was created to easily collect data on motivations while viewing the videos available on the streaming service Netflix. During each episode, participants describe their motives and reasoning for their choice to adopt Marie Kondo’s method of tidying and apply it to their home. Multiple motives are often mentioned, there is usually more than one participant per episode, and explanation of motives can be given at any stage of the process. For these reasons, the coding instrument is useful and allowed for more cohesive and quick data collection during observation.

The Microsoft software program Excel was used to create and apply the code plan, with each episode listed. With the intention to compare results to the Study One, the motivations used were the same 10 motivation options provided in the survey study; then coded 0 through 9.

1 - I was just tired of the mess
2 - I wanted more organization for my(our) life (lives)
3 - I wanted to be more cost effective and save money
4 - I wanted to be more eco-friendly and lower my carbon footprint
5 - I wanted to spend more time with family/friends
6 - I did not want to burden my family with my possessions
7 - I wanted to live healthier
8 - I wanted to live more spiritually and/or mindfully
9 - I wanted to improve my/our quality of life
0 - Other

4.2.3 PROCEDURE FOR DATA COLLECTION

The coding instrument was prepared using Excel and readily available for the video observation as described in the previous section. Tools needed to conduct Study Two included a laptop computer, subscription to the streaming service, Netflix, internet service and connection, and a device to view the videos. Data collection began while responses were collected for the survey study. By watching each episode carefully, motivations described by the show participants were interpreted and coded as appropriate to the corresponding motive. Multiple codes were often charted if multiple motivating factors were mentioned throughout the episode, and if there were multiple people involved. The option “other” code: 0 was used to document motives mentioned in the show that were not applicable to any of the options listed. The “other” motivations were then documented with text entry, similar to participants in the survey study. Any additional information on disposal methods and consumer behavior was also documented as notes for the episode. Once complete, the data was analyzed and compared to data from Study One once the deadline had passed. Based on the results of both studies, implications were developed, then discussed as expected or not expected.

5. RESULTS

5.1 Results on Motivation for adopting the KonMari Method

Survey study results rendered data on primary and secondary motivations of program participants. With 10 options given, results varied widely in both categories. The primary motivation question asked that respondents select one option. The secondary motivation question allowed respondents to select all that applied.

The top 3 selections for a primary motivation:
   1) I was just tired of the mess
   2) I wanted to improve my/our quality of life
   3) I wanted more organization for my(our) life(lives)
Primary Motivations Described by Survey Participants

The top 3 selections for secondary motivations (with a tie for 3rd most selected) were:

1. I wanted more organization for my(our) life(lives)
2. I wanted to improve my/our quality of life
3. I was just tired of the mess
3. I wanted to live more spiritually and/or mindfully

![Figure 3: Frequencies of Primary Motivations Mentioned in Study One](image)
Secondary Motivations Described by Survey Participants

Also submitted were 10 free-form primary motivation and 9 free-form secondary motivation responses as a result of selecting “Other” with an explanation.

Similarly, the data collected and coded from the video study also resulted in somewhat wide-ranging motivations. The top 3 motivations (with a tie for 3rd most selected) were:

1) Other - further explained during the episode
2) I was just tired of the mess
3) I wanted more organization for my(our) life(lives)
3) I wanted to improve my(our) quality of life
Motivations Described During the Netflix Series, *Tidying Up With Marie Kondo*

“Other” motivations collected from both the survey study and the video study include:

- I wanted less to clean
- I wanted to reduce daily stress
- To help ease my depression
- Combining households
- Divorce
- To simplify our home and life
- I wanted to enjoy having friends over in my clean home
- Moved into a new home/smaller home and no room
- Marriage
- Downsizing
- A desire to release the past to make room for the future
- A step into adulthood
- Making room for a baby/desire to grow the family
- I wanted less stuff
- Death of a parent; death of a spouse
- Tired of not being able to find things
- Empty nester
5.2  Results on Outcomes After Adopting the KonMari Method

5.2.1 OUTCOMES ON DISPOSAL
Survey results rendered for disposal/end-life for items within the 5 major categories as defined by the KonMari Method (clothing, books, paper, komono, sentimental items) show that the majority of items disposed of because they were deemed not to spark joy were donated - by a large margin. Participants were asked to estimate the percentage of items within each category that went to the following disposal options: thrown out/garbage, donation, gifted to family member/friend, repurposed, recycled, or “Other” (with explanation). 4 of the 5 categories had the largest percentage in donation.

The top-ranking results for each category indicate the following averages:
74.88% of clothing items, 77.81% of books, 54.19% of Komono, and 27.91% of sentimental items were DONATED. 48.60% of paper items were RECYCLED and 41.21% was TRASH.

Also submitted were 6-10 free-form responses for each category as a result of selecting the “Other” option. The most common added response was “Sold.” All respondents who stated that they sold items in any category were aged 25 to 54.

There was not much data to collect on this topic from the secondary source. Phrases used by participants in the show include “throwing out,” “getting rid of,” and “this stuff is going” with little explanation. Most items discarded are placed in trash bags which alludes to trash disposal, but this is not usually confirmed. A couple episodes described certain piles as “donation.” One episode followed a participant as she drove to a thrift store and deposited a large donation of clothing.

5.2.2 OUTCOMES ON CHANGES IN CONSUMER BEHAVIORS
Participants were provided with 10 statements of behavioral changes and asked to rate applicability of the statement “since starting/completing the KonMari Method...” on a scale of 1 to 7 where 1 = least applicable, and 7 = highly applicable. 0 = N/A was also an option and was used sparingly.

Statements where the majority of respondents indicated high applicability (7) included:
- Before buying something new, I consider whether I really need it
- I buy fewer things than before
- I consider the waste aspects (end life) of an item before purchasing it
- I now save more money by buying fewer products
- I have purchased products that help me organize my space
- Overall, I have REDUCED my consumption

The statement, “Overall my consumption has INCREASED” was the tenth statement, included to test engagement of the participant and the accuracy of the previous statement regarding consumption reduction. This resulted with the highest majority vote of 61.76% selecting 1, least applicable.

When asked to rate how much overall buying behavior change they have experienced since starting/completing the KonMari Method using a gauge with a range of 0 - 10, results peaked between 7 and 8, with none selecting 0. The average change score was 7.12, with 86.56% of participants selecting a score of 6 or greater. To view full survey results, refer to Appendix B.

Figure 6: Overall Change in Buying Behavior Claimed in Study One
6. DISCUSSION

As previously reported, little to no research has been conducted in the areas of motivation for adoption of minimalist trends such as the KonMari Method, nor the resulting changes in buying behavior or disposal of items removed. These three themes are of particular interest to this study.

6.1 Motivations

Inspired by the survey study conducted by Alexander and Ussher (2012) and based on their results, it was expected that motivations may vary widely among the 10 options provided, and they did. Similar to their results, a wide-ranging variety of responses were collected, particularly with the inclusion of added feedback from the option to select “Other.” This became more evident when analyzing the results of the secondary data from the video study of Marie Kondo’s Netflix series. Data collection was conducted by using the previously explained coding system, documenting motivations described by tidiers in the show and attributing them to one of the 10 motivation options used in the survey. Unlike the survey that asks participants to select one primary motivation, the researcher documented all motivations mentioned throughout the episode. This often resulted with multiple motivation selections per episode and the highest selection fell in the “Other” category. Every episode described at least one novel motivation for participating in the program. With the availability to further elaborate on reasoning, desires, and personal stories, motivations to start ranged even more widely with the life-stage explanations illustrated by the episode titles.

The top 3 selected motivation options of both primary and secondary motivations from the survey study not only overlapped with each other, but also with the results of the observed motivations from video study. This was interesting to see, however, the overall resulting spread more clearly illustrated how many different motivations can lead to the decision to start the program. The motivations behind the desire for, and attraction to, a program like Marie Kondo’s are not attributed to one or two specific reasons. Rather, this study clearly indicates an individuality in the choice which mirrors the many individual benefits described by participants when asked to state any and all results that they believe have had a positive impact on their life. Some of the benefits stated included knowing exactly where things are, always ready for guests, money consciousness that is leading toward paying off debt, and one participant listed a 90-pound weight loss as a benefit personally experienced. Emotional expressions included peace, “inner calm,” less stress, freedom, and understanding true value.

A previously conducted survey study (Alexander and Ussher, 2012) highlighted main motivators such as concern for the environment, dissatisfaction with high stress lifestyles, general anti-consumption attitudes. It also alluded to a stage in life, middle age (40 to 50), where consumers
are more likely to say “enough is enough,” perhaps being tired of the mess and focused on the
discovery of one’s self and what is really needed in life to be happy. This study further
confirmed these notions. Concern for the environment was mentioned though not much. Anti-
consumption attitudes as a result of this change in lifestyle was a big topic. Notably, a large share
of respondents in this survey study were aged 40 to 50. Interestingly, primary motivations
tended to culminate in distinct age groups. The motivator “I was just tired of the mess” peaks in
the 35 to 44 age group which also had the highest rate of respondents. This was also the age
group more concerned with cost effectiveness and improving their quality of life. The motivator
“I wanted more organization for my(our) busy life(lives)” peaked in the age group 45 to 54, as
did “I wanted to live more spiritually and/or mindfully.” The motivator “I did not want to burden
my family with my possessions” peaks with the age group 55 to 64. This was also the age group
with the most “Other” responses, taking the opportunity to specify and elaborate on their reasons
for beginning their tidying journey.

What can be ascertained from this, perhaps confirming what we may suspect, is that life-stages
alter our perceptions of importance and immediate concern. Similar to the organization of the
Netflix series and the episode titles that describe the participants and their life-stage, primary
motivations depend on current circumstances and potentially can change over the course of
someone’s life. At which stage in life the participant is introduced to a program such as Marie
Kondo’s should directly affect (or determine) the primary motivation to participate.
6.2 Disposal

With regard to the topic of item disposal, it was interesting to see the vast majority of discarded items were reportedly donated. As previously described in the literature, there have been concerns raised on the disposability culture that the KonMari Method potentially enables. Particularly illustrated through the Netflix series, the program seemingly encourages disposal via trash, glamorizing those with large amounts of garbage bags filled and tossed to the curb. The results of this survey study serve as a strong contrast to this concern. Aside from Paper (which arguably has the least viable options for disposal) the category with the next highest rate disposed via trash was Komono, the largest category encompassing multiple items such as random kitchen, beauty, collection items and more. The 16.56% trash disposal rate, which is still relatively low as compared to a 54.19% donation rate, is understandable given the nature and size of the category. Though possibly not completely representative of Marie Kondo’s full population of followers, the results of this survey study were promising; however, they also call into question this program’s effects on the thrift and resale industry. Concerns raised previously claim that the true issue is that consumers tend not to think about the end life of items and
whether there is a need for the item prior to purchasing (Spring, 2019). According to this study, on a scale of 0 to 7, where 7 equals highly applicable, 64.71% of respondents selected a 5 or higher for the statement, “I consider the waste aspects (end life) of an item before purchasing it; and 95.59% of respondents selected a 5 or higher for the statement, “Before buying something new, I consider whether I really need it.”

