

THE IKEA LIFE AT HOME REPORT 2022

Top 10 Insights

CANADA

JANUARY 2023



When home **reflects our personality**, we're more likely to love it. But not all of us are currently feel that way.



So, for this year's IKEA Life at Home Report, we asked more than **37,000 people** around the world to tell us about their experiences. There's loads to dig into within the full report, but here is a handy overview of the Top 10 Insights for Canada.



Canada Top 10 Insights

Those who feel their home reflects their identity are almost **3 times** more likely to feel positive about it.

But only

57%

feel their home reflects who they are. This drops to **50%** amongst young people.

Our **top three frustrations** at home include:

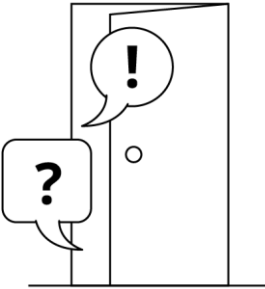
- ▶ Having an untidy or unclean home
- ▶ Having to do household chores
- ▶ Not having space to put your things

27%

of people have pretended to have plans because they wanted to stay at home instead.

Only
43%

agree that their home provides privacy for everyone living in it. This drops to **15%** for people renting a room.



37%

feel more positive about their home than this time last year.

This is amid the **top three concerns** for people:

- ▶ National economy (**67%**)
- ▶ Household finances (**57%**)
- ▶ Impacts of climate change (**55%**)

Important elements that help people feel their home reflects them are:

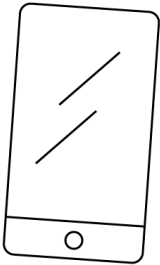
- ▶ **42%** say it's things they've bought themselves
- ▶ **39%** say it's things that help them remember past memories and experiences
- ▶ **39%** say it's space for needs and interests
- ▶ **29%** say it's the people they live with

90%

Of people say it's important to feel enjoyment at home, but only **57%** feel it. This increases to **65%** amongst homeowners.

45%

of people say they don't feel the media frequently reflects the way they live at home.



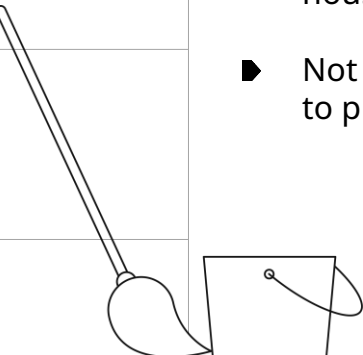
42%

expect their hobbies and interests outside of the home to be most negatively impacted if the cost-of-living significantly increases.



Only
9% of us

care what other people think about how we live our lives at home.



The quantitative research was carried out by YouGov on behalf of Ingka Holding B.V. – IKEA Group. YouGov is an international research and data analytics group. The quantitative Life at Home study was conducted as an online survey among a national representative sample of people aged 18+ in 37 countries, where a total of 37,405 interviews were collected.

The following countries were included:

Australia, Austria, Belgium, Canada, China, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Netherlands, Norway, Philippines, Poland, Portugal, Romania, Serbia, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, Thailand, United Kingdom, United States.

The data collection was completed in the period from July to August 2022. Quotas have been applied on gender, age and region, and data was weighted according to the dimensions of gender, age and region on the basis of an ideal weighting from statistics in each country, so that the results are representative of the population in regard to the target group.

Bases:
All adults =
37,405

