



*-The-*  
**WEIGHT**  
*of* **PAPER**  
in the 21st Century  
**AMERICAN HOME**

WE ARE  
**BURIED**  
IN PILES  
OF PAPER

# MILLENNIALS ARE DRIVING IN-HOME ORGANIZATIONAL CHANGE

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Paper organization issues and the “Weight of Paper” are daily stressors for American households in 2021. This is especially true for Millennials. Individuals in this age group are struggling with all types of paper organization issues significantly more than their parents and grandparents. Over half of Millennials (55%) report that they have too much loose paper in their homes (mail, bills, notes, flyers, etc.)—more than any other generation. Organize 365®’s Sunday Basket® System and reference binders are solutions that have been proven to help Americans ditch their file cabinets and replace them with a portable, organized reference system.

Organize 365® partnered with the Center for Generational Kinetics® (CGK) to research current paper organization issues and solutions across generations in the United States. There are two main goals driving this research. The first is to understand the prevalence, impact, and disruption caused by too much paper in the home. The second goal is to test the significance of implementing specific organizational solutions for different categories of household paper.

The need for effective organizational solutions is greater than ever as Americans learn to adapt their home, work, and school environments in an ever-changing world. The Organize 365® Research Team is incredibly excited to share our discoveries about the weight of paper in American homes and offer you several research-supported organizational solutions.

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**55%**  
OF MILLENNIALS  
SAY THEY HAVE  
TOO MUCH  
LOOSE PAPER IN  
THEIR HOMES

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# RESEARCH STRATEGY

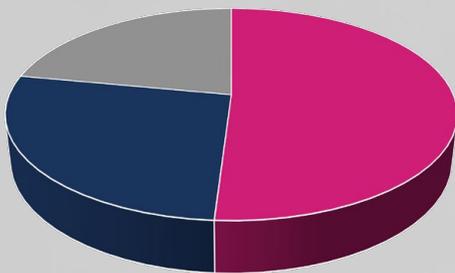
## NATIONAL QUANTITATIVE STUDY

In this national, quantitative study, the goal was to develop a deep understanding of the physical and emotional impact of paper in the home. The data was analyzed for the entire U.S., and then further evaluated by gender and generational category. Questions about potential solutions for organizing and storing household paper were also included in the survey.

The research questions were designed collaboratively by Organize 365® and CGK® and the survey was conducted online from February 25, 2021, to March 5, 2021. The survey was completed by a total of 1,505 U.S. respondents ages 25-65, including a 500-person oversample of females. The research sample was weighted to current U.S. Census data for age, region, gender, and ethnicity. The data was then broken out into two subgroups. These subgroups included a 1,002 general population group and a 1,022 female-only group allowing for a statistically valid and highly accurate snapshot of America from each segment.

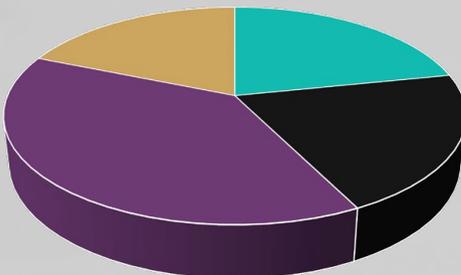
### RESEARCH SAMPLE BY GENERATION\*

\*Survey participants were limited to ages 25-65 to exclude vulnerable populations.



- **51%** MILLENNIALS (born 1977-1996)
- **27%** GEN-XERS (born 1965-1976)
- **22%** BABY BOOMERS (born 1956-64)

### RESEARCH SAMPLE BY GEOGRAPHICAL REGION



- **39%** SOUTH
- **22%** WEST
- **21%** MIDWEST
- **19%** NORTHEAST

### GENERAL POPULATION SAMPLE

(1,002 participants)