6.3 Changes in Consumer Behaviors

The responses received with regard to changes in consumer behavior were as expected. However, the elaboration on this topic from unprompted questions was highly unexpected. Literature cited included a description of minimalists as having anti-consumption behaviors, avoiding clutter through reduced consumption, and as more likely to make gifts than to buy them. The data on this topic, as presented previously in the Results section, strongly indicate consumer behavior changes as a result of participating in the KonMari Method. With intention, the question states, “since starting/completing the Konmari method…” before continuing with behavioral statements so as to clearly indicate the “after” aspect of the program. Because it is possible that people with these tendencies and attitudes already may be drawn to a program such as this, the intention was to distinctively assess how behavior has altered as a result of this program. An overwhelming majority indicated strong changes and all respondents indicated at least some change. When asked to rate their level of change on a scale of 0 to 10, none claimed zero change; and as mentioned before, the average change score was 7.12, with 86.56% of participants selecting a score of 6 or greater.

What was not expected came unsolicited through open questions. This question requested free-form answers describing how participants’ experiences have been with maintaining the progress made. Some answers resulted with further information and insight on the topic of consumption. Examples of responses like this include, “I have limited spending on professional clothing, have not bought any leisure wear in a year, no more shopping because I’m bored, no more buying things I don’t really like,” “I no longer buy items just because they are on clearance. I think, do I really need this?” “Having less around seems to keep me from wanting to buy more,” “I only buy what I need,” and “I think about a purchase and how it will be used before purchasing…”

Similarly, in response to a different question that requested free-form answers describing the benefits experienced as a result of the program, the following was offered on the topic of consumption: “I buy less, spend less money,” “My biggest benefit is more self-awareness for my own buying patterns. It takes intentional effort to identify if something truly sparks joy…” One stated, “mindful consumption” as their one sole answer to this question on the benefits of the program experienced. Another simply noted that “I make more conscious decisions in buying things. Do I really need it…?” For respondents to freely offer information on the topic implies importance and significance.
During secondary data collection from the video study, it was observed that the topic of consumption and consumerism was not discussed much, if at all. One episode showcased a participant who had a large collection of clothing and expressed how much she enjoyed shopping and buying clothing for herself. One week after beginning the process, she had completed her task of going through and culling the clothing category. Marie Kondo asked how the experience might affect her buying behavior going forward. It is the only time the topic is clearly and purposefully presented in season one. Her response was that she was already taking preventative measures by deleting emails from her favorite retailers even though they were advertising sales - something she would normally engage in on a daily basis.

Though many benefits are touted by the participants, there is a clear impact on consumer behavior that seems to be particularly appreciated, which can be summed by this survey participant’s response: “My quality of life has drastically improved starting with spending less and continuing throughout the process knowing everything has a living space and if I want to purchase something, I’m mindful it'll have a place in my home. If I do not have a specific place for it, I do not purchase.”

7. IMPLICATIONS

There is no one size fits all motivational purpose for a lifestyle change through a program such as the KonMari Method of tidying, but a desire to participate in this growing trend is present. In a society that has been idolized for its economic strength based on a solid platform of consumerism, Americans continue to be recognized as materialistic. However, the implications of a popularized trend with growing visibility, such as through a dedicated Netflix series, alludes to a potential shift in attitudes about consumption, materialism, and true happiness. This trend has traction within American culture.

This study indicates that the KonMari Method of tidying has a clear and direct impact on consumer behavior and attitudes as a result of participation. The implication of this is that participation in any minimalism trend could lead to the same changes in behavior and attitude toward consumption. Upon making the decision for the lifestyle change, for whatever reason, the likely result will be a new perception and attitude toward buying new products and consumables. This can manifest as less consumption (quantity), higher quality consumption, preference for sustainable consumption, and interest in products that serve an organizational or tidying purpose.

The consequences of the waste generated as a result of the program’s process, coupled with the over-consumption that ensued prior, can potentially pose further undesired effects on the environment, whether directly or indirectly. Based on the information received on disposal, the
implications of a circular economy in the realm of minimalism, with a desire to reduce waste, is present and in contrast to a currently strong linear economy.

7.1 Implications for Further Research

7.1.1 DEMOGRAPHIC TRENDS
This study’s sample was heavily weighted in certain demographics. With regard to diversity, or lack thereof, research can further explore tendencies in this trend and if it appeals more so to certain demographics (ethnicity, sex, income etc.). Though this was not a focus of this study, based on the data collected here, results of this study imply that the KonMari Method seems to resonate strongly with white, full-time employed females between the ages of 25 to 54 - though it has been determined by a previous study (Leonard-Barton, 1981) that there is no linear relation to income for those with tendencies toward a simplified lifestyle. Future studies should seek a larger sample size and deploy different sampling techniques to confirm or counter this.

7.1.2 EFFECTS ON THE RESALE INDUSTRY
With an overwhelming majority of items reportedly donated upon disposal, it would be interesting to further investigate the effects of this program on the thrift and resale industry. Stores that are designed to take donations and resell sellable items may experience an influx of donations thanks to Marie Kondo and her program. This influx can have a positive or negative effect on the retailers.

7.1.3 INDIRECT EFFECTS ON WASTE PRODUCTION
Likewise, based on this study, participants in this program seem to donate the majority of discarded items. Therefore, the KonMari Method may not directly affect the environment by immediately overwhelming landfills, but there may be indirect consequences of a program like this by discarding via donation. Further investigation into the disposal behaviors of thrift and resale stores may provide more insight.

7.1.4 LONG-TERM EFFECTS OF THE LIFESTYLE CHANGE
Further research can be conducted on the long-term effects of the KonMari Method on the participants: was the lifestyle change maintained or did they revert back? Was the happiness and relief that was found also kept? Were all benefits experienced sustained? Has growing up in a “KonMaried” household affected the lifestyle choices of children now grown? Does the KonMari Method of tidying your home truly affect all aspects of your life as some have claimed? If so, what? If more people continue to adopt this growing trend, what effect will it have on the retail industry and attitudes of consumerism in the United States as a whole?
7.2 Limitations

Limitations in the method of research conducted began with sampling. Convenience sampling through a social media platform created bias, including self-selection bias. The survey was self-administered, inviting participants to volunteer to participate as opposed to being randomly selected.

The most popular additional disposal option provided after selecting “Other” with the further explanation was “Sold.” This was an obvious route that was missed by the researcher and not included as a selectable option when creating the survey. Had it been provided the resulting data may have been slightly different.

8. CONCLUSION

An overall improvement in quality of life and increased joy: this seems to be the ultimate goal of minimalism and VS. Though, what truly drives individuals to make a life-altering change to their daily lives and immediate surroundings is not so simply stated. Motivations vary as uniquely as the participants themselves and cannot be attributed to any one or two reasons. Perhaps, however, a person’s life stage can determine the motivation as certain motivational trends seem to peak for specific age groups. There is a clear and direct impact on consumer behavior that can be observed. Changes in attitudes towards buying and consumption as a direct result of the KonMari Method for tidying can be expected. The long-term effects of this growing trend and results on the retail industry are yet to be determined. Also, disposal concerns for the environment may be less threatening than previously thought, though still pose potential future issues that deserve further exploration. Donation is not the true end-stage for items discarded.

This empirical study provided insight on the topics of motivation, disposal, and changes in consumer behavior as reported by participants of the KonMari method - areas that have little or no previous research. Based on these results and observations, further research can be conducted in each area on the lasting effects and impacts beyond the claimed benefits of a minimalist lifestyle. Such insights could provide direction on possible effects on the retail industry and the American way of consumerism. The answers to these questions may provide further insight to the consumer mindset, what is important to them, how they will buy moving forward, as well as the potential lasting effects of disposal on the environment.
REFERENCES


Introduction

Thank you for your interest in participating in this survey regarding Marie Kondo's KonMari Method, from her best-selling book "The Life-Changing Magic of Tidying Up," and Netflix series, "Tidying Up with Marie Kondo".

The purpose of this survey is to explore the motivations behind the people who willingly engage in a program such as the KonMari Method, as well as some of the after-effects in participants' personal life and buying behaviors. The results of this survey will be published in a final capstone paper through the Honors College at the University of Arizona.

The answers you provide will remain anonymous. The survey can take anywhere from 10 - 20 minutes, depending on the time you spend in areas where an open answer is requested. I will greatly appreciate as much detail and insight as you are willing to give. The more you share, the more data there will be for analysis.

Thank you, again, for your willingness and contribution to this study.
What is your age?

- Under 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85+

Do you currently live in the United States?

- Yes
- No

This first section of the survey deals with your **motivations and experiences** with Marie Kondo’s program for tidying (in short: The KonMari Method)
Have you completed (or are in the process of completing) Marie Kondo's program?

- Yes, I have completed Marie Kondo’s program
- I am in the process of completing Marie Kondo’s program
- No, I have not started but I am interested

How long ago did you **complete** Marie Kondo's program?

- less than 6 months ago
- more than 6 months, but less than 1 year ago
- more than 1 year, but less than 2 years ago
- more than 2 years, but less than 3 years ago
- 3+ years ago

How long ago did you **start** Marie Kondo's program?

- Less than 6 months ago
- More than 6 months, but less than 1 year ago
- More than 1 year, but less than 2 years ago
- More than 2 years, but less than 3 years ago
- 3+ years ago

For many, there are several reasons why they choose to use a program like Marie Kondo's method to tidy/ declutter/ organize/ minimize etc.

What would you say was your strongest motivation to use the KonMari Method to achieve tidiness?

*(select one)*

- I was just tired of the mess
- I wanted more organization for my(our) busy life(lives)
- I wanted to be more cost-effective and save money
- I wanted to be more eco-friendly and lower my carbon footprint
What secondary reasons would you say motivated you to use the KonMari Method to achieve tidiness?

