

life

at Home

Report 2023

Lithuania





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# 01

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## Introduction





→ 250,000

people from over 40 countries have shared their intimate home life experiences with us over the past decade, revealing the deep emotional connections people have with their homes. This year marks 6<sup>th</sup> anniversary of distinctive research in Lithuania.

**Target**

The respondents are representative of their country's 18+ population in terms of age, gender, and region.

**Sample size**

The study conducted 37,428 interviews in 38 countries.

**Method**

The quantitative Life at Home study was conducted as an online survey (CAWI - Computer-assisted web interviewing) among YouGov panelists.

**Acknowledgement**

YouGov is the source of survey results.

**Baltics Report**

This report is based on global report data, featuring insights of Lithuania (1005).

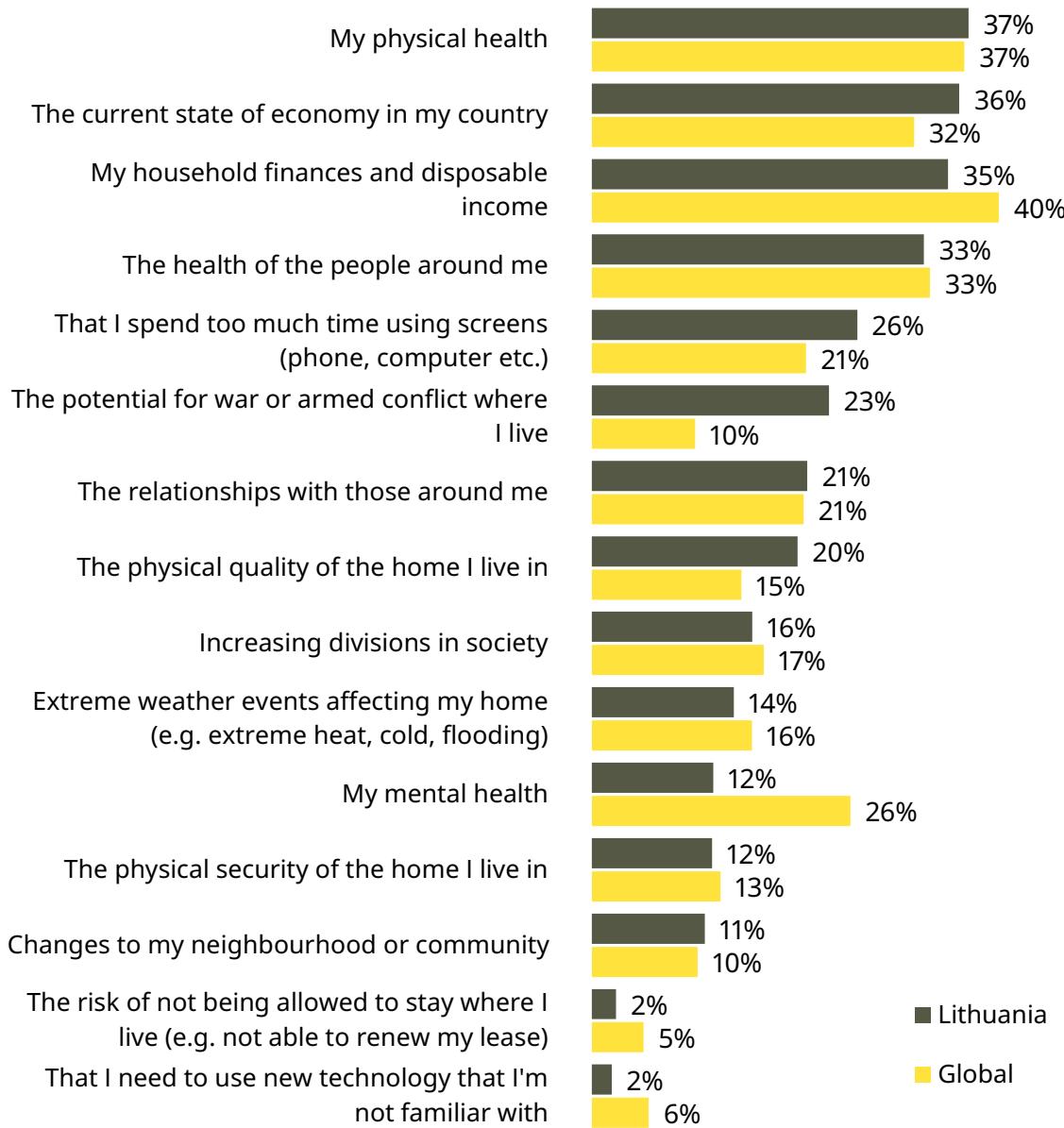
# 02

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## Current Home



## Main concerns around life at home



**37%**

of people in Lithuania are the most concerned about their physical health



Lithuanians are less concerned by half about their mental health compared to global average.

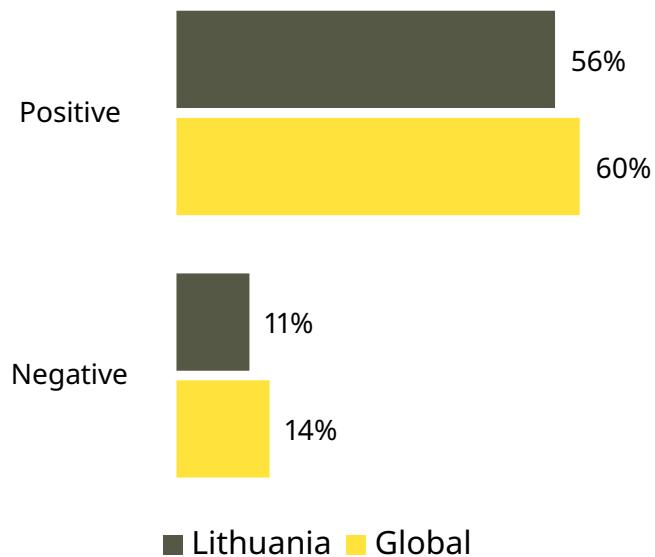


More than double of people in Lithuania are concerned about the potential of war than global average.



Which of these concerns you the most with regard to your life at home?

### Feeling about current life at home



56%

in Lithuania feel positive about their current life at home.

Emotional state at home



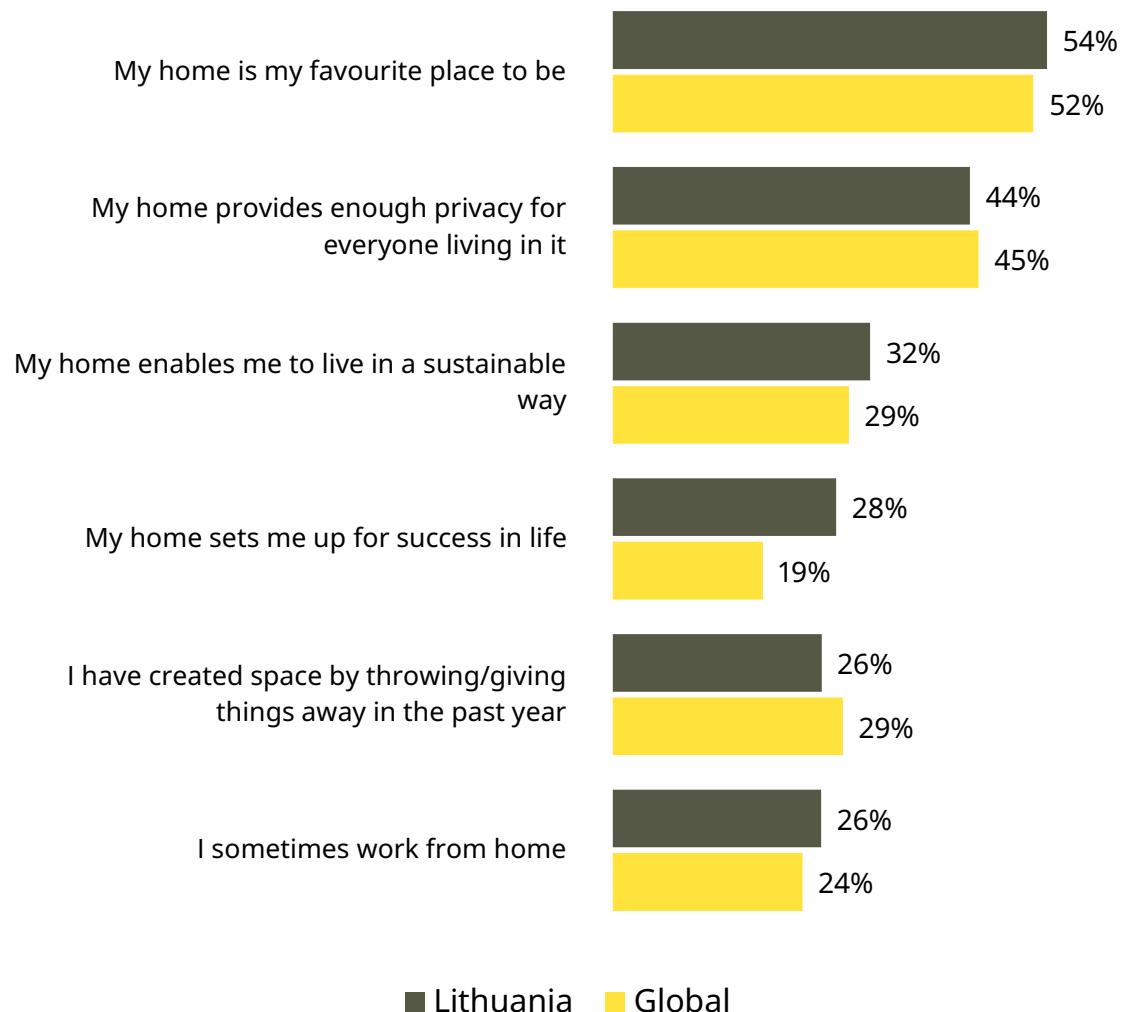
→ Homeowners report lower levels of dissatisfaction with their life at home at 9%, compared to 21% of renters.

