

# Balance Starts at Home

Life at home report 2021  
Estonia



The Life at Home  
Report 2021





## Introduction

A balanced approach to mental wellbeing helps us get the most out of life, and IKEA believes that starts at home.

To learn more, we asked more than 1 000 people in Estonia and 34 000 globally to share their thoughts on mental wellbeing and life at home.



**Let's explore the key themes of the research:**

- Relationships
- Community
- Space
- Rituals
- Future Home

## Findings

After a challenging 12 months, in which **25%** of people in Estonia say their **mental health has suffered**, our homes and our mental wellbeing have become more intimately connected than ever.

Those who felt their **mental health has suffered** over the last 12 months

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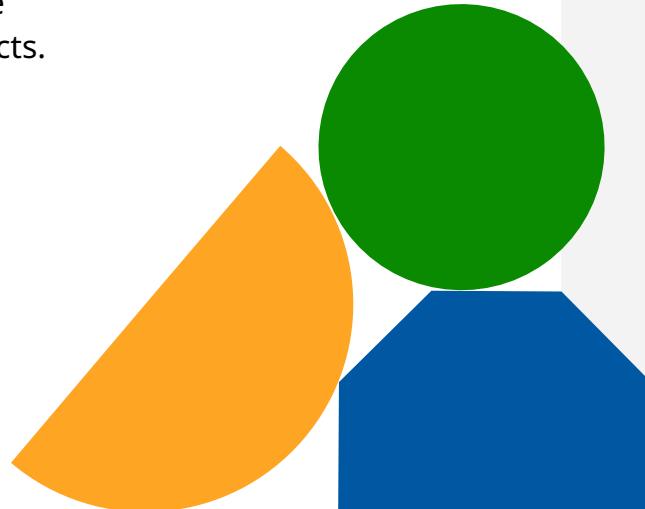
## Findings

Through the research, we learned that a **home you love** can help protect your **mental wellbeing**.

But there's a flipside. When people are unhappy at home, they are more likely to experience negative mental health impacts.

Those who felt more positive towards their home also saw a **positive impact on their mental health**

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## Relationships

# Is home helping or hindering your relationships?

The pandemic has brought many of us closer together — especially families and the people we live with. It has also made us choosier about the friendships we keep. For our mental wellbeing, it's quality not quantity that matters.



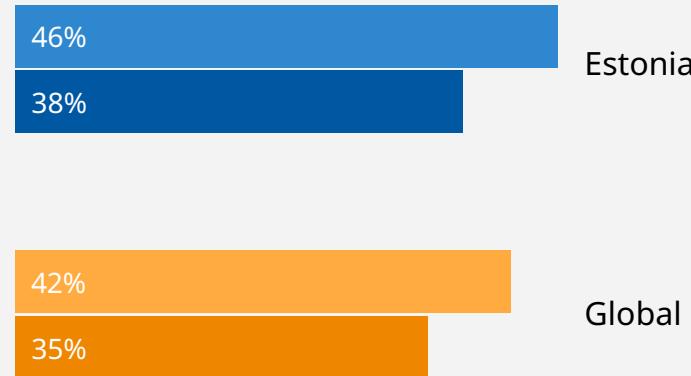
## Relationships

### Family and friends

The pandemic period helped us reconnect with our families, but less with friends.

12% of people in Estonia say that over the last 12 months their friendships have been negatively impacted.

### Positive impact on relationships with **family vs. friends**



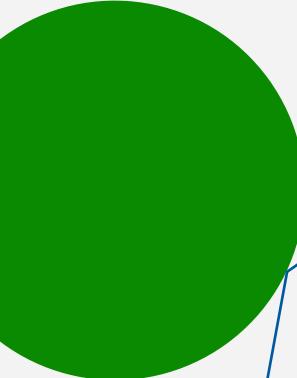
How have the following areas of your life been impacted in the last 12 months?