(select all that apply)

- I was just tired of the mess
- I wanted more organization for my(our) busy life(lives)
- I wanted to be more cost-effective and save money
- I wanted to be more eco-friendly and lower my carbon footprint
- I wanted to spend more time with family/friends
- I did not want to burden my family with my possessions
- I wanted to live healthier
- I wanted to live more spiritually and/or mindfully
- I wanted to improve my/our quality of life
- Other (please specify)

The next section of the survey deals with the way you disposed of the items you believed did not "spark joy".

Please take a moment to reflect back on your experience when going through the sorting process to determine what items you were keeping and what items would be removed from your home.

As you know, the KonMari Method recommends a specific sequence in which to go about sorting through your items. This sequence is broken down into 5 categories:
clothing, books, papers, komono, and sentimental. For each of these 5 categories, please estimate the percentage of each that went to the disposal options listed in the next section.

Instructions: Enter your percentage estimates in the space provided below each disposal category. Each row must total 100. Leave a 0 in the columns that do not apply (you did not use this disposal option to remove items in that category). If you have not yet removed any item in one of these categories, enter 100 in the "N/A" column.

**Example:** Clothing: garbage 20; donated 75; gave away 5; repurposed 0; recycled 0; N/A 0 = 100

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</tr>
</tbody>
</table>

**Terms:**

**Threw out/garbage:** disposed in a trash receptacle

**Donated:** given to an organization designated to receive used goods

https://uarizona.co1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_6JW008GxHoFZo9&ContextLibraryID=UR_9zK...
Gave to family member/ friend: gifted to another person
Repurposed somehow: gave the item new purpose, now used for something it was not originally intended for
Recycled: disposed in a receptacle designated for collecting recyclable goods
Other: disposed of another way not listed
N/A: I did not complete this category, therefore it is not applicable

You selected "Other" as a way you disposed of CLOTHING. Please describe the disposal method you used in the space provided:


You selected "Other" as a way you disposed of BOOKS. Please describe the disposal method you used in the space provided:


You selected "Other" as a way you disposed of PAPERS/ DOCUMENTS. Please describe the disposal method you used in the space provided:


You selected "Other" as a way you disposed of KOMONO. Please describe the disposal method you used in the space provided:


Thank you for getting this far! The next section of the survey deals with your buying behaviors. As a consumer, please take a moment to reflect on how your buying behaviors may have changed or have been affected (if at all) by your progress through the KonMari Method.
Please rate each of the following statements on a scale from 1 - 7 (where 1 = least applicable, 7 = highly applicable, and 0 = Not applicable at all)

Since starting / completing the KonMari Method...

<table>
<thead>
<tr>
<th>0 = N/A</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before buying something new, I consider whether I really need it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I buy fewer things than before</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I consider the waste aspects (end life) of an item before purchasing it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I now choose NOT to buy from certain companies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am more conscious of environmental concerns related to products I buy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I now save more money by buying fewer products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find that I re-purpose, re-use, and/or recycle more than before</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have purchased products that help me organize my space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, I have REDUCED my consumption</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, my consumption has INCREASED</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

https://uarizona.co1.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview?ContextSurveyID=SV_6JW0oBGxHoFZo9&ContextLibraryID=UR_9z8K...
Using the sliding scale below, please indicate how much your buying behavior overall has changed since beginning / completing the KonMari Method of tidying:

1 = has not changed at all
10 = has changed drastically/a lot

Many people go through a tidying method such as Marie Kondo’s then revert back to their old ways. How would you describe your experience with maintaining the changes you have made?

*(please describe in as much detail as possible)*

Remember the time when you were going through your things. How did letting go of your possessions (in any category) make you feel? Did you experience any difficulties letting go of certain items?

*(please describe in as much detail as possible)*
Since reducing your amount of possessions, have you experienced any **regrets** after letting something go?

- Yes, a lot
- Yes, some
- Only one or two things
- No regrets!

Please describe the item(s) you regret letting go and why:

---

Do you consider the KonMari Method to be a form of **minimalism**?

- Unsure / I do not know what minimalism is
- Definitely, yes
- Maybe, yes
- Probably not
- Definitely, not

In Marie Kondo's book *The life-changing magic of tidying up*, the author states "A dramatic reorganization of the home causes correspondingly dramatic changes in lifestyle and perspective."

Please take a moment to reflect on your experience with the KonMari Method. What **benefits** have you personally experienced since starting / completing the KonMari Method? Please include any and all results that you believe have had a positive impact or change in your life (or that of your family).
Thank you very much for bearing with me in this long survey! In this final, quick section, please tell us just a little bit more about yourself.

What sex do you identify as?

- Female
- Male
- Other (please specify)

What is your ethnicity?

- White
- Hispanic / Latinx
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- Other (please specify)

Employment status:

- Employed full-time (40+ hours per week)
- Employed part-time (less than 40 hours per week)
- Self-employed
- Unemployed (currently looking)
- Unemployed (not looking: stay at home parent / care-giver etc.)
- Student only
- Retired

What is your household income?
- Less than $20,000
- $20,000 - $49,999
- $50,000 - $99,999
- $100,000 - $150,000
- Over $150,000

Thank you for your participation in this survey. Your time and effort is highly appreciated!

The researcher may have additional questions for you. If you are interested in being interviewed, please email gloriaea@email.arizona.edu to say you are interested in participating further in this study.

This research will also be published. If you are interested in viewing the final results, please email gloriaea@email.arizona.edu.
### Survey Study Report

**Tidying with Marie Kondo**

#### Q2 - What is your age?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Under 18</td>
<td>0.00%</td>
<td>0</td>
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<tr>
<td>2</td>
<td>18 - 24</td>
<td>2.21%</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>25 - 34</td>
<td>16.18%</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>35 - 44</td>
<td>35.29%</td>
<td>48</td>
</tr>
<tr>
<td>5</td>
<td>45 - 54</td>
<td>24.26%</td>
<td>33</td>
</tr>
<tr>
<td>6</td>
<td>55 - 64</td>
<td>13.97%</td>
<td>19</td>
</tr>
<tr>
<td>7</td>
<td>65 - 74</td>
<td>5.88%</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>75 - 84</td>
<td>2.21%</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>85+</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>136</td>
</tr>
</tbody>
</table>

#### Q29 - Do you currently live in the United States?

<table>
<thead>
<tr>
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<th>Answer</th>
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<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>75.00%</td>
<td>102</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>25.00%</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>136</td>
</tr>
</tbody>
</table>

#### Q9 - Have you completed (or are in the process of completing) Marie Kondo's program?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes, I have completed Marie Kondo's program</td>
<td>35.35%</td>
<td>35</td>
</tr>
<tr>
<td>2</td>
<td>I am in the process of completing Marie Kondo's program</td>
<td>55.56%</td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td>No, I have not started but I am interested</td>
<td>9.09%</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>99</td>
</tr>
</tbody>
</table>
### Q10 - How long ago did you complete Marie Kondo's program?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>less than 6 months ago</td>
<td>14.29%</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>more than 6 months, but less than 1 year ago</td>
<td>11.43%</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>more than 1 year, but less than 2 years ago</td>
<td>31.43%</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>more than 2 years, but less than 3 years ago</td>
<td>22.86%</td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td>3+ years ago</td>
<td>20.00%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>35</td>
</tr>
</tbody>
</table>

### Q26 - How long ago did you start Marie Kondo's program?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Less than 6 months ago</td>
<td>29.09%</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>More than 6 months, but less than 1 year ago</td>
<td>23.64%</td>
<td>13</td>
</tr>
<tr>
<td>3</td>
<td>More than 1 year, but less than 2 years ago</td>
<td>27.27%</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>More than 2 years, but less than 3 years ago</td>
<td>7.27%</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>3+ years ago</td>
<td>12.73%</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>100%</td>
<td>55</td>
</tr>
</tbody>
</table>

### Q12 - For many, there are several reasons why they choose to use a program like Marie Kondo's method to tidy/ declutter/ organize/ minimize etc. What would you say was your strongest motivation to use the KonMari Method to achieve tidiness? (select one)

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>%</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I was just tired of the mess</td>
<td>23.81%</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>I wanted more organization for my(our) busy life(lives)</td>
<td>19.05%</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>I wanted to be more cost-effective and save money</td>
<td>1.19%</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>I wanted to be more eco-friendly and lower my carbon footprint</td>
<td>1.19%</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>I wanted to spend more time with family/ friends</td>
<td>1.19%</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>I did not want to burden my family with my possessions</td>
<td>9.52%</td>
<td>8</td>
</tr>
<tr>
<td>7</td>
<td>I wanted to live healthier</td>
<td>1.19%</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>I wanted to live more spiritually and/or mindfully</td>
<td>9.52%</td>
<td>8</td>
</tr>
<tr>
<td>#</td>
<td>Answer</td>
<td>%</td>
<td>Count</td>
</tr>
<tr>
<td>-----</td>
<td>------------------------------------------------------------------------</td>
<td>--------</td>
<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>I was just tired of the mess</td>
<td>12.20%</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>I wanted more organization for my(our) busy life(lives)</td>
<td>19.02%</td>
<td>39</td>
</tr>
<tr>
<td>3</td>
<td>I wanted to be more cost-effective and save money</td>
<td>7.32%</td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>I wanted to be more eco-friendly and lower my carbon footprint</td>
<td>6.83%</td>
<td>14</td>
</tr>
<tr>
<td>5</td>
<td>I wanted to spend more time with family/ friends</td>
<td>6.83%</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
<td>I did not want to burden my family with my possessions</td>
<td>8.78%</td>
<td>18</td>
</tr>
<tr>
<td>7</td>
<td>I wanted to live healthier</td>
<td>6.34%</td>
<td>13</td>
</tr>
<tr>
<td>8</td>
<td>I wanted to live more spiritually and/or mindfully</td>
<td>12.20%</td>
<td>25</td>
</tr>
<tr>
<td>9</td>
<td>I wanted to improve my/our quality of life</td>
<td>16.10%</td>
<td>33</td>
</tr>
</tbody>
</table>

Q12_10_TEXT - Other (please specify)

A desire to release the past to make room for the future
Downsized my home
Downsizing and moving in the future
I didn't know how to separate from my parents' belongings after they had passed
I wanted less stuff
I was tired of spending all my time looking for things.
It's relaxing to live in an uncluttered home
Moved into a smaller house and didn't have storage for all the stuff
Moving and going through a divorce made me feel ready for a change
to be ready for a major move

Q14 - What secondary reasons would you say motivated you to use the KonMari Method to achieve tidiness? (select all that apply)
Q14_10_TEXT - Other (please specify)

Other (please specify) - Text

I wanted less to clean

I wanted peace and joy in my life

Wanted to minimize visual clutter which lead to more stress daily than I realized

To help ease my depression

Too many households in one house.

