

Make yourself

at home

The IKEA Life at
Home Report 2022
Lithuania



► 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

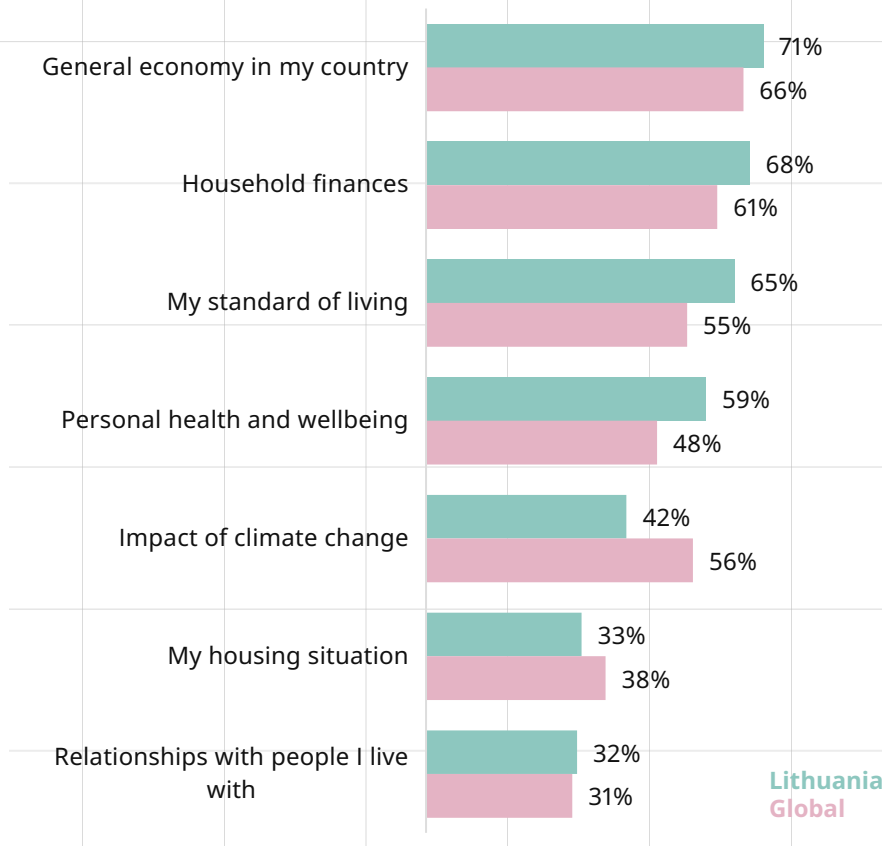
around the world and 1017 in Lithuania
were surveyed in July 2022.



People in Lithuania are most concerned about...

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

Concerns in Lithuania:



?

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

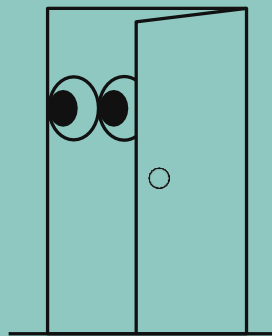
Around

1 in 3

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



Younger generation (up to 35 y/o) (46%) and bigger households (4 and more people) (47%) 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.



Lithuania:

70%

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

49%

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



Lithuania:

44%

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

24%

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

6 in 10

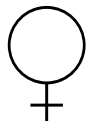
of us feel our home reflects who we are.



Only

half

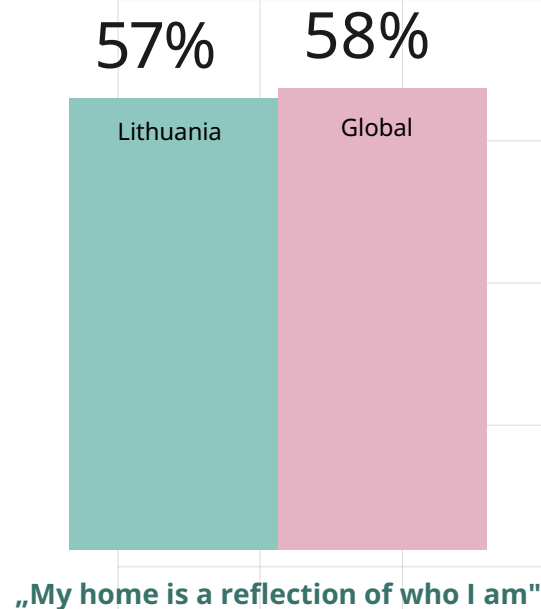
of young Lithuanian people feel their home reflects them, rising to almost **two-thirds** of people over 55.



Women feel better reflected than men:

61%

of Lithuanian women and only **53%** of men feel their home reflects them.



Chapter 01:

What makes us feel at home?