**48%**  
MALE



**52%**  
FEMALE

### FAMILY DYNAMICS



**60%**  
MARRIED



**40%**  
UNMARRIED



**57%**  
HAVE CHILDREN



**33%**  
NO CHILDREN



**68%**  
EMPLOYED



**32%**  
UNEMPLOYED

*-The-*  
**WEIGHT**  
*of* **PAPER**  
in American Homes

INVESTIGATING FIVE TYPES  
OF HOUSEHOLD PAPER



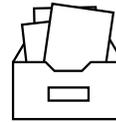
**MENTAL  
PILES**



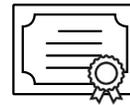
**KITCHEN  
COUNTER  
PILES**



**UNORGANIZED  
NOTES**



**UNORGANIZED  
REFERENCE  
PAPERS**



**IMPORTANT  
PAPERS**



# HOW OFTEN DO YOU EXPERIENCE EACH ISSUE IN YOUR HOME?\*

\*Data gathered from the general population sample. Response choices included:  Always  Often  Sometimes  Rarely  Never

## MENTAL PILES:

Stuff taking up space in your head (to-do lists, ideas, things you want to remember, phone calls you need to make, etc.)



## KITCHEN COUNTER PAPER PILES:

The physical pile of paper on your counter (mail, bills, return receipts, items not put away)



## NOTES, SUPPLIES, & PROJECT SUPPORT PAPERWORK:

Papers often left out based on a fear of forgetting about them if they're put away, but then contribute to physical clutter while not being actively used



## UNORGANIZED REFERENCE PAPERS:

Incomplete filing systems, file cabinets that are rarely reviewed or organized



## UNABLE TO FIND IMPORTANT PAPERS:

Papers you know are "somewhere," but the time it takes to find them causes panic and stress (birth certificates, insurance information, financial statements, appliance warranties, etc.)



 Males responding "Always" and "Often"  Females responding "Always" and "Often"



OF AMERICANS BELIEVE WE WILL NEVER BE TRULY PAPERLESS

# KEY DISCOVERY #1

PAPER ORGANIZATION ISSUES ARE A SERIOUS PROBLEM IN THE 21ST CENTURY AMERICAN HOUSEHOLD. THESE CHALLENGES PLAY A SURPRISINGLY LARGE ROLE IN THE LEVELS OF STRESS AND ANXIETY THAT WE EXPERIENCE IN OUR HOMES.



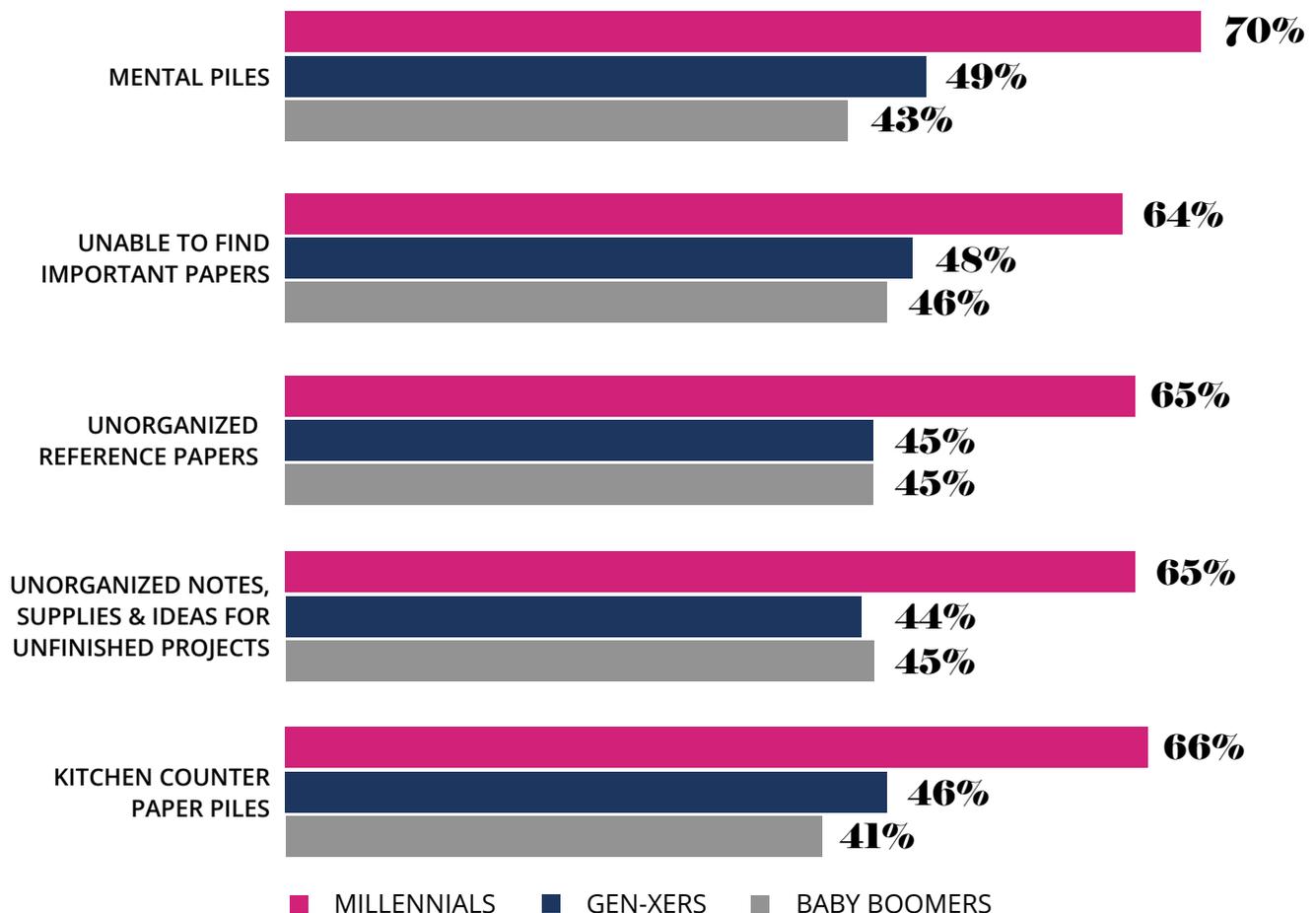
# PAPER ORGANIZATION IS A WIDESPREAD PROBLEM