I prefer the look of less clutter

simplify our home and life

I wanted to enjoy having friends over in my clean home

Moved to a new home

Q17 - Instructions: Enter your percentage estimates in the space provided below each disposal option. Each row must total 100. Leave a 0 in the columns that do not apply (you did not use this disposal option to remove items in that category). If you have not yet removed any item in one of the categories, enter 100 in the "N/A" column. Example: Clothing: garbage 20; donated 75; gave away 5; repurposed 0; recycled 0; other 0; N/A 0 = 100

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clothing - Threw out/ garbage</td>
<td>0.00</td>
<td>50.00</td>
<td>4.85</td>
<td>8.07</td>
<td>65.07</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Clothing - Donated</td>
<td>0.00</td>
<td>100.00</td>
<td>74.88</td>
<td>26.15</td>
<td>683.90</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>Clothing - Gave to family member/friend</td>
<td>0.00</td>
<td>100.00</td>
<td>11.47</td>
<td>19.76</td>
<td>390.28</td>
<td>68</td>
</tr>
<tr>
<td>4</td>
<td>Clothing - Repurposed somehow</td>
<td>0.00</td>
<td>95.00</td>
<td>2.53</td>
<td>11.77</td>
<td>138.51</td>
<td>68</td>
</tr>
<tr>
<td>5</td>
<td>Clothing - Recycled</td>
<td>0.00</td>
<td>40.00</td>
<td>1.56</td>
<td>6.31</td>
<td>39.86</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Clothing - Other</td>
<td>0.00</td>
<td>50.00</td>
<td>3.53</td>
<td>11.25</td>
<td>126.51</td>
<td>68</td>
</tr>
<tr>
<td>#</td>
<td>Field</td>
<td>Minimum</td>
<td>Maximum</td>
<td>Mean</td>
<td>Std Deviation</td>
<td>Variance</td>
<td>Count</td>
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<td>-------</td>
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<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>Books - Threw out/ garbage</td>
<td>0.00</td>
<td>50.00</td>
<td>1.68</td>
<td>6.45</td>
<td>41.54</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Books - Donated</td>
<td>0.00</td>
<td>100.00</td>
<td>77.81</td>
<td>34.03</td>
<td>1158.04</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>Books - Gave to family member/friend</td>
<td>0.00</td>
<td>100.00</td>
<td>7.78</td>
<td>20.51</td>
<td>420.85</td>
<td>68</td>
</tr>
<tr>
<td>4</td>
<td>Books - Repurposed somehow</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>68</td>
</tr>
<tr>
<td>5</td>
<td>Books - Recycled</td>
<td>0.00</td>
<td>5.00</td>
<td>0.16</td>
<td>0.80</td>
<td>0.64</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Books - Other</td>
<td>0.00</td>
<td>100.00</td>
<td>8.38</td>
<td>23.68</td>
<td>560.62</td>
<td>68</td>
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<table>
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<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Papers/ Documents - Threw out/ garbage</td>
<td>0.00</td>
<td>100.00</td>
<td>41.21</td>
<td>41.99</td>
<td>1762.87</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Papers/ Documents - Donated</td>
<td>0.00</td>
<td>10.00</td>
<td>0.15</td>
<td>1.20</td>
<td>1.45</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>Papers/ Documents - Gave to family member/friend</td>
<td>0.00</td>
<td>80.00</td>
<td>2.29</td>
<td>11.61</td>
<td>134.83</td>
<td>68</td>
</tr>
<tr>
<td>4</td>
<td>Papers/ Documents - Repurposed somehow</td>
<td>0.00</td>
<td>2.00</td>
<td>0.03</td>
<td>0.24</td>
<td>0.06</td>
<td>68</td>
</tr>
<tr>
<td>5</td>
<td>Papers/ Documents - Recycled</td>
<td>0.00</td>
<td>100.00</td>
<td>48.60</td>
<td>43.40</td>
<td>1883.71</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Papers/ Documents - Other</td>
<td>0.00</td>
<td>50.00</td>
<td>4.19</td>
<td>12.82</td>
<td>164.42</td>
<td>68</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Threw out/ garbage</td>
<td>0.00</td>
<td>100.00</td>
<td>16.56</td>
<td>23.08</td>
<td>532.81</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Donated</td>
<td>0.00</td>
<td>100.00</td>
<td>54.19</td>
<td>31.93</td>
<td>1019.57</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Gave to family member/friend</td>
<td>0.00</td>
<td>90.00</td>
<td>10.28</td>
<td>17.15</td>
<td>294.05</td>
<td>68</td>
</tr>
<tr>
<td>4</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Repurposed somehow</td>
<td>0.00</td>
<td>100.00</td>
<td>4.71</td>
<td>13.66</td>
<td>186.68</td>
<td>68</td>
</tr>
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<td>5</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Recycled</td>
<td>0.00</td>
<td>30.00</td>
<td>1.03</td>
<td>4.16</td>
<td>17.32</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Komono (misc. items: can include random kitchen, beauty, collected etc. items) - Other</td>
<td>0.00</td>
<td>60.00</td>
<td>3.90</td>
<td>12.86</td>
<td>165.33</td>
<td>68</td>
</tr>
<tr>
<td>#</td>
<td>Field</td>
<td>Minimum</td>
<td>Maximum</td>
<td>Mean</td>
<td>Std Deviation</td>
<td>Variance</td>
<td>Count</td>
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<td>-------</td>
</tr>
<tr>
<td>1</td>
<td>Sentimental items - Threw out/ garbage</td>
<td>0.00</td>
<td>100.00</td>
<td>11.88</td>
<td>24.56</td>
<td>603.13</td>
<td>68</td>
</tr>
<tr>
<td>2</td>
<td>Sentimental items - Donated</td>
<td>0.00</td>
<td>100.00</td>
<td>27.91</td>
<td>33.69</td>
<td>1135.11</td>
<td>68</td>
</tr>
<tr>
<td>3</td>
<td>Sentimental items - Gave to family member/friend</td>
<td>0.00</td>
<td>100.00</td>
<td>16.18</td>
<td>23.66</td>
<td>559.65</td>
<td>68</td>
</tr>
<tr>
<td>4</td>
<td>Sentimental items - Repurposed somehow</td>
<td>0.00</td>
<td>100.00</td>
<td>4.93</td>
<td>16.99</td>
<td>288.60</td>
<td>68</td>
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<tr>
<td>5</td>
<td>Sentimental items - Recycled</td>
<td>0.00</td>
<td>55.00</td>
<td>1.46</td>
<td>7.80</td>
<td>60.84</td>
<td>68</td>
</tr>
<tr>
<td>6</td>
<td>Sentimental items - Other</td>
<td>0.00</td>
<td>50.00</td>
<td>3.82</td>
<td>12.64</td>
<td>159.65</td>
<td>68</td>
</tr>
</tbody>
</table>

Q46 - You selected "Other" as a way you disposed of CLOTHING. Please describe the disposal method you used in the space provided:

Sold

Sold

Yard sale

Sold on kidizen or eBay etc

Stored for future use

garage sales, consignment stores.

Sold

Q50 - You selected "Other" as a way you disposed of BOOKS. Please describe the disposal method you used in the space provided:

Sold to a second-hand retail store

Sold

Sold to a used book reseller

Sold

Sold to bookstore for credit
Yard sale

Stored for future use

sold to book stores and garage sales, plus online sales.

Resale store- Bookmans

I didn’t dispose

Q49 - You selected "Other" as a way you disposed of PAPERS/DOCUMENTS. Please describe the disposal method you used in the space provided:

You selected "Other" as a way you disposed of PAPERS/DOCUMENTS. Please describe the disposal method you used in the space provided:

burned

Other

shredded or burned all papers that contained personal identification or medical info, etc.

Filed neat

I heat with wood, so paper that was ok to burn and then later reuse in my garden as ash was used as fire starters.

Stored for future use

Shredded then recycled

Q48 - You selected "Other" as a way you disposed of KOMONO. Please describe the disposal method you used in the space provided:

You selected "Other" as a way you disposed of KOMONO. Please describe the disposal method you used in the space provided:

Sold

Sold

Yard Sale

Sam as above

Stored for future use

Garage sale

garage sales, online sales, consignment stores
Q47 - You selected "Other" as a way you disposed of SENTIMENTAL ITEMS/ MEMENTOS. Please describe the disposal method you used in the space provided:

You selected "Other" as a way you disposed of SENTIMENTAL ITEMS/ MEMENTOS. Please describe the disposal method you used in the space provided:

Sold

Sold

Sold

Kept items

Same as above

Stored for future use

Q23 - Please rate each of the following statements on a scale from 1 - 7 (where 1 = least applicable, 7 = highly applicable, and 0 = Not applicable at all) Since starting / completing the KonMari Method...

