

# The Whole Life at Home



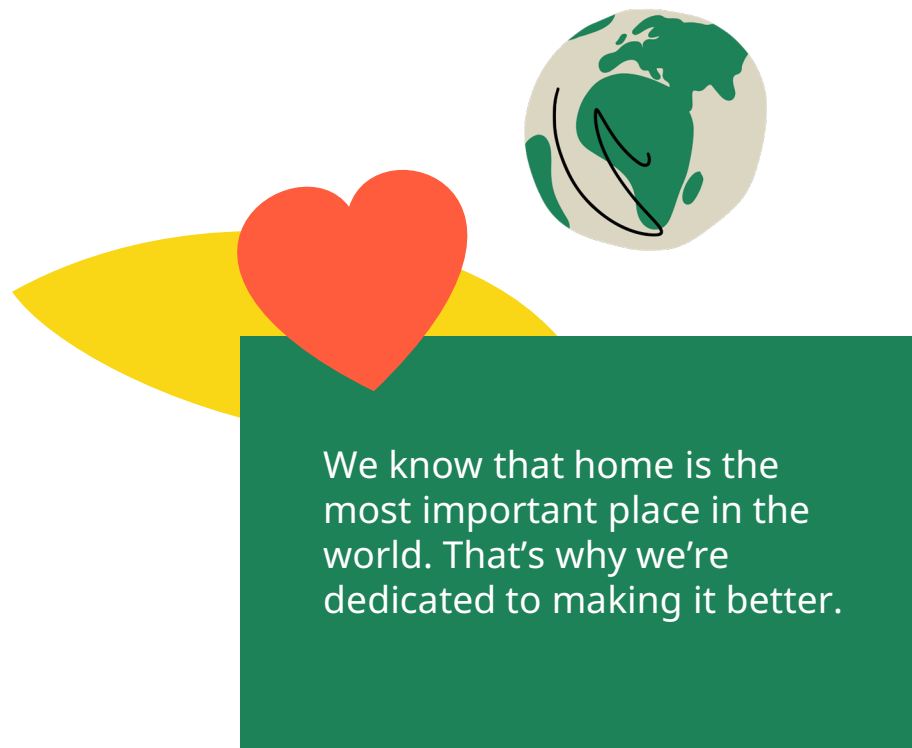
**IKEA Life at Home Report 2020**



# Life at home in the pandemic

In 2020, life at home was unexpectedly and fundamentally disrupted by the coronavirus pandemic, affecting every aspect of people's lives at home.

IKEA always understood the importance of a safe place to call home. So this year, it was decided to focus on **exploring the impact of the global pandemic on life at home** – now and in the years to come.



We know that home is the most important place in the world. That's why we're dedicated to making it better.

# Staying at home



During the lockdown measures, people stayed at their main home:

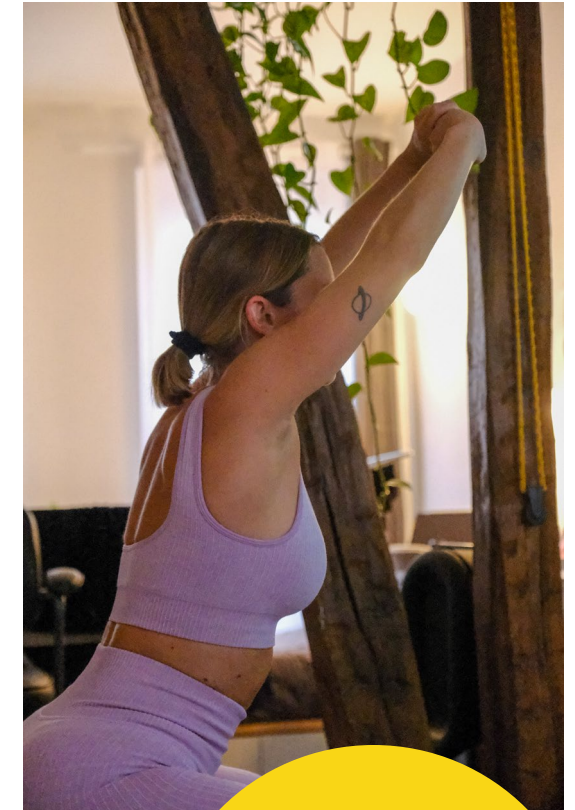
Estonia	89%
Global	96%



*Thinking about the residence you consider to be your main home, did you stay in that home during the lockdown measures or did you mainly stay elsewhere?*

People adjusted to a new way of living:

- The spaces in which we lived transformed into offices, schools, gyms, playgrounds and social spaces.
- Households were together 24/7.
- Extended families were divided and friendships became distanced.