→ Those who have children below the age of 17 living with them are more likely to have a positive view of their home, with 60%.



How do you feel about your current life at home?

## Home Characteristics



## Characteristics of Home

54%

say home is their favourite place to be and this rises to 65% of people who have pets.



Lithuania stands out with a high 28% of individuals believing their home sets them up for success.

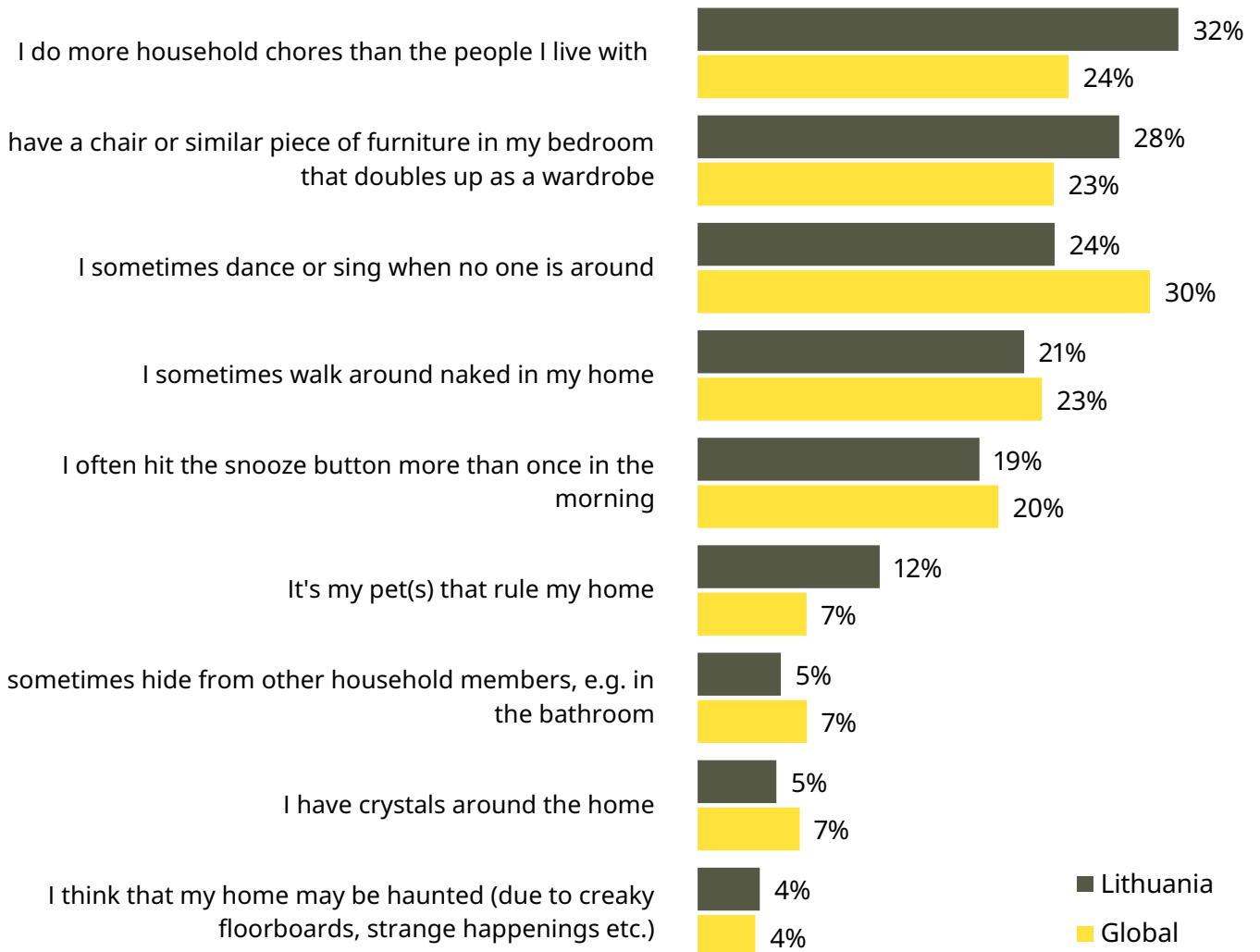


Home renters less often agree with the statement that their home enables them to live a sustainable life comparing to the Lithuania's average.



Which of these apply to you / your home?

## What do people do at home



## What do people do at home

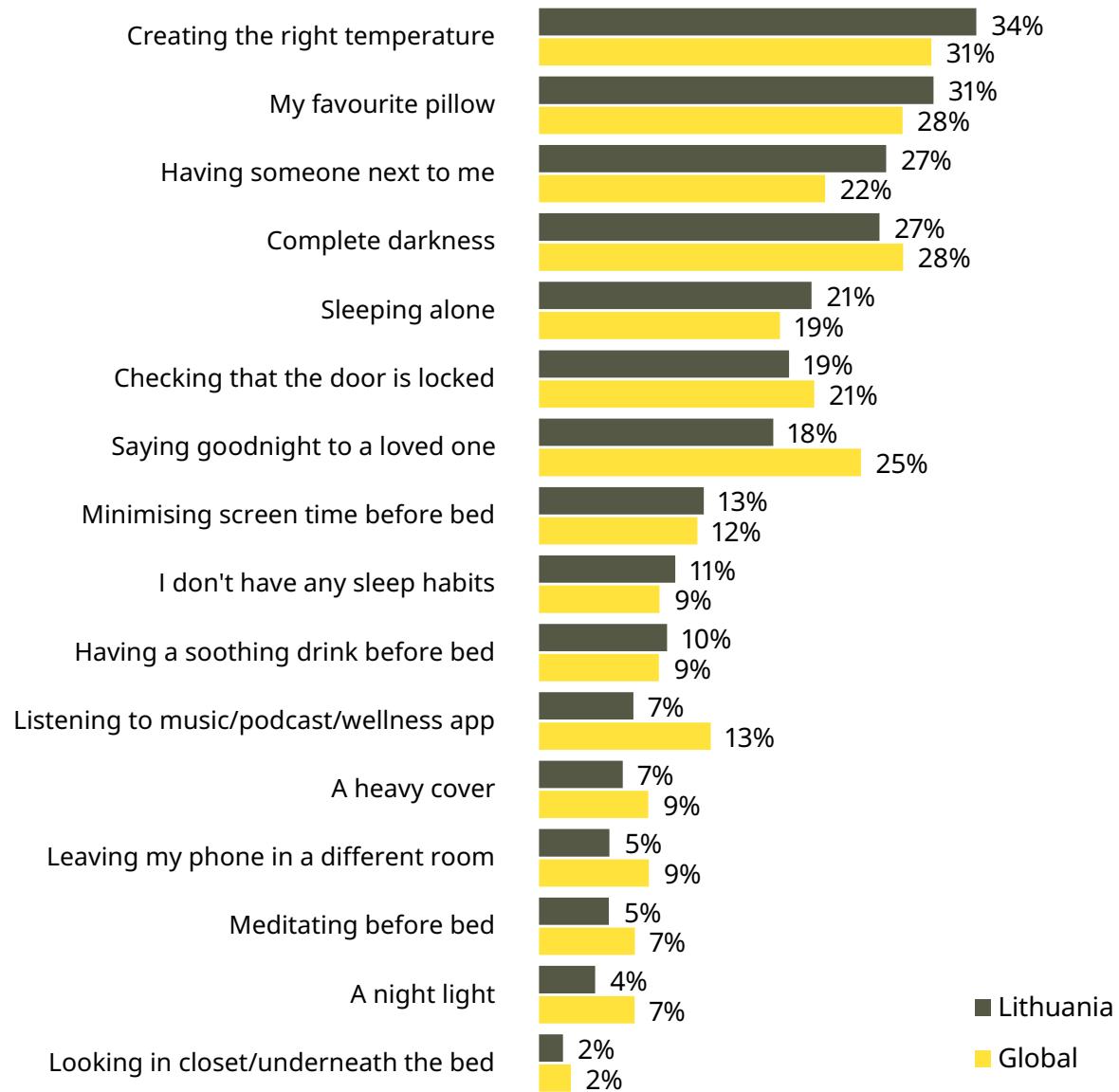


Significantly more women (45%), report doing more household chores compared to only 16% of men in Lithuania.



