

# Make yourself at home



The IKEA Life at  
Home Report 2022  
**Lithuania**



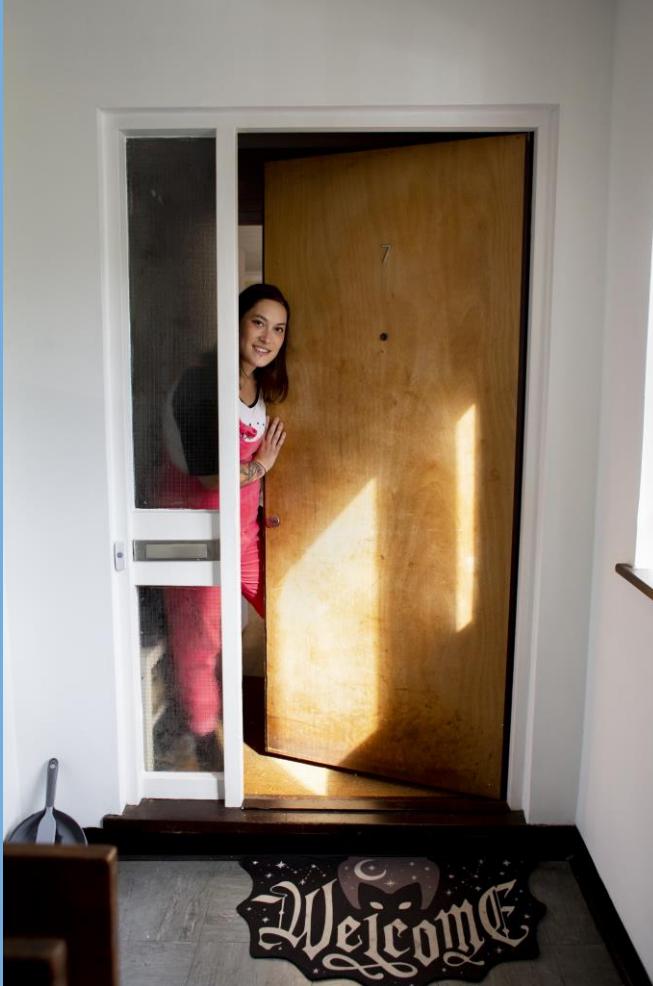
## ► Introduction

**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.

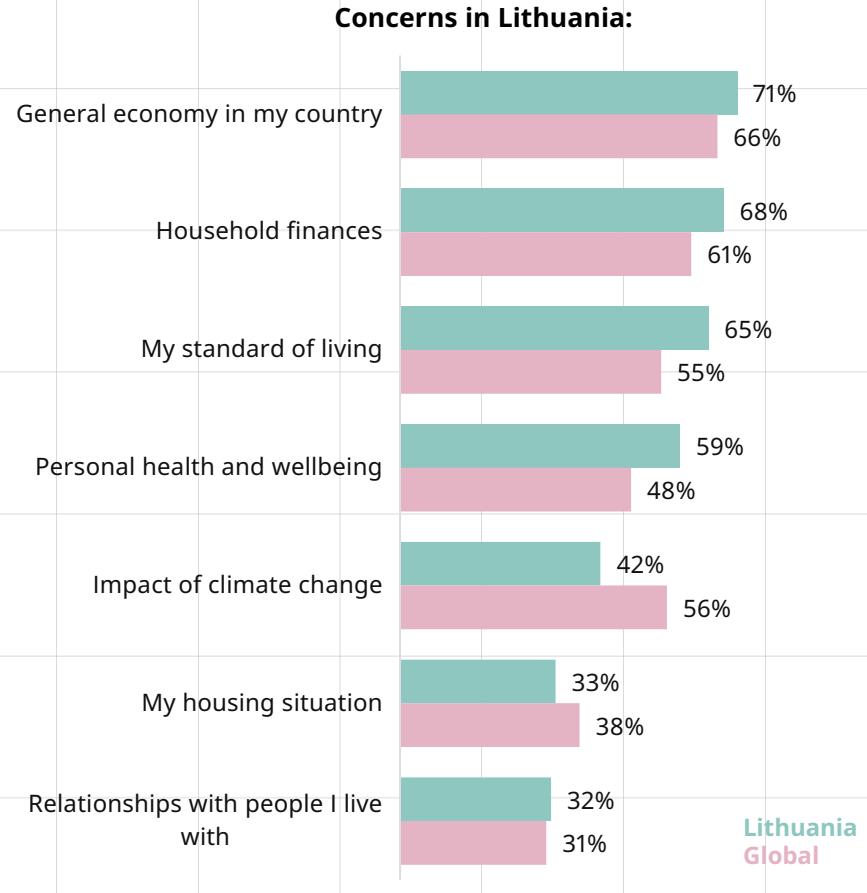
# 37,000 people

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



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

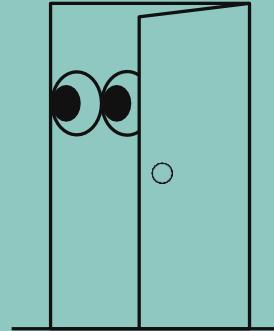
Around

# 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.

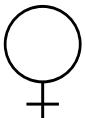
