

Balance Starts at Home

Life at home report 2021
Lithuania



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 Lithuania 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 **29%** of people in Lithuania 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

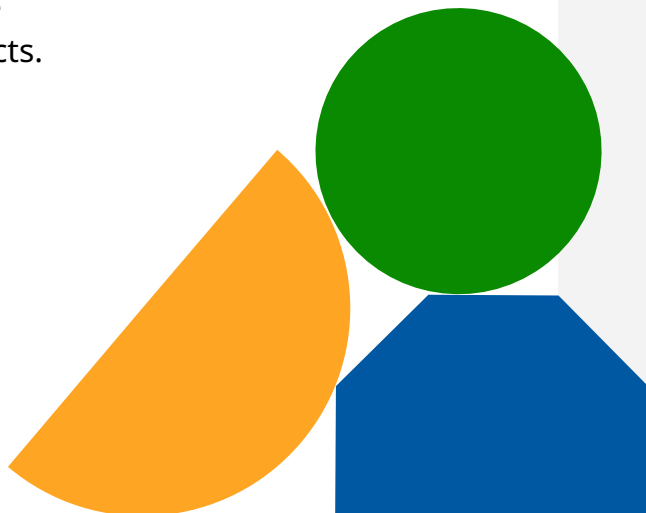




Findings

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**



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.



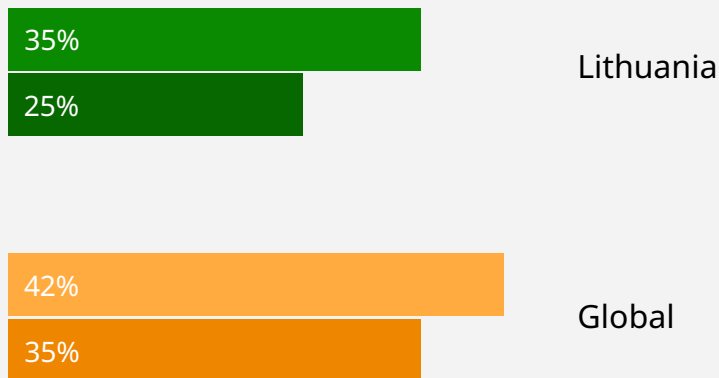
Relationships

Family and friends

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

18% of people in Lithuania say that over the last 12 months their friendships have been negatively impacted.

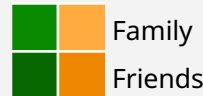
Positive impact on relationships with **family vs. friends**



6



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.



1

Partner

Lithuania

46%

Global

50%

2

Friend

Lithuania

35%

Global

41%

3

Parent

Lithuania

15%

Global

22%

4

Sibling

Lithuania

19%

Global

21%

5

Therapist

Lithuania

7%

Global

16%

?

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 us it is hard to open up

In Lithuania, we tend to **speak** with others about our mental health **less** than globally.

Do not talk to anyone about their mental health:



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

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

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

44% vs. **24%**
women men

53% vs. **41%**
men women

Men vs. women
opening up to
their partners



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, **15%** of people in Lithuania say that **connecting to people in their neighbourhood** now is more important than it was 12 months ago.



44%

31%

Lithuania

Global

8%

13%

Lithuania

Global

?

In the past 12 months ... I have spent more time in my neighbourhood // I have got to know more people in my neighbourhood (Top 2 answers)



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**

21%

18%

Lithuania

Global

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

13%

15%

Lithuania

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 (Top 2 answers)

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 sixty percent both in Lithuania and 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**

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Better about their home feel:

- Living in suburbs
- Living in own houses

Worse about their home feel:

- People below 34 years of age
- Living in rented apartments

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



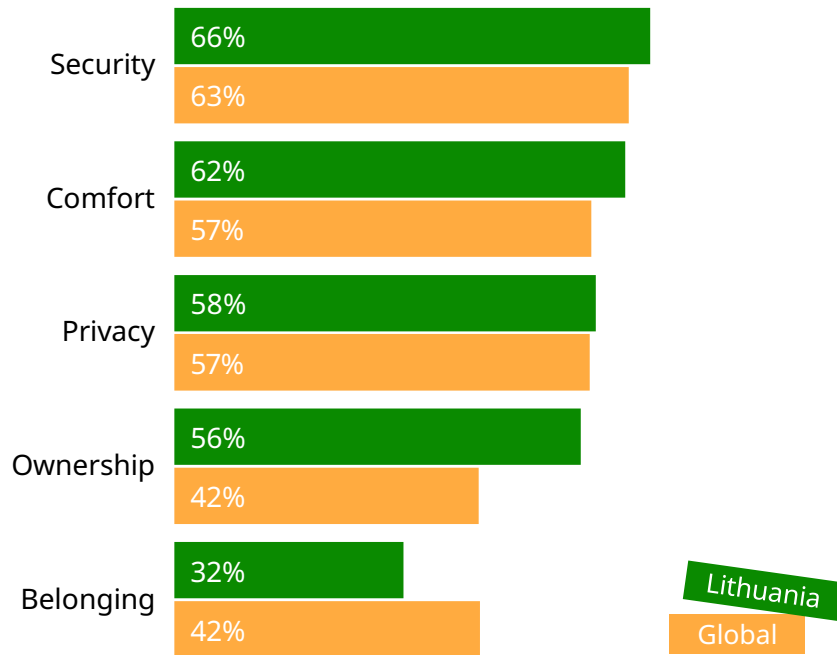
Space

Our expectations to home

At home we firstly want to have a **sense of security** and **comfort**.

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

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



14



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

Those living with
minor **children**
(under 18 y. o.)
more often seek
comfort and
privacy at home

Feeling a sense of **belonging**
where you are accepted for
who you are is more important
for **people under 34 y. o.**



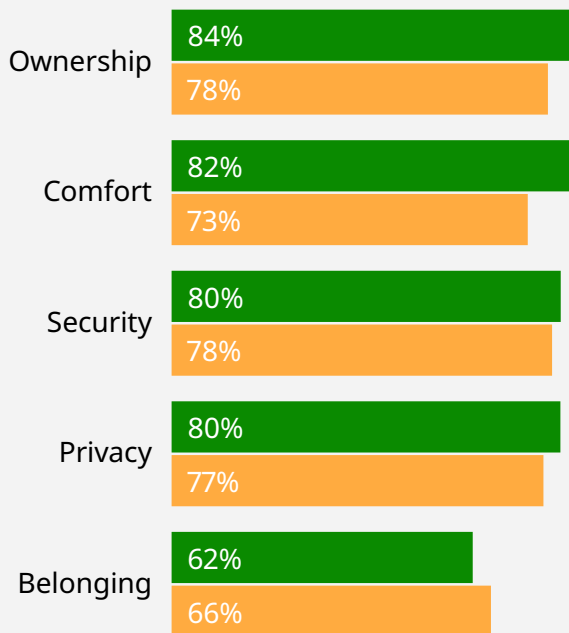
Space

Our home is our sanctuary

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

However, for some of us our home is **less** about the feeling of **belonging**. 28% of Lithuanians find the sense of belonging elsewhere.

Our own home provides us with....



?

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

Lithuania
Global

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.

27% of people who live in **rented** apartments feel **more negative** about their homes, compared with before the pandemic.

Feeling **more positive** about their homes

42%

35%

Lithuania

Global

vs.

Feeling **more negative** about their homes

15%

14%

Lithuania

Global

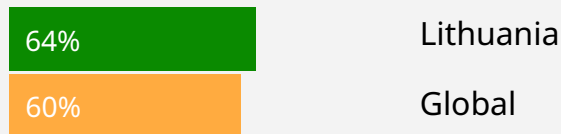
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Overall, in the past year, have you felt more positive or more negative about your home, compared with before the pandemic?

