

# WHAT AMERICANS VALUE:

KEY FINDINGS FROM ALLSTATE'S

# "IT'S NOT JUST STUFF"

SURVEY



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## **SURVEY METHODOLOGY**

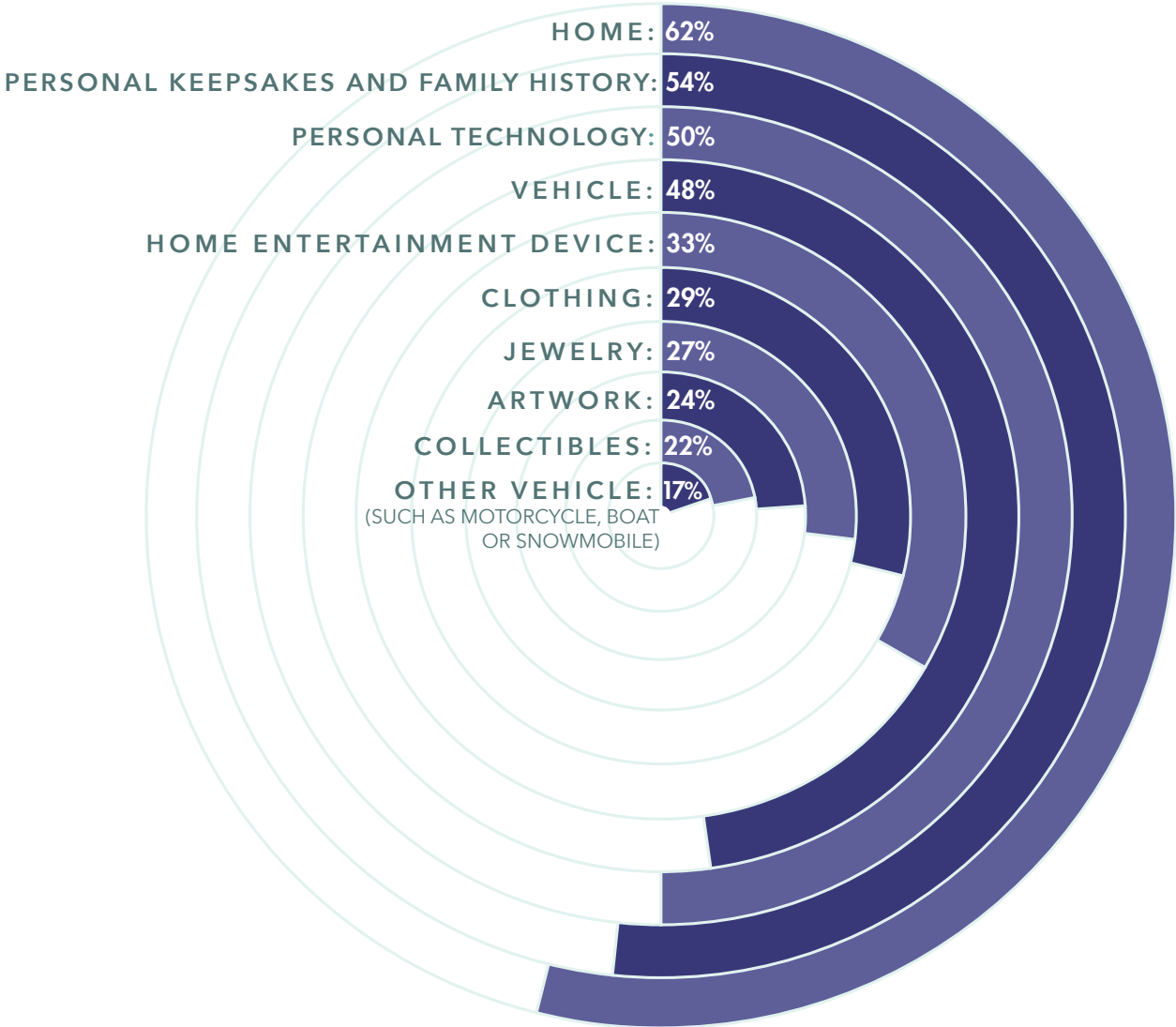
*This national survey of 1,035 American adults was conducted for Allstate by FTI Consulting between July 7 and 12, 2016. The survey was conducted online using a respondent panel, with survey responses collected to match the demographic profile of the U.S. adult population (ages 18 and older).*