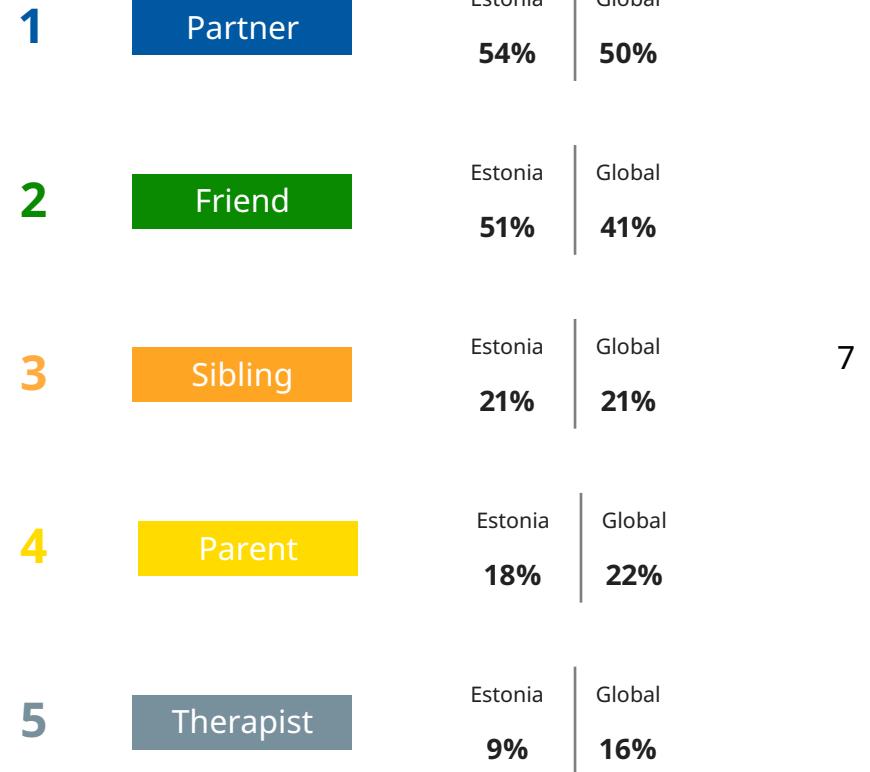


## Relationships

### Talking about our mental wellbeing



Once we need to talk  
about our mental  
wellbeing, our **partners**  
and **friends** are the first  
ones we rely on.



We rely on different relationships for different things. Who do you turn to or would you talk to about mental health and wellbeing?

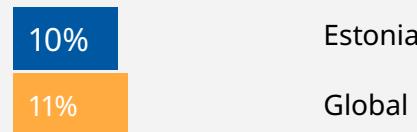


## Relationships

For some of us it is  
hard to open up

In Estonia, one in ten people say they **do not speak** with others about their mental health **at all**. This is more usual to men rather than women as well as to people who live alone.

Do not talk to anyone about their mental health:



Who do we in Estonia talk to about our mental health and wellbeing?

**Women vs. men**  
speak to friends  
about their mental  
health and wellbeing

**60% vs. 40%**  
women men

8

**61% vs. 48%**  
men women

**Men vs. women**  
opening up to  
their partners



We rely on different relationships for different things. Who do you turn to or would you talk to about mental health and wellbeing?

## Community

# How much do your communities do for you?

Whether it's local neighbourhoods or Messenger groups, communities are important to us. They support our practical, social and emotional needs – and we have been turning to them more over the last 12 months.

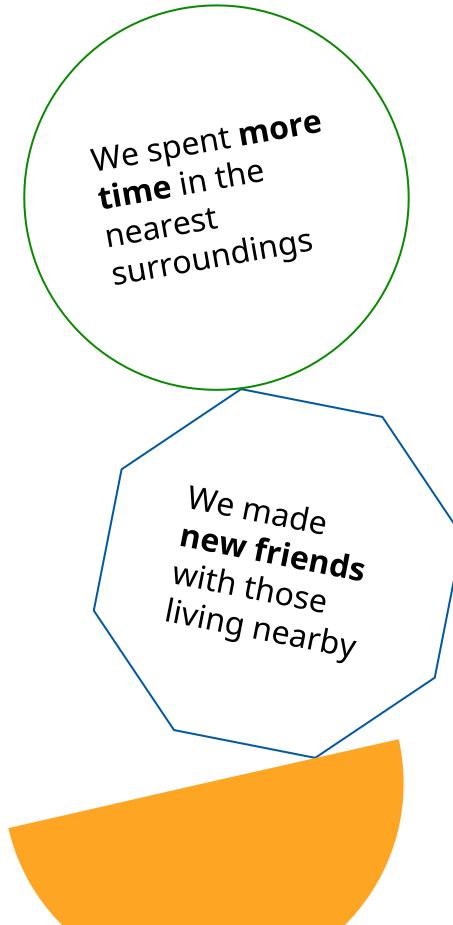




## Community

During the last 12 months, many of us spent more time in our neighbourhoods.

When thinking about their ideal home, **12%** of people in Estonia say that **connecting to people in their neighbourhood** now is more important than it was 12 months ago.



In the past 12 months ... I have spent more time in my neighbourhood // I have got to know more people in my neighbourhood (To some / great / very great extent)



## Community

Community is not just about the houses and streets around us, though. **Connecting** with our neighbours has **positive impact** on our mental wellbeing.

Time well spent in our neighbourhood helped us **feel better**

Our mental wellbeing has benefited from having a sense of **belonging** in the neighbourhood

41%

46%

Estonia  
Global

32%

42%

Estonia  
Global



In the past 12 months ... I have enjoyed socialising with people in my neighbourhood // My mental wellbeing has benefited from having a sense of belonging in my neighbourhood (To some / great / very great extent)

## Space

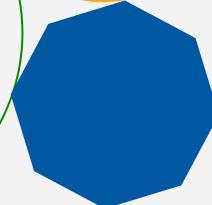
Is your home space supporting your headspace?