Space

Reorganizing our space for the comfort

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



Only **7%** of Lithuanians 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.

18

However, even **64%** of people in Lithuania 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

Mental wellbeing “in action”

For Lithuanians, their mental wellbeing is rooted in **relaxing, sleeping** and **doing hobbies**. Also, instead of spending time reflecting on their own, they'd rather spend it with partner or having a home spa.

Important for mental wellbeing at home



Rituals

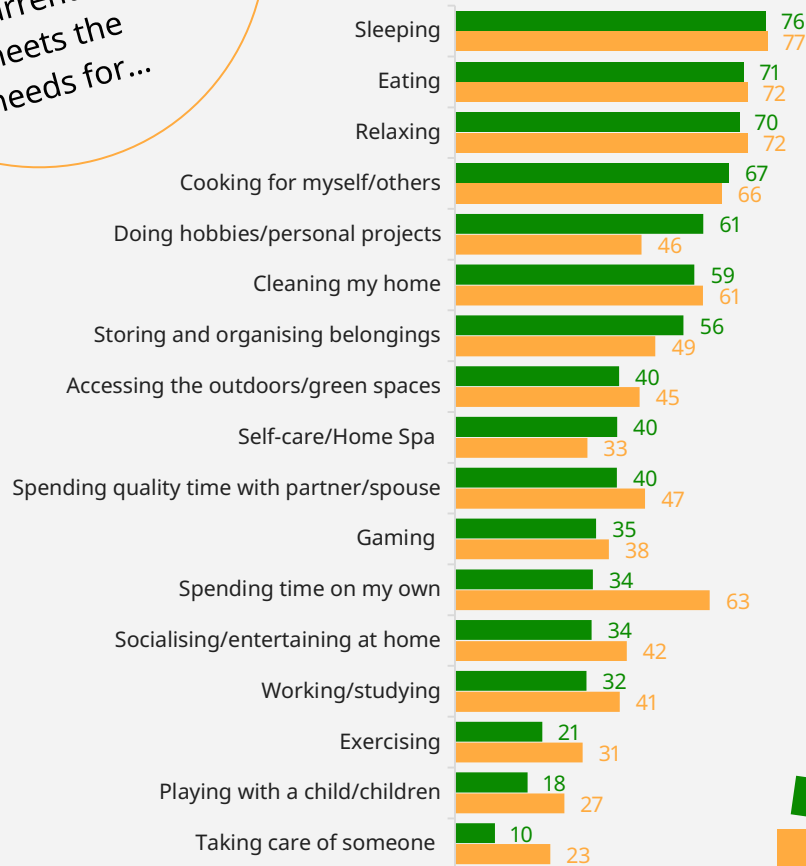
Current HOME: meeting the needs

Our homes best meet the **basic** universal needs of **sleeping, eating and relaxing**.

However, Lithuanians do **NOT** feel like their home sufficiently meets the needs for **alone time, working / studying, exercising and playing with children**.

In general, **women** of Lithuania view their home **as more suitable for their needs** than men.

Current home
meets the
needs for...



?