Which of these apply to your home?

## Key elements in habits for best sleep



### Top 5 elements for the best sleep:

- 1 Right temperature
- 2 Favourite pillow
- 3 Someone close
- 4 Complete darkness
- 5 Sleeping alone



What are key elements in your everyday sleep habits that help you get the best possible sleep?

# 03

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## Eight Needs of Home



## Aspirations

"That your life at home enables you to think and feel positively about your future"

## Enjoyment

"Having uplifting moments of appreciation or joy that give you warmth and happiness"

## Accomplishment

"Having a sense of pride and progress by achieving your goals or tasks"

## Nurturing

"That you can connect with yourself and take care of your mental and physical wellbeing"

## Belonging

"That you are accepted for who you are by the people that you live amongst and in places that reflect you"

## Security

"The fundamental elements are in place for you to feel safe and secure in your life at home"

## Control

"The feeling that you are in control of your home, what goes into it and how it is used."

## Comfort

"That you can create a home that makes you feel content and relaxed"

Future Dreams



Meaningful Moments



Care & Community



Everyday Essentials

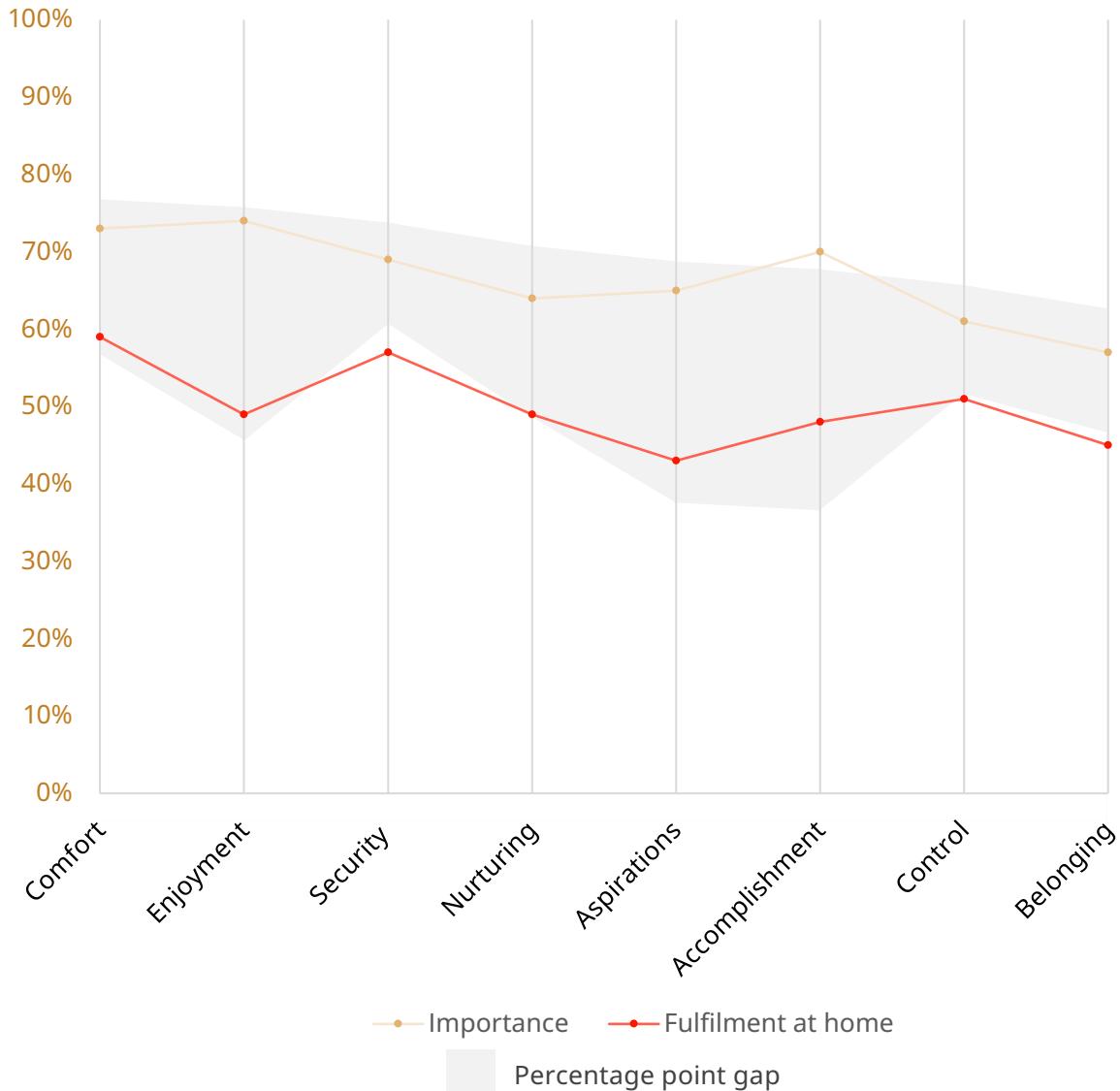


8 needs for a better life at home





Share of people in Lithuania

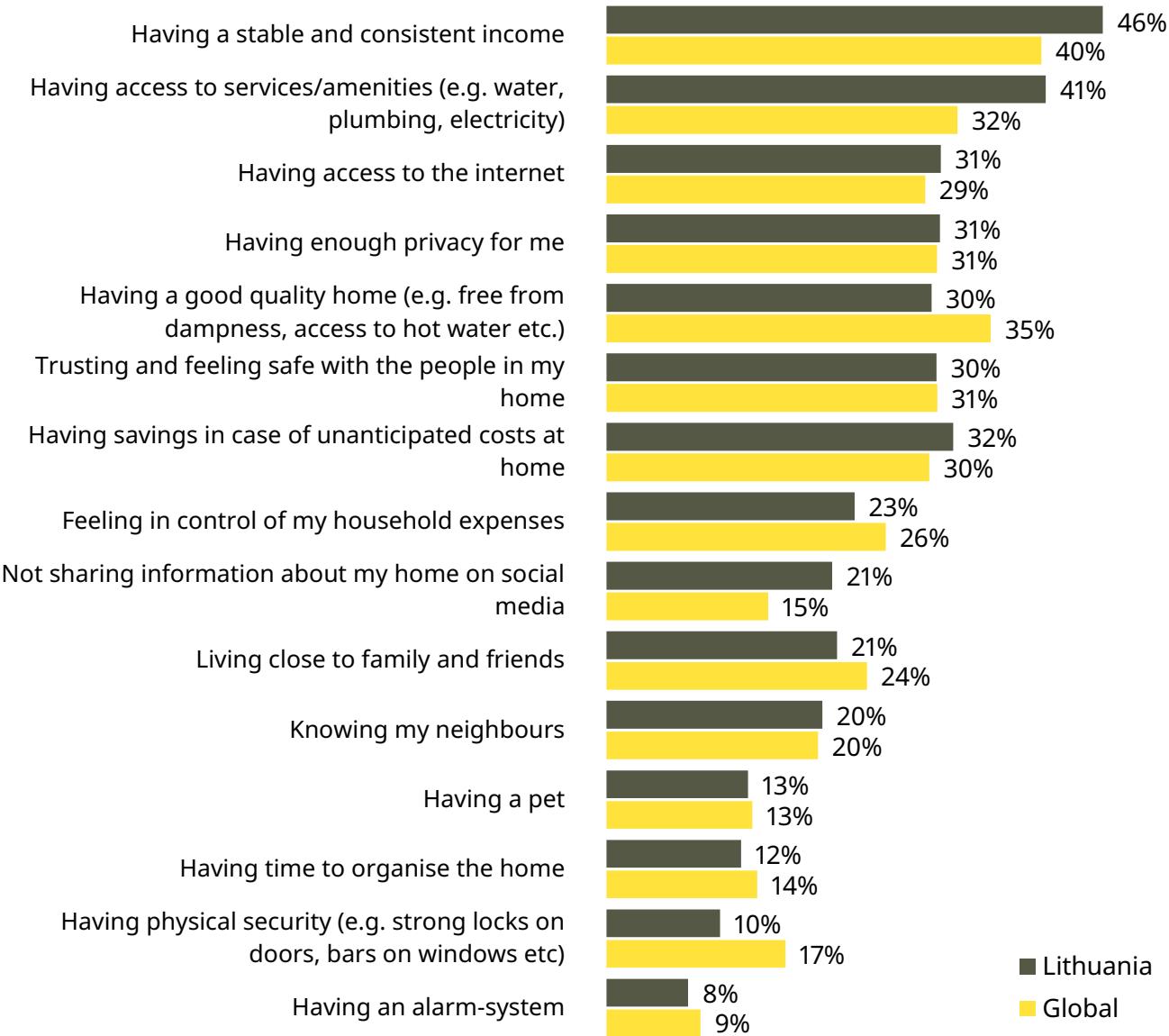


## Gap between importance and fulfilment of needs

→ When it comes to importance of eight needs and the actual fulfillment of them at home, the largest gaps are observed in the areas of **enjoyment, aspirations** and **accomplishments**.

