

Make yourself

at home

The IKEA Life at
Home Report 2022
Estonia



► Introduction

Life at Home report is one of the biggest and most distinctive pieces of research into life at home around the whole world.

By speaking to people all over the world, we get a clearer understanding of what life at home means today – and how we can help make it better.

37,000 people

around the world, included 1010 in Estonia were surveyed in July 2022.

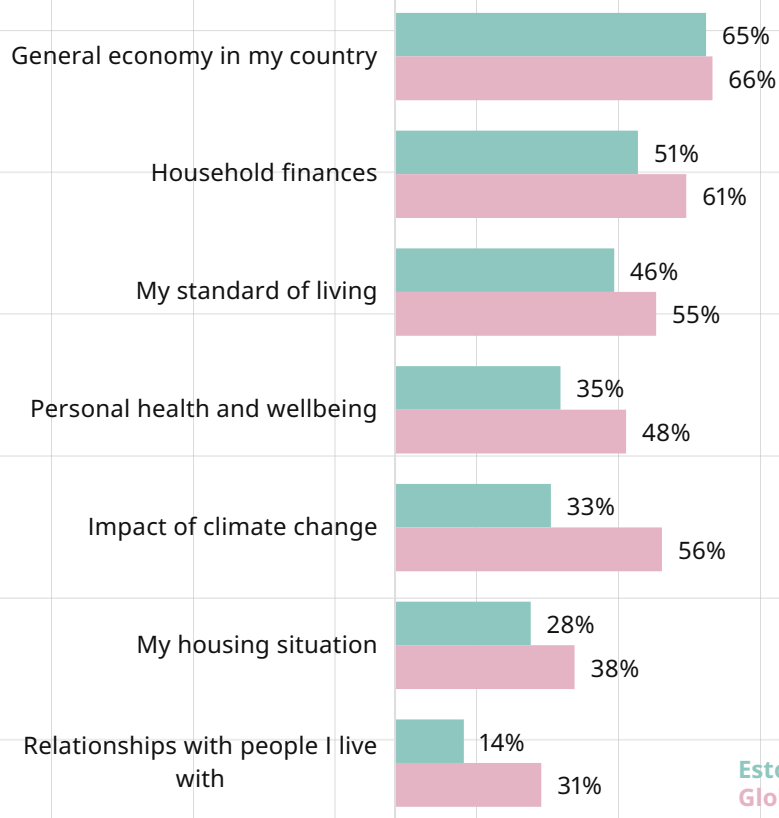


People in Estonia are most concerned about...

- 1 The national economy
- 2 Household finances
- 3 The standard of living
- 4 Personal health and wellbeing
- 5 Climate change

People who live in North-eastern Estonia are more concerned about their household finances (65%).

Concerns in Estonia:



Estonia
Global

?

How concerned, if at all, are you about the following areas of your life?
Results for "Concerned"

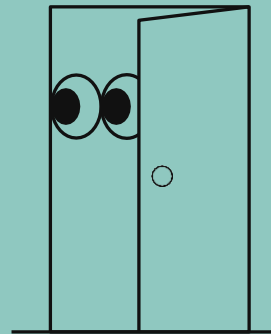
Around

2 in 3

of us in Estonia feel more positive about our home compared to this time last year, and just over **1 in 10** people feel more negative.



People who live in suburbs (74%) and owned houses (70%) tend to experience the positive change stronger than others.



When we feel our home reflects our identity, we're more likely to feel more positive about it.



Estonia:

72%

of those who feel that home **reflects them** agree with the statement below.

38%

of those who feel that home **doesn't reflect them** agree with the statement below.

„I feel more positive about my home this year“

If our home reflects us, we're almost twice as likely to **believe** it's a source of mental wellbeing



51%

of those who feel that home **reflects them** agree with the statement below.

30%

of those who feel that home **doesn't reflect them** agree with the statement below.

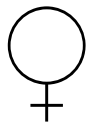
„My home is a source of mental wellbeing“

But only about
7 in 10
of us feel our home reflects who we are.



65%

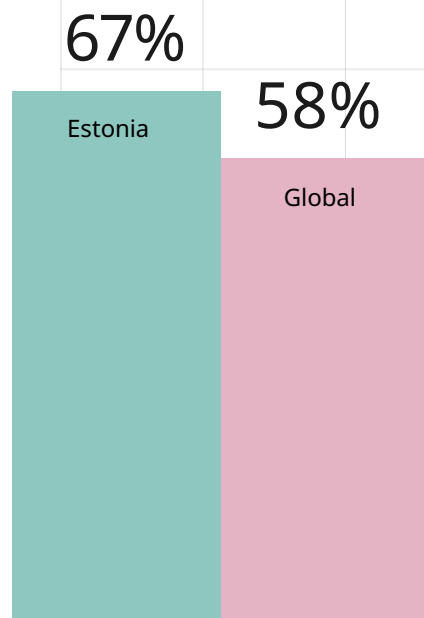
of young Estonian people feel their home reflects them, rising to 71% among people over 55 y/o.



Women feel better reflected than men:

71%

of Estonian women and only **63%** of men feel their home reflects them.



„My home is a reflection of who I am”

Chapter 01:

What makes us feel at home?