How we use our spaces has altered over the past year. To achieve balance, many of us have adapted our spaces to match. Around fifty percent in Estonia and sixty percent globally say they've had to change the way their home is organized to do the activities they want or need to do at home.

## Space

### Does our home meet our mental wellbeing needs?

Living place meets mental wellbeing needs to a (very) great extent:



In general, we feel good at home, but there's still some **room for improvement**.

#### **Better** about their home feel:

- People above 55 years of age
- Living in two people households
- Living with spouse / partner
- Living in own houses

#### **Worse** about their home feel:

- People below 34 years of age
- Living with parents
- Living in 5 person households



Overall, to what extent would you say that where you currently live meets your mental wellbeing needs? (Top 2 answers)

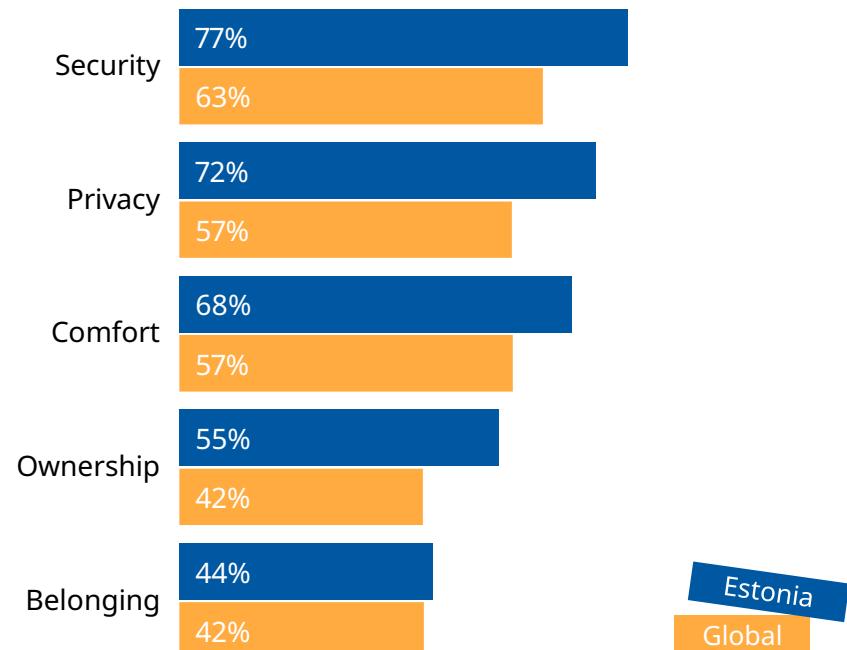
## Space

### Our expectations to home

Estonians expect much out of their home, especially when it comes to the feeling of **security** and **privacy**.

However, compared to global average, importance of **ownership** over the place is also very specific to Estonians.

By the share of people who consider it **very important** in Lithuania:



How important, or not, is it that your own home provide the following?  
Results for "Very important"

## Space

Expectations to home  
are different

All five  
**emotional**  
needs are more  
important to  
**women** than  
men.

Feeling **safe and**  
**secure** is more  
important for  
people who **live**  
**alone**.

**Ownership** is very  
important to **61%** of living  
in **own** apartments vs.  
**38%** of living in **rented**  
apartments.