Feel
Feel
Feel
at
home



Understanding our seven emotional needs at home



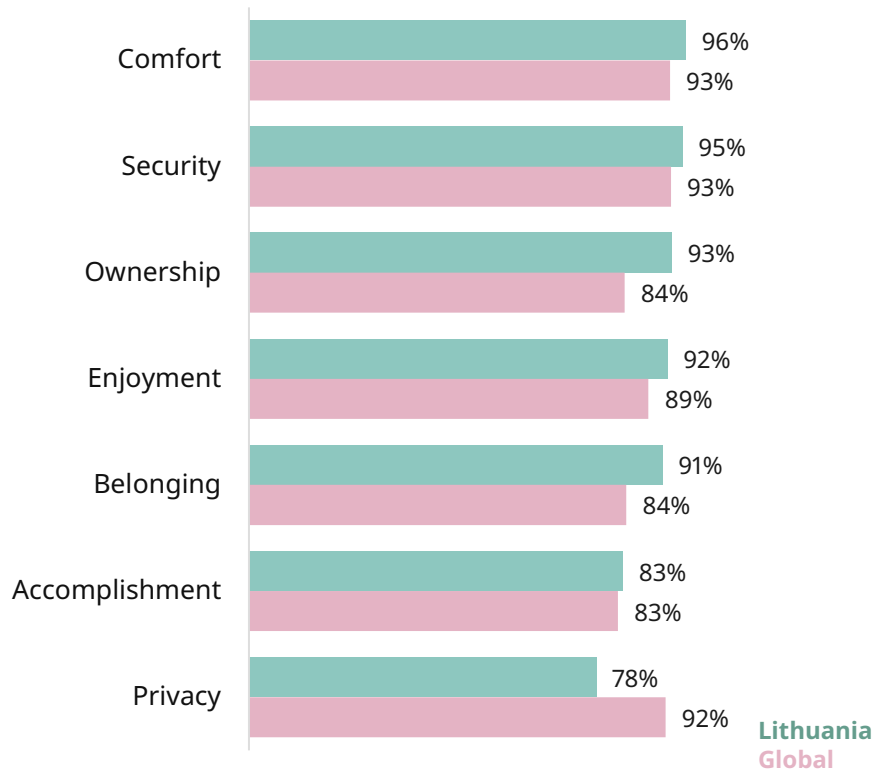
For many years, at IKEA, we've been exploring what creates the 'feeling of home'.

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:

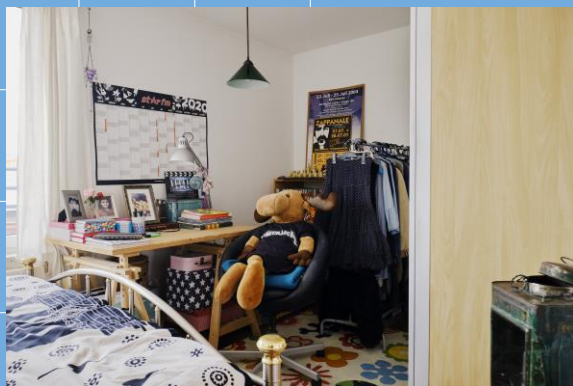


How important, or not, is it that your own home provides the following?
Results for "Very important" and "Fairly important".

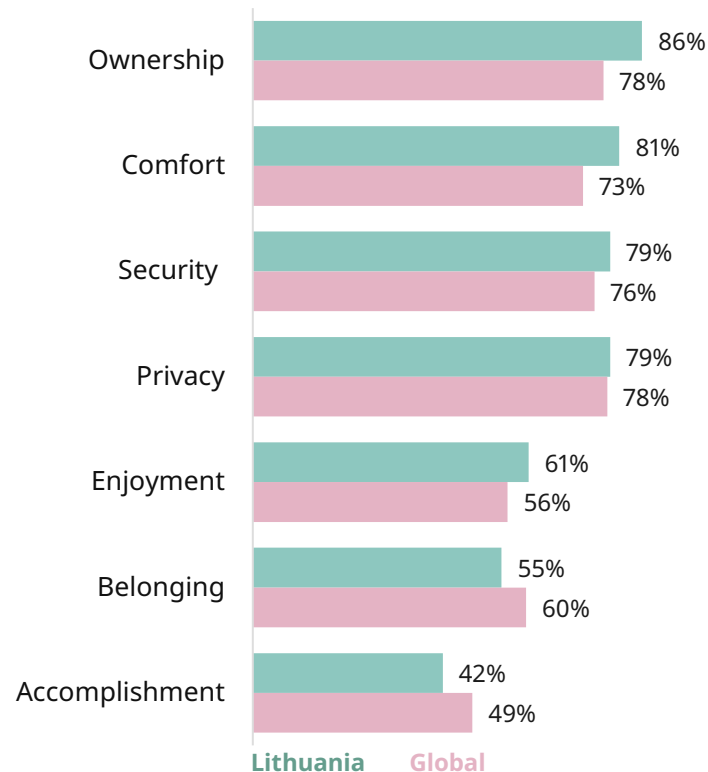
Fulfillment of the needs

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:



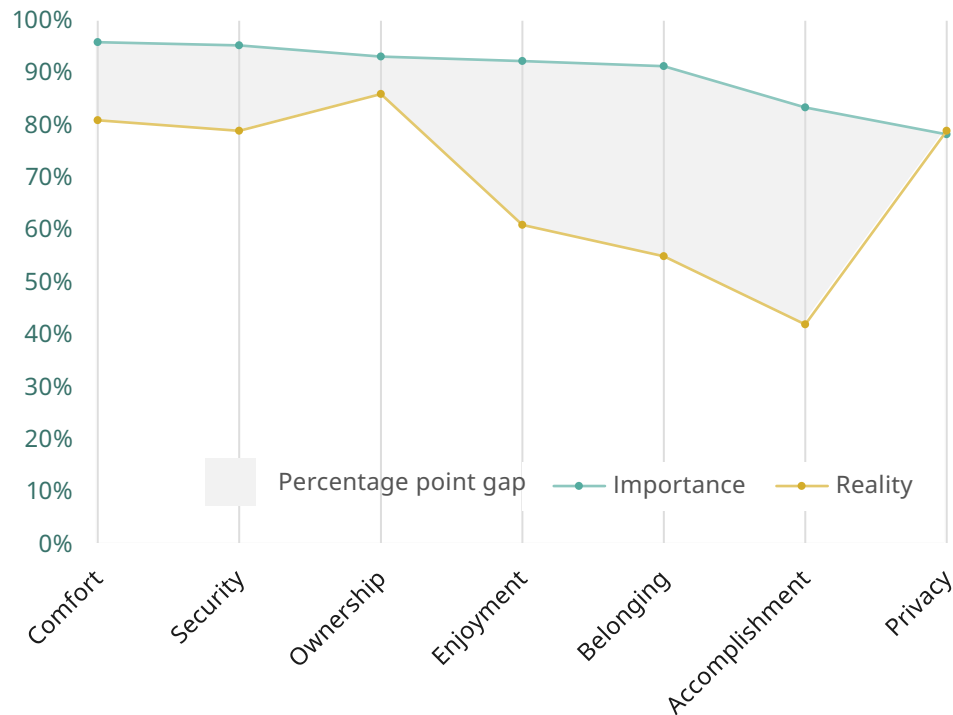
In which of the following places, if any, do you feel the most ... ?
Results for "Your own home".

Our homes can sometimes miss the mark



There's a persistent **gap between what people in Lithuania 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 **Lithuania**:

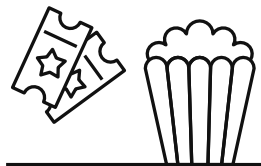


A retreat back home will increase its importance

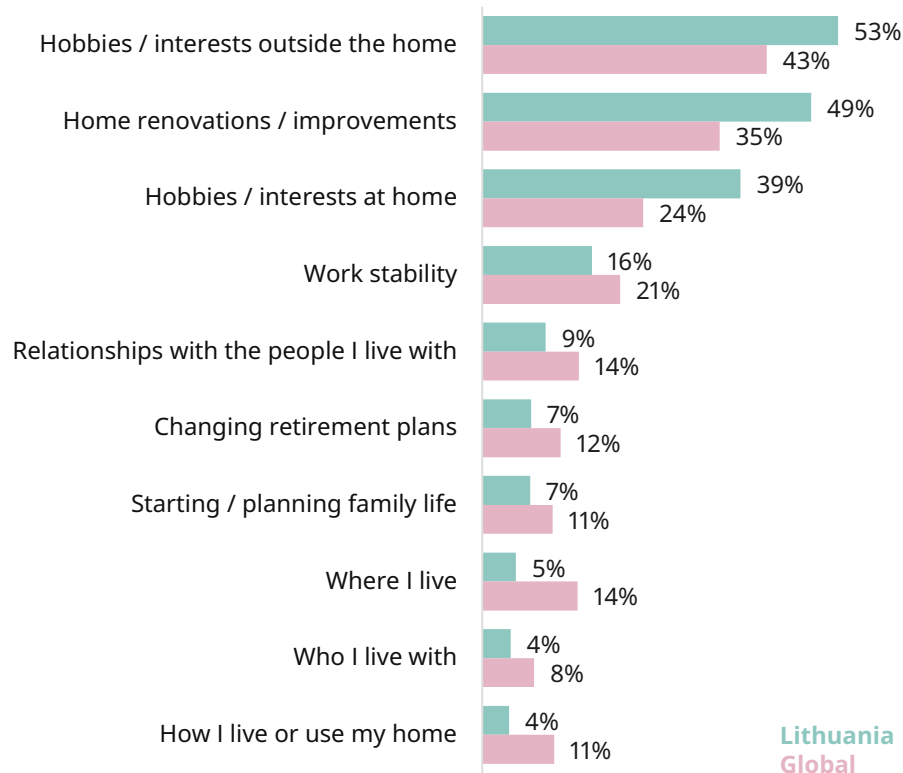
As belts tighten around the world, it's a fair bet that we'll spend more time at home to save on expenses.

1 in 2

expect their **hobbies and interests** outside of home to be negatively impacted. This number surpasses the global average. 4 in 10 believe the same about their hobbies at home.