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

Lithuania

Global



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

Private and green

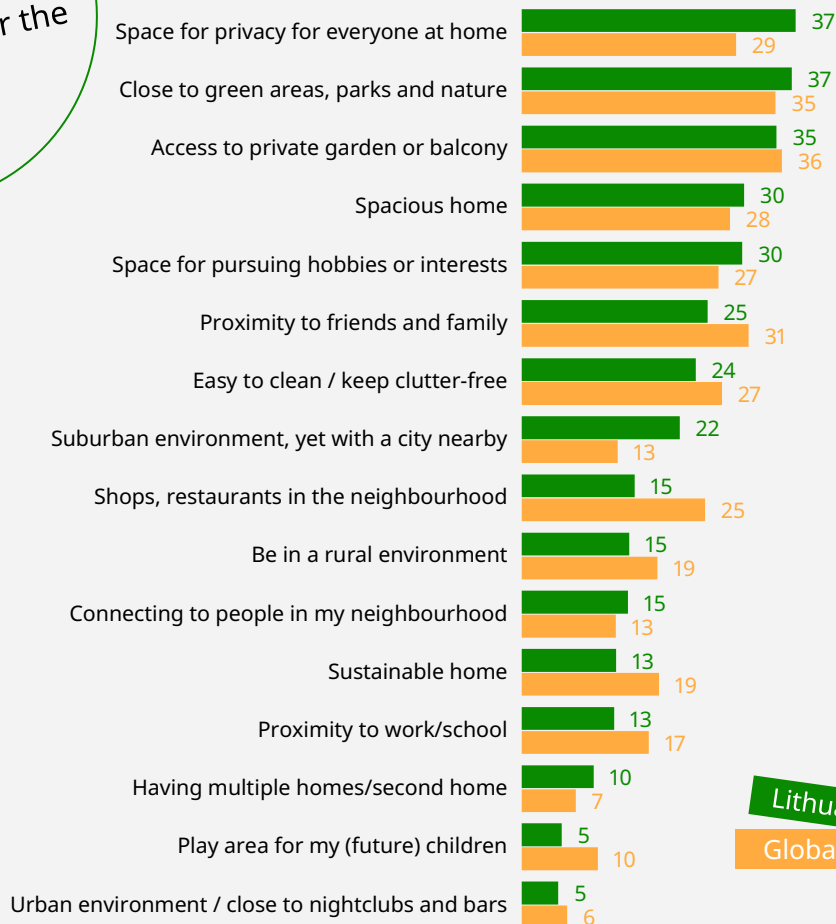
When thinking about their ideal home, the following features have **increased in importance** in the last 12 months for the most of people:

- 1 Space for **privacy**
- 2 Living close to **green areas**
- 3 Having a private **garden**
- 4 Having a **spacious** home
- 5 Having a space for **hobbies**

?

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

Things that grew in importance over the last 12 months



Lithuania

Global

Future home

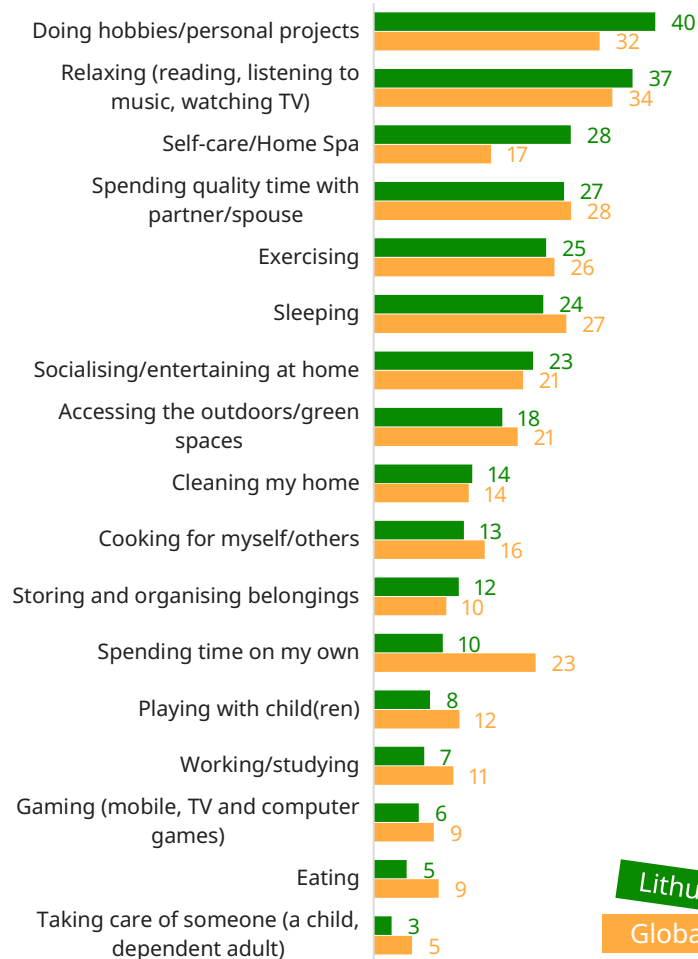
Things **we wish to spend more time** doing implies what **our home** might be needed to serve in the future for.