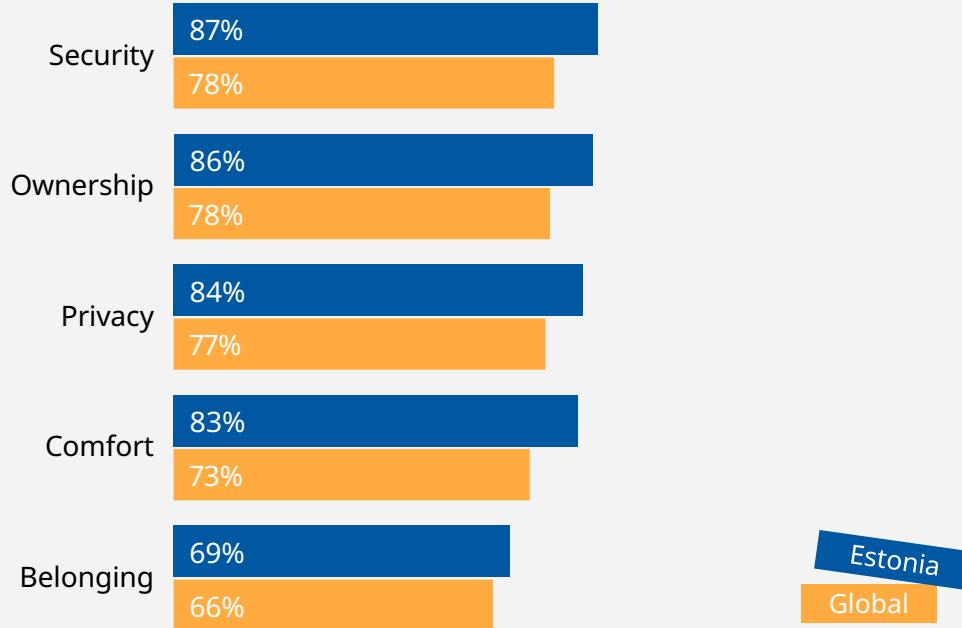
## Space

### Our home is our sanctuary

Most of our emotional needs are met at home. We feel **security** and **ownership** over the place we live in, **privacy** and **comfort**.

However, for some of us our home is **less** about the feeling of **belonging**. 21% of Estonians find the sense of belonging elsewhere.

Our own home provides us with....



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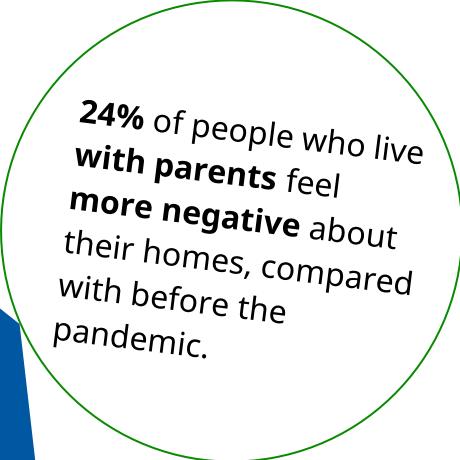
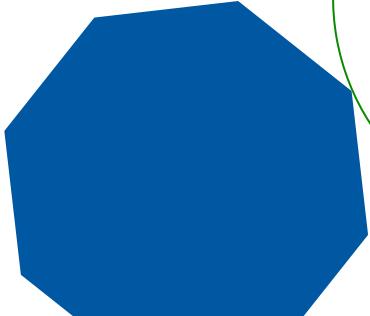


In which of the following places, if any, do you feel the most ... ?  
[Your own home]

## Space

# Our home is a shelter to the most of us

But for some of us spending a lot of time at home was, and maybe still is, a challenge.



**24%** of people who live **with parents** feel **more negative** about their homes, compared with before the pandemic.

Feeling **more positive** about their homes

55%

35%

Estonia

Global

vs.

Feeling **more negative** about their homes

8%

14%

Estonia

Global

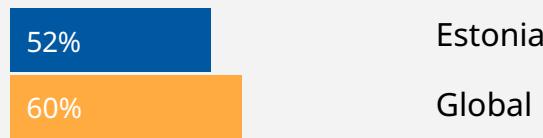


Overall, in the past year, have you felt more positive or more negative about your home, compared with before the pandemic?

## Space

### Reorganizing our space for the comfort

Changed the way their home is organized to at least a slight extent:



Only 6% of Estonians have made **great or very great changes** to their home space.

After challenging year of adaptation to pandemic in 2020s, major home improvements in 2021 were on hold.

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However, even **52%** of people in Estonia and 60% globally say they had to **at least somewhat reorganize their homes** for the activities they wanted or needed to do.



In the past 12 months, have you had to significantly change the way your home is organized in order to do the activities you wanted or needed to do in the home?

## Rituals

# How are you living your life at home?

The role of the home has been transformed. Now it is a place for activity and productivity as well as relaxation. Finding balance through good daily routines is key for our mental wellbeing.