# INTRODUCTION

Possessions. Belongings. Treasures. Whatever we call the objects that we own, one thing is clear: They're not just "stuff." They can have a deeper meaning — and as a result, they hold additional value for us. That's what Allstate's 2016 "It's Not Just Stuff" survey found. Providing a glimpse of Americans' favorite things, the survey reveals a strong bond between people and their possessions. People's affinity for their "stuff" often goes deeper than monetary value: Big or small, inexpensive or luxurious, old or new, many belongings are beloved.

Whether it's the home in which holidays are hosted, the computer that keeps distant relatives connected, the photo albums filled with treasured memories or the car that parents drive to soccer games and dance practice, the survey suggests that people prize the things they own.

## ITEMS AMERICANS RANK AS "VERY IMPORTANT" TO THEM:



# WHAT AMERICANS VALUE THE MOST

The items Americans say they value the most in their lives are those that support, commemorate or otherwise enhance their family life. **These are their top three most important possessions:**

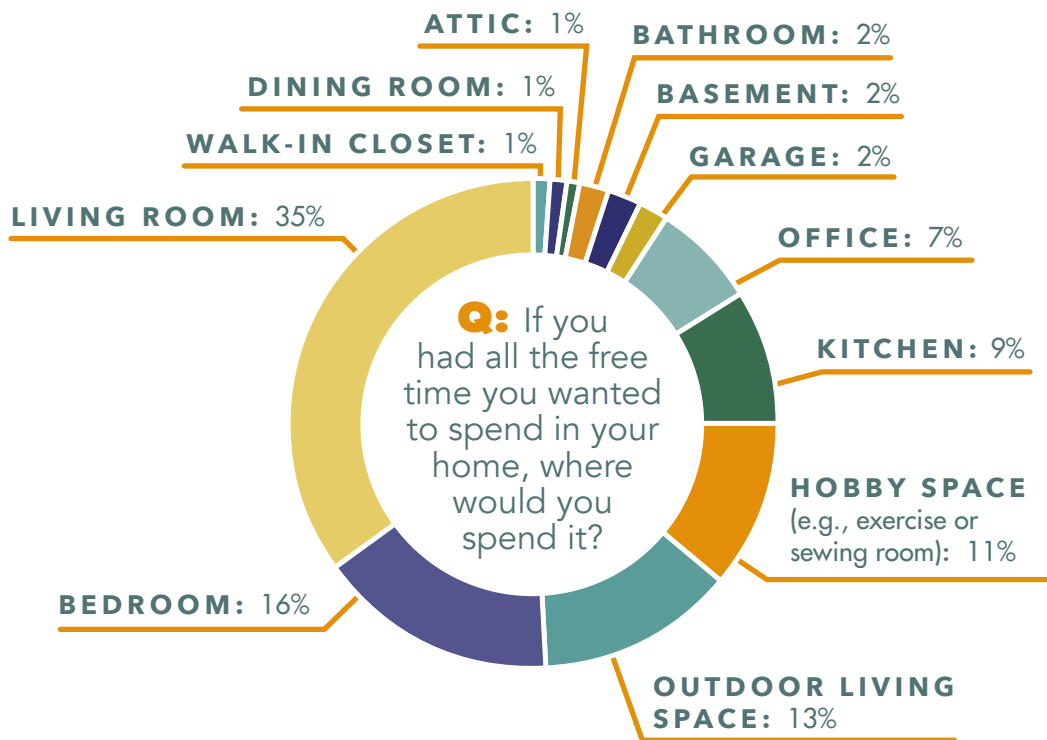
- **HOMES**, which provide not only physical shelter and financial security for their family, but also a place to enjoy one another’s company and make lasting memories together
- **KEEPSAKES AND FAMILY HISTORY**, including photographs, home videos and scrapbooks, which help them preserve, honor and share their family’s memories
- **PERSONAL TECHNOLOGY**, including computers, smartphones and tablets, which help them stay connected to the most important people in their lives