<table>
<thead>
<tr>
<th>#</th>
<th>Question</th>
<th>0 = N/A</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Before buying something new, I consider whether I really need it</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>0.00%</td>
<td>0</td>
<td>1.47%</td>
<td>1</td>
<td>2.94%</td>
</tr>
<tr>
<td>2</td>
<td>I buy fewer things than before</td>
<td>0.00%</td>
<td>0</td>
<td>1.47%</td>
<td>1</td>
<td>2.94%</td>
<td>2</td>
<td>2.94%</td>
<td>2</td>
<td>14.7%</td>
</tr>
<tr>
<td>3</td>
<td>I consider the waste aspects (end life) of an item before purchasing it</td>
<td>0.00%</td>
<td>0</td>
<td>8.82%</td>
<td>6</td>
<td>2.94%</td>
<td>2</td>
<td>7.35%</td>
<td>5</td>
<td>16.1%</td>
</tr>
<tr>
<td>4</td>
<td>I now choose NOT to buy from certain</td>
<td>8.82%</td>
<td>6</td>
<td>20.5%</td>
<td>1</td>
<td>4</td>
<td>13.2%</td>
<td>9</td>
<td>11.7%</td>
<td>8</td>
</tr>
<tr>
<td>companies</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am more conscious of environmental concerns related to products I buy</td>
<td>4.41%</td>
<td>3</td>
<td>8.82%</td>
<td>6</td>
<td>5.88%</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I now save more money by buying fewer products</td>
<td>0.00%</td>
<td>0</td>
<td>4.41%</td>
<td>3</td>
<td>1.47%</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I find that I re-purpose, re-use, and/or recycle more than before</td>
<td>1.47%</td>
<td>1</td>
<td>8.82%</td>
<td>6</td>
<td>1.47%</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have purchased products that help me organize my space</td>
<td>1.47%</td>
<td>1</td>
<td>2.94%</td>
<td>2</td>
<td>8.82%</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, I have REDUCED my consumption</td>
<td>1.47%</td>
<td>1</td>
<td>2.94%</td>
<td>2</td>
<td>4.41%</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall, my consumption has INCREASED</td>
<td>22.06%</td>
<td>1</td>
<td>61.76%</td>
<td>4</td>
<td>10.29%</td>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q16 - Using the sliding scale below, please indicate how much your buying behavior overall has changed since beginning / completing the KonMari Method of tidying: 1 = has not changed at all 10 = has changed drastically/a lot

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Using the sliding scale below, please indicate how much your buying behavior overall has changed since beginning / completing the KonMari Method of tidying: 1 = has not changed at all 10 = has changed drastically/a lot</td>
<td>1.00</td>
<td>10.00</td>
<td>7.12</td>
<td>1.97</td>
<td>3.90</td>
<td>67</td>
</tr>
</tbody>
</table>

Q18 - Many people go through a tidying method such as Marie Kondo's then revert back to their old ways. How would you describe your experience with maintaining the changes you have made? (please describe in as much detail as possible)

Many people go through a tidying method such as Marie Kondo's then revert back to their old ways. How would you describe your experience with maintaining the changes you have made? (please describe in as much detail as possible)

I find that I am much more conscious of things having homes and will return them to those places. I also find that I tidy up a LOT after my husband & son and doing the same thing for them. This is kind of on a subconscious level and I start feeling claustrophobic if it’s not tidy.

My house is not as tidy as it was as when I first went through and did the marie kondo but I can quickly pick areas to work on and accomplish it again.

I have maintained the clean/tidy status of our home. I believe I keep on top of it because it really bothers me when something becomes cluttered after having seen it be able to be so neat. I'm also retired, so I do have more time to take care of this.

I have maintained some areas, like clothing, sentimental, kitchen items, and I would say my general living spaces are okay, but I still have problems with paper. I am better, I have a system in place for paper items, but I have to be vigilant to really maintain it. The Coronavirus is really overwhelming me. I am waiting to open mail for three days, the same with packages, so I cannot get rid of paper like I was used to doing. I am finding that my progress is hampered by the protections I have put into place to tamp down my paper issues by the fear of the virus.

We have done pretty well with maintaining our new habits because there isn’t as much stuff to deal with. We took this time to redecorate/renovate the inside of our house.

The process doesn’t stop. I’ve done my kitchen 3 times, garage twice. Bedrooms multiple times.

I have very little I have to clean and maintain because I’ve reduced and minimized the things in my life. I spend about 5-15 minutes a day on household tasks usually revolving around dishes/laundry.

I have only refined and gotten better. I was going through a phase of adding things that sparked joy, but it was very careful and intentional. I’ve gained so much clarity about what brings value to my life. During this Covid pandemic, words cannot describe how thankful I am to have done this.

Continue touching up the categories periodically throughout the year.

I’ve managed to maintain very well. I enjoy the added space the process has given me. I enjoy the peace of mind in knowing that my items have been disposed of properly. I enjoy the fact that I'm no longer wasting money on things I don't need. I enjoy the leisure time that owning and caring for few items has allowed me. I have peace of mind knowing I won't been leaving a mess behind for my children to have to 'deal' with.
I have maintained my progress so far. Because I truly enjoy the things I now have I feel content and don’t have a need/want to purchase more.

I haven’t completed any category except clothing; maintaining changes in that category has been successful. The rest of my house hasn’t been addressed thoroughly enough for this to apply.

The only time I had problems maintaining was when faced with a life changing event. Death of a family member and cleaning out their possessions.

I find myself not reverting back, but loving it so much I refine more and get rid of more.

I no longer go shopping at the mall or resale stores or Target without having a specific purpose or item in mind.

I always tell people it’s an ongoing process. You have to stay on top of things that come into your house and not let them pile up again. I continue to go through my clothing again every season and give away or donate at least one item for every new one I bring in. That being said I am not buying a lot of new clothing but shopping more at thrift shops and consignment boutiques instead. I’ve also switched almost all of our bills and statements to electronic delivery and now pay almost everything online to cut down on paper.

My primary area for tidying was clothing. I find that with less, I am more able to maintain and overall feel less angst when getting ready each day. I have a better awareness of the items that I prefer and their characteristics and am now more selective with new purchases. I don’t mind spending more on items I know have "staying" power.

I struggle to maintain it. Having new babies born makes it really hard to maintain. But I read the book often. And remind myself how hard I worked to clear out the clutter.

I actually did a complete KonMari three times until my possessions were reduced to a bare minimum. Now I do it in the spring and in the fall.

Marie’s method of folding did not stick with me.

I am doing pretty good, but always working on it.

I have limited spending on professional clothing, have not bought any leisure wear in a year, no more shopping because I’m bored, no more buying things I don’t really like. However, I buy a plant or two each month because it sparks immense joy. I’m starting to think I need to declutter plants 😊

I no longer buy items just because they are on clearance. I think do I really need this? I leave sale items at the store if I have no need for it.

I’ve had to go back through the categories a few times because inevitably things get added to the household over time. I’ve also had to go through again because my kids grow and change as well as our family needs.

I continue to work on keeping areas tidy and organized.

Because we want to downsize we have a focused reason to remain on track. When I have the urge to buy, my adult children get gifts.

I completely maintain the changes for clothes and books and most komono. However I find myself reverting back to my old ways with paper quite frequently.

I have always bought w an environmental/minimalist/do I need this approach. Marie made me crazy when she made her store. I used her as an effective way to purge, but she isn’t someone I can lifetime w.

My greatest problem is retraining my family members to put things away. Also, because I had to interrupt my project due to health issues, I feel like I’m starting over. I refuse to give up.

I haven’t done it long enough to really know how well I will maintain my spaces but I believe that I will be successful because I am definitely more aware.

It’s really hard with a child and with a husband who doesn’t really care about. My daughter brings home so much stuff from school. The way our society is set up and how advertising really targets kids is dk infuriating. I feel like a fish swimming against the current with my in-laws and family not understanding my desire for less in our home. The best thing I can do is to not even let stuff from others cross our threshold unless it sparks joy or is a need in our house.

I buy less. I still use her folding methods and store items in her organized way. I did not but things to store stuff in. I had excess after Konmari and still have extra space in my dresser drawers etc.
I sometimes slide back, but it's easier to fix now since the house is more decluttered.

We have completely maintained. We buy less for the house (less decor, especially around the holidays). I make sure I love something before it is purchased- that goes for clothing as well as household goods. We are also more diligent on keeping the house tidy. It is much easier with less things.

The Konmari method improved my and our family's organizational processes. We weren't "in a huge mess" prior to this experience. It gave us new language (spark joy) that helps us in various aspects of life, not just stuff. It also applies to our calendar (does this activity "spark joy" or add to/take away from joy). The clothing, books and paper categories are the strongest and easiest to maintain. We have a regular "thrift store/donate" box in the garage for items that aren't sparking joy anymore. Each time it is filled it heads out. Having less stuff to maintain has increased time for family activities.

Not only have I maintained, but several of the areas (I’m looking at you clothes and books) I’ve gone back through and done a second round to minimize even more the amount that I kept/sparks joy.

When I find items that don't spark joy anymore I remove them to the donation box in the garage which is donated when full. I routinely review clothing and papers quarterly. When an items is worn out I dispose properly. If I find it takes me more than 15 minutes to "tidy" a room, it needs to be reassessed to make sure everything has it's place.

I work to get the discards out as soon as possible. For larger purchases I leave the store and come back after thinking about it. I sort through my cart/basket prior to check out to make sure everything is what I want or need. I help run a few KonMari Facebook groups, one of which goes through a 6 month process of categories, so I am regularly keeping in touch with the items we have, and fine tuning.

Maintaining most aspects.

Has required continuing work to fine tune my organizational system to adapt to changing seasons of life (school vs work, living by myself vs with partner, new residence, etc). Goal of everything in its place and purposeful ownership has stayed the same so I feel that even though I continue to work with my changes, they are within a structured framework and thus count as progress within a mission rather than reinventing the wheel every time.

So far so good. Still early for me.

The only place where I’m slipping is my office area - the paperwork tends to pile up. Everywhere else is great - living room, kitchen, dining, bedrooms. Even the bonus room where we used to store all the unwanted junk (like an attic) is not gathering more "stuff", and there are even items continuing to move out of it. We have repurposed this room into an exercise and second TV room!

I have to make a conscious effort to imagine what I’ll do with an item when we’re finished. I’m less likely now to buy new toys for my kids whenever the urge hits.

Having less around seems to keep me from wanting to buy more

Very good. For me it was a life changing method, leading me into minimalism

Maintenance has been difficult because my husband and I have both changed jobs so there is "old job" stuff that needs to be taken care of.

I only buy what I need.

I am trying very hard to maintain the progress I have made. If I find myself backsliding, I made a definite effort to get things back to their organized/tidy status.

Proudly maintaining

My family and I are better able to find things we already own that fill a need- we used to go buy what we needed even if we knew we owned it just because we couldn’t find it.

It is easier the more you get rid of.

I think about a purchase and how it will be used before purchasing and I'm continuously going through my possessions and organizing instead of dealing with major clutter.
I sometimes go to a store and find myself putting items in my basket then rethinking my decision to purchase the items. I often put items back because I don't want to deal with more stuff!

I focus on folding clothes right away, folding the MK way. Opening mail and filing it immediately. Donating items more often.

Kept up with for the most part, it's hard with young kids though

I know that I don't need candles or body wash or lotion so I stay away from those stores.