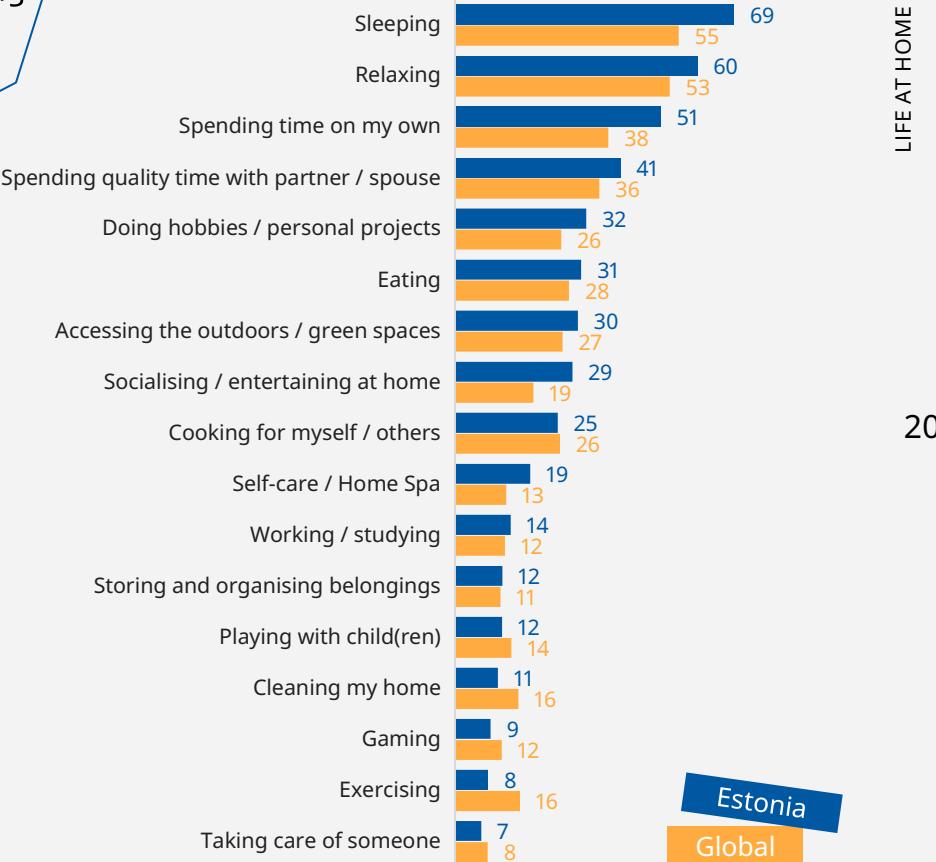
## Rituals

### Time alone and time together

For Estonians their mental wellbeing at home is rooted in a **good sleep**, spending **time on their own**, including **self-care**, but also **socializing**.

**Relaxing** by reading, listening to music and watching TV is more important for mental wellbeing of people who **live alone**.

Important for mental wellbeing at home



Estonia

Global



Which of the following are (the most) important in terms of helping you maintain a sense of mental wellbeing at home?

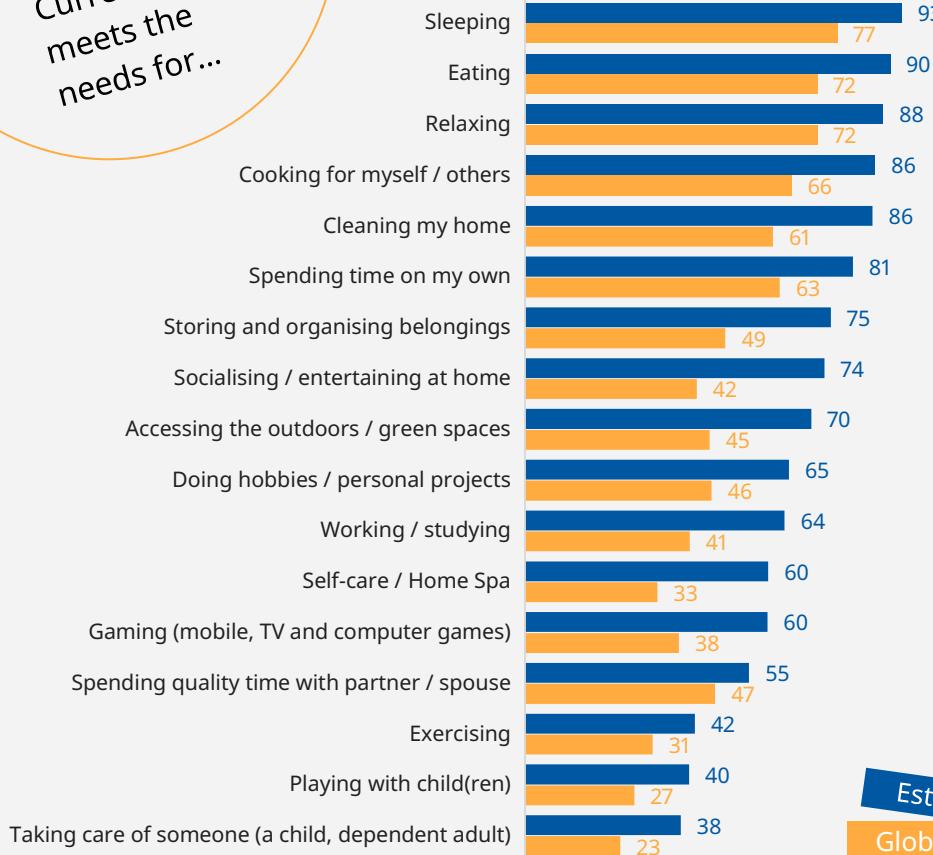
## Rituals

### Current HOME: meeting the needs

Estonians feel **their home** is their “fortress” which **meets most of their needs** – both important and less important ones globally.

Those who live in **apartments less often** say their home meets their needs to access the **green spaces**.

Current home  
meets the  
needs for...