Most affected areas if cost of living increases:



Lithuania
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

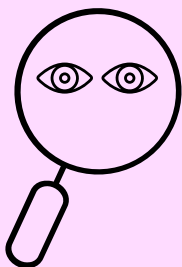
us



Our homes, our way

Only
1 in 10

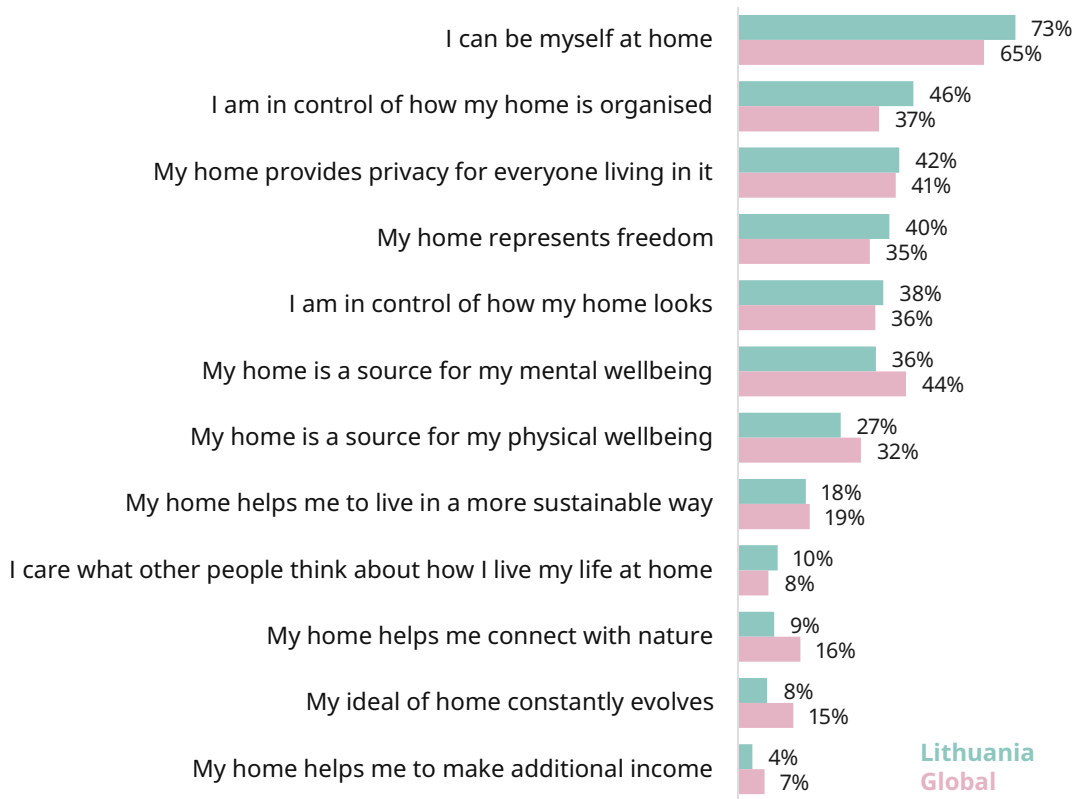
of us care what other people think about how we live our lives at home. However, in Lithuanian suburbs this number goes up to 20%.



Only
42%

agree that their home provides privacy for everyone living in it. This drops to **28%** for people renting a room.

Share of people who agree with the following statements:

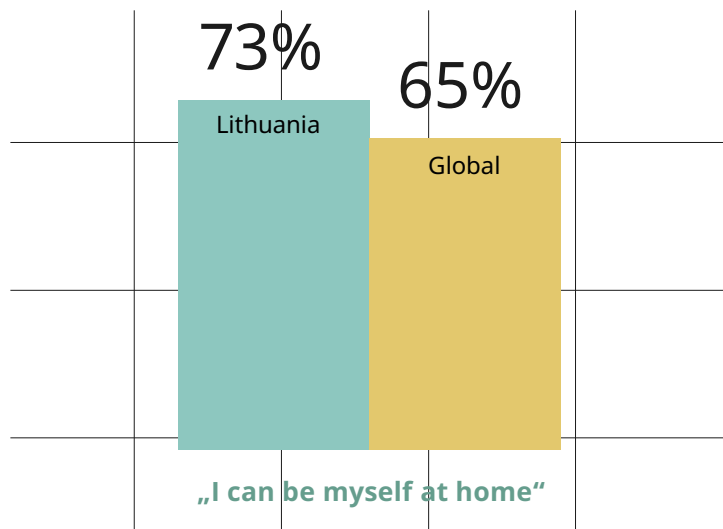


Lithuania
Global



Which of the following statements do you agree with?
Please select up to 5 answers.

Not everyone can freely express themselves at home



Believe they can be themselves at home:

78% vs. **67%**
Lithuanian women Lithuanian men

82% vs. **71%**
Lives alone Lives with a spouse / partner

Have control of how their home looks:

41% vs. **35%**
Lithuanian women Lithuanian men

48% vs. **36%** vs. **21%**
Lives alone Lives with a partner / spouse Lives with parents

Some of us face barriers to making our home a source of wellbeing

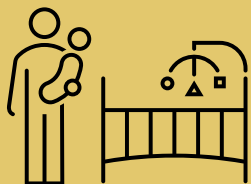
Young families less often find their home to be a source of their **wellbeing**:

Home is a source of my **mental** wellbeing

36%	vs.	27%
Lithuania's average		Young families

Home is a source of my **physical** wellbeing

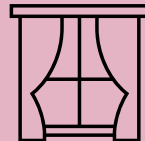
27%	vs.	20%
Lithuania's average		Young families



Lithuania's citizens who live in **owned apartments** tend to feel better than those living in rentals:

Home is a source of my **mental** wellbeing

38%	vs.	27%
Owned apartment		Rented apartment



In Lithuania, living in a city has a negative effect on overall wellbeing as compared to **rural areas**:

Home is a source of my **mental** wellbeing

35%	vs.	49%
Lithuania's cities		Lithuania's rural areas

Home is a source of my **physical** wellbeing

26%	vs.	39%
Lithuania's cities		Lithuania's rural areas

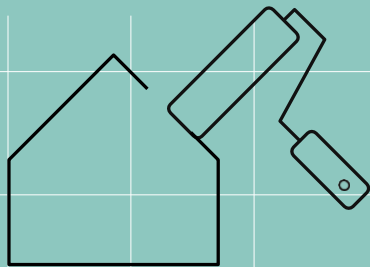


The media doesn't always reflect our lives at home

Around

7 in 10

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



71%

Lithuania

48%

Global

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



Do you agree or disagree with the following statements?

Chapter 03:

The power of much-loved possessions

Power
power
power



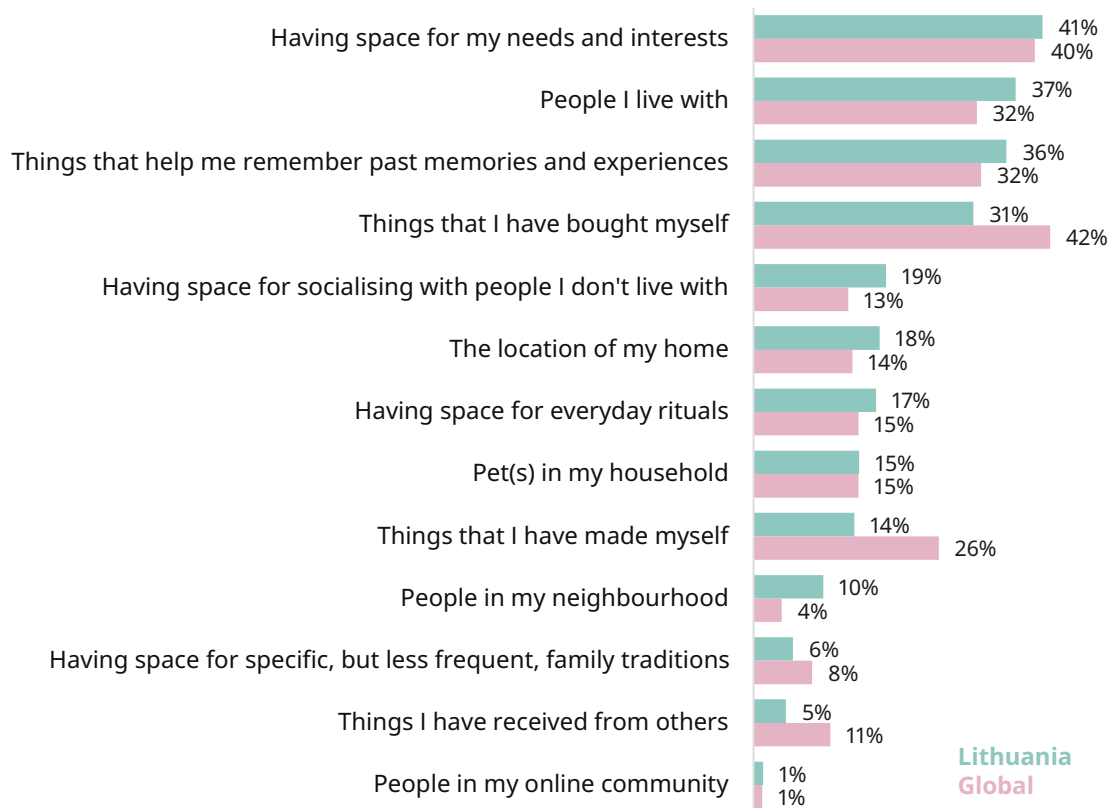
of
possessions

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.

11% vs. 18%

Lithuanian
women

Lithuanian
men



1 in 5

women in
Lithuania
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.

12% vs. 23%

18-34 y/o

55 y/o+



Residents of Lithuania’s
towns and villages are

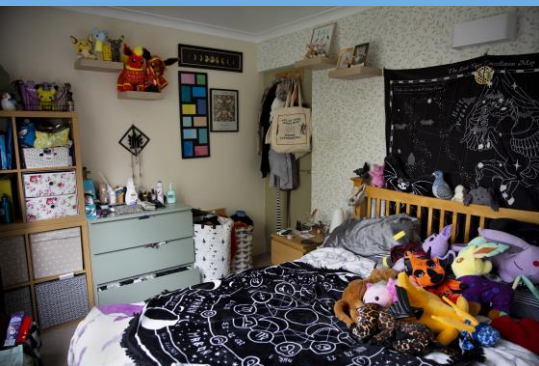
twice

more likely to claim that **people in
the neighborhood** reflect their
identity than those who live in cities.