→ In Lithuania, 74% of respondents consider enjoyment an important aspect of their home life, yet only 49% frequently experience it.

## Main drivers for feeling secure at home



# Security



Home security is changing, shifting from just physical measures like locks and gates to also include interpersonal relationships.

### Top 5 factors contributing to home security in Lithuania

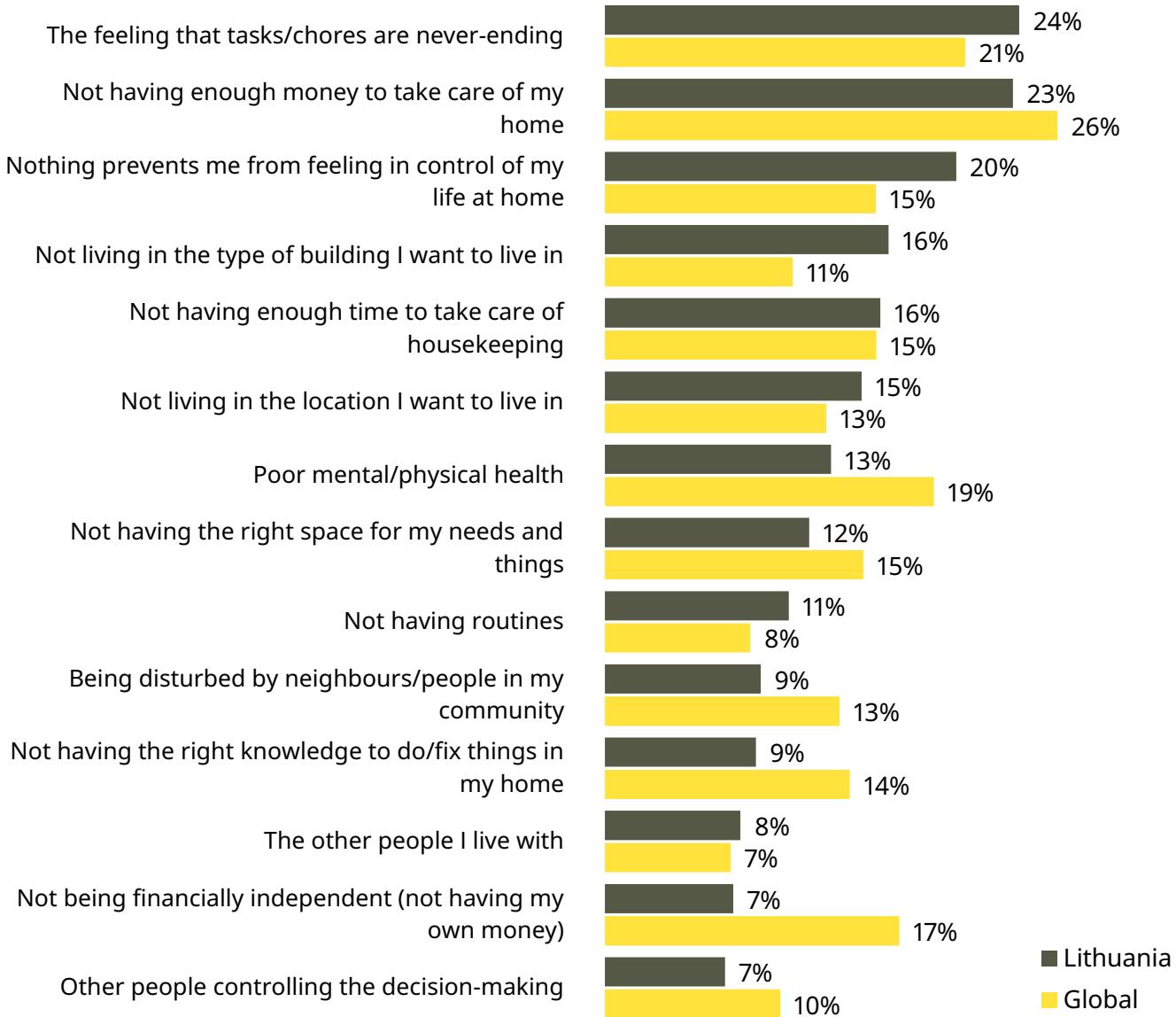
- 1 Stable income
- 2 Essential services (water, electricity)
- 3 Internet access
- 4 Enough privacy
- 5 Good quality home (damp-free, hot water)

→ In Lithuania, 52% of full-time workers acknowledge that a stable income is vital for home security. However, this is less common for those unemployed (22%) and contract workers (33%).



Which of these help you the most to feel secure in your current home?

## Main barriers to feeling in control at home



## Control



### Top 5 barriers to feel in control at home in Lithuania

- 1 Overwhelming and continuous chores
- 2 Financial limitations for home maintenance
- 3 Living in an undesired type of building
- 4 Limited time for housekeeping
- 5 Living in an undesired location

**1 in 5**  
people in Lithuania say that nothing prevents them from feeling in control of their lives at home.



Which of these prevent you from feeling in control of your life at home?

## Main drivers for feeling comfort at home



# Comfort



Discovering your own recipe for comfort is more about striking the right balance between doing more and doing less.

### Key factors for comfort at home in Lithuania

- 1 Being with loved ones
- 2 Tidy and organized home
- 3 Right amount of privacy
- 4 Connecting with nature
- 5 Comfortable furniture

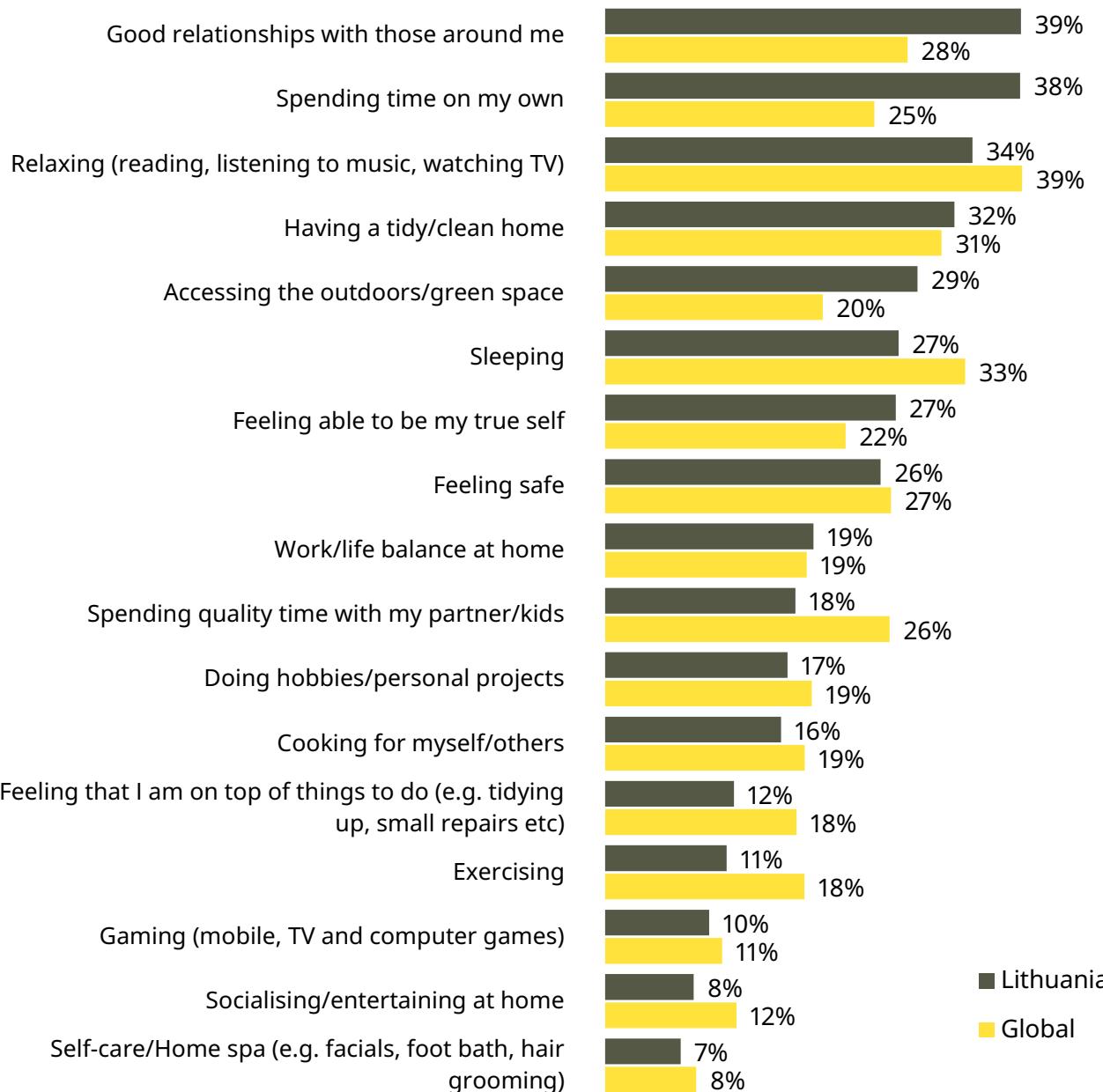
**42%**

people say that presence of loved ones is one of the most important elements to help them feel content and at ease at home.