Estonia  
Global

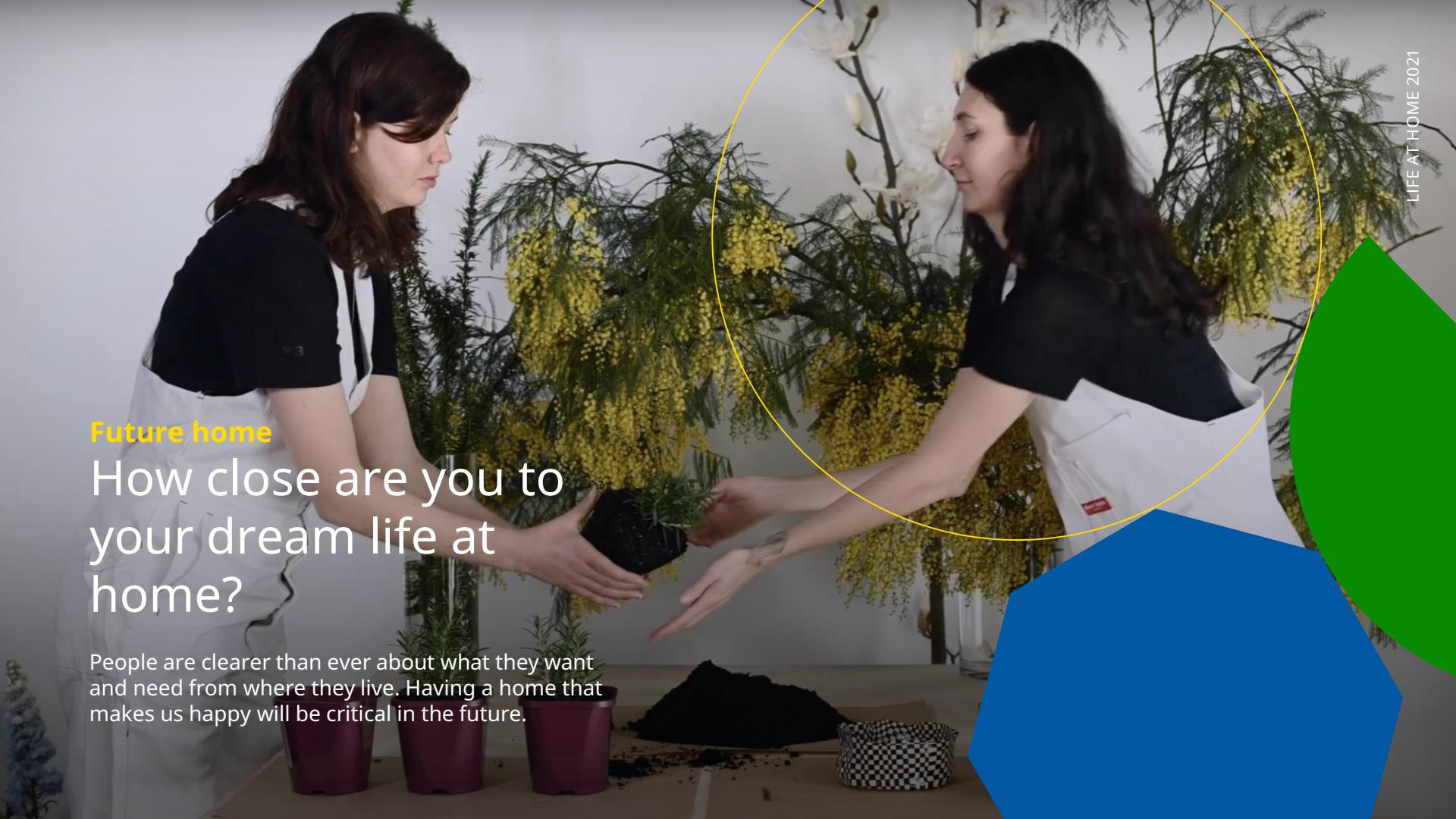


When it comes to your current home, does it meet your needs for the following activities?

## Future home

# How close are you to your dream life at home?

People are clearer than ever about what they want and need from where they live. Having a home that makes us happy will be critical in the future.