„My home is a source of mental wellbeing“

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.

**57%** **58%**

Lithuania

Global

**„My home is a reflection of who I am“**

Chapter 01:

# What makes us feel at home?



# Understanding our seven emotional needs at home



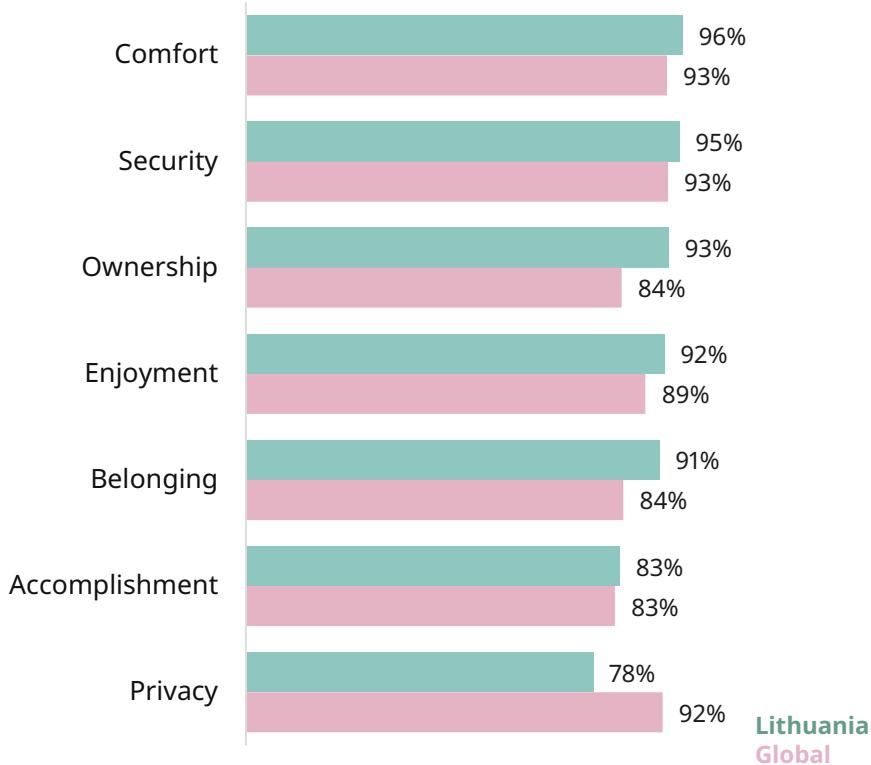
For many years, at IKEA, we've been exploring what creates the 'feeling of home'.

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".