The survey asked Americans to rate their possessions on a scale of 1 to 5 according to which have true importance to them, with 1 being “not at all important” and 5 being “very important.”

RANKING	CATEGORY	TOTAL IMPORTANT (4-5)	NEUTRAL (3)	TOTAL NOT IMPORTANT (1-2)	AVERAGE RATING
1	<b>Home</b> (e.g., house, condo, apartment, vacation home)	80%	8%	4%	4.14
2	<b>Keepsakes and Family History</b> (e.g., photos, home videos, scrapbooks, trophies)	80%	9%	6%	4.09
3	<b>Personal Technology</b> (e.g., laptop, desktop computer, smartphone, tablet)	79%	12%	6%	4.11
4	<b>Vehicle</b> (e.g., car, SUV, minivan, truck)	74%	10%	8%	3.86
5	<b>Home Entertainment Device</b> (e.g., gaming console, stereo/speaker system, video camera, television)	66%	16%	14%	3.68
6	<b>Clothing/Fashion</b> (e.g., daily wardrobe, tailored suit, wedding dress, baby’s first outfit, vintage items)	61%	19%	17%	3.58
7	<b>Jewelry</b> (e.g., high-quality jewelry, engagement ring, heirloom or antique jewelry)	54%	19%	20%	3.29
8	<b>Artwork</b> (e.g., photography, gallery paintings, sculptures)	50%	18%	22%	3.14
9	<b>Collectibles</b> (e.g., stamps, baseball cards, records, coins, comic books, rare books)	51%	17%	22%	3.11
10	<b>Other Vehicle</b> (e.g., motorcycle, boat, personal watercraft, snowmobile, ATV, motor home, classic car)	36%	16%	27%	2.46

# HOME: THERE'S NO PLACE LIKE IT

Whether they rent an apartment or own a house, home is where Americans lay their heads, raise their children and entertain their friends. It's no wonder that they rank it as their No. 1 most valued possession.



**44%** of Americans say they're living in their dream home.



# AMERICANS SHOW PRIDE IN THEIR HOMES BY...

## CLEANING THEM:

Eight in 10 adults clean their home at least once a week.



## IMPROVING THEM:

Americans have added value to their homes in the last five years by:

**PAINTING THE INTERIOR:** 30%



**LANDSCAPING:** 27%



**UPDATING CARPETING OR FLOORING:** 22%



**REMODELING A BATHROOM:** 20%



**REMODELING THE KITCHEN:** 19%



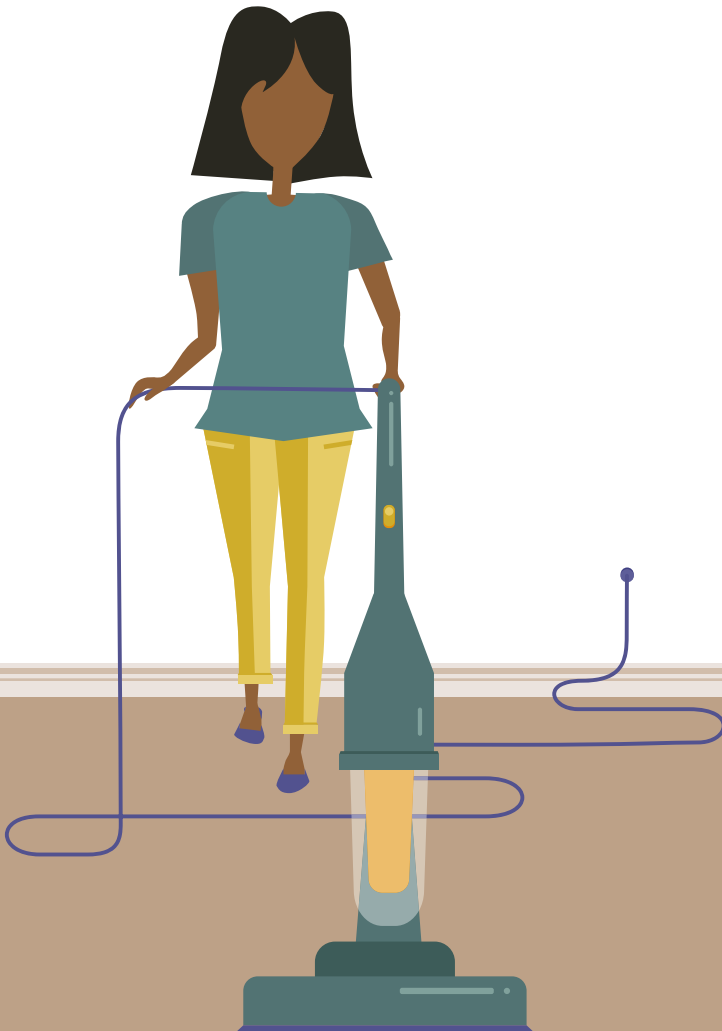
**MAKING EXTERIOR IMPROVEMENTS:** 16%



**REPLACING OR ADDING WINDOWS:** 14%



**BUILDING A DECK, PATIO, PORCH OR POOL:** 13%



**62%** of Americans say their home is "very important" to them.

# FAMILY PHOTOS, KEEPSAKES AND HISTORY: MEMORIES MATTER

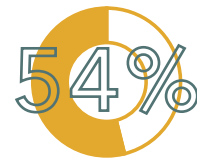
Some possessions are truly priceless. Among them are keepsakes and family history — including photographs, home videos, scrapbooks, trophies and other mementos. These irreplaceable objects are Americans’ third most valuable belonging.

Mementos matter more to women than men.

**WOMEN:** 61%

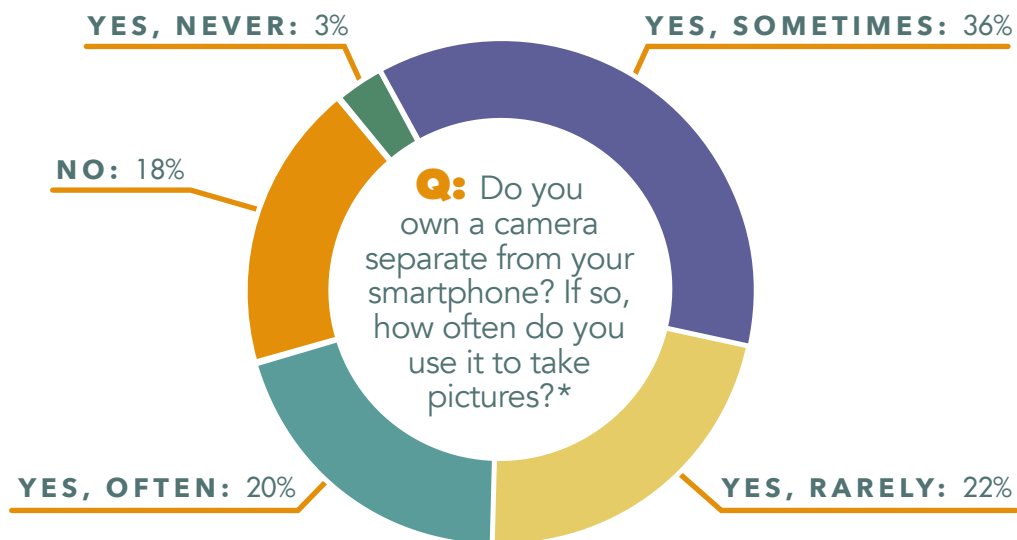


**MEN:** 47%



of Americans say personal memorabilia and family history items are “very important” to them.