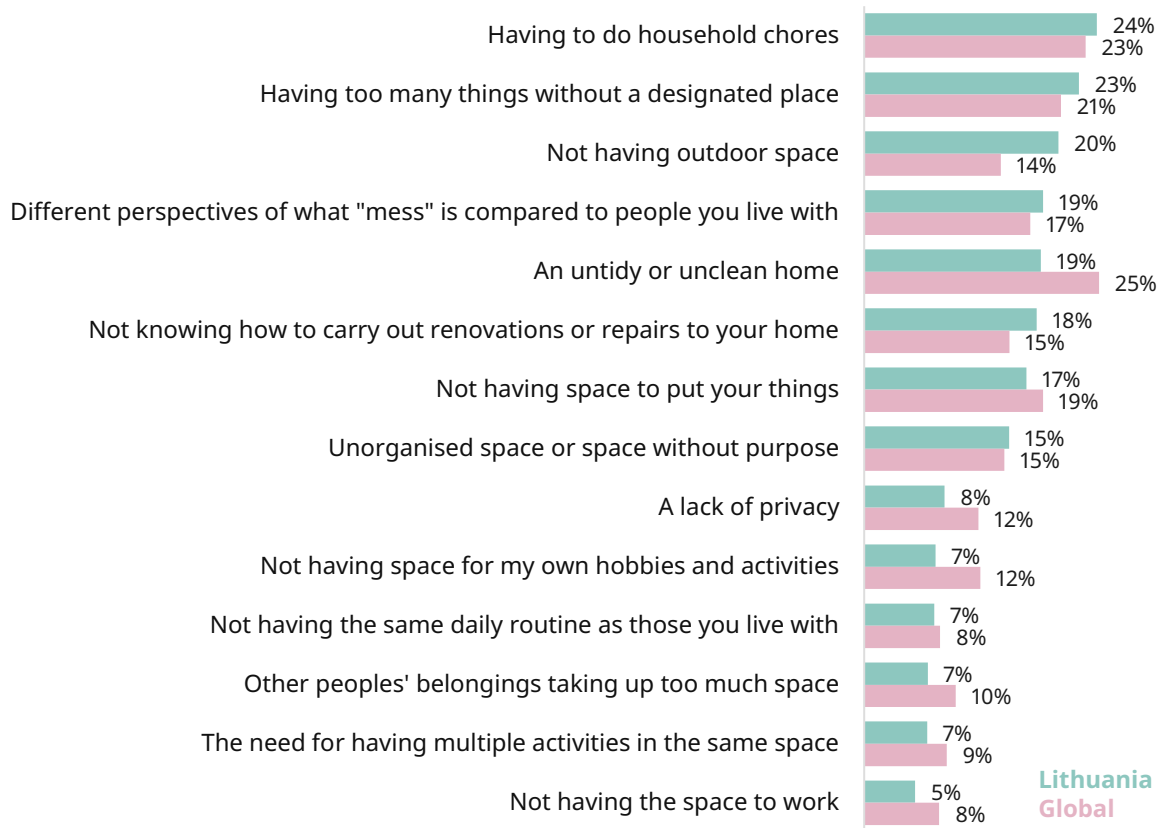
Possessions can be a source of tension

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.

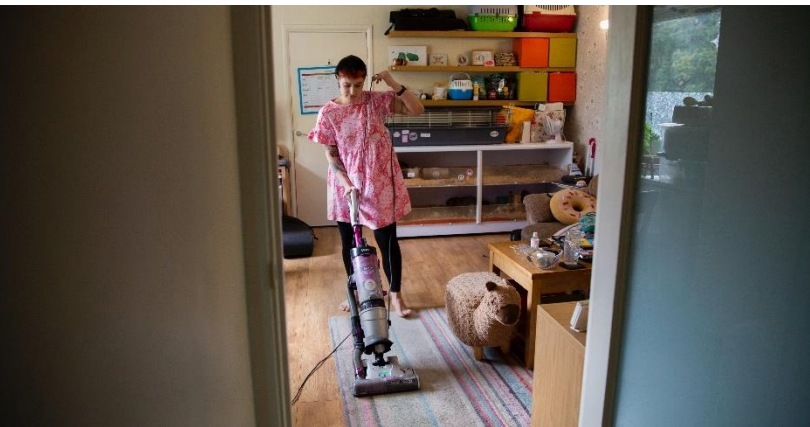


Sources of frustration at home:



Which of the following regularly causes you frustration when it comes to your home? Please select up to 5 answers.

Home remains a gendered space



80%

of people in Lithuania regularly **feel frustrated at home**, often because it's untidy, there are household chores to get done, or there's just too much clutter. Lithuanians also don't like not having an outdoor space.

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 Lithuania

twice

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

1 in 3

women in Lithuania are frustrated about having to do **household chores**, such as laundry, cleaning, cooking, compared to just 1 in 5 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.