According to the survey:

- The majority felt that we can never truly be paperless (68% male, 73% female)
- Finding important papers in the last year was difficult for 41% of males and 35% of females surveyed
- Over half of Americans (54%) still use paper to capture thoughts and to-do's
- Organization is a learnable skill (84%)

## PERCEIVED REDUCTION OF STRESS, ANXIETY, AND FEELING OVERWHELMED WHEN SOLVING EACH ISSUE - BY GENERATION\*

\*Data gathered from the general population sample. Response choices included:  Significantly less stressed  Less stressed  Slightly less stressed  No impact  
Top two responses are shown: "Significantly less stressed" and "Less stressed."



# KEY DISCOVERY #2

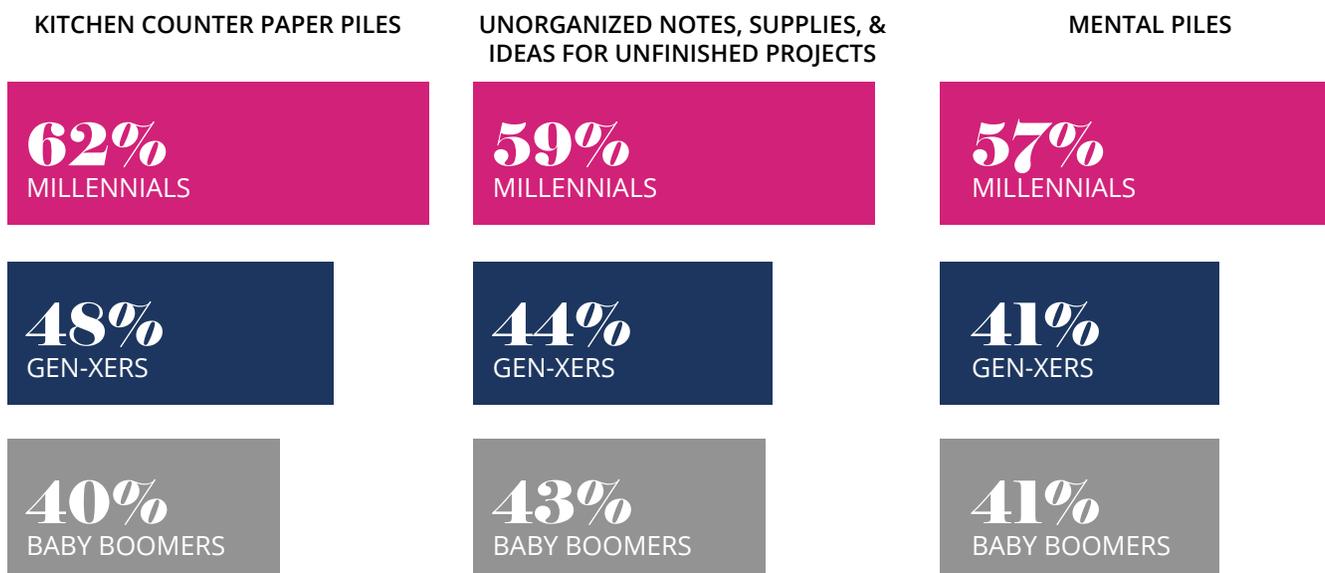
## THE SUNDAY BASKET® IS THE PAPER SOLUTION

