

Trading Assistant Research

AC Nielsen Survey of Unused Household Items

October 2004



“American households have approximately \$2,200 worth of unused items”

What’s Laying Around the House?

When asked to empty out their attics, basements and closets, American households recently reported to having approximately 16 items that are not being currently used (based on a list of 31 items.) On average, the following unused items are underfoot:

Chart 1: Unused Items by Category

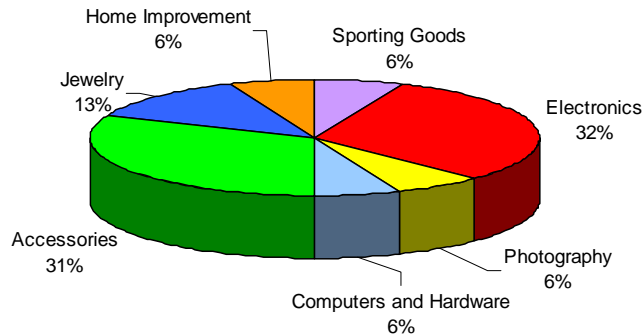


Table 1: Unused Items by Specific Item

Item	#
Handbags	4
Video games and accessories	3
Watches	2
Cell phones	1
Cameras (Film)	1
Computer peripherals	1
Televisions	1
Sunglasses	1
Fishing poles	1
Power tools	1

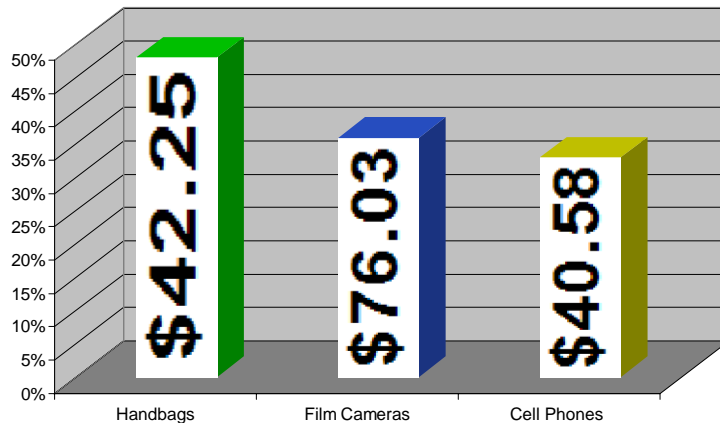
What's it Worth?

Households claimed that the total price paid for these items was around \$2,222, but estimated their current value to be less than a third of the original price, or approximately \$562. According to third-party valuation software, ItsDeductible*, the actual value is closer to \$1,000.

According to the survey, the most unused items in American households (Chart 2) included handbags (48%), film cameras (36%) and cell phones (33%).

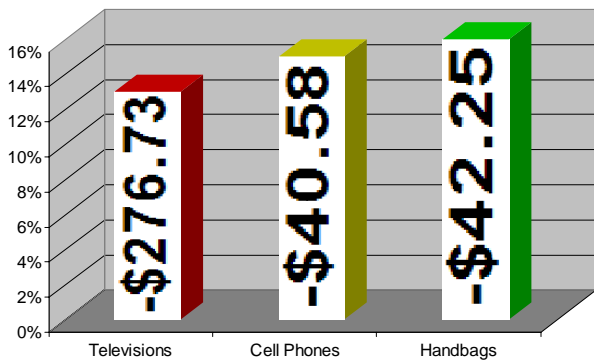
ItsDeductible found that unused handbags could net approximately \$42.25 per bag, cameras averaged at \$76.03 and even used cell phones could be sold for around \$40.58. This means that the average household with four handbags is sitting on close to \$170, money that could be reinvested in piano lessons, an MP3 player or another, new purchase!

Chart 2: Value of Common Unused Items



Is it Really Junk?

Chart 3: Value of Discarded Items



The survey indicated that on average, households throw away three items a year. The average price originally paid for these items was reported to be \$718, but people estimated their current value at a meager \$161.

The most commonly discarded items (Chart 3) include handbags (16%), cell phones (15%) and televisions (13%); the fair market values are \$42.25, \$40.58 and \$276.73 respectively, representing more than double the perceived value!

The most commonly donated items include cell phones (43%), handbags (37%), computer

peripherals (30%) and desktop computers (28%).

* NOTE: The price of the objects was determined from average values as defined by ItsDeductible, a software package from Intuit that calculates the fair market value for tax reporting purposes. The application has price ranges based upon the condition of the item, ranging from poor to excellent.

Overview:

AC Nielsen was commissioned for this study to quantify the number and perceived value of unused/stored items found in American households. Additional areas of exploration include the type of unused items and the financial benefits of selling the items as opposed to discarding them.

Sample:

A total of 2031 respondents participated in this study, which is representative of American households according to AC Nielsen.

Methodology:

A quantitative online study was selected as the best method for obtaining statistically relevant results. Item categories were defined as the following:

- Sporting goods
- Electronics
- Photography
- Computers and hardware
- Accessories
- Jewelry
- Home Improvement