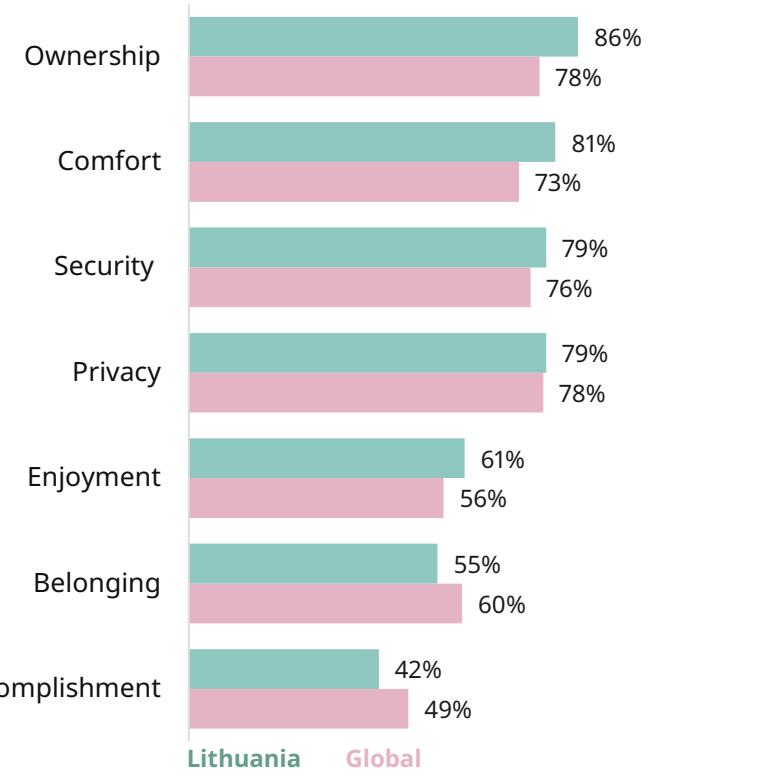
# Fulfillment of the needs

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:



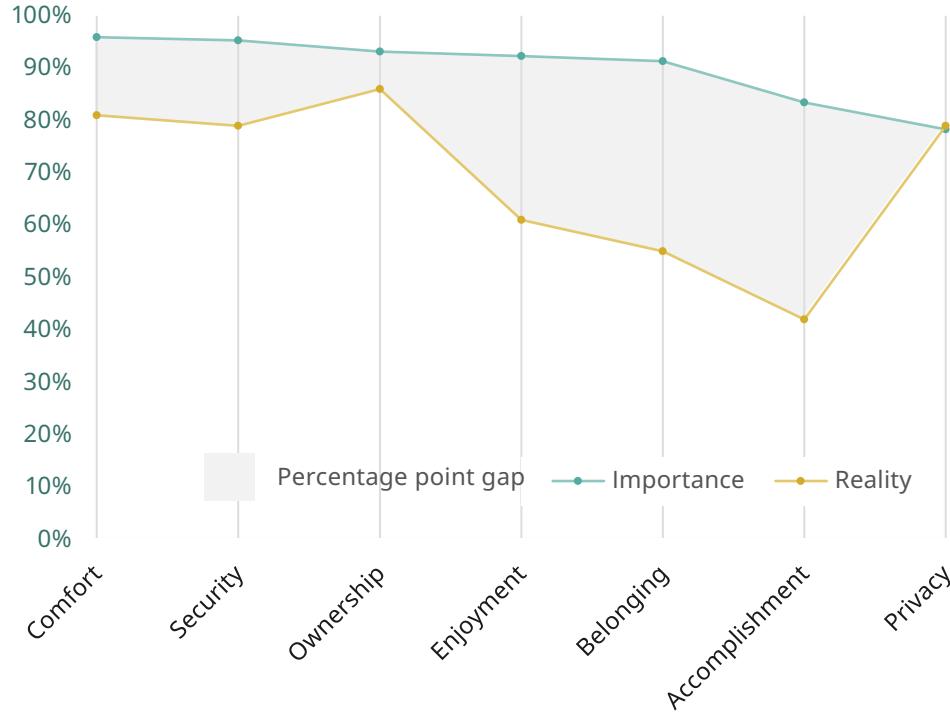
In which of the following places, if any, do you feel the most ... ?  
Results for "Your own home".