I try to only keep that which sparks joy (so I'm not accumulating more stuff), however pregnancy has left me fatigued and I'm not as good about putting things where they go or cleaning.

I've made a shift more toward minimalism and how I view items I've kept. They are just things/tools that make my life easier to live. I evaluate everything that enters my house and how long it gets to stay. I have less cleaning and tidying to do because I don't let my belongings control me.

Maintaining drawers is easiest. I have only bought 1 book in 18 months so that is huge. No souvenirs from vacation. Hanging clothes is the hardest to keep in order. I think I need to go through them again. I quit buying shoes and just wear what I have. I find laundry is fun now, I enjoy folding. My socks are not stretched out either.

I haven't finished everything yet, but I have maintained the categories I have finished. I thought I was going to buy some more pants right after I did clothing. I have managed without them, so now I probably will just keep enjoying what I have.

I haven't reverted at all. I've learned living more organized, and thus simply...it's a joy to maintain. My quality of life has drastically improved starting with spending less and continuing throughout the process knowing everything has a living space and if I want to purchase something, I'm mindful of it'll have a place to live in my home. If I do not have a specific place for it, I do not purchase.

**Q19 - Remember the time when you were going through your things. How did letting go of your possessions (in any category) make you feel? Did you experience any difficulties letting go of certain items? (please describe in as much detail as possible)**

Remember the time when you were going through your things. How did letting go of your possessions (in any category) make you feel? Did you experience any difficulties letting go of certain items? (please describe in as much detail as possible)

I found that I had to do the journey twice; the first time I stalled at sentimental and atm I am currently working through kimono. Every time I finish a category or subcategory, I feel a sense of relief; I have emotional ties with some of my things and it feels like a weight is lifted off. I am also finding that I am working through emotions and the ties of “I want to be this person” instead of “this is me.” One of the biggest things was getting rid of my first year at art school's art history text book. I didn’t realize it was an anchor until I did. I am now much more comfortable in my skin of who I am as a creative - and for the better part, not disparaging that person.

I loved it and it made me feel so free of stress. I had no problem letting go.

The only category that I found difficult to do was the Sentimental items. I had to get to the place where I realized that I have the item(s) forever in my memory/hear/feelings, and so I don't need to keep the physical item. For some items that I was afraid I might forget about, but still didn't want to keep, I took a picture of them so I could always see and remember them.

For the longest time I felt like I did not have clothing stemming from my childhood where I did not really have enough clothing or food. So when I began the process seeing the mound of clothing that was as tall as me, made my cry. I had to shed preconceived notions and face reality. I had a lot of clothing, I got rid of three black contractor bags of clothing for myself and ten more for my husband and kids. I continue to go through our things as my children grow and with their permission and help get rid of clothing that no longer fits them. I think it is really important to involve my family when going through shared spaces. We speak about why we should get rid of items before doing so to give our kids a good model on how to clean their own spaces.
For the most part, I was very glad to go ahead and get rid of things. I donated most of mine to Goodwill.

If it was hard, I kept it. Usually by the next round I was ready to let it go.

It was difficult to let go of things because I viewed it as wasting money. Now I realize the waste was in purchasing items I didn’t want/need/love. It got easier as I went along, and as I realized that material things are completely replaceable.

For me, if it was difficult to get rid of, I didn’t. Later when I revisited categories, I had gained so much clarity as far as what to keep that if it needed getting rid of I was ready to let go. I’ve learned through this to trust my gut and not someone else’s idea of what should be kept.

Yes

At first it was a bit difficult. I’ve always been a ‘collector’ and have a bit of OCD. When I started the process I was concerned with the anxiety that ‘getting rid of’ things may cause me. However I didn’t experience any difficulties, which made moving through the process much easier. The more I ‘Konmaried’ the free-er I felt. Mementos was the most difficult of the categories. Once I knew I had control of where items were going that became easier, also.

Sentiment items has been the hardest category for me. I’m still working through it. Items that I felt particularly conflicted about I thanked and put in the discard pile, but waited to actually dispose. There have been 2 items that I regretted discarding and retrieved the rest have gone on without regret. This helped me feel more peace with the memories attached to certain items.

It is difficult to let go of things that are useful, even to donate them.

Books and sentimental items were bad. So were seasonal items such as Christmas, Easter, etc. These were hard because I’m emotionally attached to the memory associated with the items.

Selling items helped me let go. I was surprised at how many times I wanted to keep things “just in case” or because I felt guilty for wasting money on an item of clothing I never wore.

Sentimental and books were the hardest categories, because each item was attached to memories.

My husband and I each still have a few boxes of family history stuff that falls under the sentimental category, but every few months we try to revisit those and discard or find a permanent home for the things we really want to keep. That’s the hardest category for us but we’ve got it down to a manageable amount now. The rest of the material stuff we really had no trouble letting go of, especially when we gave it to younger people who really needed it and were so thankful to get it.

Initially, I did have difficulty, but as I practiced it became easier. It’s was strange how thanking and item and sending it on its way helped to relieve the guilt of letting it go.

More expensive items were harder to let go of because I felt like it was wasting money if I didn't keep it. Smaller stuff felt very freeing and I felt relieved to let it go.

Sentimental items were the hardest for me, especially those belonging to my mom. And being in antiques dealer, I found it difficult to donate things that I could have sold. But I realized I could never sell it all in my lifetime I had so much.

Just in deciding whether something retained usefulness

The only thing that kept nagging at me--was all the money I spent on things I didn't need or use.

I felt relief that I could control what stays or goes. The visual progress of clearing my space and having very little visual clutter was a stress relief. I often wanted to do decluttering work instead of my professional job because of my ability to control the progress and the high rate of satisfaction afterward

no not really.

I experienced a hard time with several of the categories. It felt very heavy and emotional. Clothing, which was supposed to be one of the easier one actually wasn't. I had to work through feelings I didn't even realize I had. It was a process of realizing who I am-a mom of two, in my thirties instead of holding on to my college and pre baby clothes wishing my body can return to that state. While going through I would have to stop because I would get a heavy
feeling and my mind and my body would be drained of energy.

I thought about joy my items would bring to others

Very guilt for spending money on things I really didn’t need. Had a hard time getting rid of things that still had price tags on them. Began not caring about getting rid of stuff as I went on cause I realized how “light” it made me feel.

Following the process and referring back to my vision statement and referring to the book made it easier. Especially organizing my things once I was done deciding what to keep.

Some. And I kept them.

I envisioned myself dusting the knickknacks and realized that my memories will stay intact without them.

It was difficult to let go of clothes that I still loved but don’t fit and I know that I will never be a size 4 again, nor do I want to be.

It was extremely overwhelming after I got over the honeymoon phase. I still haven’t been able to do the sentimental portion because some things I know I am not ready to say goodbye to.

Of course some things were more difficult to release. Just knew I could do better and live as well with less. Particularly hard was shoes. I have always been a shoe fanatic. I did get down to my goal of 33 pairs. That includes flip flops. I felt good! Even sentimental items could be let go of by thinking about how they had served me in the past and how they would serve someone else.

No. I was very aware of why I was cleaning/minimizing belongings and it made it easier to continue.

The biggest challenge around letting go of things is related to the "this is still useful" thought. Giving things to our local thrift store and a used book store that support causes we love is helpful. Same with passing items on to friends or family who can use them. Our version of "thanking items for their purpose" and sending them to on to continue to be purposeful is also helpful. As Christians, we choose to thank God for the blessing of His provision of the item in our lives and pray that He will choose to forward it on to others as a blessing.

Sentimental was definitely the hardest, but most of it I realized I didn’t need/want anymore. My mother passed away from cancer at a young age (she was 51) and I was hanging on to things that were gifts from her that I was only keeping because they were from her. After doing the KonMari method I was finally able to let go of most of the items, only keeping the things that really bring me joy.

I found it liberating, I didn't have to hold on to this item that so and so had for decades. It didn't bring me joy, it was offered to those who did value it. The kids books were difficult (they selected what they wanted to release), memories of us reading the stories to them was hard to release. I confess I kept one book for each to go in their "baby" bin.

The first time through the items it was very difficult. I was more angry that we didn't seem to have the space in our home to keep everything organized and accessible. I definitely saved the cookbooks for a sort that was not with regular books. I've been through cookbooks multiple times, each time discarding additional cookbooks. I believe I still have a little bit of fine tuning with them, but mostly feel good about the quantity and quality of cookbooks. Clothing items the first time through was difficult because I was also dealing with too-small clothing in storage. It was after a couple of rounds of clothing that I finally discarded almost every piece of clothing that was too small.

It was difficult to part ways with family furniture. Was able to do it to help someone else.

Order of operations suggested by Marie Kondo helped a lot in refining my possessions as did the initial wind of energy from reading her book. By the time I got to sentimental items, I was excited to be able to cultivate a collection of things that really sparked joy, understanding that taking away things I felt burdened by would only amplify that spark. I had some trepidation with things like clothing as I began KonMari while in college and recognized that there may be things that I did not need now but would later. I appreciated the range of “bad reasoning” that she went into that allowed me to avoid these mind traps that lead to hoarding and now have only had minimal times where I think “dang, that xxxxxx would be useful now.” I am still able to go to the thrift and find something close enough or often better and so appreciate the freedom of not keeping the thing in the interim.

Sentimental items yes. other items I just trashed or donated. They created stress so easy to get rid of them
I felt some guilt about getting rid of lots of things from my childhood or things that had been gifted to me. But after reading Mari Kondo's book, I reminded myself of the following: 1) These objects are just in a box collecting dust and not being loved/utilized. 2) It is in my power to give these objects an honorable send-off by thanking them for their service. 3) I will not miss them when they are gone. Prior to reading Mari Kondo's book, I felt extremely guilty about letting go of gifts and childhood memorabilia. I could not let these things go prior to the method.

It has been hard to let go of old journals of before I had children and my life looked before. Also hard to come to terms that I may never fit back into my skinny clothes and that I need to release them to someone else. Prior to the method, I haven't completed the sentimental items yet.

Yes with all items that had emotional value or that I knew had costed my parents a lot.

Items that belonged to my late mother are the hardest to get rid of.

It's pretty difficult. I have let go several items but keep some.

It actually felt freeing to get rid of most things. Nice to have less clutter and less to clean! The funny thing was that I found that I owned a ton of Tupperware and other plastic food storage containers, and I had a hard time giving some away to charity. I was fine with throwing away cracked and damaged items, but it was really hard for me to let go of Tupperware etc with some life left in it!