A Sunday Basket® refers to a safe holding place for actionable paper, ongoing household projects, kitchen counter piles, and to-do items. It is both a physical tool and a systematic process for paper organization. The weekly routine of addressing your actionable paper is a sustainable system for being proactive about your life and your goals.

In the study completed in 2021, the Sunday Basket® system was described and tested as an organizational solution for participants across the country. The Sunday Basket® system was described without any branding or associated commercial connections. According to the results of this research, approximately half of Americans believe that creating a Sunday Basket would be a helpful solution for home paper challenges including kitchen counter piles (54%), mental piles (51%), and unorganized notes and unfinished project papers (49%). More than other groups, 51% of men and 59% of Millennials believe that creating a Sunday Basket® would be useful in solving paper issues.

### PERCEIVED HELPFULNESS OF CREATING A "SUNDAY BASKET" TO SOLVE EACH TYPE OF PAPER ISSUE - BY GENERATION\*

*\*Data gathered from the general population sample. Response choices included:  Very helpful  Helpful  Neutral  Not helpful  Not at all helpful  
Top two responses are shown: "Very helpful" and "Helpful."*



## KEY DISCOVERY #2

RESEARCH SHOWS THAT THE MAJORITY OF AMERICANS BELIEVE THAT CREATING A SUNDAY BASKET® WOULD BE HELPFUL IN SOLVING ALL TYPES OF PAPER ISSUES IN THEIR HOMES.



## KEY DISCOVERY #3

A STRONG MAJORITY (60%) OF AMERICANS BELIEVE THAT CREATING A SET OF HOUSEHOLD BINDERS WOULD HELP THEM FIND AND ORGANIZE THEIR IMPORTANT PAPERS.

# ORGANIZING HOME PAPERS WITH A SET OF FOUR BASIC HOUSEHOLD BINDERS

A SET OF FOUR HOUSEHOLD BINDERS FOR REFERENCE/ARCHIVE PAPERS IS AN ADDITIONAL PAPER ORGANIZING SOLUTION THAT WAS INTRODUCED AND TESTED IN THIS NATIONAL STUDY

# DITCH THE FILE CABINET

One file cabinet can hold 18,000 sheets of paper. *Yikes.*

Professional organizer Lisa Woodruff estimates most people only need to keep 15-20% of those papers. A set of four Organize 365® binders are designed to ensure reference papers are organized, easily accessible, and portable in case of an emergency. The four necessary categories of reference paper are: Medical, Financial, Household Reference, and Household Operations.

A strong majority of the general population surveyed believe that reference binders would help them find important papers (60%) and organize their reference papers (59%). Generally, Millennials reported more stress, anxiety, and overwhelm related to too much paper. This same group believed the reference binders would be a helpful or very helpful solution.

## PERCEIVED HELPFULNESS OF CREATING A SET OF FOUR "HOUSEHOLD BINDERS" TO SOLVE EACH ISSUE - BY GENERATION\*

\*Data gathered from the general population sample. Response choices included:  Very helpful  Helpful  Neutral  Not helpful  Not at all helpful  
Top two responses are shown: "Very helpful" and "Helpful."