# 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:

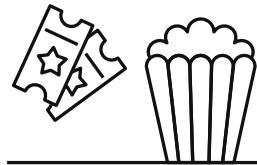


# A retreat back home will increase its importance

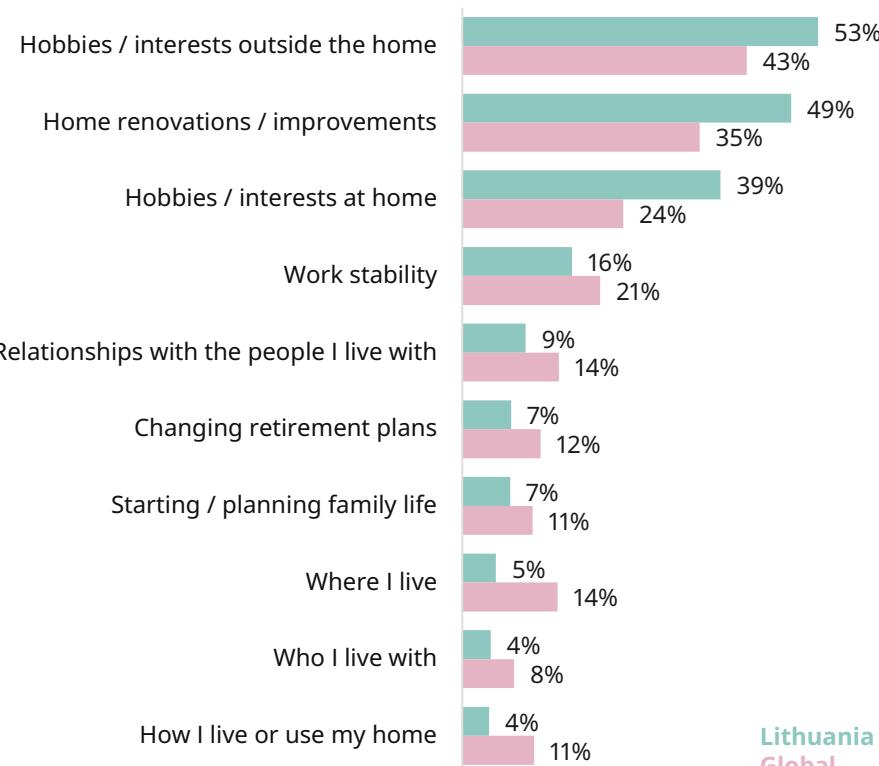
As belts tighten around the world, it's a fair bet that we'll spend more time at home to save on expenses.

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

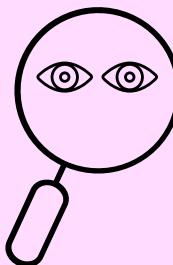
# us



# Our homes, our way

Only  
**1 in 10**

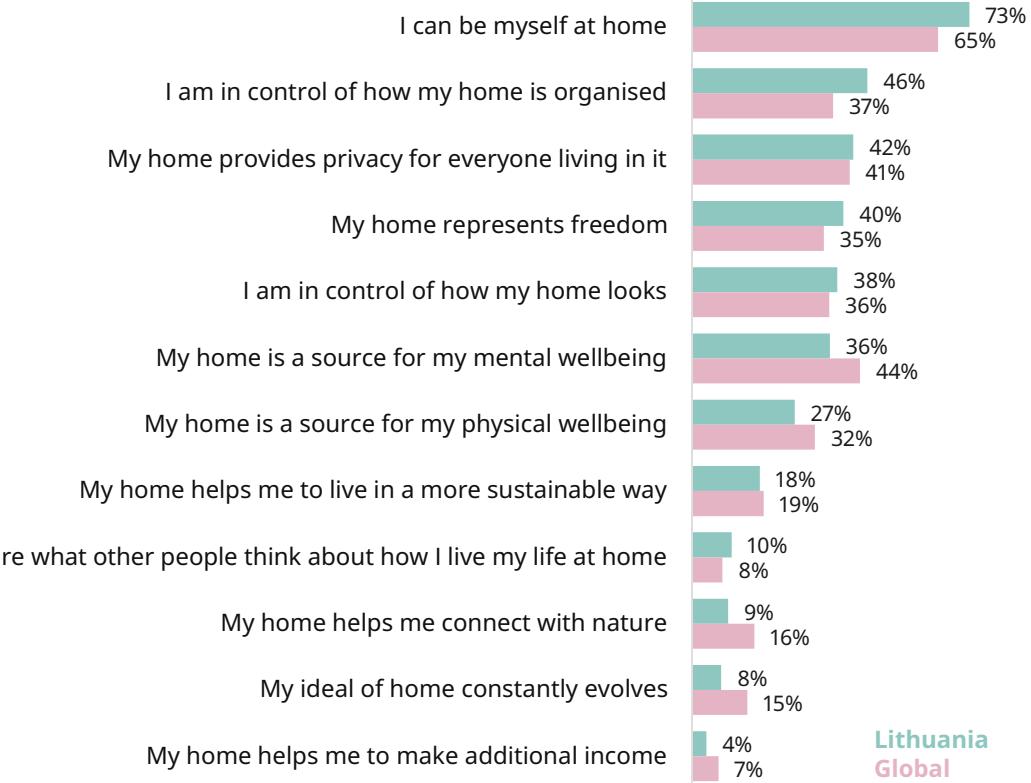
of us care what other people think about how we live our lives at home. However, in Lithuanian suburbs this number goes up to 20%.