Feel
Feel
Feel
at
home



Karin (Germany)

Understanding our seven emotional needs at home



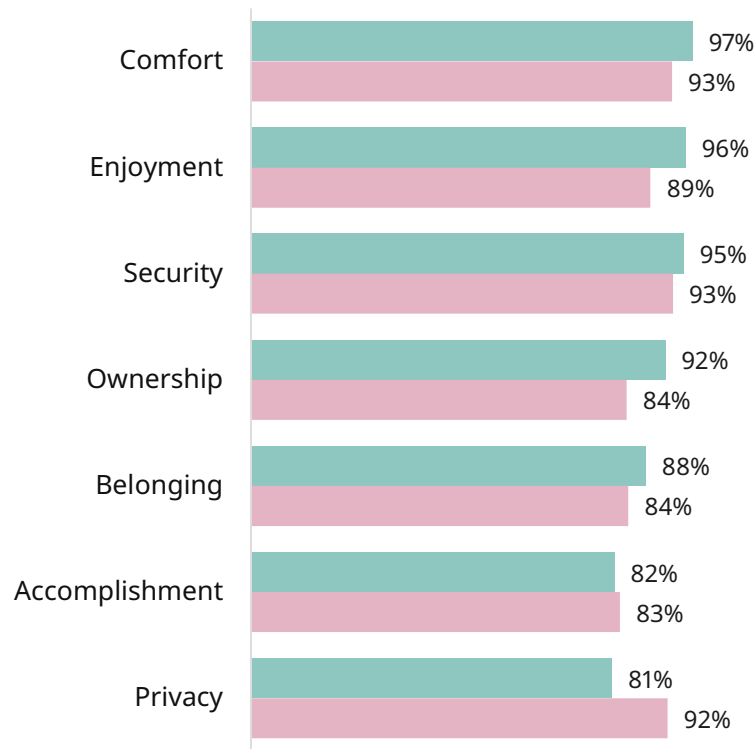
For many years, at IKEA, we've been exploring what creates the 'feeling of home'.

We found that no matter where or how we live, it all boils down to the same essential ingredients: security, comfort, belonging, ownership, and privacy.

But needs change, and our latest research sniffed out two more must-haves:

accomplishment
and **enjoyment.**

Share of people who consider it **important** that their own home provides:



Estonia
Global



How important, or not, is it that your own home provides the following?
Results for "Very important" and "Fairly important".

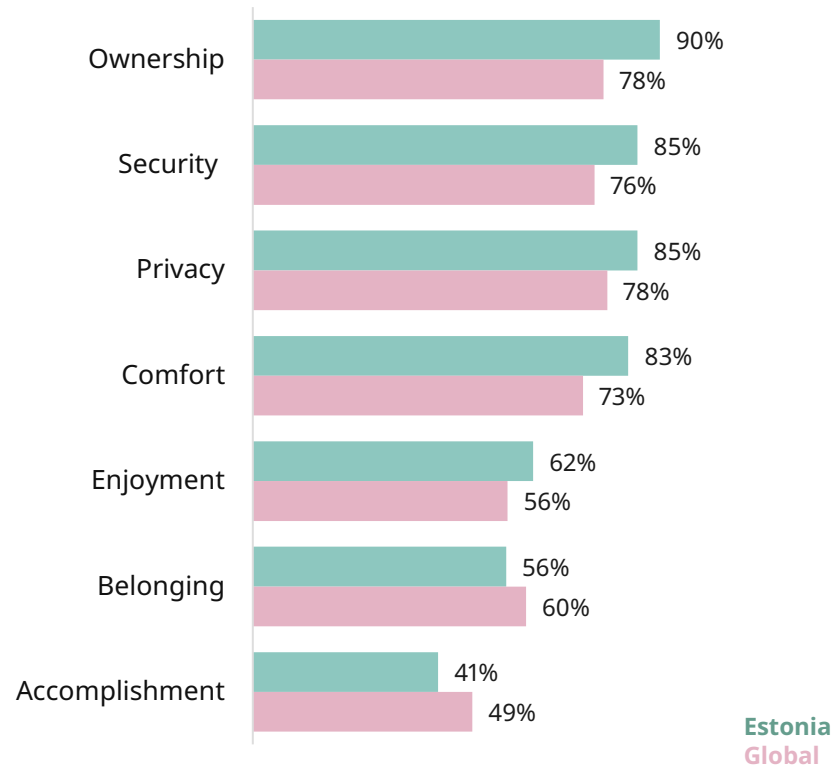
Fulfillment of the needs

We feel **enjoyment** when our home gives us the mental and physical space to enjoy fun activities, be entertained and follow our passions.

We feel **accomplishment** when we get that kick of productivity and effectiveness, whether that's from work, study or our personal hobbies – anything from hosting a legendary dinner party to finishing a fiendish jigsaw.



Share of people who say that out of all locations, **at their own home** they feel most:



?

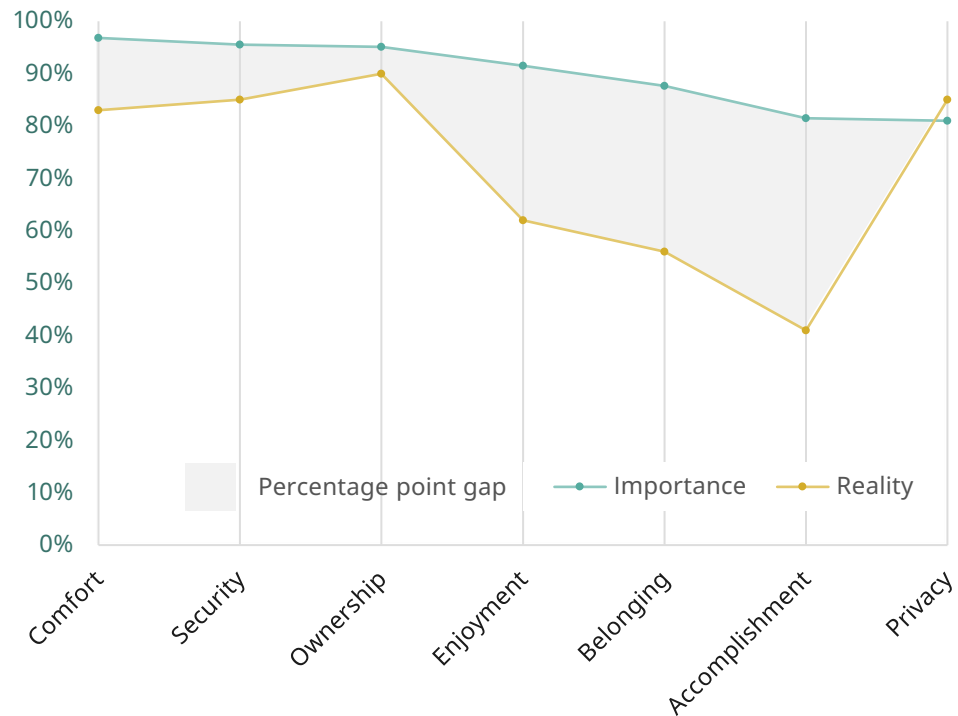
In which of the following places, if any, do you feel the most ... ?
Results for "Your own home".