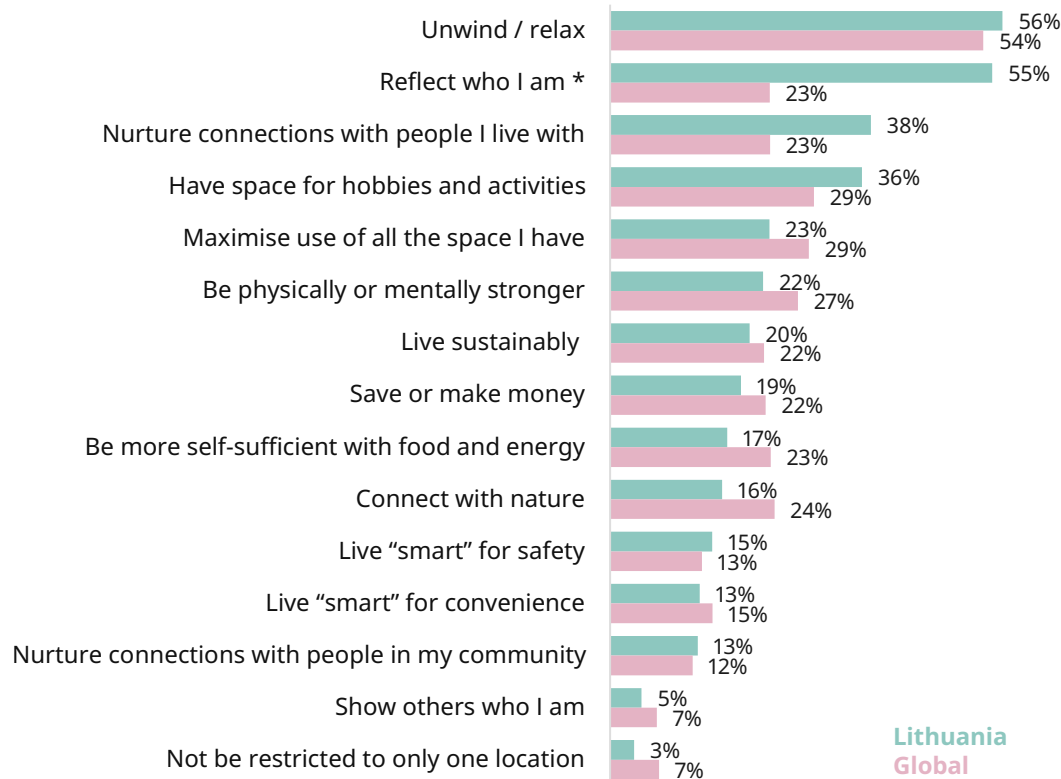
56%

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

1 in 2

Lithuanians believe it's important that home **allows them to be themselves**. People who live alone expressed this more often (65%).

Ideal home helps me to:



Lithuania
Global



Which of the following aspects would be the most important to you in an ideal home?

We want our homes to be both, "smart" and emotionally nurturing



1 in 5

young families want to live **"smart" for safety** (e.g., security cameras, alarms via apps).

15% vs. **22%**
Lithuania's average Young families



4 in 10

women want their ideal home to **nurture connections with people they live with.**

32% vs. **42%**
Men Women



Around **1 in 4** senior citizens in Lithuania want their ideal home to help them **connect with nature** and **be more self sufficient** with food and energy.

Be more self sufficient:

17% vs. **28%**
Lithuania's average Senior citizens

Connect with nature:

16% vs. **24%**
Lithuania's average Senior citizens



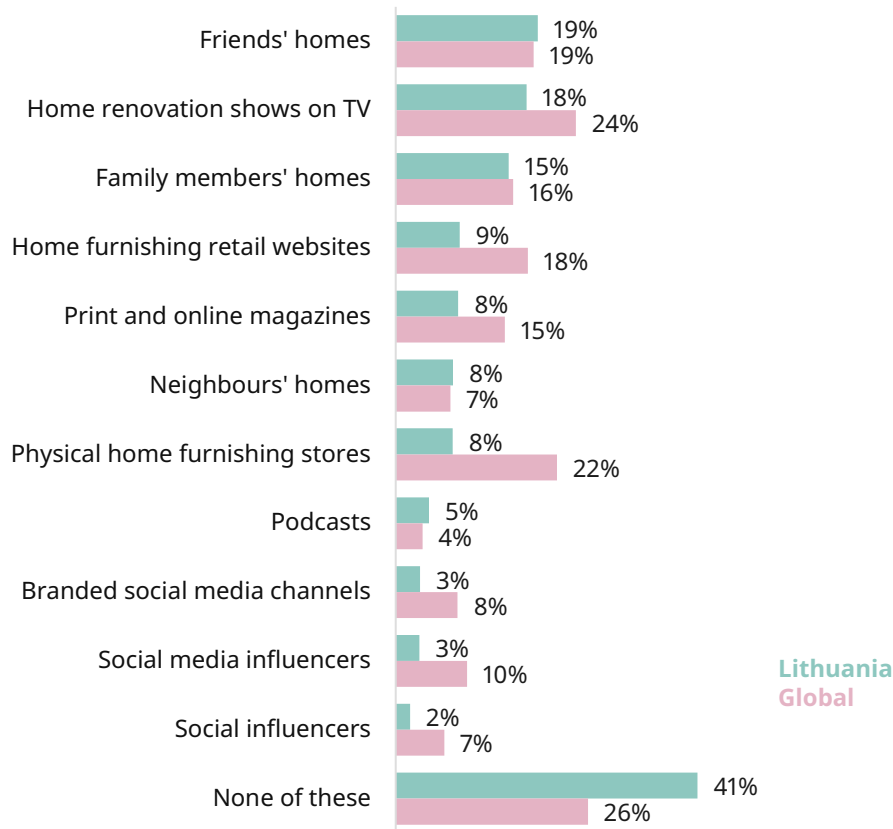
We want inspiration from real people in real homes

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.**

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

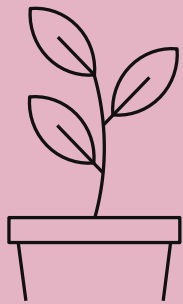
more than **40%** of us stated that we use **'none of these'** to spark our imaginations. This highlights that many of us struggle to identify with what's typically deemed home inspiration.