For almost everyone, everywhere and all at once, **home became the centre of our worlds.**



# Reconnection **or** disconnection?



As restrictions limited our access to the outside world, we were challenged to rely on home, and only home, to satisfy us.

According to the IKEA Life at Home research, most people experience the feeling of home when their home meets

**5** fundamental emotional needs.

Comfort

Security

Belonging

Ownership

Privacy

# Comfort

This isn't about having a comfy bed or a fluffy throw, it's about **feeling content and at ease** in our surroundings. Knowing we can really **relax and be ourselves**.



Before the lockdown measures were introduced, home did provide **87 %** of Estonians **with a feeling of Comfort**.

?

*Thinking back to the period before the lockdown measures were introduced, to what extent, if at all, did your home provide you with a feeling of Comfort?*



During the lockdown measures, our home met our Comfort need **even more**.

**Estonia 26%**

**Global 44%**

?

*On balance, did your home meet your Comfort need more during the lockdown measures, did it meet your need less or was it about the same?*



# Security

More than physical or financial security, this is about **feeling safe and grounded** when we're at home. When our homes feel **like a sanctuary** from the uncertainty of the outside world, we can really thrive there.



Before the lockdown measures were introduced, home did provide **88 %** of Estonians **with a feeling of Security**.

?

*Thinking back to the period before the lockdown measures were introduced, to what extent, if at all, did your home provide you with a feeling of Security?*



During the lockdown measures, our home met our Security need **even more**.

**Estonia 33%**

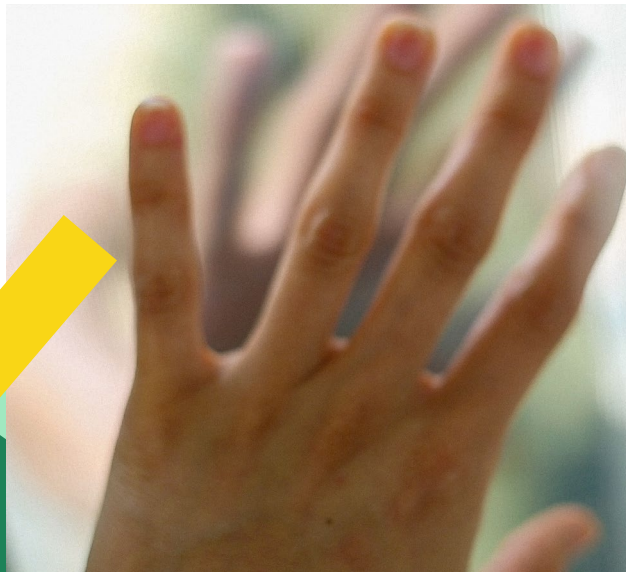
**Global 51%**

?

*On balance, did your home meet your Security need more on during the lockdown measures, did it meet your need less or was it about the same?*

# Belonging

Belonging means feeling **part of a group that accepts us, in a place that reflects who we are.** We might get this from family or housemates, or even from friends in our community.



Before the lockdown measures were introduced, home did provide **81 %** of Estonians **with a feeling of Belonging.**

?

*Thinking back to the period before the lockdown measures were introduced, to what extent, if at all, did your home provide you with a feeling of Belonging?*

During the lockdown measures, our home met our Belonging need **even more.**



**Estonia 25%**

**Global 46%**

?

*On balance, did your home meet your Belonging need more on during the lockdown measures, did it meet your need less or was it about the same?*

# Ownership

Having a **sense of control** over the space and place where we live. When we can paint a wall or choose our furniture, a house really starts feeling like a home.



Before the lockdown measures were introduced, home did provide **85 %** of Estonians **with a feeling of Ownership**.

?

*Thinking back to the period before the lockdown measures were introduced, to what extent, if at all, did your home provide you with a feeling of Ownership?*



During the lockdown measures, our home met our Ownership need **even more**.

**Estonia 23%**

**Global 46%**

?