Our homes can sometimes miss the mark



There's a persistent **gap between what people in Estonia want from their home and what it actually provides**, especially when it comes to the needs of accomplishment, belonging and enjoyment.

Share of people in **Estonia**:



A retreat back home will increase its importance

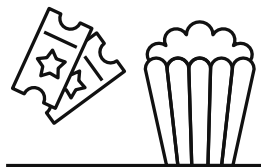


1 in 2

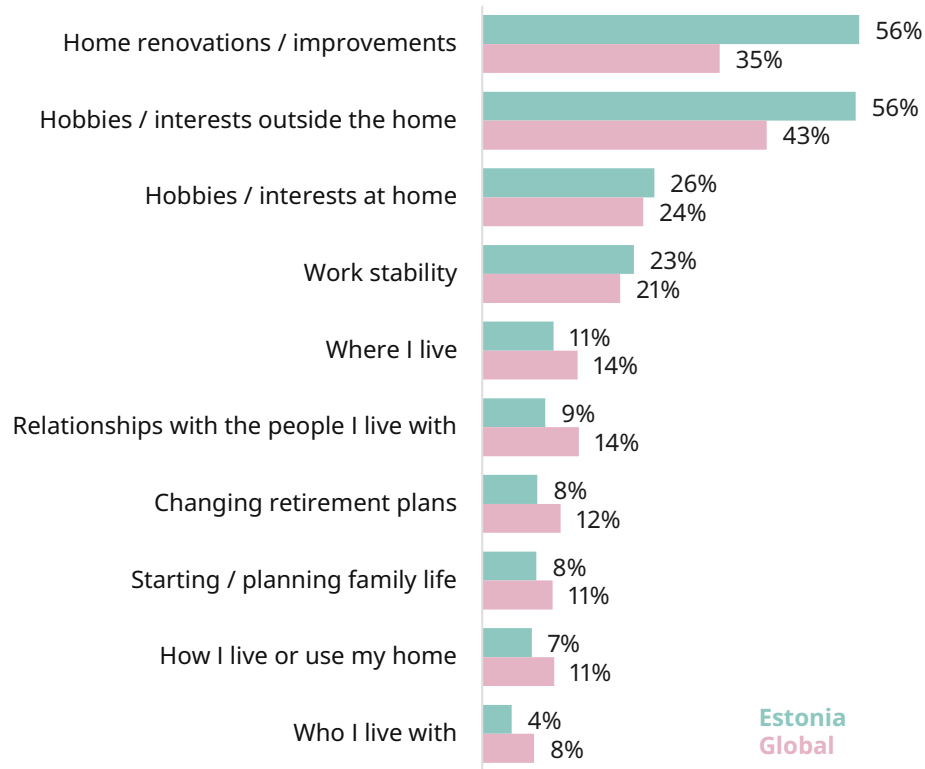
people in Estonia (significantly more than the global average) expect their **home renovations and improvements** to be negatively impacted if the cost of living significantly increases.

1 in 2

expect their **hobbies and interests** outside of home to be negatively impacted. This number surpasses the global average. 1 in 4 believe the same about their hobbies at home.



Most affected areas if cost of living increases:



Estonia
Global

?

If the cost of living significantly increases in the near future, which of the following areas of your life do you expect to be most negatively impacted?

Chapter 02:

Creating a home that reflects us

Home

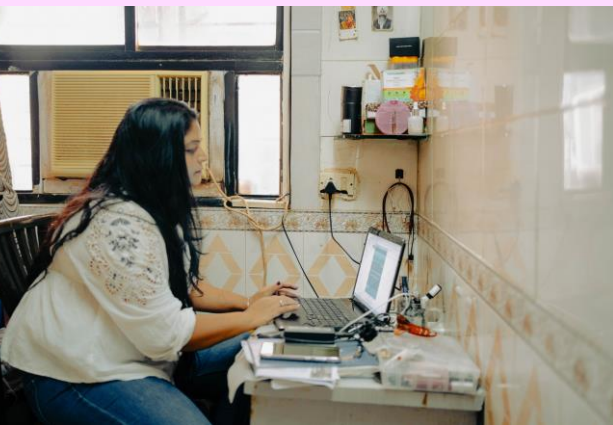
reflects
reflects
reflects

us

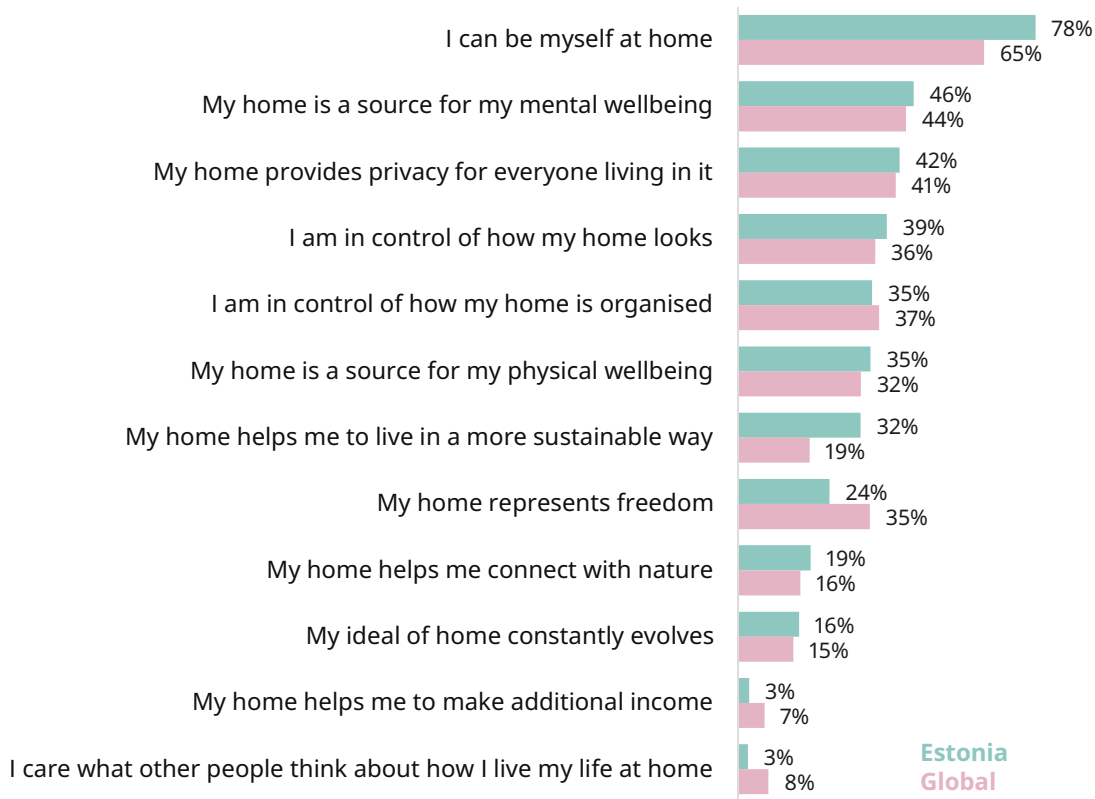


Finding space for ourselves

Only
3% of us
care what other people think about how we live our lives at home.

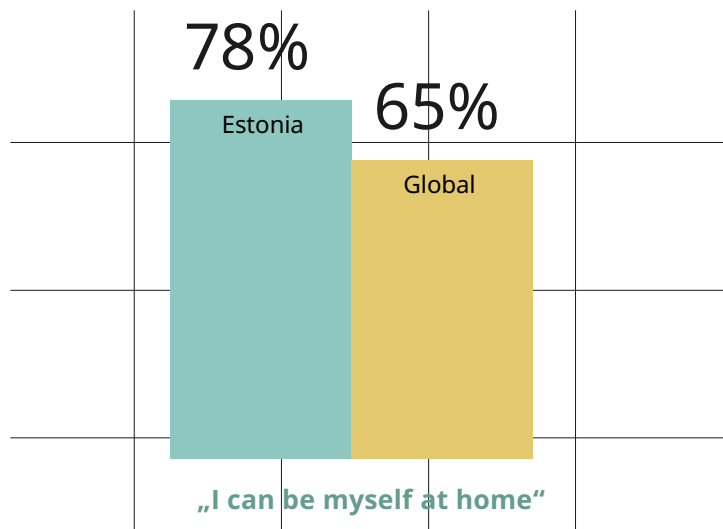


Share of people who agree with the following statements:



Which of the following statements do you agree with?

Not everyone can freely express themselves at home



Believe they can be themselves at home:

81% vs. **74%**
Estonian women Estonian men

84% vs. **77%**
Lives alone Lives with a partner / spouse

Have control of how their home looks:

46% vs. **32%**
Estonian women Estonian men

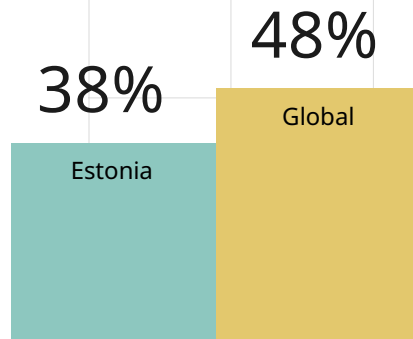
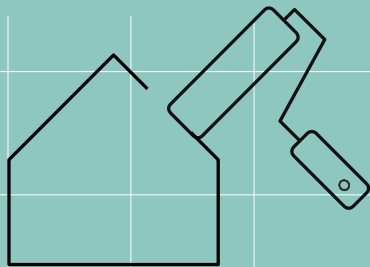
49% vs. **37%** vs. **24%**
Lives alone Lives with a partner / spouse Lives with parents

The media doesn't always reflect our lives at home

Around

4 in 10

of people in Estonia say **they don't feel the media frequently reflects the way they live at home**. This number is lower than the global average.



„The way I live my life at home is not frequently represented in the media“



Do you agree or disagree with the following statements?
Results for agreement rating score above 3 on the scale of 5.