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:

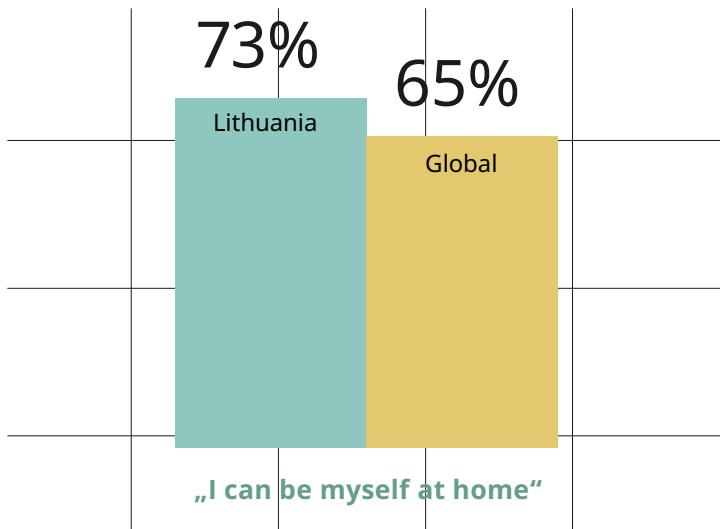


Lithuania  
Global

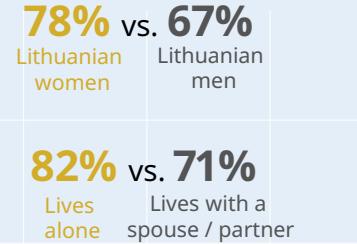


Which of the following statements do you agree with?  
Please select up to 5 answers.

## Not everyone can freely express themselves at home



Believe they can be themselves at home:



Have control of how their home looks:



# 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

|                           |                |
|---------------------------|----------------|
| <b>36%</b> vs. <b>27%</b> |                |
| Lithuania's average       | Young families |

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

|                           |                |
|---------------------------|----------------|
| <b>27%</b> vs. <b>20%</b> |                |
| Lithuania's average       | Young families |



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

|                 |                  |
|-----------------|------------------|
| <b>38%</b>      | vs. <b>27%</b>   |
| Owned apartment | Rented apartment |



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

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

|                           |                         |
|---------------------------|-------------------------|
| <b>35%</b> vs. <b>49%</b> |                         |
| Lithuania's cities        | Lithuania's rural areas |

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

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

|                           |                         |
|---------------------------|-------------------------|
| <b>26%</b> vs. <b>39%</b> |                         |
| Lithuania's cities        | Lithuania's rural areas |

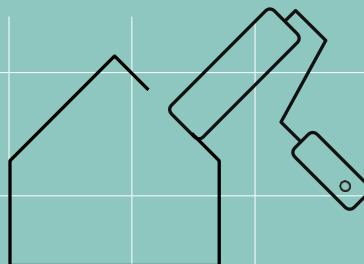


# The media doesn't always reflect our lives at home

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



# 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:



Lithuania  
Global

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.



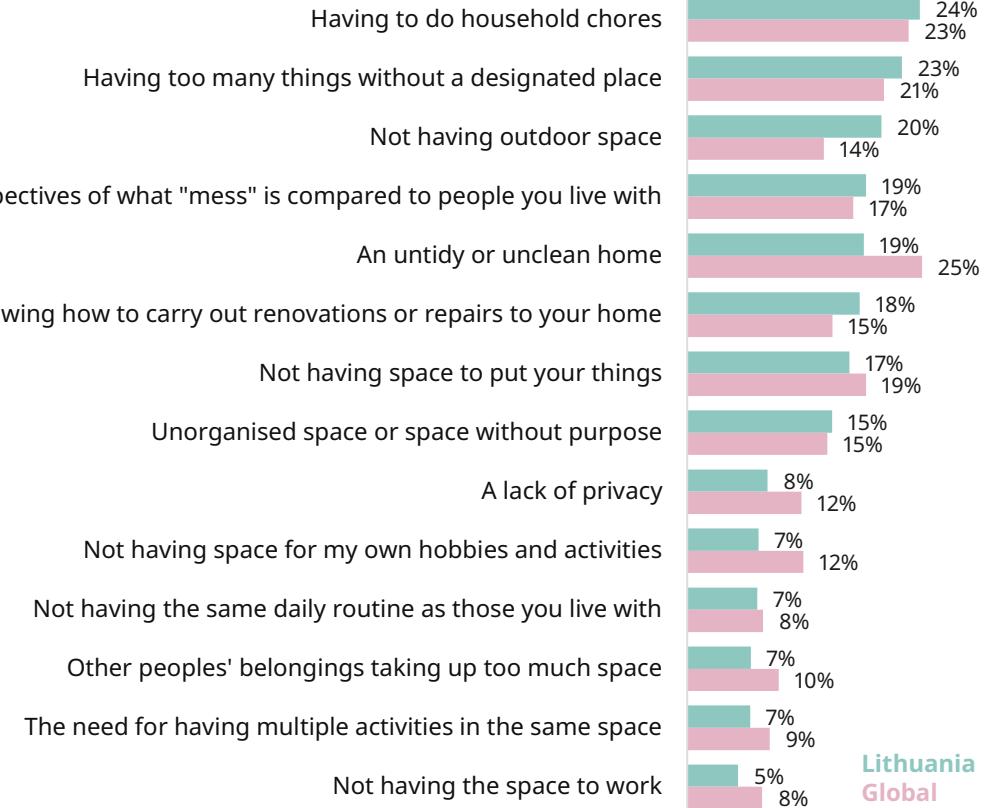
# Possessions can be a source of tension