Which of the following elements most help you to feel content and at ease at home?

## Main drivers for nurturing at home



# Nurturing



Engaging in fewer activities supports the need for nurturing, offering a chance to withdraw from the busy outside world.

## Top 5 drivers for nurturing at home in Lithuania

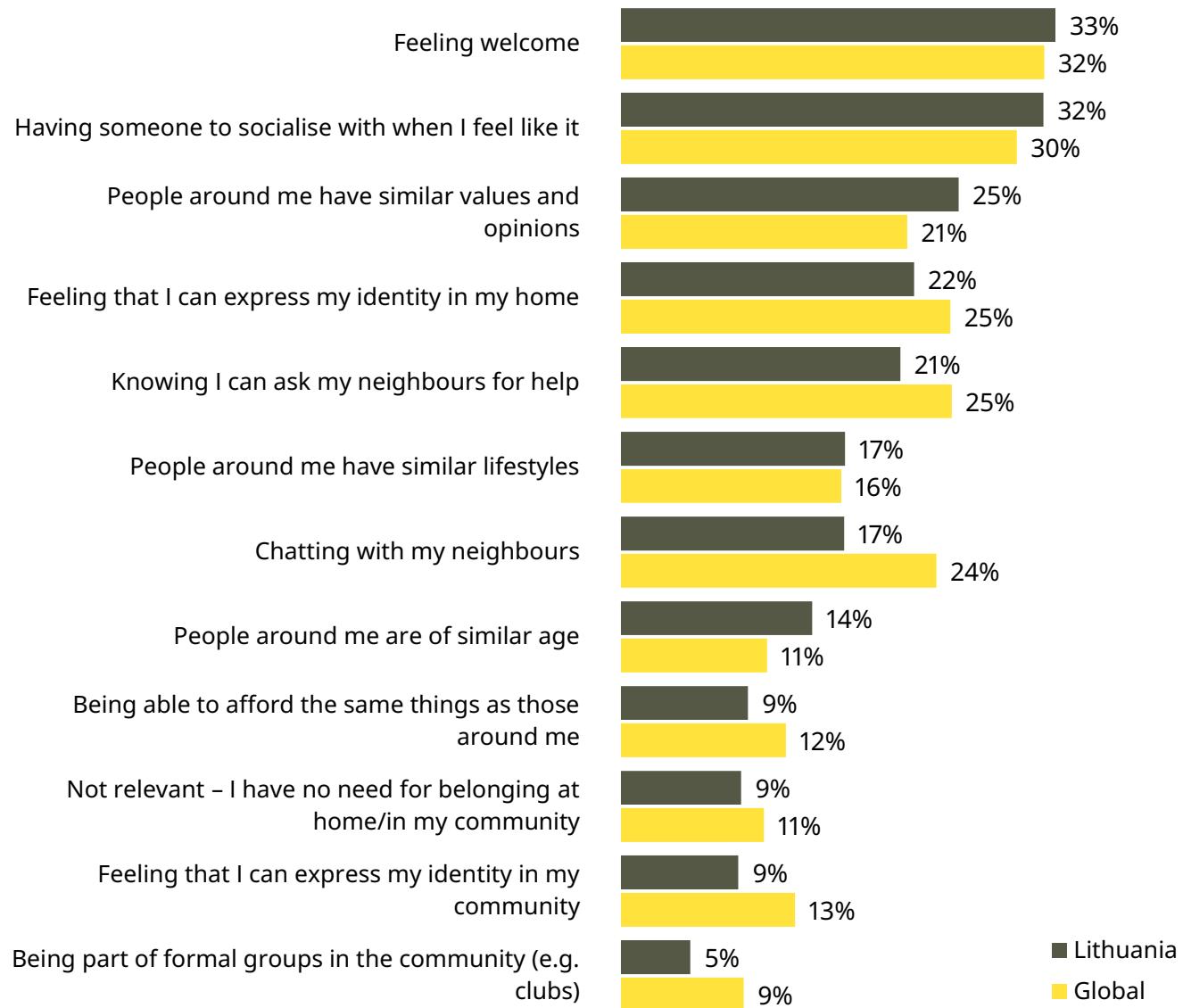
- 1 Good relationships with close ones
- 2 Spending time on my own
- 3 Relaxing
- 4 Having tidy / clean home
- 5 Having an outdoors space

In Lithuania, importance placed on a tidy and clean home for mental wellbeing grows with age: 20% of Gen Z considers it important, increasing to 29% for Millennials, 33% for Gen X, and peaking at 41% for Baby Boomers.



Which of these are most important to help you maintain a sense of mental wellbeing at home?

## Helps to maintain a sense of belonging at home



# Belonging



→ Belonging goes beyond just our household members, it reaches out to neighbors and the wider community.

## Top 5 factors for sense of belonging in living space in Lithuania

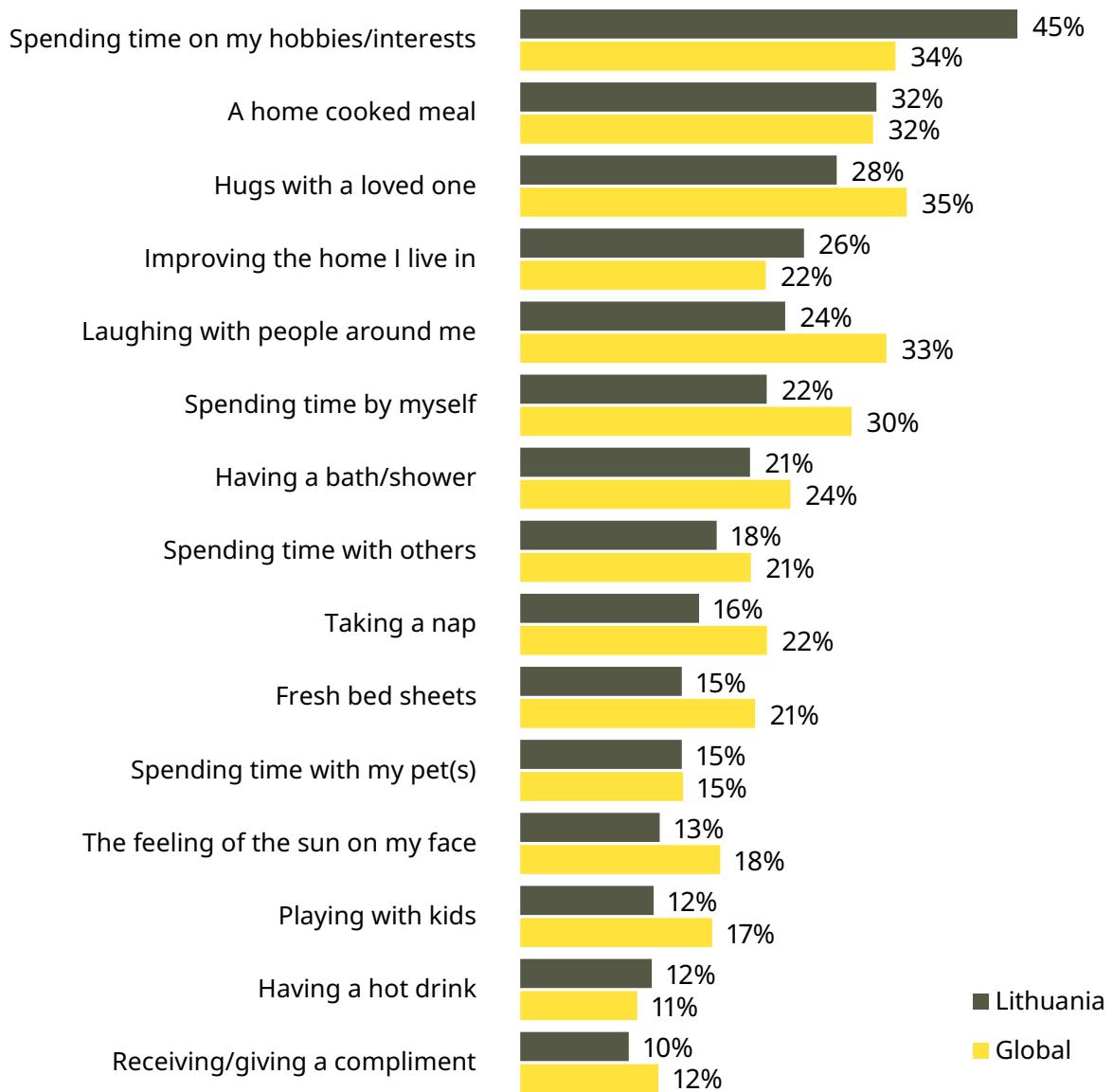
- 1 Feeling welcome
- 2 Availability to social interaction
- 3 Shared values and opinions in the community
- 4 Freedom to express identity at home
- 5 Neighbour support

→ Suburban residents more often (38%) associate socializing with a sense of belonging. They also place higher importance on being able to chat with neighbors (32%).