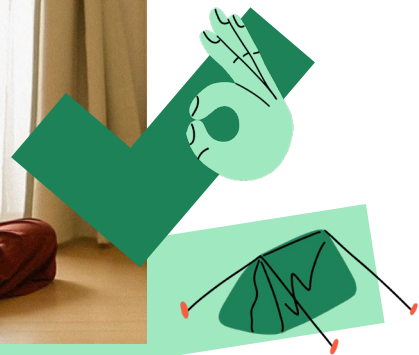
*On balance, did your home meet your Ownership need more on during the lockdown measures, did it meet your need less or was it about the same?*



# Privacy

This is being able **to disconnect, reflect and choose how we interact with others.**

A little me-time with a book or doing some exercise goes a long way.



Before the lockdown measures were introduced, home did provide **87 %** of Estonians **with a feeling of Privacy.**

?

*Thinking back to the period before the lockdown measures were introduced, to what extent, if at all, did your home provide you with a feeling of Privacy?*

During the lockdown measures, our home met our Privacy need **even more.**



**Estonia 30%**

**Global 45%**

?

*On balance, did your home meet your Privacy need more on during the lockdown measures, did it meet your need less or was it about the same?*

# We felt our homes better met our emotional needs



Despite everything, home more than fulfilled our needs – during the lockdown, home better met our emotional needs:

**Estonia** 27%

**Global** 46%

**Even more,** many of us began to reconnect with the role and value of our home in our lives.





Home was our  
**sanctuary** during the  
2020 pandemic restrictions







Our homes for most of us offered a place to escape to and find solace from the turbulence of global events. At home we found comfort in familiarity, security and ownership in the little that was within our control.

This sense of sanctuary remains with us as the evolving global context continues to create feelings of uncertainty, fear and anxiety towards the outside world.



© Inter IKEA Systems B.V. 2020

Against the turbulence of the outside world, most of us agree that **home was our sanctuary** during the 2020 pandemic restrictions:

**Estonia 74%**

**Global 78%**

?

*To what extent do you agree, or disagree, with the statement?  
My home was my sanctuary during the lockdown measures.*





More time to enjoy  
home in new ways



# Using home in new ways



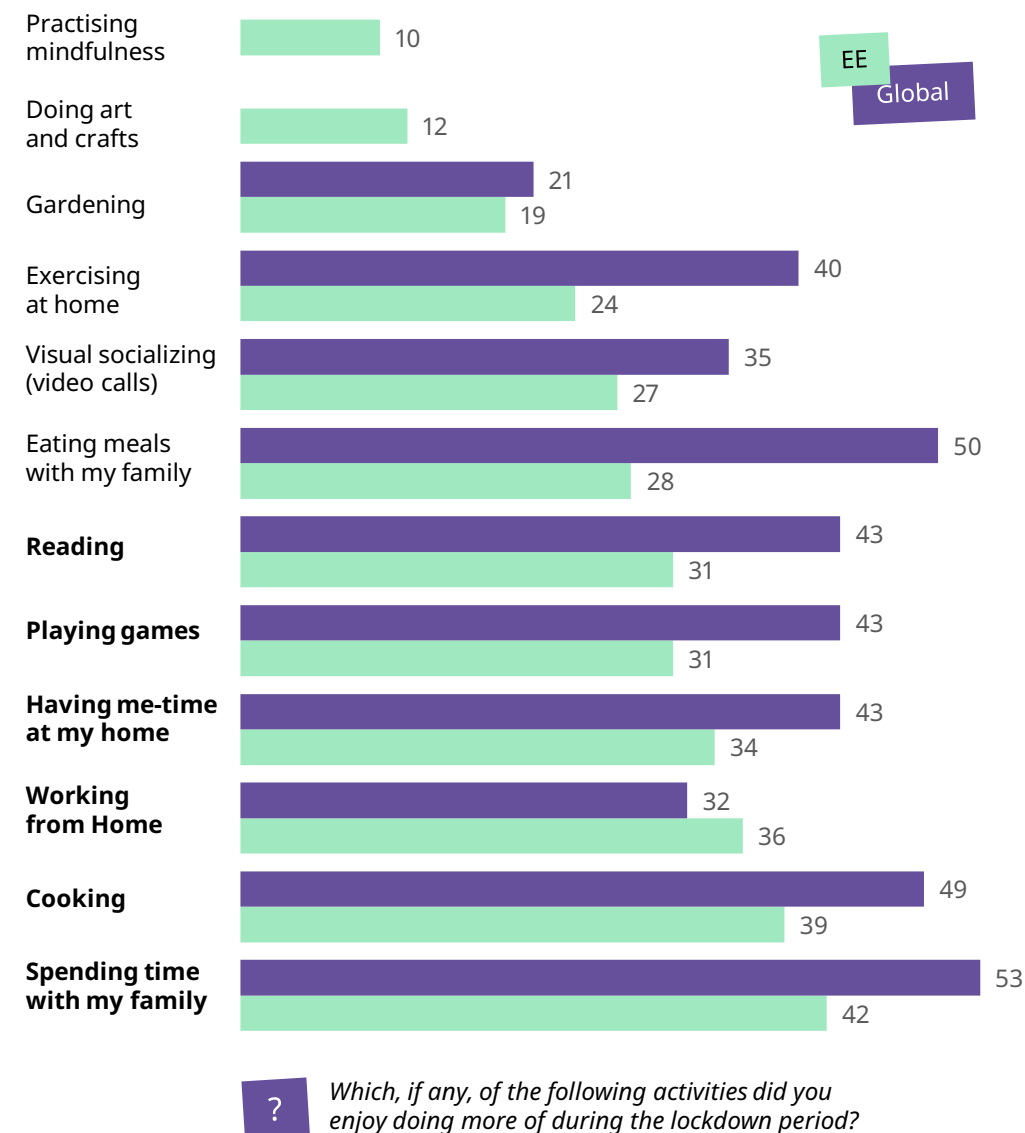
We started using our homes in new ways. During the lockdown period, people in Estonia mostly enjoyed doing more of:


