



## UNUSED ITEMS AROUND THE HOUSE CAUSE STRAIN ON 8 IN 10 COUPLES

### *Significant Other's Unworn Clothes Cause Biggest Strife*

Does anyone use a computer with a floppy disk drive anymore? When was the last time you wore tight ankle zippered jeans -- why not just throw them away? These complaints are all too familiar for most couples. According to a recent survey by Kijiji.com, a free local classifieds website, more than eight in ten couples (81%)\* view unused items lying around the house as a source of tension in their relationships.

The average household has approximately 35 unused items sitting around the home, which could lead to couples conducting a clean-sweep and throwing away their partner's unused household goods. Before jumping to conclusions, consumers can join forces and earn some cash in the process! American households spent an average of \$3,600 acquiring these items, so instead of letting these objects lead to arguments or collect dust, consumers can sell them on Kijiji.com. Kijiji's localized online marketplace makes it easy for people to buy, sell and connect with their communities within 220 different cities.

### **Battle of the Sexes**

Whether it's a pair of Manolo's or a Tom Brady jersey, unused clothing has both men and women sparring. Four in ten women (40%) are hoarding items such as handbags and designer jeans, meaning less closet space for men, as 27 percent of men say their partner's clothes and fashion items cause the greatest conflict. The feeling's mutual! Seventeen percent of women say that their significant other's unused clothing clutters up the home, which is logical considering that nearly a third of men (31%) are holding onto these items.

Who's holding onto what and why? Whether it's a first-edition Atari or an old bureau from Aunt Betty, Americans are attached to their personal affects. See how men and women stack up in terms of the unused items they're stowing away:

UNUSED ITEM	MEN	WOMEN
Sporting Goods	22%	20%
Electronics	38%	35%
Furniture	26%	22%
Computers & Hardware	29%	23%
Clothes/Fashion	31%	40%
Household	21%	23%

Everyone has his or her own reason for holding onto something, and surprisingly the sexes are more alike than you think. Whether you're a hoarder, sentimental or a procrastinator, there's no shortage of reasons for people to keep their unused goods.

<b>REASONING</b>	<b>MEN</b>	<b>WOMEN</b>
May Use Again	46%	49%
Sentimental Reasons	14%	18%
No Time to Go Through Things to Get Rid of Them	9%	9%
Saving Them for Kids	7%	8%
Saving Them for the Value to Increase	4%	2%

### **Making Some Sense**

Kijiji.com has found ways for couples to put away their household differences. De-clutter and put an end to the fighting by convincing a significant other that it's time to sell his or her unused items with these remedies:

- Hopeful Hanger-Ons – Partners who think they may wear their hypercolor T-shirt again should, well, think again...but also place the item somewhere visible, like the kitchen table or on top of the dresser, so that they are reminded to use it. If the item is not worn during the season, then odds are it won't be missed.
- Sentimental Squirrels – Forget about squirreling away unused items for sentimental reasons. Sell the old camcorder to someone who can put it to good use and make new memories.
- Hectic Hoarders – Sorting through unused items can be quick and painless if they sell them on Kijiji.com. The online marketplace is easy to use – all it takes is a clear photo.
- Multi-Generational Collectors – While the sentiment is nice, odds are by the time the kids have grown up, they won't want to wear their mother's high-waisted pants anymore. They'll be looking for the next big trend...hello, spacesuits!
- Antique Accumulators – As iPhone owners can attest, the longer an item is held onto, the more it devalues, especially when it comes to electronics and computers that are dependent upon new technologies.

### **Making Some Cents**

Not only can couples improve their relationship by getting rid of their unused items, but they can also make money in the process by selling them on Kijiji.com. According to TurboTax ItsDeductible, the resale value of Americans' unused items is approximately \$670. Couples can put the extra dough to good use. Here's how far \$670 can go in today's strained economy:

- 172 gallons of gasoline
- 489 loaves of bread
- 177 gallons of milk
- 97 movie tickets

### **Survey Methodology**

\*Data was collected from 1,000 adults (aged 18 and over) via a nationally representative online survey questionnaire within the United States on behalf of Kijiji by Wakefield between August 12 and August 18, 2008. Quotas are set to ensure reliable and accurate representation of the total U.S. population over ages 18 and older. Complete survey results are available to members of the media and can be obtained by request.

\*\*Data was collected from 2,016 participants online via a representative sample of U.S. households by Context Analytics on behalf of Kijiji in May 2008. Participants may or may not be Kijiji users.

### **About Kijiji**

Kijiji ([www.kijiji.com](http://www.kijiji.com)), which means “village” in Swahili, launched in 220 cities in the U.S. on June 29, 2007. The online community is a free, local, easy and clean site to view and post classified ads. Kijiji.com features popular classifieds categories such as For Sale, Housing, Cars & Vehicles, Jobs, Pets, Services and Personals. In addition to the U.S., Kijiji has online communities in Canada, Austria, France, Germany, Italy, Switzerland, Japan and Taiwan. Kijiji is part of a broader eBay Classifieds family including Gumtree, Marktplaats, Mobile.de and Loquo, which extends the reach of eBay Classifieds to more than 20 countries.