What helps you feel a sense of belonging where you live?

## Main drivers for enjoyment at home



# Enjoyment



## Top 5 sources of joy at home in Lithuania

- 1 Hobbies / interests
- 2 Home cooked meals
- 3 Affection from loved ones
- 4 Home improvement
- 5 Laughter with those around

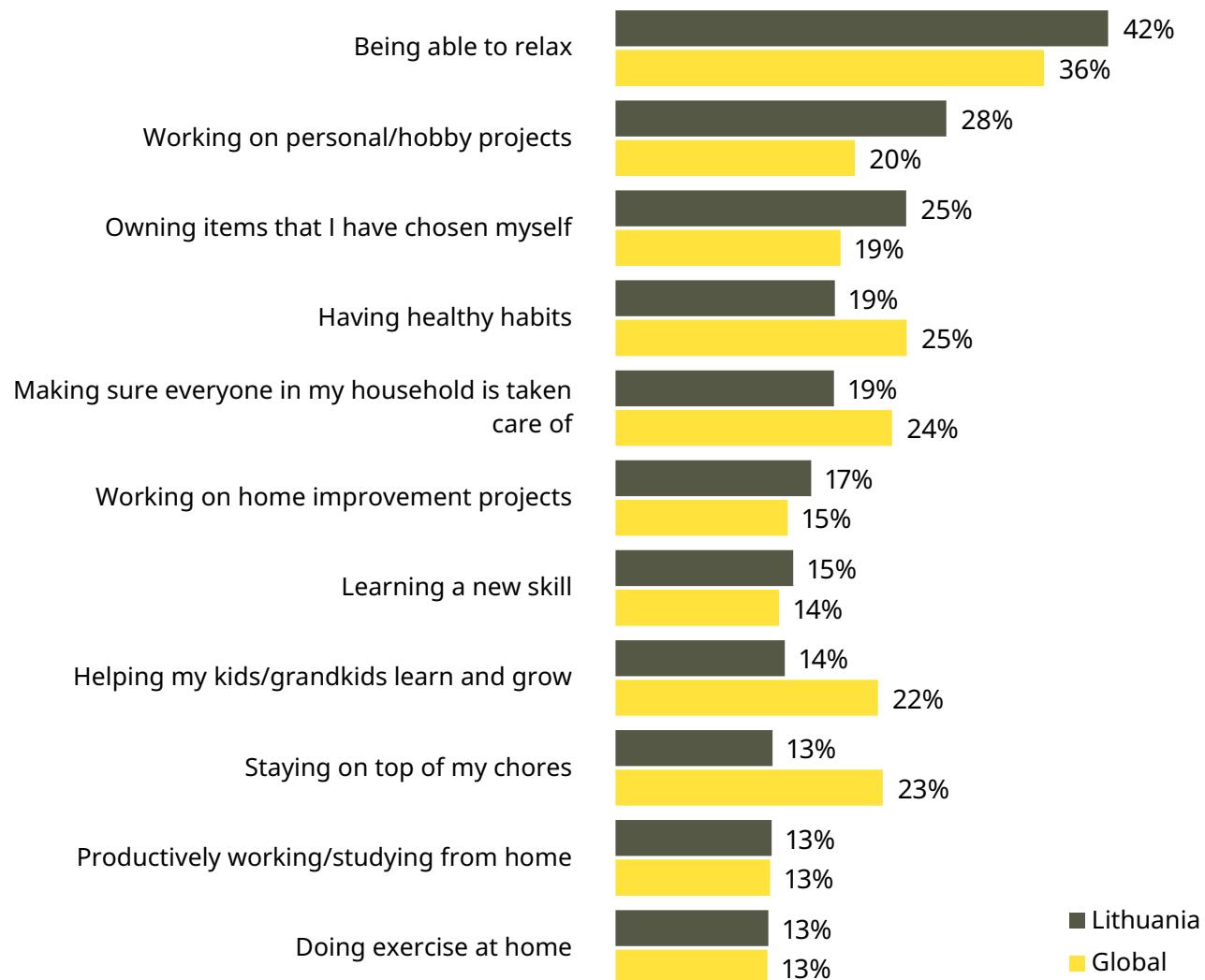
45%

in Lithuania  
feel that spending  
time on their hobbies  
or interests brings  
the most of joy in  
their life at home



Which of these bring you most joy in your life at home?

## Main drivers for accomplishment at home



# Accomplishment

A sense of accomplishment stems from productivity and effectiveness in various aspects of life, from professional responsibilities to leisure activities.

## Top 5 drivers for accomplishment at home Lithuania

- 1 Relaxing
- 2 Having personal time
- 3 Owning personally selected items
- 4 Having healthy habits
- 5 Making sure that everyone in the household is taking care of

→ Keeping up with chores: 16% of women see it as a source of pride, compared to 10% of men in Lithuania.



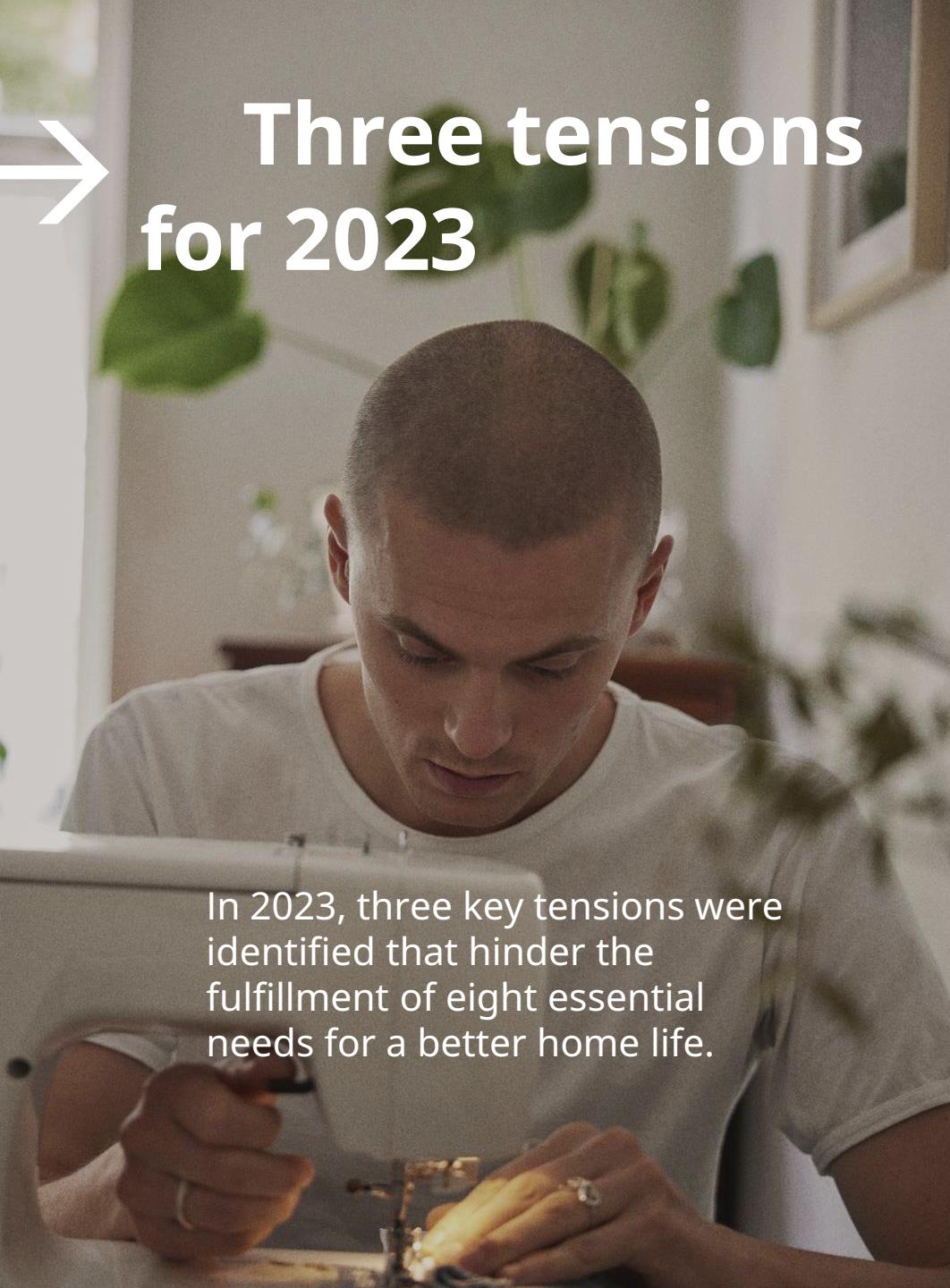
What gives you the biggest sense of pride and progress at home?