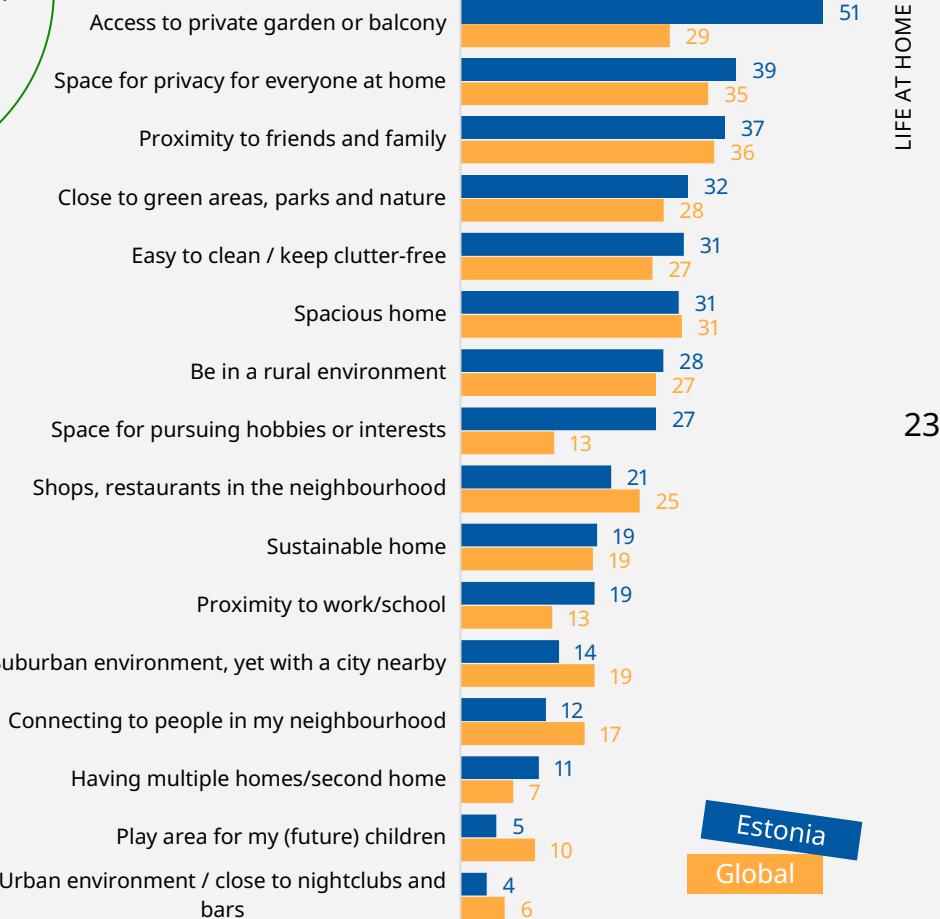
## Future home

### Green and private

When thinking about their ideal home, the following features have **increased in importance** in the last 12 months for the most of people:

- 1 Having a private **garden**
- 2 Space for **privacy**
- 3 Living near friends and family
- 4 Living close to **green areas**
- 5 Easy to **clean & spacious** home

Things that grew in importance over the last 12 months



Estonia  
Global



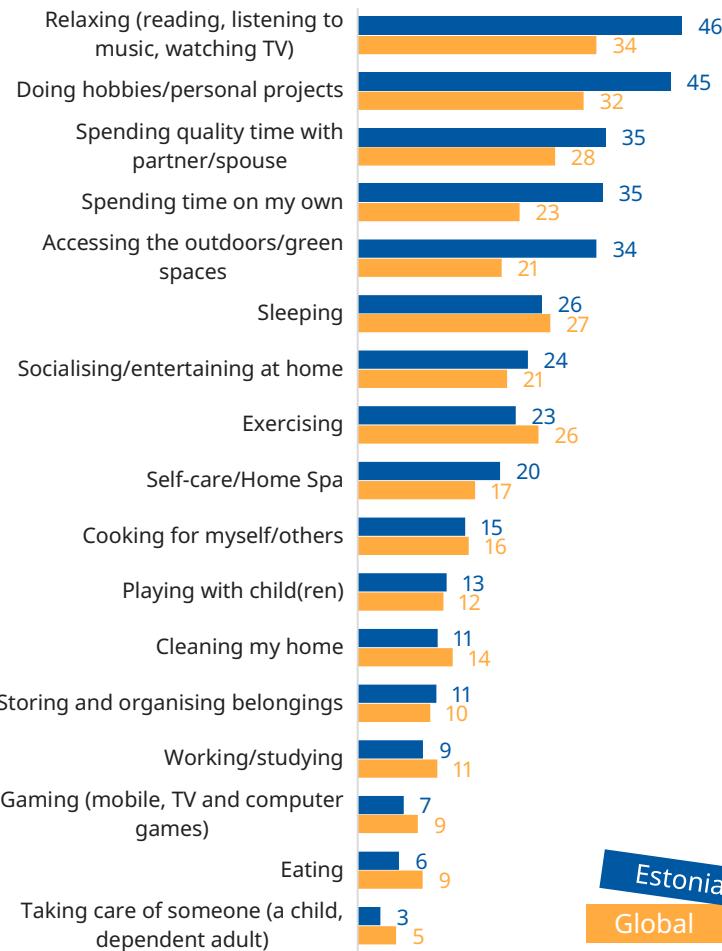
Thinking of your ideal home, has the importance of the following increased in the past 12 months?

## Future home

Things **we wish to spend more time** doing implies what **our home** might be needed to serve in the future for.