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:



Lithuania  
Global



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



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

# spaces

# purpose

# purpose

# purpose

# Aspects of an ideal home

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



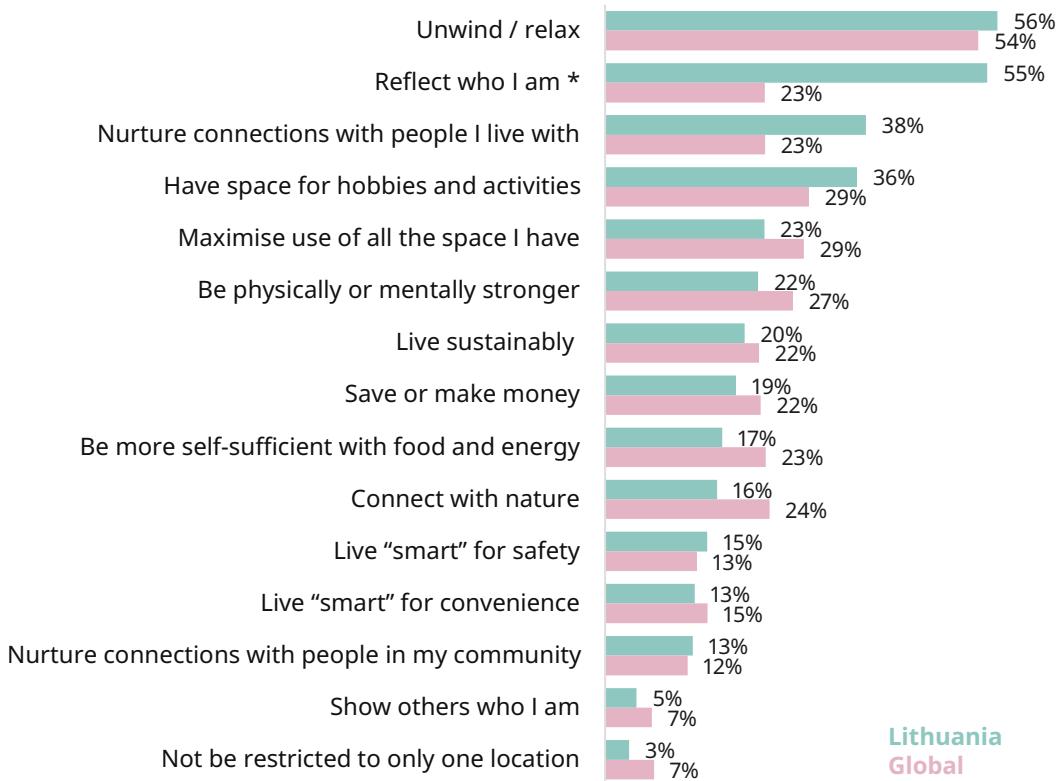
56%

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



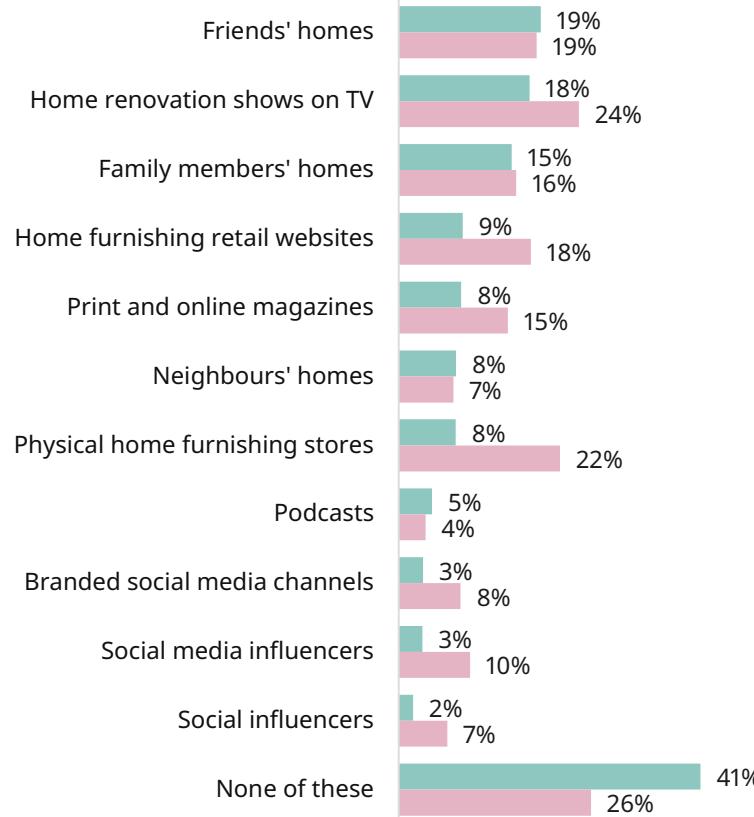
# We want inspiration from real people in real homes

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:



Lithuania  
Global



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:

I have eaten a meal in bed

I have talked to myself whilst alone at home

I have pretended to have plans because I wanted to stay at home instead

I have felt lonely at home

