

PRESS RELEASE

Friday 19th December 2014

20% of people who made a New Years Resolution at the beginning of 2014 to Declutter and Get Organised now have more clutter than when they started.

According to a survey by the Clutter Clearing Consultancy - a Clutter Coaching company run by a former Clutterholic, Clare Baker.

With 2014 fast approaching, the latest findings from a survey by clutterclearing.net have revealed that 10% of the population will be making a 2015 New Years Resolution to declutter and organise their homes. However, 73.2% of them also made the same New Years Resolution last year - and failed to succeed because they didn't get expert help and tried to do it on their own.

'We all convince ourselves that we can do it if we just have a bit more time, or a bit more storage' says Clare. 'We're in denial about the real problem until we finally accept that we're going to have to let go of some of the things in our clutter'.

'My turning point came at Christmas 1999' explains Clare. 'I realised I'd made the same New Years Resolution - to clear my clutter - for three years in a row and I was about to go into the next millennium with more clutter than when I started. I had to admit that the blitz's, piling, weeding and hiding of the clutter wasn't working. If I ever wanted to get more space in my home I was going to have to let go of some of the things in my clutter, AND stop the impulse buys that were causing the clutter in the first place. When I accepted those two things I finally started to succeed'. Clare finally cleared all her clutter in her 3 bedroom, 1 garage, 1 attic home in 2001 after 12 weeks of clearing her clutter full time.

clutterclearing.net Top Tip Subscribers completed the on-line survey about their decluttering challenges, experiences and issues BEFORE they started successfully clearing their clutter.

Of the cluttered rooms that people have in their homes:

- 82% have a cluttered kitchen (no doubt all those Christmas gadgets we were given and we feel we 'should' keep but don't have space for)
- 81% have a cluttered lounge
- 64.6% have a cluttered double bedroom
- 53.3% have a cluttered double garage.

The most common types of clutter that people have are:

1. 67% of people say they struggle with sentimental clutter
2. 61% of people say they are 'info junkies' (printing things off the Internet or picking up leaflets for example)
3. 44% of people say they have too much junk mail in the post that never gets dealt with
4. 39% of people admit to impulse shopping and buying things on the internet that they don't really need

5. 38% of people know they're on too many committees or have too many hobbies that accumulate 'stuff'
6. 35% of people try to deal with their clutter challenge by buying storage solutions
7. 28% of people grocery shop without a list of what they need and impulse buy

'The reason for this is simple when you look at the biggest challenges that they tell us they have' explains Clare Baker, founder of www.clutterclearing.net

- 27.7% of people don't know where to start with their decluttering
- 15.9% don't have a process to follow
- 13% of people say they struggle most with 'making time' to declutter and organise their homes.

That's why they come to us for help. Some people (12.5%) have had their clutter for more than 10 years, and they understandably find it hard to change the habits of a lifetime. It's why people who try to do it on their own often fail – because they don't change their fundamental habits that have caused the clutter in the first place'.

Clare's top tips for clearing your home

1. Accept that you are on a Journey, not having a blitz. It took you months if not years to accumulate your clutter so it's likely to take you more than a weekend to clear.
2. Do a little at a time so you can feel you've achieved something. NEVER do more than 2 hours at a time.
3. Give yourself more choices about what to do with your clutter than just keep, throw away or charity. 7 choices is the optimum number that your brain is comfortable with.
4. Always give yourself a reward when you've done between 30 minutes and 2 hours of clutter clearing – as long as it's not buying more 'stuff'!
5. If you're not succeeding at clearing your clutter, try a different method. As Albert Einstein said – Insanity: doing the same thing over and over again and expecting different results.

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Clare Baker is available for telephone interviews throughout the Christmas / New Year period. She is able to travel to the BBC Radio Oxford studios if appropriate.

For full results of the on-line survey, more information on clutterclearing.net or interviews with Clare Baker, contact Clare Baker on:

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or

0777 5897955

or

email: clare@cdc-uk.net

About clutterclearing.net

clutterclearing.net is a coaching business that supports people at a practical level to achieve a permanently clutter free and organised home. It was set up by Clare Baker, a former clutterholic, in 2001 to help people who want to declutter and get organised FOREVER, without the need to have someone else do it for them.

Clare Baker set up the business as a result of having her own Clutter Challenge and being unable to find help that taught her the skill of HOW to clear her clutter and make decisions

so that she could learn how to clear her backlog of clutter and, more importantly, stay clutter free FOREVER.

clutterclearing.net helps people throughout the UK – and also has clients across the world who get Clare's help via her LIVE Clutter Clearing TV Channel.

Visit www.clutterclearing.net for more information.

Contact Clare Baker on 01295 275030 or clare@cdc-uk.net

Survey results: 619 top tip subscribers took part in the survey.