# 04

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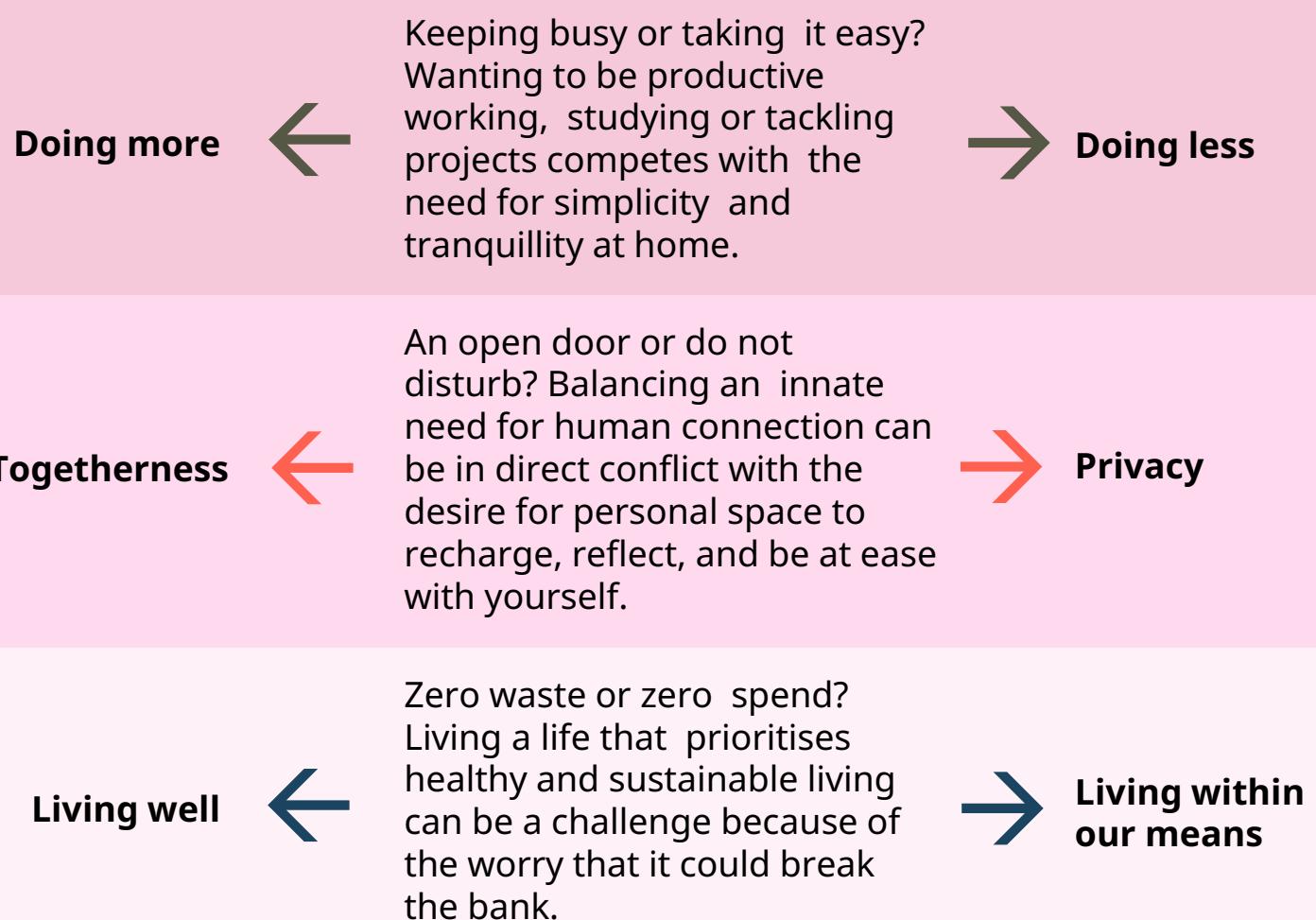
## Three Tensions for 2023





# Three tensions for 2023

In 2023, three key tensions were identified that hinder the fulfillment of eight essential needs for a better home life.



# 05

## Future Home



## Outlook on the future (next 2 years)

„I have a positive / somewhat positive view on my future“

38%

47%

Global

Lithuania

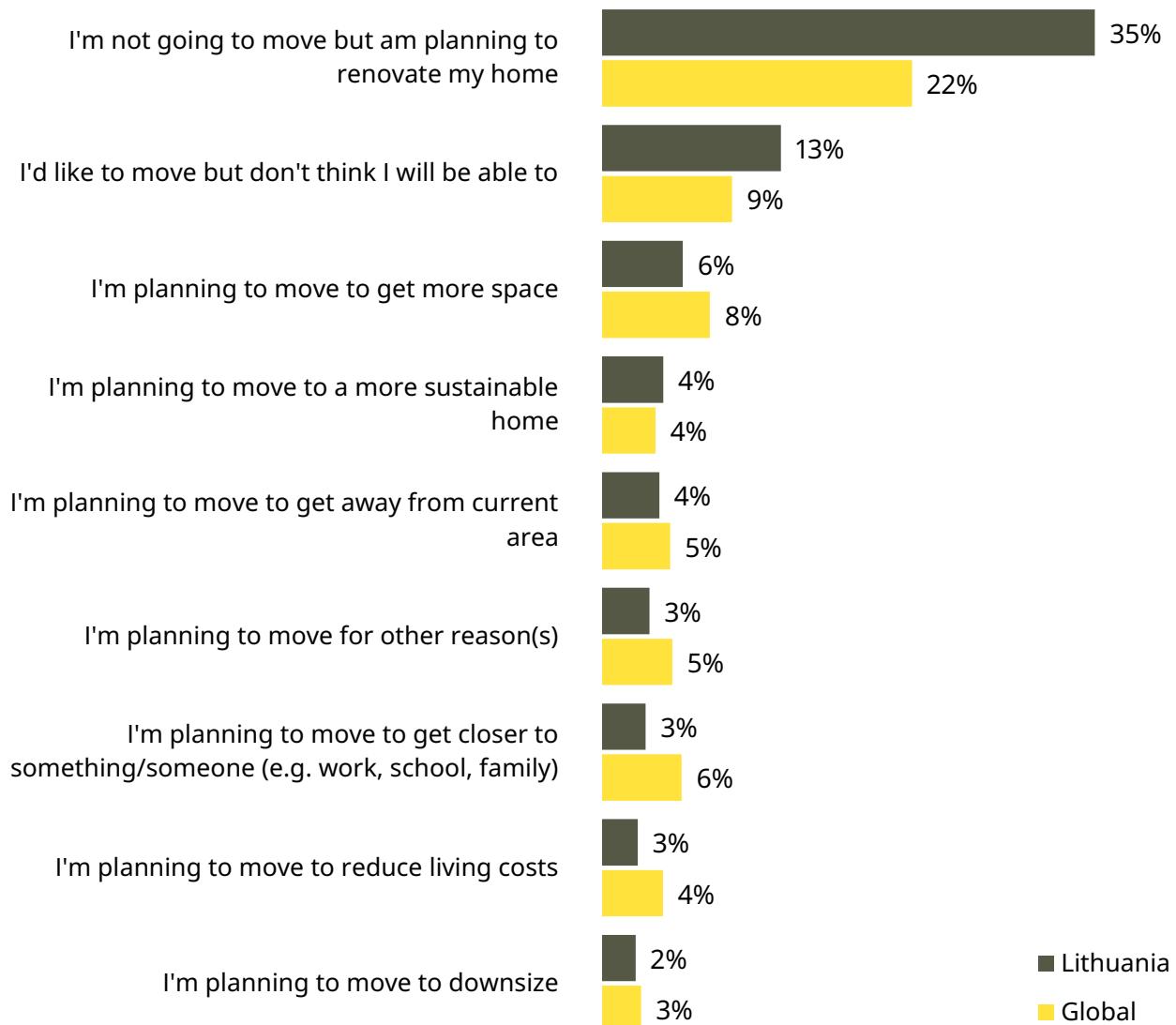


In general, how would you describe your outlook on your future (the next 2 years)?



**Dream homes equal a dream life** – individuals with a positive view of their home life also tend to have an optimistic outlook on their future where 50% of respondents express a positive view.

## Motivations for moving or renovating homes



Are you planning to move to a new home or renovate your current home within the next 2 years?