I have slept somewhere other than in my own bed in my home

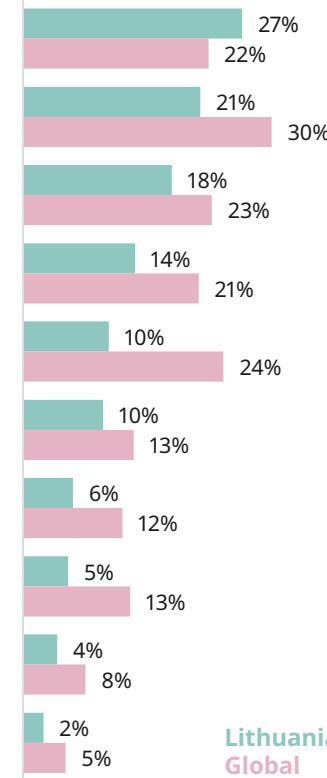
I have talked to my plants

I have hidden from people I live with in order to get some privacy at home

I have decided I want to live on my own

I have done work while in the bathroom

I have looked inside someone's home storage without telling them



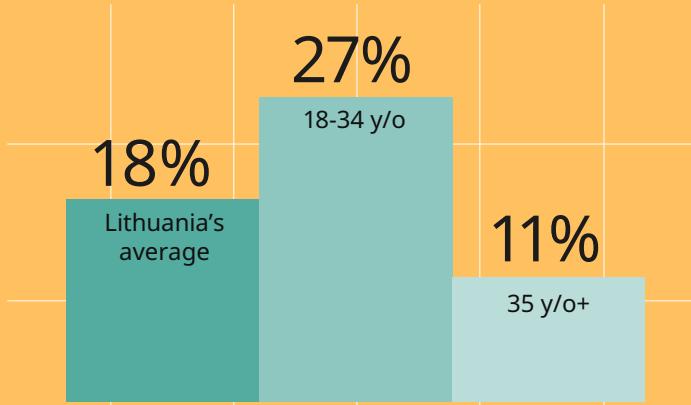
Lithuania  
Global



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:

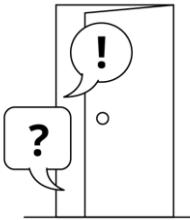
- ▶ Having to do household chores
- ▶ Having too many things without a designated place
- ▶ Not having outdoor space

# 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.



# 53%

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



# 71%

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

# 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