Chapter 03:

The power of much-loved possessions

Power
power
power



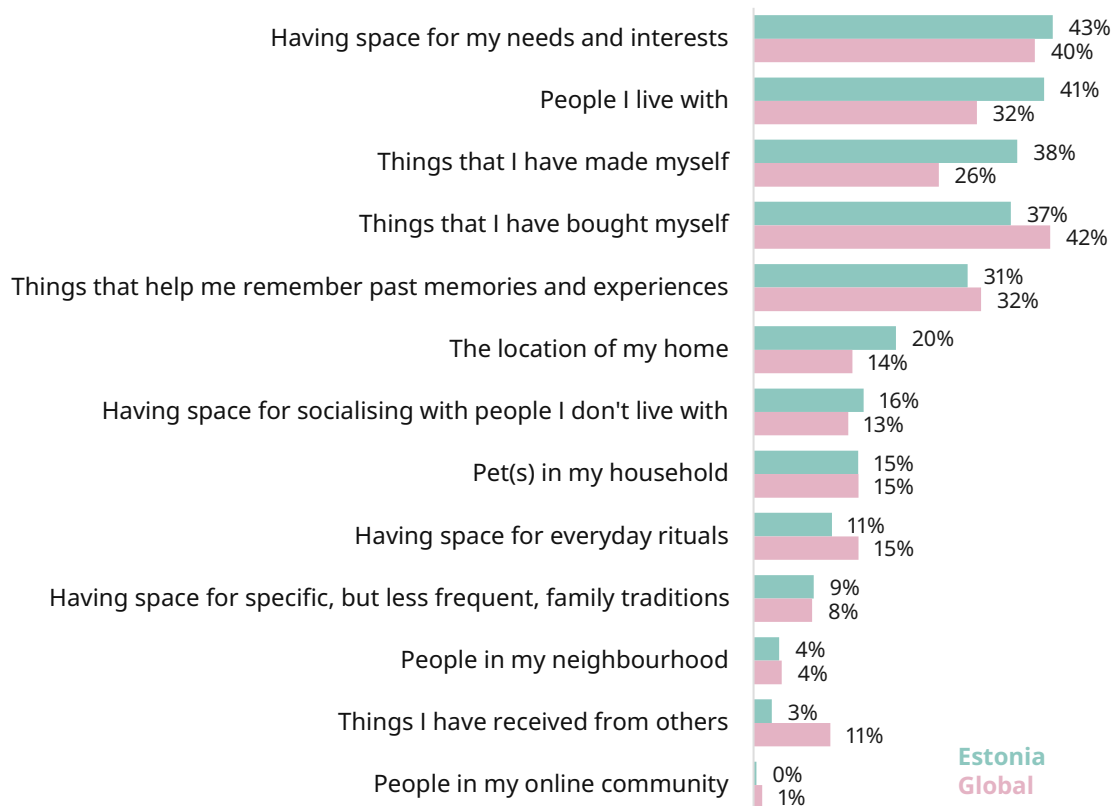
of
possessions

Things that matter, matter

At its best, home acts like a mirror to our identity. In practice, this means that **when we look around our home, we see our unique personality reflected back.** Whether it's through photos of past adventures or personal space for hobbies, what matters to us is represented across our living space.



Home elements that help to reflect identity:



Which of the following elements are important to make your home feel like a reflection of who you are? Please select up to 3 answers.

We base our identity on different things

Men more often claim that **self-made things** reflect their identity.

30% vs. **46%**

Women

Men



1 in 5

women in Estonia believe that their **pets** reflect their identity, compared to just 1 in 10 men.



People aged 55 y/o and older are more “rooted” in their surroundings – they are more likely to believe that the **location** of their home reflects their identity.

18% vs. **27%**

18-34 y/o

55 y/o+



38% vs. **46%**

Rented apartment

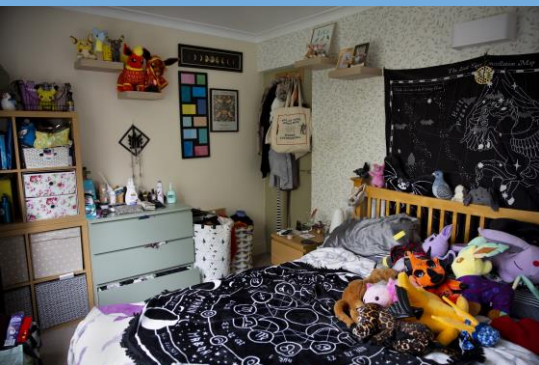
Owned apartment

People who live in owned apartments more often embody their identity with **things they bought themselves** than the ones who live in rented apartments.