Sources of inspiration for making changes at home:



What are your sources of inspiration for making changes to your home?

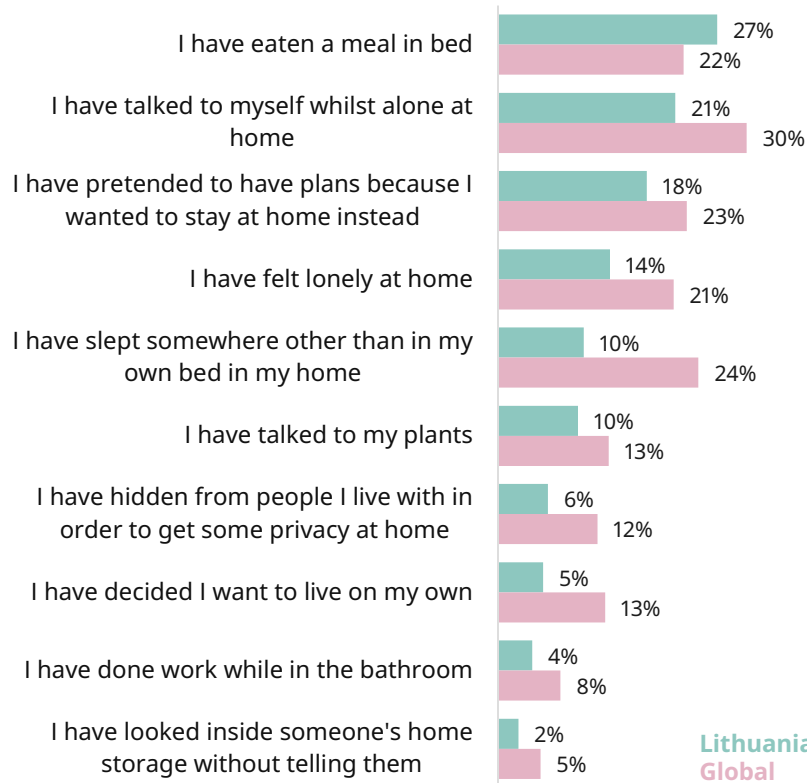
Home is where we feel free
to be our weird and
wonderful selves



1 in 10

Lithuanians have talked
to their plants.

In the last 12 months:



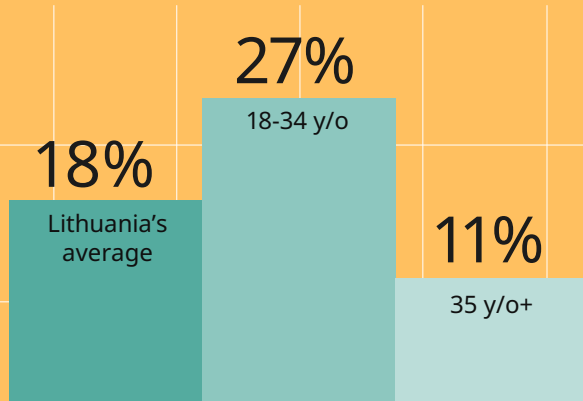
Lithuania
Global



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

People who have kids up to 7 y/o more often **have hidden from others in order to get some privacy.**

6% vs. **14%**
Lithuania's average Have small kids



1 in 4

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

35% vs. **16%**
18-35 y/o 55 y/o+

1 in 5

Lithuanians have **talked to themselves** at home. Younger residents, have done it more often.

27% vs. **18%**
18-35 y/o 55 y/o+



Conclusions

Conclusions

Conclusions

Lithuania Top 10 Insights

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

But only

57%

feel their home reflects who they are. This drops to **48%** amongst young people.

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

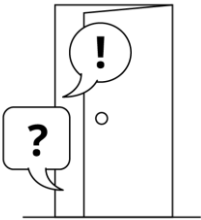
- ▶ Having to do household chores
- ▶ Having too many things without a designated place
- ▶ Not having outdoor space

18%

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 drops to **28%** for people renting a room.



36%

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

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

- ▶ National economy (**71%**)
- ▶ Household finances (**68%**)
- ▶ My standard of living (**65%**)

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

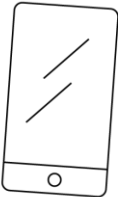
- ▶ **41%** say it's space for needs and interests
- ▶ **37%** say it's the people they live with
- ▶ **36%** say it's things that help them remember past memories and experiences
- ▶ **31%** say it's things they've bought themselves

91%

Of people say it's important to feel enjoyment at home, but only **61%** feel it. This increases to **66%** amongst homeowners.

71%

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

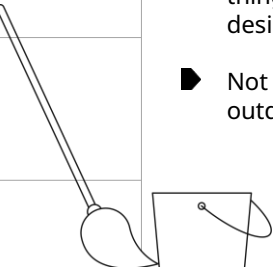


53%

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



Only
10% 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: 1017 in Lithuania