spending time with family

cooking


working from home

having me-time at home



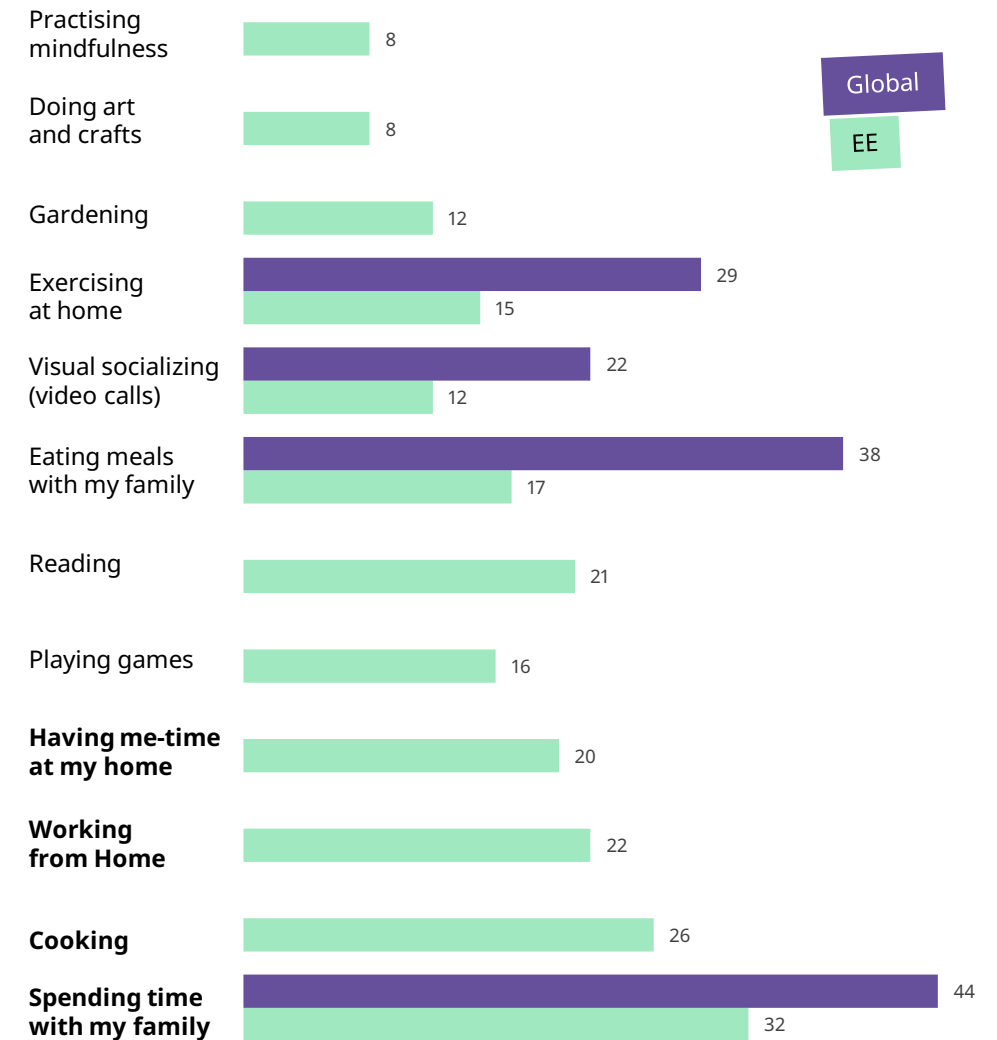


A closer relationship  
with home is here  
to stay



**A closer relationship with home is here to stay.** Many of us are choosing to continue with behaviours, rituals and activities that worked for us during the lockdown.