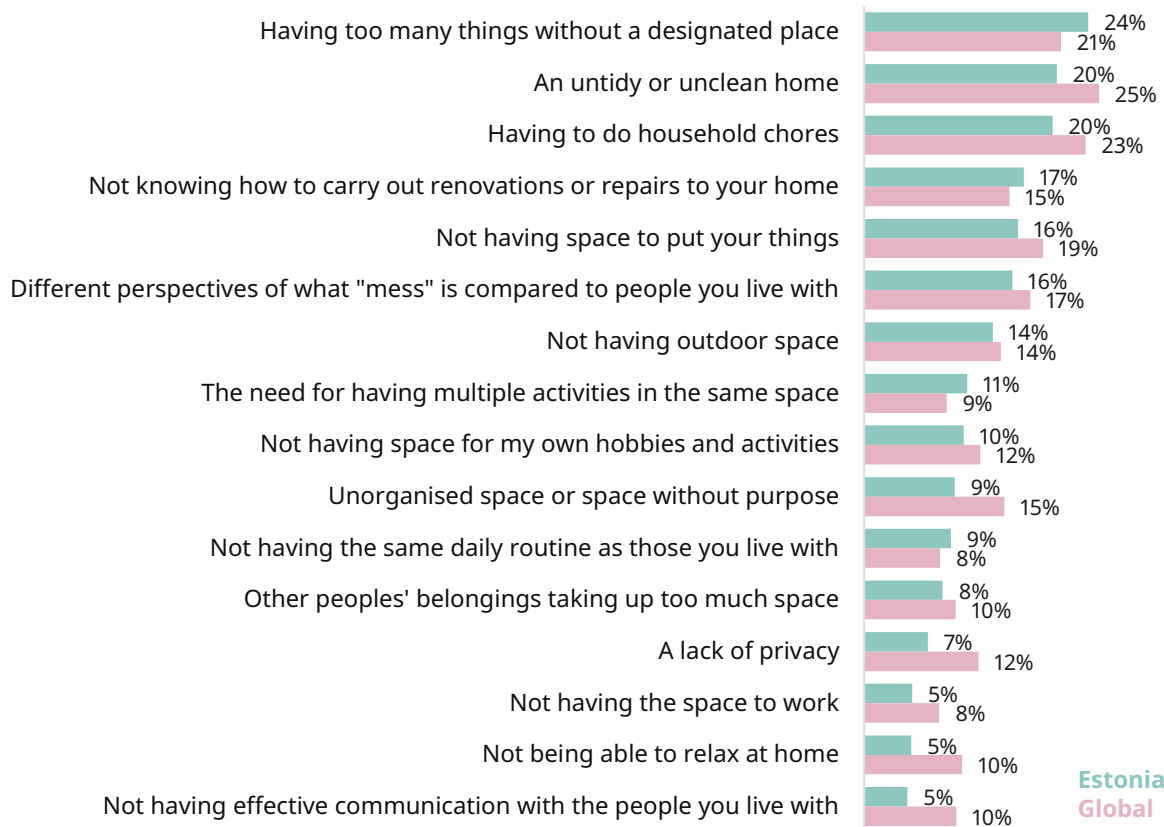
Possessions can be a source of tension

However, things that help us feel like ourselves can also be the biggest source of tension.

By clearing up the clutter and giving pride of place to our most story-filled possessions, we can go a long way towards making our homes feel part of us.



Sources of frustration at home:

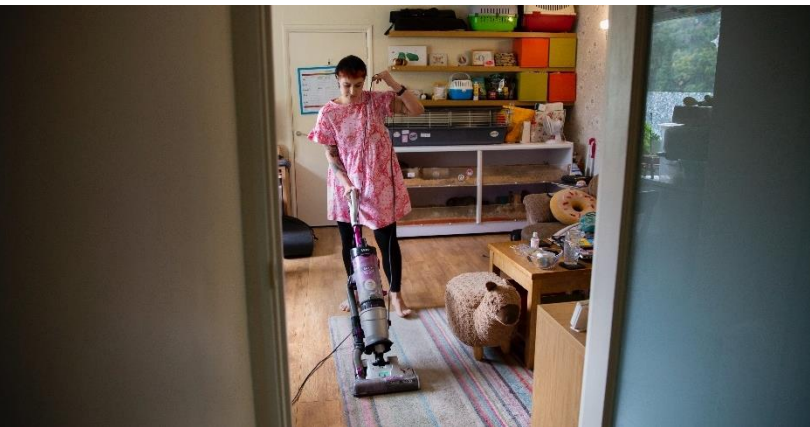


Estonia
Global



Which of the following regularly causes you frustration when it comes to your home?

Home remains a gendered space



72%

of people in Estonia regularly **feel frustrated at home**, often because it's untidy, there are household chores to get done, or there's just too much clutter.

Women are more likely to feel represented within the home than men – but they are also more likely to get saddled with maintaining the places we live in.

Women in Estonia are

twice

more likely to be frustrated about **not knowing how to do repairs and renovations** than men.

1 in 4

women in Estonia are frustrated about having to do **household chores**, such as laundry, cleaning, cooking, compared to just 1 in 10 men.



Chapter 04:

Giving spaces purpose

Giving

spaces

purpose purpose purpose



Marqus with his wife, Eva,
and their dog, Carrie (USA)

Aspects of an ideal home

Even with everything the world is throwing at us, home remains an important space to relax and recharge.