### UNABLE TO FIND IMPORTANT PAPERS

62%

MILLENNIALS

48%

GEN-XERS

40%

BABY BOOMERS

### UNORGANIZED REFERENCE PAPERS

66%

MILLENNIALS

54%

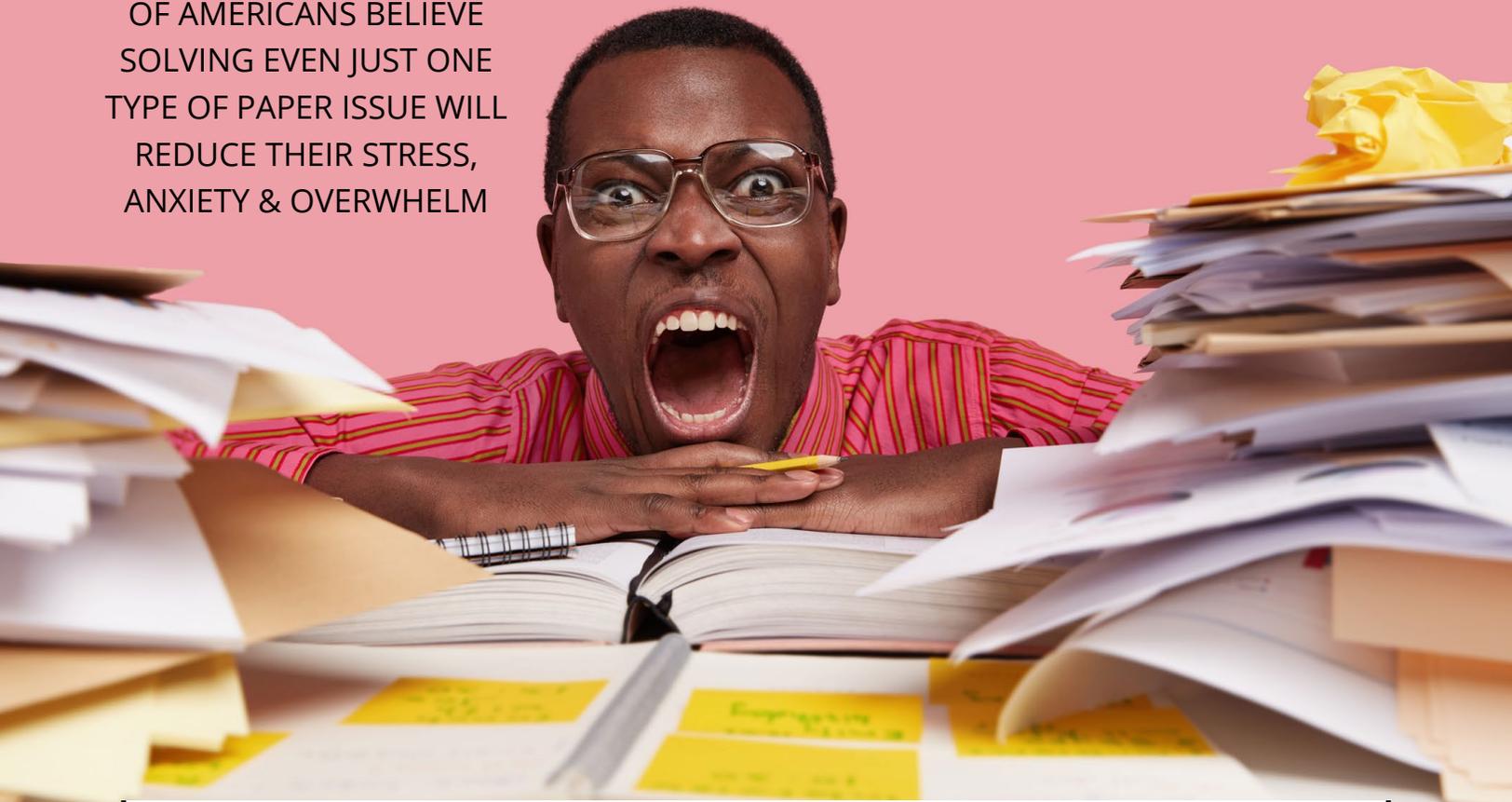
GEN-XERS

47%

BABY BOOMERS

# OVER HALF

OF AMERICANS BELIEVE SOLVING EVEN JUST ONE TYPE OF PAPER ISSUE WILL REDUCE THEIR STRESS, ANXIETY & OVERWHELM



# MOVING FORWARD

The benefit of leading a national study is discovering unexpected insights, trends, and behaviors. The weight of paper is a real challenge for many people in America, and we are here to help. Organize 365® specializes in education, support, and functional organizing solutions that empower individuals, giving them time to pursue their passions and share their innate talents with the world.