It was actually purposeful and fairly easy.

No difficulties. It felt amazing and freeing to let go of things!

I felt happy. I do not like clutter and my husband is a hoarder.

I have not gone through photos yet because it is too painful trying to think about what to do with them and relive the past makes me too nostalgic and sad that it's gone.

Clothing was a hard one for me. Even though I did not wear an item, I had a difficult time actually letting go! It sparked hobbit I never wore it? Emotional attachment is weird!

Sentimental clothes that were from my past we're the hardest to let go of.

I always like getting rid of things and organizing, so it made me feel great!

Clothes are difficult to part with since I hope to fit in them in the future.

I struggled especially with items my parents wanted me to keep but I did not have a use for or actually feel attached to. This ranged from furniture (they bought me as a kid and I brought with me into my marriage) to some Barbie furniture my grandmother made me when I was a child to some porcelain dolls they gave me as a kid (didn’t mind that I got rid of those but they felt like I should have sold them for an amount they just weren’t worth. I gave them away.)

I had a hard time with letting go of items like clothing that I thought I might be able to fit into at a later date. Also some of the sentimental items were very hard to say goodbye to.

It was hard to let go of clothes that might fit one day. It was hard to let go of college books from 1992, just the struggle associated with graduating and the price. I got rid of most of them but still have about 7. Toys from my childhood started off hard but since it was near the end of the process, but it wasn't that bad. Gave my 1977 Barbie camper to my granddaughter and she loves it. Threw the Barbies away. Really have a hard time with sorting through puzzles. I feel like I have to work them all before I donate them to make sure all the pieces are there. I know this is unreasonable, so I put them back on the shelf. I have too many of my kids stuffed animals. I gave some to grandkids. I fed some to the puppy as toys. The rest just hang out in a closet. I figure I will get more puppies or grandkids one day. The kitchen feels great and I cook more. It's easier to get groceries when you can see what you have.

Gifts from others are the most difficult in all categories.

I felt free!
Q20 - Since reducing your amount of possessions, have you experienced any regrets after letting something go?

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Q21 - Please describe the item(s) you regret letting go and why:

Please describe the item(s) you regret letting go and why:

- My husband wanted a poster that I sold. I can't get it back because it is a collectible. Maybe I will find another one on eBay.
- I regretted one thing, I remember regretting it, but right now cannot recall what it was, so it was the right thing to get rid of it because obviously it was not that important or I would still remember what it was. I did the process four years ago.
- Letters are one of them, I can’t remember other specifics.
- Sentimental items
  - My college basketball game shoes. I don’t wear them, and they take up a lot of space so I thought I should get rid of them. I regretted it and retrieved them. They are a symbol of what I accomplished as an athlete and will now be kept in a place of honor.
  - An off-season item of clothing that I realized I did actually value.
  - My husband died when my children were quite young. I discarded some of his items without thinking how much they could have used them later in life.
- Sentimental items
- Some books
  - There have been a few times I went to look for something and remembered it was purged. There were also times I missed a DVD I used to own and wanted to watch. Overall, not a big deal.
  - Can't remember, too long ago.
  - There are a couple books I regret because I can't get them again (they've been discontinued). And a few tools because we've had to buy them again.
  - Several kitchen items I've had to re-buy, because I needed them after they were gone
- I know I regret letting go of a few things but honestly can't remember at this moment. I did help my Dad go through things as he was downsizing after my Mom's death last year. We had to let go of several pieces of furniture due to space restrictions. There are a few of those pieces I wish I would have taken and found room.
- Items from my mother. She has passed
Some paperwork that I later needed (for the first time dine I had it).

One sentimental item that I wish I would have kept. But before I let it go, I researched where would be a good place to donate it to and would use it, so that aspect has made it a little easier.

A few Antique items such as a bronze and another marble statue. Too large and too heavy for me in downsizing. I just liked them and even tho probably wouldn’t fit in my decor now,.., they were favorites.

I discovered I was a collector of scrapbooking supplies but not really a scrapbooker so I severally reduced the amount of supplies I kept. There have been 2 times where I have worked on some other crafty project and regretted not having all the supplies, but that has been rare.

Previous dialog box had more detail but the kids books.

it isn't so much regret, but maybe a tinge of sadness that I had to let it go because I couldn't see it in my life. It was a folding wooden rocking chair. It had a floral embroidered design, no arms, and took up a lot of footprint. It belonged to my great aunt. some of the books from my girls. we ran out of time to read them, and they grew up past the age appropriate for them.

My grandmother's glass cabinet. It reminded me of her and her business.

A pair of scrubs that would have helped when I had a surprise need for them in a job where I did not want to buy new (they were going to get ruined). It would have been helpful to have these on hand as the need came up quickly and it was hard to find a perfect size match at the thrift (my preferred clothing source for economic and ethical reasons). I had a few days of struggle but the problem was quickly solved. I appreciated after not having had to deal with the scrubs looming in my life waiting to be used even if not having them did cause temporary discomfort.

Mostly baby clothes- they're not needed but seeing then go is always a little sad.

Good quality speakers bc I need to buy new ones and they're expensive My mother's travel diaries. It still feels wrong sometimes and I feel guilty for letting them go.

One or two items that belonged to my mother, but I don't dwell on it.

Honestly, I don’t even remember any more!

A few books that I let go were first editions...should have kept them for family...

Some items I purged, I then needed for a random specific purpose later on.

I donated a waffle maker. One day I wanted waffles. I had pancakes instead.

There are a few books that I might have been able to use. I had no way of knowing that at the time. So it is not a huge regret.

Q22 - Do you consider the KonMari Method to be a form of minimalism?

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Q24 - In Marie Kondo's book *The life-changing magic of tidying up*, the author states "A dramatic reorganization of the home causes correspondingly dramatic changes in lifestyle and perspective." Please take a moment to reflect on your experience with the KonMari Method. What benefits have you personally experienced since starting/completing the KonMari Method? Please include any and all results that you believe have had a positive impact or change in your life (or that of your family).

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lol - see previous paragraph

My husband was not into it at first so I just did my items. After a while, he did get into it and like the outcome. He still has things he will not let go of but we both enjoy our home so you just have to let it go.

I have absolutely noticed that my home now brings me a great sense of peace. Amazingly, my bedroom clothes closet brings me absolute joy - I know that sounds dumb, but it makes me so happy to go in and look at it. I don't have many clothes or shoes, but everything is in its place, and the shelves display some of my belongings that bring me joy. Since finishing my KonMari journey I notice that I have no patience or tolerance for clutter. If we're actively working on something I don't mind things being out, but if the project is over, it needs to be put away. I've also reorganized my garage several times until I found what feels right to me. Labeling everything also! I never used to label and now I can find anything when I need it.

I feel calmer and know where things are in my home with relative ease.

I did not realize that amount of stress that comes from having so much stuff and from living in clutter. I also realize that I was becoming depressed from living like this.

I buy less, spend less money. My house feels better. My kids rooms aren't as disastrous.

I know specifically what I own and I don't. I ask myself where an item will live in my home before I purchase it. I've saved money by not buying things that don't "spark joy". I keep my home tidy because I love the way I feel in my home now. I'm able to enjoy my LIFE because I don't have to feel stressed or guilty about the place I live.

I have lost about 90 pounds and am putting things in my life that spark joy. I've gotten some of my mental and physical health needs addressed. I no longer feel like we need a bigger house. I babysit a precious little girl in my home and have room for that in my life. I wake up grateful and content. My elderly mom caught on and can be so much more independent in a konMari'd home.

Outer order, inner calm. Less time looking for things I know I have.

I no longer worry about 'what if'. A big benefit for me. I no longer feel responsible for other peoples 'stuff'. I'm confident I have what I need. I'm secure in the knowledge that if I'm lack something or have 'gotten rid of' something I need in the future, I can obtain that 'thing' easily and cheaply in the future, by borrowing, thrifting, or buying what I need. All benefits.

I have felt more happy in my home, looking at things that truly give me joy and not just stuff. I have felt more organized and prepared for events b/c I know for sure where to find things.

Realizing I do not need to hang on to anything that does not have a purpose is very positive for me.

Mindful consumption
More time

My home is easier to clean and stays cleaner. It feels more peaceful and other family members keep asking me to do their homes. I also buy less and find myself less attached to things or the feeling of wanting to impress others with possessions or jewelry etc.

My perspective on what is important in regards to material things has changed completely. I no longer buy souvenirs or impulse items. I spend my money on experiences and I spend so much less time cleaning and organizing.

I’m embracing the age I am now, not hanging onto old clothes that wouldn’t even be in style or age-appropriate these days even if I did manage to lose those 15-20 lbs! I also find it easier to keep the whole house clean since I don’t have to move a lot of stuff around before I can even start to dust or vacuum. I’ve always been among the most organized of all my friends, but going through all the categories in her book made me rethink everything and pare down our possessions even more. It also motivated my packrat husband to start purging a lot of his stuff after he retired, and he's enjoying seeing other people enjoy the stuff he's giving away. Most importantly it made me start dealing with the paper and sentimental stuff that we had been saving just like everyone else .... we just had it stuffed away where we didn’t have to confront it every day!

My biggest benefit is more self-awareness for my own buying patterns. It takes an intentional effort to identify if something truly sparks joy versus an appreciation of something beautiful that I admire. I have learned that perfectly folded socks and a color-coded closet hanging from the shortest to longest actually bring me joy and relieve a great amount of stress! I am much more of a connoisseur these days and appreciate subtleties that others will never notice.

My husband and I have gotten more serious about our money and made a lot of progress paying off debt. We're nearly debt free now and it's only been about 14 months since I started the KM process in my home.

I spend less time taking care of things. And I have time now to take better care of the things I have left. Also, using Home as a metaphor for self I've cleared out a lot of Energy clogging junk and I'm happy memories. After that I went on to make changes in other areas of my life including work, self-care, friendships, and I also got a divorce. This method taught me to not accept anything that does not make me happy that is within my control to let go of.

None

Easier to clean--still working on my kitchen, but it will get where I want it to be

My friends say my house is so clean. It made me realize how cluttered and cramped my place was. I got rid of overstuffed furniture that I no longer loved, cheated closets so I can put coats away without stuffing, most of my storage closets are down by 50% and now I can see what’s in it, and I just overall spend less time cleaning. Now I can spend more time with my family or tending to my plant babies.