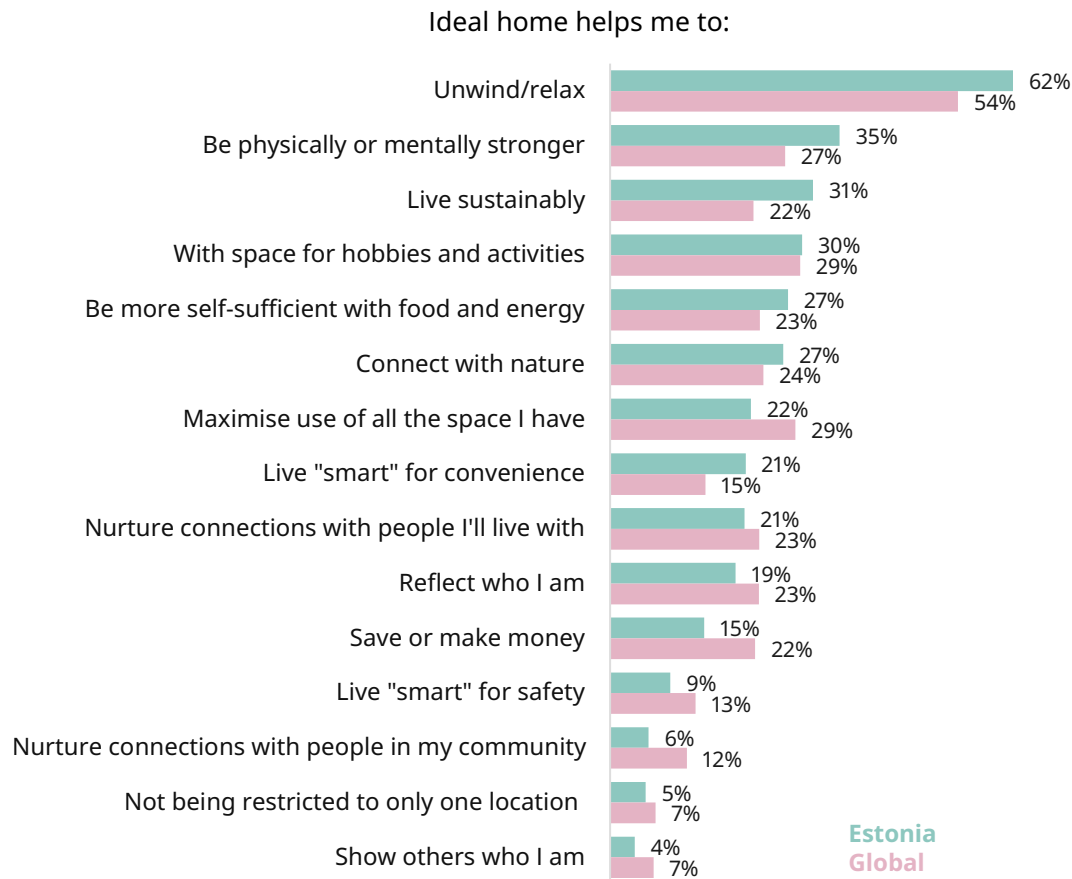


62%

believe that the most important aspect in an ideal home is the ability to **unwind and relax**.

1 in 3

Estonians believe it's important that home **allows them to be physically and mentally stronger**. Lowest earners (up to € 5,000 per year / per HH) expressed this more often (50%).



?

Which of the following aspects would be the most important to you in an ideal home? Please select up to 5 answers.

We want our homes to be "smart" and sustainable



The wish to live **"smart" for safety** (e.g., security cameras, alarms via apps) differs depending on the region.

9% vs. **3%** vs. **16%**

Estonia's
average

West
Estonia

Central
Estonia

So does the wish to live **"smart" for convenience** (e.g., controlling temperature, curtains, appliances via apps).

21% vs. **29%**

Estonia's
average

North-eastern
Estonia



1 in 3

Estonians would expect their ideal home to help them live more sustainably. This number is higher than the global average.

22% vs. **31%**

Global
average

Estonia's
average

Significant part of people in Estonia, especially women, want their ideal home to help them **connect with nature**.

21% vs. **32%**

Estonian
men

Estonian
women



We want inspiration from real people in real homes

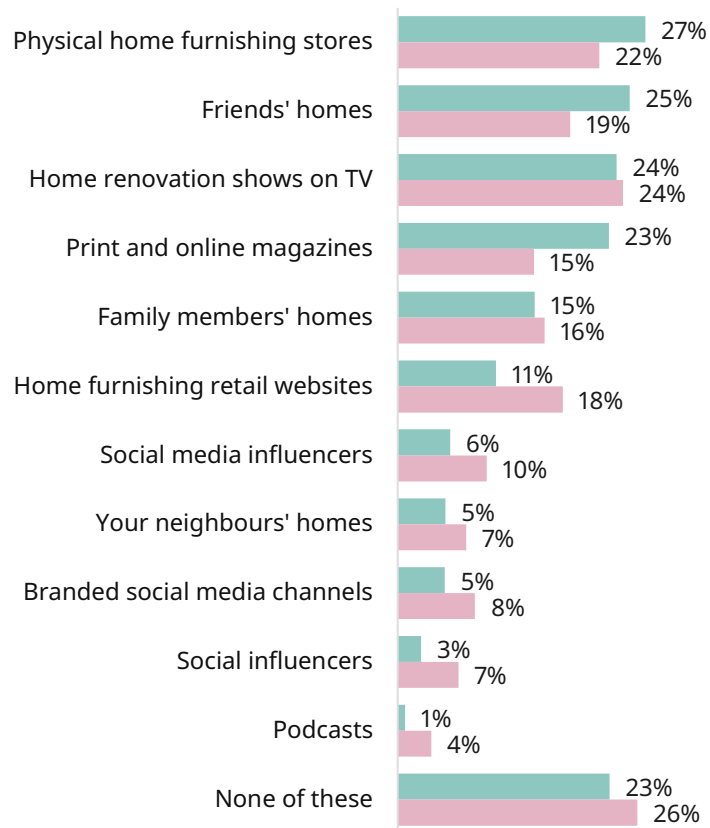
To make changes in our home, we first **need to be shown what's possible**. For this, we seek inspiration from the people we know and trust. However, physical stores and media also plays a great role.

When shown a list of common sources of home inspiration – including social media and TV shows, around

1 in 4

of us stated that we use '**none of these**' to spark our imaginations. This highlights that many of us struggle to identify with what's typically deemed home inspiration.

Sources of inspiration for making changes at home:



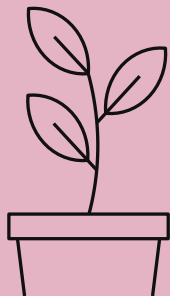
Estonia
Global



What are your sources of inspiration for making changes to your home? Please select up to 3 answers.