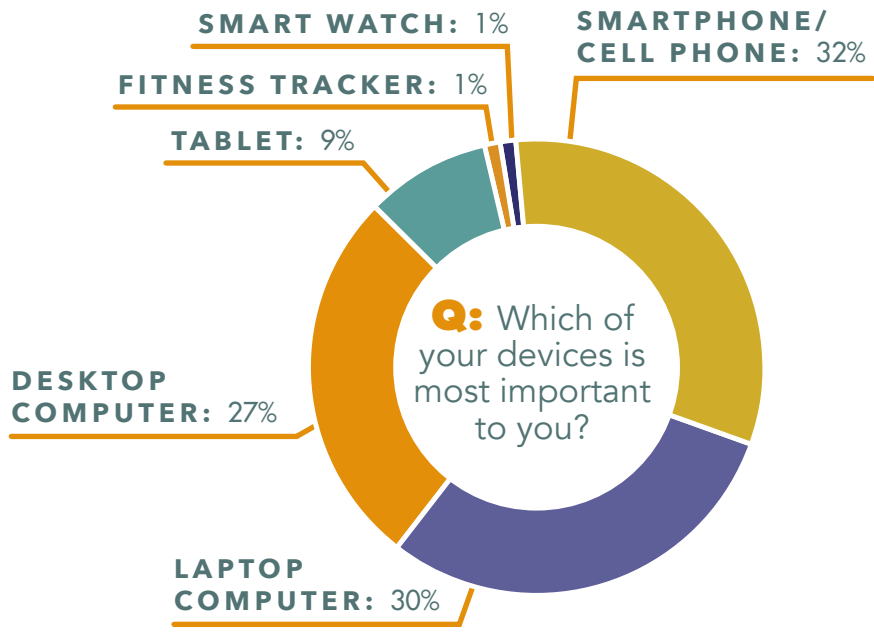
Family photos are treasured. In fact, many Americans plan to pass them down to their children or other family members some day.



\*Due to rounding, percentages do not add up to 100.

# PERSONAL TECHNOLOGY: STAYING CONNECTED

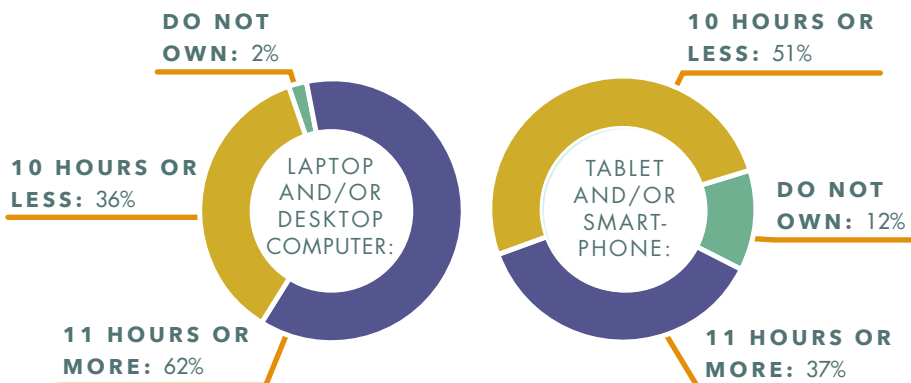
It's easier than ever to stay connected with family and friends thanks to smartphones, tablets and computers. From texting with their spouses to video chatting with grandkids and sharing photos with parents, American adults use personal technology to keep in touch, and therefore prize it as their second most valued possession.



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of Americans say personal tech is "very important" to them.