TOP 5 things in Estonia are:

- 1 Relaxing
- 2 Doing hobbies
- 3 Spending time with partner / spouse
- 4 Spending time on my own
- 5 Accessing green spaces



Estonia  
Global



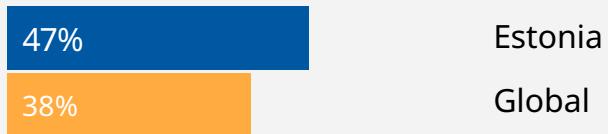
Thinking about the following activities, which do you wish you could spend more time doing?

## Future home

### The future looks promising

The nearest future seems brighter to around half of Estonians. However, there is a difference among age groups: even **66% of people below 34 y. o.** are positive about the future, and only **35% of aged 55 y. o.+** feel the same.

The future will be better than today



In general, how would you describe your feelings about your future (the next 2 years)? (Top 2 answers)



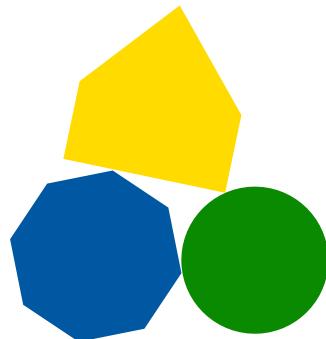
# Key takeaways





## Key takeaways (1)

A home we love is more important than ever

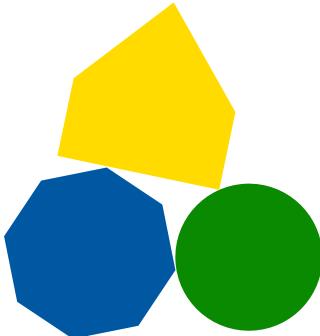


1. 25% of people in Estonia have experienced a negative impact on their mental health in the last 12 months.
2. However, a happy home can help mental wellbeing: 30% of people in Estonia who felt more positive about their home in 2021 also saw their mental wellbeing improve.
3. For some though, their mental wellbeing needs are not being met by where they live. For 8% in Estonia, where they live doesn't sufficiently meet their mental wellbeing needs.

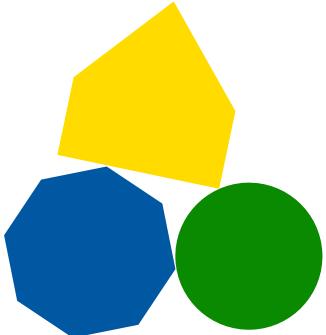


## Key takeaways (2)

4. 46% of people in Estonia said their relationships with their families had improved in the last 12 months.
5. However, 12% of people in Estonia also said that their friendships had suffered during this time.
6. Our communities and neighbourhoods have also played an important role in our lives in the last 12 months, with 63% of people in Estonia having spent more time in local neighbourhoods.



## Key takeaways (3)



7. We have also been busy at home: in Estonia, 52% of us have changed our homes in the last 12 months to do the activities we wanted to do.
8. To achieve balance in Estonia, the activities that we rate as most important for maintaining a sense of mental wellbeing at home are: Sleeping (69%), Relaxing (60%), Time alone (51%), Time with partner (41%), Doing hobbies (32%).
9. In Estonia, when thinking about their ideal home, the following features have increased in importance in the last 12 months: Have a private garden (51%), Space for privacy (39%), Near family & friends (37%), Near green areas (32%), Easy to clean (31%).

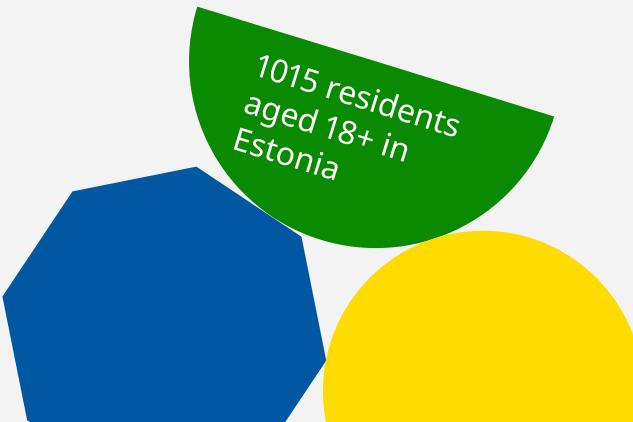
## Appendix

### About the study

The quantitative research was carried out by YouGov on behalf IKEA.

The survey was conducted online between June 23 and July 28, 2021.

The sample frame consists of:



1015 residents  
aged 18+ in  
Estonia

**Gender**

Male	46%
Female	54%

**Age**

18-34	25%
35-54	33%
55+	42%

**Children under 18 y. o.**

At least one child present	20%
No children of that age present	80%

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**Type of living area**

Urban	73%
Rural	27%

**Household size**

1	24%
2	37%
3	17%
4+	22%

# Tack!