It made me realize how much stuff I have that I don’t need. It helped me get organized.

I spend less time looking for items because it's in it's place. I can tell my family exactly where to find an item. My mind is less cluttered and I can think clearer. I'm also better about putting things away, neater than I used to. By applying the ideas I leaned through my own process and after, I've been able to help my Dad sort through his house and my Mom's items as well as my grandparents house after they passed away.

Allows my home to always be ready for guests.

Just love feeling freer with less stuff. Less to clean, move around, search thru and take care of. I really appreciate the stuff I kept more than I did before. I was always an organization freak. Now I have less to organize.

I've seen so many benefits personally and professionally. I have much more clarity about what I truly value in my life and how I want to spend my time. This, in turn has made me more confident about who i am.

She is good for a once over - I didn’t find her helpful tk our family though.

More space, less clutter. I can find things in my closet, less dishes to wash. The house feels cleaner.

It is so refreshing to go to my closet and know that everything in it fits and sparks joy. I have actually started wearing clothes that I haven’t worn in a while. They were too buried so were overlooked.
I every time I complete a section I find that I can sleep better. I smile more when I am in our home now too. I also can just ‘breathe’ and our home feels light.

I’m a former Antique Dealer. I had a lot of stuff. Too much for the good old ‘Justin Case’ syndrome. Even tho I am not a minimalist I do have less clutter and therefore easier and less cleaning. Less stress as I don’t NEED and WANT much. I do think that some of that comes with age but also just being comfortable in less and keeping organized without so much worry and thought. It just comes as a matter of habit now.

It has had a great impact. My house is easier to keep clean and I am more thoughtful about what I buy and keep.

Less time cleaning! Less frustration finding things. Clearer mind because of cleaner house equals less stress all around.

I think I mentioned this earlier... but the KonMari Method has naturally led to less work to take care of our possessions which frees up time for other joys. It also has changed how we think about what we purchase. For example... do I need a new _____? Or want it to fill some other need? What would really spark joy? I think it has shaped our thinking about what we say "yes" to as a family in regards to our calendar. It is easier to have people over "in the moment" because our house is peaceful and tidy. Less stuff "out" makes our home more peaceful.

I have gained better control of our family finances and we have changed our spending habits. For example, we are almost credit card debt free and have been able to budget to pay cash for significant purchases instead of just putting them on a credit card and perpetuating the credit cycle.

My stress levels when I step into my house are definitely lower. Everything has it's place (even if it is a lot of stuff). When people say they are coming over I am no longer stressed over the condition of my house (clutter here, kids piles there, etc) as it usually takes just a few minutes to make sure everything is in it's place. I don't know if my husband or kids have any benefit (his mindset - happy wife, happy life) as they still leave things out of place but I am definitely happier and have nothing but positive feelings for the Konmari method.

I wanted to move out of the home we lived in for 15 years. I additionally wanted to move to another a state - a warmer state. In 2015 I’d had enough of the Midwest winters. My husband was offered a job in the Phoenix area of Arizona, but due to the company requiring him to be there in a short time frame (2 weeks), and the amount of items in the home, along with the repairs/updates needed in order to sell the home, he had to give the opportunity up; this was October of 2015. I vowed at that time the next opportunity to come up we would be ready. I had already been introduced to KonMari in April 2015, and had done my clothing, but when I read about having to discard books I put the book away. In December of 2015, when a different decluttering method was not working, I decided to give the KonMari method another look. By May of 2017 when my husband received an opportunity to relocate us, all expenses paid, to Tucson, Arizona, we jumped at it, knowing full well with the experience with KM we had that it was possible. Early August we put our house on the market, and sold within 4 days. We were off the market for 2 weeks, but the potential buyers funding didn't come through. We went back on the market with a disclaimer that we did nothing wrong, and were sold again within 4 days. September 30, 2017, we rolled into warm and sunny Tucson, Arizona. Because of KM, we knew where all of our photos were, and we were able to take every single one of them into the minivan for the 5 day cross country trek and not risk losing them with the moving company. When the moving estimator came and saw our house in May 2017, he laughed when we told him we would be getting rid of more than 25% of our belongings. He grossly over estimated our moving truck needs. The actual movers were very surprised.

I make more conscious decisions in buying things. Do I really need it...?

Less time spent tidying due to fewer items and more defined locations to return them to. A heightened sense of what I want to bring into my life resulting in less money spent and a better and more satisfyingly curated home. A justification to keep things that make me happy. Not having KonMari be based in minimalism but rather in cultivating and honoring the things that make me happy helps me not to feel guilty about the things I do own (lots of fabric for my sewing hobby) but rather understand that these items have been carefully brought into and kept in my life to facilitate the things that make me happy. For me it is fabric, for others it is books, and others still it is having minimal things. The introspection that comes as a part of the process helps each person to understand what we want to be surrounded by and to make that happen. Easier to partake in my hobbies despite a busy schedule because my sewing items are kept in a way that allows for easy access and easy clean up. I don’t feel burdened by piles of junk around me clouding creativity or distracting from sewing time with clean up. Even though my partner has not
“done” KonMari, they are more easily able to adapt into the organizational processes because they are intuitive and just make sense. Keep things in the place you use them etc. don’t need to explained too much and so are easy for them to keep up with without me forcing it on them. Useful in job skills as part of my job required reorganizing a supply cabinet. Applying KonMari principles (like things together, displaying easy to access/place of use, etc.) helped the system to catch on with other staff and made them happy with a previously disorganized and wasteful system where product was often over-ordered and then wasted due to expiration.

Less Stress and my family has embraced it with me.

My home is "quieter". I don’t feel the weight off all that clutter staring me in the face all the time. I also know that I don’t need as many possessions to feel happy. I actually am happier only having the things I really use and love in the house. I also impulse-buy less frequently.

It reduced my anxiety significantly

A less cluttered space thats easier to keep clean.

Peace in my mind. Life has gotten easier. No longer do we need storage where we need to go to. Tidying up is easier.

My clothes sure fit in the drawers better!

Letting go items is pretty difficult but it feels good when they’re gone.

Easier to find things, which is a big stress-reducer. I’m spending less money, so that reduces stress, too. I’m getting projects done that I have put off, like framing art or mementos that I’ve had lying around, so that feels very satisfying. It’s easier to clean, because I have less stuff! It’s easier to tidy up, because everything has a place that it belongs.

I feel more social and confident

We are more aware of what we have and are able to enjoy it more; this brings so much joy. We have more space, of easier to use things we love, and it’s easier to maintain a clean home.

I realized that the things I own don't define me or make me who I am

I have become more of an experience person and not accumulation person. It is nice to not have all of the burden of junk in my home and I have time for people. I actually feel lighter, too!

I feel more peace with less clutter in my life.

Organization, less clutter, easier to find what we need

Less stress and anxiety

When I can actually keep things neat in the home, seeing everything put away neatly and clean gives me a lot of peace and joy and makes me feel good.

I don't go clothes shopping. Only shopping for essentials to keep family fed and house tidy.

I cook more with my family. I shop less and spend more time at home. I have more fun on vacations doing things instead of buying things. I feel like it will be easier for my kids to clean out my house when I pass on. My mom is clearing out a bit more from listening to me. That will help when she passes.

Looking at the completed areas gives me such a feeling of calm. I smile when I walk past my bookshelves now. I enjoy putting away laundry. It has become a form of self care to fold and put things away instead of a horrible chore. I don't stress about the categories I haven't completed because I know I will get there. The idea of thanking things seems a little silly at first, but for me it has helped get rid of guilt for letting things go.

Benefits are numerous. I find my biggest joy comes from my time with my family, and not stuff. I used to feel depression or a blue moment, and I would shop to fill the void. Now I’m able to organize, or clean when frustrated and when I’m sad or lonely....my family time fills the void without the stress of “all the other things I need to be doing”.
## APPENDIX C

**AGE (reflects only qualified participants):**

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<td>45 - 54</td>
<td>20</td>
<td>14.71%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>12</td>
<td>8.82%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>2</td>
<td>1.47%</td>
</tr>
<tr>
<td>75 - 84</td>
<td>1</td>
<td>0.74%</td>
</tr>
<tr>
<td>85+</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**SEX:**

<table>
<thead>
<tr>
<th>Survey Option</th>
<th>Number of respondents who identified as:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>64</td>
<td>93.46%</td>
</tr>
<tr>
<td>Male</td>
<td>1</td>
<td>1.54%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**ETHNICITY:**

<table>
<thead>
<tr>
<th>Survey Option</th>
<th>Number of respondents who identified as:</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>59</td>
<td>90.77%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>1</td>
<td>1.54%</td>
</tr>
<tr>
<td>American Indian or Alaskan Native</td>
<td>1</td>
<td>1.54%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>1 - did not specify</td>
<td>1.54%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>0</td>
<td>0.00%</td>
</tr>
<tr>
<td>Native Hawaiian or Pacific Islander</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**EMPLOYMENT STATUS:**

<table>
<thead>
<tr>
<th>Survey Option</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed Full-time (40+ hours/week)</td>
<td>27</td>
<td>42.19%</td>
</tr>
<tr>
<td>Unemployed (not looking, stay home parent/caregiver)</td>
<td>13</td>
<td>20.31%</td>
</tr>
<tr>
<td>Employed Part-time (less than 40 hours/week)</td>
<td>12</td>
<td>18.75%</td>
</tr>
<tr>
<td>Retired</td>
<td>6</td>
<td>9.38%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>4</td>
<td>6.25%</td>
</tr>
<tr>
<td>Unemployed (currently looking)</td>
<td>1</td>
<td>1.56%</td>
</tr>
<tr>
<td>Student only</td>
<td>1</td>
<td>1.56%</td>
</tr>
</tbody>
</table>

**HOUSEHOLD INCOME:**

<table>
<thead>
<tr>
<th>Survey Option</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$50,000 - $99,999</td>
<td>20</td>
<td>31.25%</td>
</tr>
<tr>
<td>$100,000 - $150,000</td>
<td>19</td>
<td>29.69%</td>
</tr>
<tr>
<td>Over $150,000</td>
<td>16</td>
<td>25.00%</td>
</tr>
<tr>
<td>$20,000 - $49,000</td>
<td>8</td>
<td>12.5%</td>
</tr>
<tr>
<td>Less than $20,000</td>
<td>1</td>
<td>1.56%</td>
</tr>
</tbody>
</table>