**Q:** How much time do you spend per week on your \_\_\_\_\_ doing non-work activities?

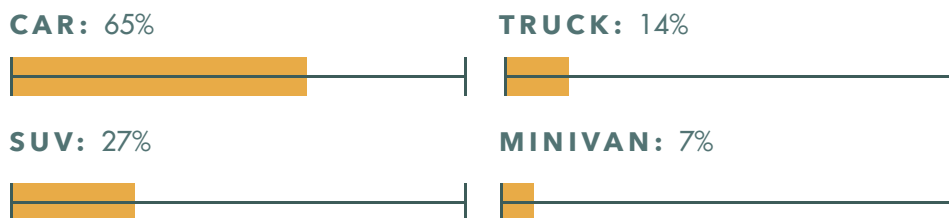




# VEHICLES: MOVING US FORWARD

Be it a car, SUV, truck or minivan, nearly 90% of Americans own or a lease a vehicle. From daily commutes to work or school, to a good-old-fashioned family road trip, many find their set of wheels indispensable. That's why Americans rank their vehicles as their fourth most important possession.

**Q:** What type of vehicle do you own?



Note: Percentages exceed 100 because some respondents own more than one vehicle.

1/3

of U.S. adults have given their vehicle a nickname.



48%

of Americans say their vehicle is "very important" to them.

# CLOTHING, COLLECTIBLES AND MORE: EVERYTHING ELSE

Although they're not as attached to them as they are to their homes, personal electronics, keepsakes and vehicles, Americans adore everything from televisions and T-shirts to stamps and snowmobiles — for what they offer in the way of experiences and satisfaction.

## AMERICANS ARE TAKEN WITH TVs



**67%** say their television is their "most important" home entertainment device. The same share spends **more than 11 hours per week** watching TV shows.

## RECREATIONAL VEHICLES HAVE THEIR FANS



While Americans rank recreational vehicles such as motorcycles, boats, snowmobiles and classic cars last among items of importance to them, such vehicles are "very important" to **17%** of Americans.

## JEWELRY SPARKLES



**27%** of Americans say their jewelry is "very important" to them, and **40%** want to pass it on to a child or other relative. In fact, **67%** have received jewelry from a previous generation themselves.

## AMERICANS CARE ABOUT COLLECTIONS



**22%** say their collection — of stamps, baseball cards, wine, comic books, etc. — is "very important" to them, and **30%** say they'll pass on their collection to children or other relatives.

## AMERICANS CAN CLING TO CLOTHING

**29%** of Americans say their clothing is very important to them — so much so that they have trouble parting with some items, including:

**OUTFIT THEY HOPE TO FIT INTO AGAIN:**  
34% OF WOMEN



**LEATHER JACKET:** 32% OF MEN



**FESTIVAL OR CONCERT T-SHIRT:**  
28% OF ADULTS



**WEDDING DRESS OR TUXEDO:**  
24% OF MARRIED COUPLES OR THOSE LIVING TOGETHER



**CHILD'S HALLOWEEN COSTUME:**  
16% OF PARENTS



## ART IS ADORED BY SOME

19% of Americans plan to bequeath an art collection to children or other relatives. Among the art Americans own and display are:

**ENLARGED PHOTOS TAKEN BY THEMSELVES OR FAMILY MEMBERS: 28%**



**PAINTINGS DONE BY THEMSELVES OR FAMILY MEMBERS: 27%**



**GALLERY PAINTINGS: 24%**



**GALLERY PHOTOGRAPHY: 20%**



**MOVIE POSTERS: 19%**



**GALLERY SCULPTURES: 11%**



**SCULPTURES DONE BY THEMSELVES OR FAMILY MEMBERS: 9%**



From homes and vehicles to photo albums and favorite T-shirts Americans accumulate a lot of possessions. But as Allstate's "It's Not Just Stuff" survey shows, those belongings are more than just objects. They can help make life meaningful.