



Summary of Marketing Survey for Professional Organizers in Canada

Background

Between November 23 and 26, 2009, a total of 1,219 “disorganized Canadians” ages 18 + answered an online survey for Leger Marketing, commissioned by Professional Organizers in Canada. Respondents were classified as being disorganized if they considered themselves to be at least “somewhat disorganized” in at least one of three areas of their life: home, work, or time management.

The survey was conducted using a national random sample of 1,219 respondents from Leger Marketing’s web panel. This method simulates a probability sample which yields a maximum margin of error of +/-2.8%, 19 times out of 20. Detailed verification and validation procedures at each stage of the process ensure accuracy.

Executive Summary

1. 8 in 10 Canadians are disorganized, especially those with children in the household.
2. Disorganized Canadians appear to struggle the most with their ability to organize their time.
3. Most disorganized Canadians attest to having a disorganized house with 1 in 4 saying the basement is the most disorganized area.
4. 7 in 10 disorganized Canadians who work say their workplace is disorganized; commonly saying their desk is in the worst shape.
5. Overall, disorganization has a negative impact on the lives of disorganized Canadians. Practically all disorganized Canadians have been negatively impacted by their disorganization and half say that have been impacted at least somewhat. Feelings of stress, frustration and failure are evidence of this negative impact.
6. While the large majority of disorganized Canadians have attempted to become more organized, their efforts have been unsuccessful; 1 in 6 Canadians have never tried to become organized.
7. 3 in 10 disorganized Canadians would be interested in using a Professional Organizer to help get them on the right track, especially women, working Canadians, and those with children.

Details by Statistic

1. 8 in 10 Canadians are disorganized, especially those with children in the household.

- Most Canadians are at least somewhat disorganized in their home, work, or ability to manage time.
- Canadians with children in the household are especially likely to find themselves disorganized.
- Of young Canadians (ages 18 to 34), 92% are especially likely to find themselves disorganized.

2. Disorganized Canadians appear to struggle the most with their ability to organize their time.

- When asked about home, work, and time management, 34% of disorganized Canadians say time management is the most disorganized part of their life.
- 43% of young disorganized Canadians (ages 18 to 34) are likely to struggle with time management, with 10% of those indicating that they are extremely disorganized.
- 38% of disorganized Canadians with children are likely to struggle with time management.
- 37% of working disorganized Canadians are likely to struggle with time management with 82% of those indicating that they are extremely disorganized.

3. Most disorganized Canadians attest to having a disorganized house with 1 in 4 saying the basement is the most disorganized area.

- 29% of disorganized Canadians say their home is the most disorganized aspect of their life; when women only are asked this question, the number rises to 34%.
- Of disorganized Canadians in the 35 to 54 age group, 85% are much more likely to say their home is disorganized; in the 55+ group, this number falls to 69%.
- 82% of disorganized Canadians with kids say their home is disorganized.
- 83% of disorganized women and 74% of disorganized men say their home is disorganized.
- For disorganized Canadians without children, 21% say the home office is the most disorganized area in the home.
- 11% of young disorganized Canadians (ages 18 to 34) are the most likely to say their bedroom is the most disorganized area in the home.

4. 7 in 10 disorganized Canadians who work say their workplace is disorganized, commonly saying their desk is in the worst shape.

- Of disorganized Canadians, 46% say their desk is the most disorganized part of their workplace, 24% say it's their files, 15% point to their schedule, and 9% find email the most disorganized part of their workplace.
- 9% of working disorganized Canadians believe work to be the most disorganized part of their life.

5. Overall, disorganization has a negative impact on the lives of disorganized Canadians. Practically all disorganized Canadians have been negatively impacted by their disorganization and half say that have been impacted at least somewhat. Feelings of stress, frustration and failure are evidence of this negative impact.

- 91% of disorganized Canadians feel that disorganization negatively impacts their lives.
- Of disorganized Canadians who work, 94% feel that disorganization negatively impacts their lives.
- Young disorganized Canadians are most likely to say that disorganization has had a significant impact on their life (17%).
- 11% of disorganized Canadians say their disorganization makes them feel like a failure; in the 18 to 34 age group, this number rises to 19%.
- The most common negative impact of disorganization is a feeling of stress in 43% of disorganized Canadians, with 39% feeling frustration.
- 54% of disorganized Canadians under the age of 45 report they are stressed as a result of disorganization.
- 49 % of women disorganized Canadians report they are stressed as a result of disorganization.
- 48% of disorganized Canadians with children in the household report they are stressed as a result of disorganization.
- 45% of working disorganized Canadians report they are stressed as a result of disorganization.

6. While the large majority of disorganized Canadians have attempted to become more organized, their efforts have been unsuccessful; 1 in 6 Canadians have never tried to become organized.

- 8 in 10 disorganized Canadians have attempted to become more organized with 35% reporting that their efforts did not work.
- 16% of disorganized Canadians have never attempted to become more organized with 6% saying they wouldn't even know where to start.

7. Nearly 3 in 10 disorganized Canadians would be interested in using a Professional Organizer to help get them on the right track, especially women, working Canadians, and those with children.

- 27% of disorganized Canadians expressed an interest in working with a professional organizer.
- Of working disorganized Canadians, 30% expressed an interest in working with a professional organizer.
- For disorganized women, 32% expressed an interest in working with a professional organizer.
- For disorganized Canadians with children in the household, 33% expressed an interest in working with a professional organizer.
- Of disorganized respondents aged 35 to 44, 36% expressed an interest in working with a professional organizer.

How to Use these Statistics

POC commissioned this survey and is providing these statistics for its members to use in their own marketing and promotional endeavours. Members should use the statistic in its entirety and quote the date as well as the source of the statistic. For example, the statistic, “27% of all respondents expressed an interest in working with a professional organizer should be presented in one of the following ways:

“According to a recent survey, 27% of disorganized Canadians expressed an interest in working with a professional organizer (Leger Marketing November 2009 for Professional Organizers in Canada).”

“In a November 2009 Leger Marketing survey commissioned by Professional Organizers in Canada, 27% of disorganized Canadians expressed an interest in working with a professional organizer.”

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

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

Please note that the majority of statistics are based on the responses of those who identified themselves as being “disorganized”. That is, 80% of survey respondents indicated that they are at least somewhat disorganized in their home, work, or ability to manage time. This group of 80% of the respondents is then referred to as “disorganized Canadians” in subsequent statistics.

Should you have any questions regarding the marketing survey results or have questions about using the statistics, please contact our [Director of Marketing, Kristie Demke](#).