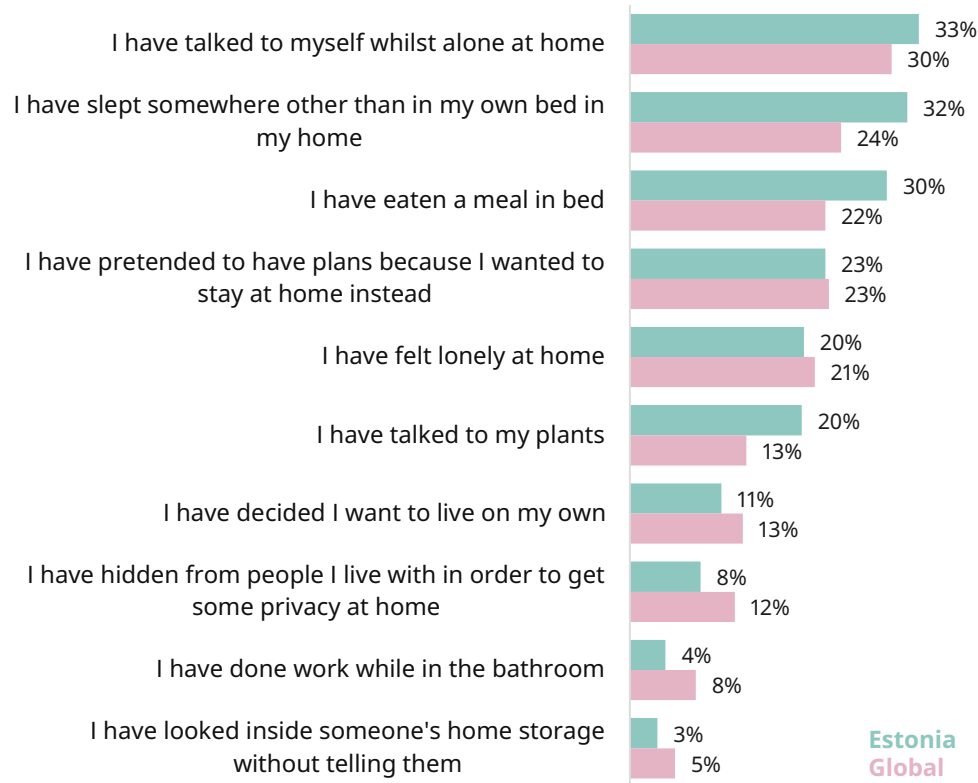
Home, sweet home

A home is a space where we can be free and let ourselves go.



Estonians are
1,5 times
more likely to talk to
their plants than the
rest of the world.

In the last 12 months:



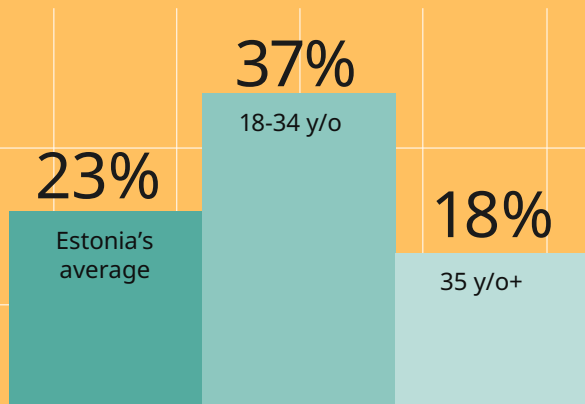
Estonia
Global



Thinking about your life at home in the last 12 months, which of the following apply to you?

Home is a place some of us
are desperate to spend
more time in – even if that
means telling a white lie

Younger people more often pretended to have plans
in order to stay at home:



Strange things we do at home

Women

4 times

more often than men talk to their
plants at home.

31% vs. **7%**

Women

Men



1 in 3

of Estonians have **eaten a meal in bed** in the last year. More often – the younger generation.

48% vs. **18%**

18-35 y/o

55 y/o+

1 in 3

Estonians have **talked to themselves** at home. Younger residents, again, have done it more often than older ones.

44% vs. **26%**

18-35 y/o

55 y/o+



Conclusions
Conclusions
Conclusions

Estonia Top 10 Insights

Those who feel their home reflects their identity are almost **2 times** more likely to feel positive about it.

67%

feel their home reflects who they are. This drops to **65%** amongst young people. We believe everyone should feel this way

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

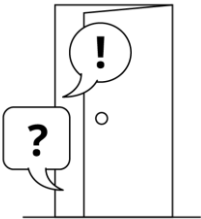
- ▶ Having too many things without a designated place
- ▶ An untidy or unclean home
- ▶ Having to do household chores

23%

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

Only
42%

agree that their home provides privacy for everyone living in it. This changes to **50%** for people renting a room.



64%

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

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

- ▶ National economy (**65%**)
- ▶ Household finances (**51%**)
- ▶ My standard of living (**46%**)

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

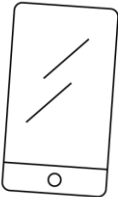
- ▶ **43%** say it's space for needs and interests
- ▶ **41%** say it's the people they live with
- ▶ **38%** say it's things they've made themselves
- ▶ **37%** say it's things they've bought themselves

88%

Of people say it's important to feel enjoyment at home, but only **62%** feel it. This increases to **69%** amongst homeowners.

38%

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



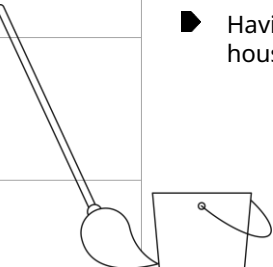
56%

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



Only
3% of us

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





Technical note:

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 around the world

Included: 1010 in Estonia