Estonians will continue spending more **time with family, cooking and working from home** in the future.



*Which, if any, of the following things that you have enjoyed doing more of during the lockdown period **will you continue to do more** of in the future?*



# For some of us, more time at home was **challenging**

## Caregiving

**35%** of those who are living with children faced the challenge of spending more of their time taking care and responsibility for others during the lockdown measures.

## Home design

Not all are content with their home design. **13%** felt that their home is not designed in the right way for them to live the way they want.

## Work vs. life

**12%** of people in Estonia said that work-life balance during the pandemic restrictions became much worse.



# However, others felt **positive**

## Space

During the lockdown measures, more **people in Estonia felt there was ample of space ( 37% )** in their home compared to those who said the opposite (13%).

## Financial implications

Slightly more people in Estonia said there were **more positive ( 20% )** than negative (16%) **financial implications** for their households during the lockdown measures.



# The Big Home Reboot has started



# We made changes to our **home**

**39%** of people in Estonia **have made changes to their home** as a result of the lockdown measures. The global context was the same – 2 out of 5.

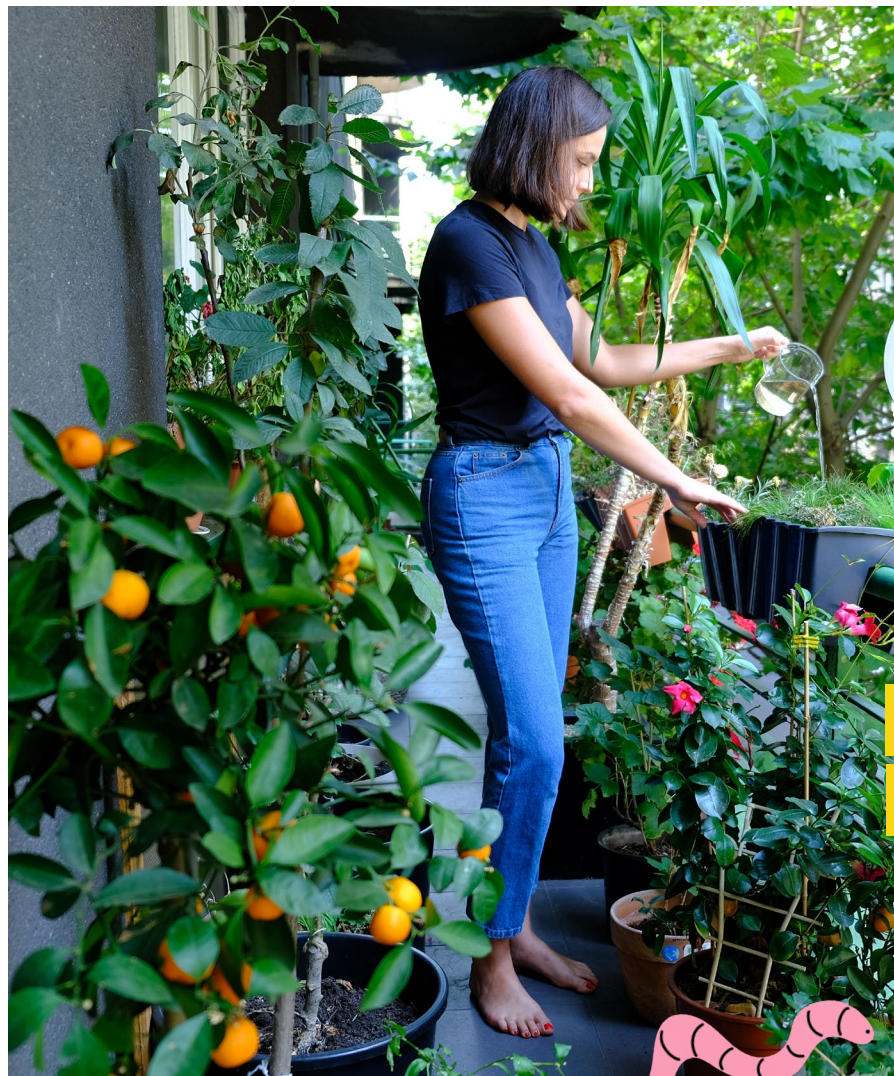
What does this tell about the current and the future life at home?