Organize 365® offers solutions for everything from the kitchen countertop piles, mental piles, unorganized notes, unfinished project papers, and important papers.

# HOW ORGANIZE 365<sup>®</sup> CAN HELP

Find more home organization solutions at [organize365.com/shop](http://organize365.com/shop).



Organize 365<sup>®</sup> has been teaching the skills of home and paper organization for nearly ten years. These physical solutions and educational resources have empowered individuals worldwide to learn the skills of organization.



## THE SUNDAY BASKET<sup>®</sup> -

The Sunday Basket<sup>®</sup> is the paper solution for any household. It is a place to corral any loose actionable household paper. It also acts as an external brain to collect and organize thoughts related to keeping a household functioning or pursuing individual dreams. It includes a physical organizational tool, as well as the classes and support systems needed to learn the skills of organization. The Sunday Basket<sup>®</sup> will:

- Collect incoming paperwork
- Provide a safe location for everything until there is time to process each item
- Teach the skills of organizing paper
- Help plan the week for maximum efficiency and productivity
- Encourage proactive steps toward accomplishing personal goals
- Allow more time throughout the week for the things that really matter

Over 6,000 sold

## REFERENCE BINDERS -

Ditch the file cabinet! Organize 365<sup>®</sup>'s exclusive binder systems help organize important papers in a simple, easily accessible way.

**The Medical Binder** holds health and medical reference paperwork. It also includes tracking sheets and logs for medical visits. It can be used for an individual or as a caregiver reference.

**The Financial Binder** contains all important financial papers in order to help record, track, plan, and make important financial decisions. This binder can be used for an individual or as a caregiver reference.

**The Household Reference Binder** organizes information about the physical home: details about home decor, appliances, warranties, and maintenance, as well as contact information for contractors and vendors.

**The Household Operations Binder** streamlines cleaning, party planning, holiday celebrations, meal planning, and other tasks of household living.

Over 6,000 sold



## THE PAPER SOLUTION<sup>™</sup> -

In *The Paper Solution*, Lisa shares Organize 365<sup>®</sup>'s proven, step-by-step guide to decluttering the unnecessary paper in our lives and sorting what's left into easily accessible, structured, and manageable systems.

In *The Paper Solution*, you'll learn skills including:

- What documents to definitely keep
- Which papers to shred ASAP
- How to create a portable, efficient system of binders to house all vital information
- How to ditch the file cabinet for good!

Over 12,000 copies sold

# ABOUT ORGANIZE 365®

## LISA WOODRUFF

Lisa Woodruff is a productivity specialist, home organization expert, and founder and CEO of Organize 365®. Lisa teaches and motivates individuals to organize their homes and paper with functional systems that work. Lisa is the host of the top rated Organize 365® Podcast where she shares strategies for reducing the feelings of overwhelm, clearing the mental clutter, and living a productive

and organized life. She has authored several Amazon bestselling books and is a sought-after trainer and speaker. Lisa has helped thousands of individuals reclaim their homes and finally get organized with her practical tips, encouragement, and humor through her blog and podcast at Organize365.com.

### ORGANIZE 365® VISION

Through research, targeted surveys, and data analysis, Organize 365® will bring to light the organizational needs of individuals. Podcast conversations and thought leadership will shape and develop the discussion about the “stuff” in American homes.

As the trusted leader in home and paper organization, Organize 365® will be the go-to resource for busy individuals, future professional organizers, home organizational brands, and the media.