TOP 5 things in Lithuania are:

- 1 Doing hobbies
- 2 Relaxing
- 3 Self-care / Home Spa
- 4 Spending time with partner / spouse
- 5 Exercising

?

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 one third of Lithuanians. However, there is a difference among age groups: even **51% of people below 34 y. o.** are positive about the future, and only **21% of aged 55 y. o.+** feel the same.

The future will be better than today

34%

Lithuania

38%

Global

?

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



Key takeaways

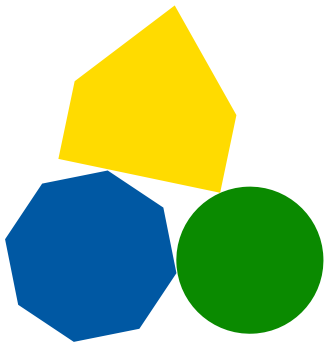




Key takeaways (1)

A home we love is more important than ever

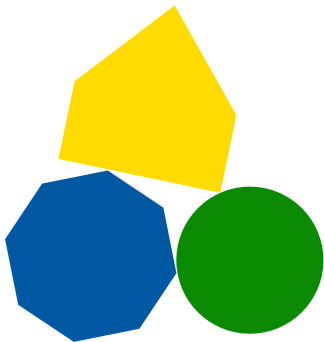
1. 29% of people in Lithuania have experienced a negative impact on their mental health in the last 12 months.
2. However, a happy home can help mental wellbeing: 23% of people in Lithuania who felt more positive about their home in 2021 also saw their mental wellbeing improve.
3. For some though, their mental wellbeing needs are not being met by where they live. For 20% in Lithuania, where they live doesn't sufficiently meet their mental wellbeing needs.





Key takeaways (2)

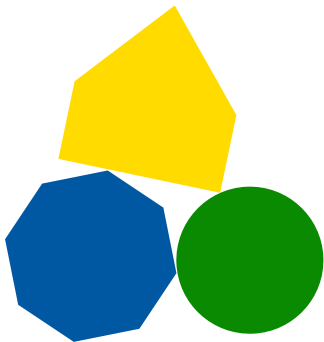
4. 35% of people in Lithuania said their relationships with their families had improved in the last 12 months.
5. However, 18% of people in Lithuania also said that their friendships had suffered during this time.
6. Our communities and neighbourhoods have also played an important role in our lives in the last 12 months, with 85% of people in Lithuania having spent more time in local neighbourhoods.





Key takeaways (3)

7. 64% of us have changed our homes in the last 12 months to do the activities we wanted to do.
8. To achieve balance, the activities that we rate as most important for maintaining a sense of mental wellbeing at home are: Relaxing (54%), Sleeping (53%), Doing hobbies (52%), Time with partner (33%), Going outdoors (25%).
9. When thinking about the ideal home, the following features have increased in importance in the last 12 months: Space for privacy (37%), Near green areas (37%), Have a private garden (35%), A spacious home (30%), Space for hobbies (30%).



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:



1021 residents
aged 18+ in
Lithuania

Gender

Male	45%
Female	55%

Age

18-34	26%
35-54	32%
55+	42%

Children under 18 y. o.

At least one child present	8%
No children of that age present	84%

Type of living area

Urban	89%
Rural	11%

Household size

1	21%
2	41%
3	20%
4+	18%

Tack!



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