# What makes a good home?

Whatever our experience of the pandemic restrictions, their impact is prompting many of us to re-evaluate what makes a good home. **Priorities are changing:** e.g. location is slipping down the list.



Many of us now say that we would consider moving further away from work if it improved home environment (e.g. more space in my home, access to outdoor space, etc).

**Estonia 36%**

**Global 47%**

?

*To what extent do you agree, or disagree, with the statement?  
I would consider moving further away from my place of work if it improved my home environment (e.g. more space in my home, access to outdoor space etc.)*

# Our new top priorities

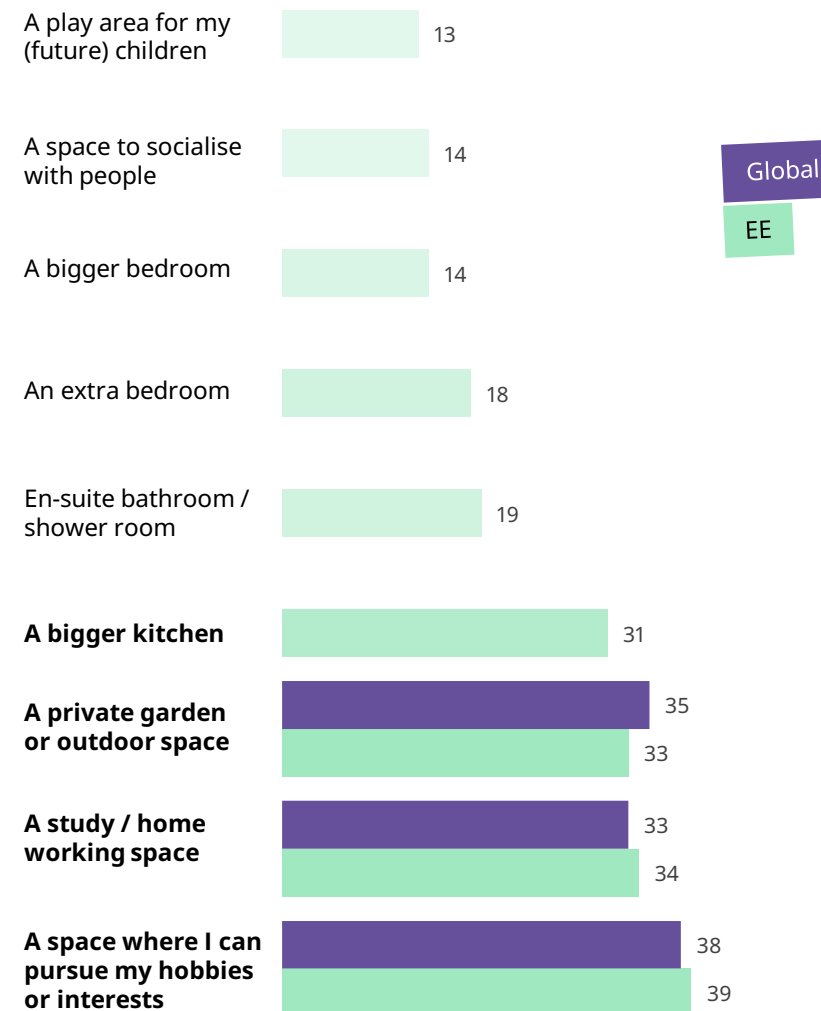
Based on the experience of life at home during 2020 so far, people in Estonia would like to create or improve these spaces at home:

space to pursue hobbies at home

study/working space

private garden or outdoor space

bigger kitchen



?

Think about your home. Based on your experience of life at home during 2020 so far, which two or three of the following, if any, would you like to create or improve in your home?

# Demographics

The quantitative research was carried out by Ipsos MORI on behalf of Ingka Holding B.V. (IKEA Group).

The survey was conducted online between July 28th and August 28th, 2020.

The sample frame consists of:

**1000** citizens aged 18-50 in Estonia

# Thank you

The end

Bye!