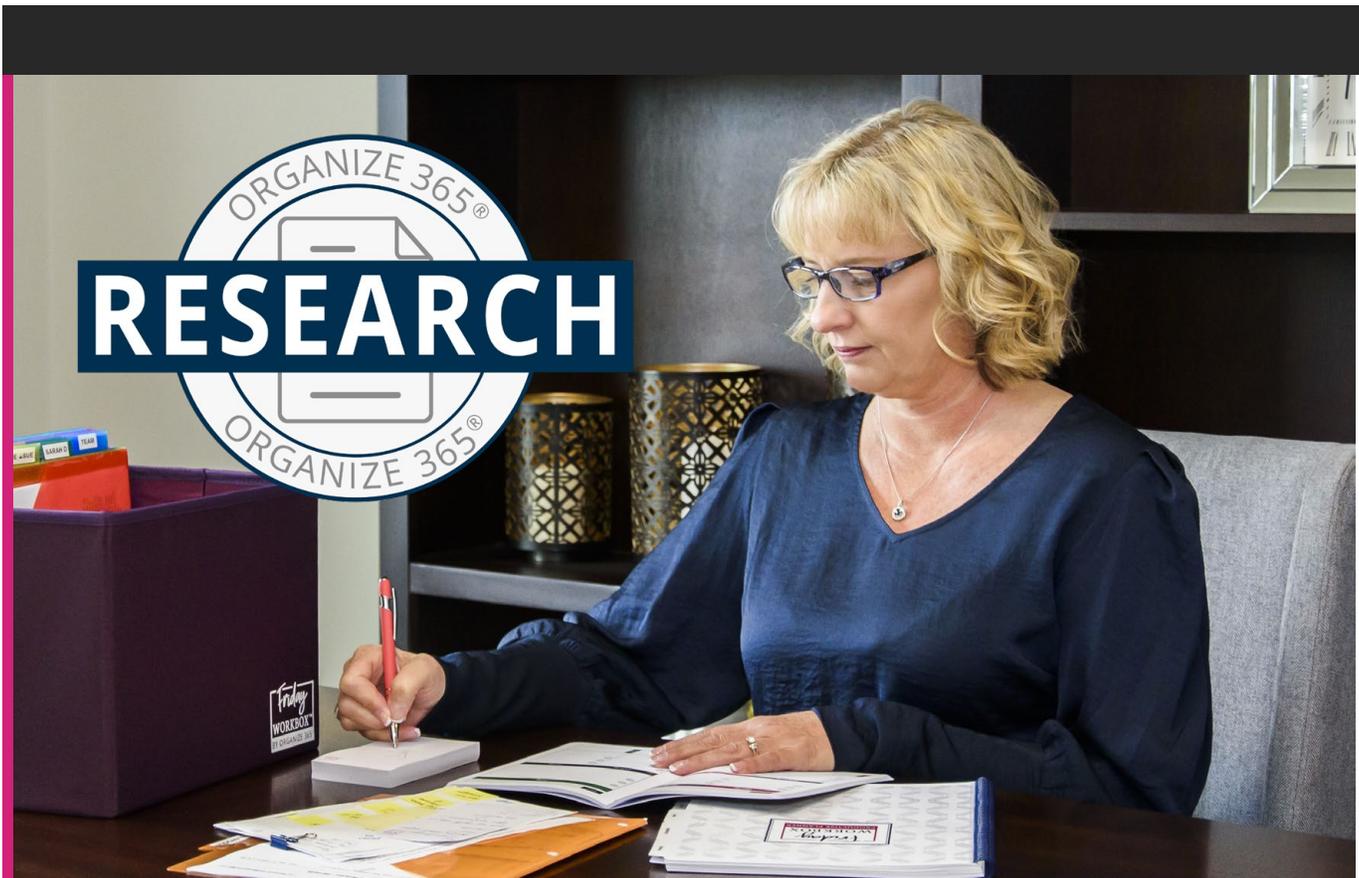
### ORGANIZE 365® MISSION

Organize 365® empowers individuals to learn the functional skills of home and paper organization so that they have time to pursue their passions and share their innate talents with the world.

### LISA WOODRUFF

Lisa founded Organize 365® to help others reclaim their homes from the clutter. Over the past decade, tens of thousands of people have accessed Lisa’s easy-to-follow teaching and Organize 365®’s systems in order to learn the functional skills of organizing.





# ONGOING RESEARCH



This custom research was jointly designed by Organize 365® and CGK® and conducted in early 2021. The IRB was obtained through Harrisburg University.

Organize 365® is committed to ongoing research regarding home and paper organization. Please see [organize365.com/research](https://organize365.com/research) for the most up to date information.

## CITING THIS RESEARCH

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# SAVE 5 HOURS EVERY WEEK

[sundaybasket.com](http://sundaybasket.com)