60%

of people are either  
looking to move or  
renovate their home in  
the next 2 years

„I'm not going to move but am planning to  
renovate my home“

35%

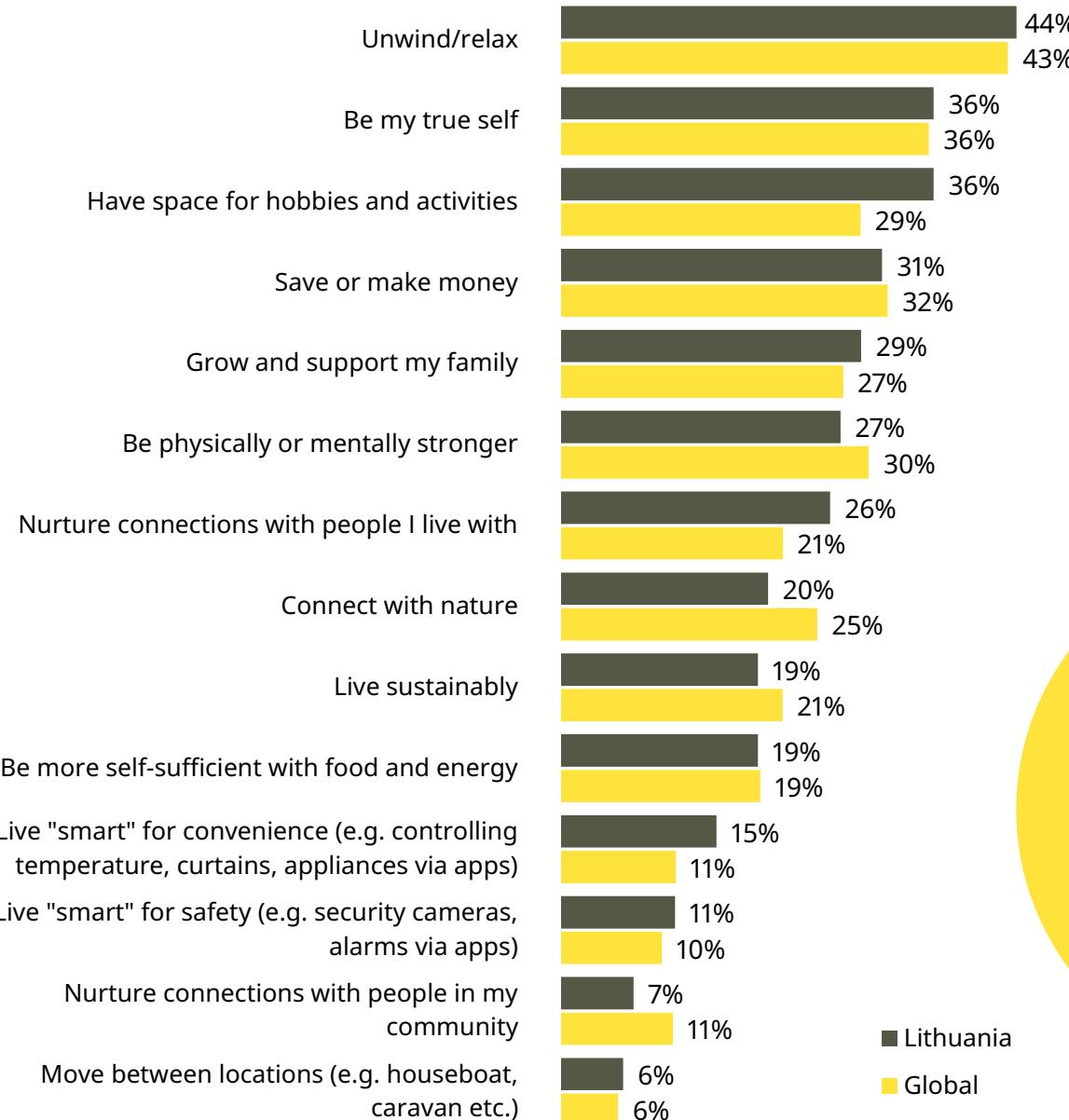
Lithuania  
Global



22%

Global

## Most important in an ideal home



Which of the following aspects would be the most important to you in an ideal home? A home that helps me...

## Ideal home



### Top 5 aspects for ideal home in Lithuania

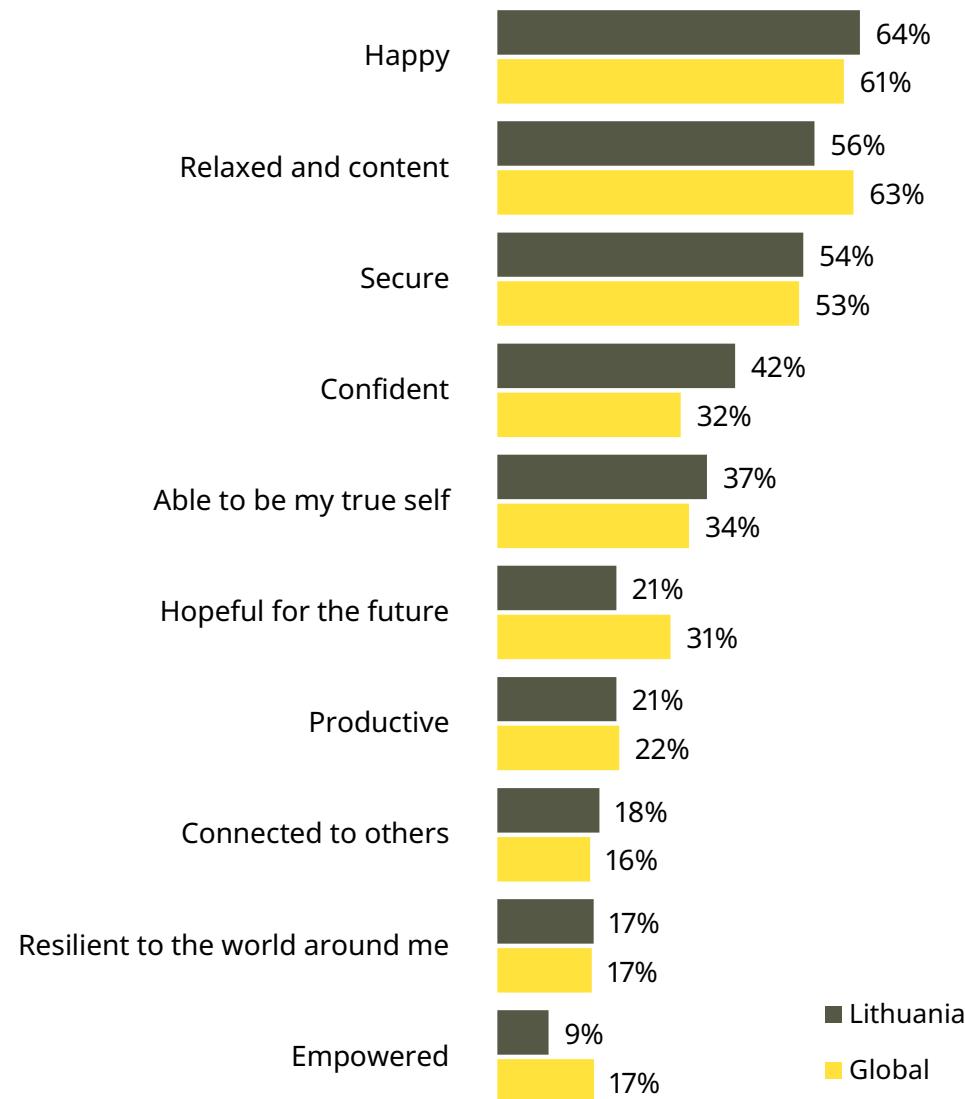
- 1 Being able to unwind / relax
- 2 Be my true self
- 3 Space for hobbies and activities
- 4 Saving or making money
- 5 Grow and support my family

47%

of people who think their home helps them unwind and relax, feel very positive about their current life at home



## Main outcomes of life in an ideal home



# Happiness is a Universal Desire



A little bit more than half of Lithuanian's envision feeling a sense of **content** and **security** in their ideal homes.



Imagine your life in a home that is ideal for you. How would that home make you feel?

# 06

## Conclusions



# 60%

of people are either looking to move or renovate their home in the next 2 years (25% planning to move, 35% planning to stay and renovate) as home situations are changing all the time.

We find the most joy at home in the small, everyday connection moments:

# 28%

hugs with a loved one

# 24%

laughing with others

# 22%

of people who think their home helps them live sustainably, feel very positive about their current life at home.

Sleep is a key part of relaxing, resting and ultimately doing less. Key elements in everyday sleep habits that help you get the best possible sleep are:

# 34%

creating the right temperature

# 31%

my favourite pillow

# 27%

complete darkness

# 54%

say home is their favourite place to be and this rises to 63% of people who have pets.

# 40%

say that having a tidy and organised home helps them to feel most content and at ease at home.

# 27%

said their ideal home must help them be physically or mentally stronger.

# 34%

people say having the right amount of privacy is one of the most important elements to help them feel content and at ease at home.

# 21%

sometimes walk around naked in their home.

# 23%

of people feel a loss of control when we do not have enough money to take care of our home.

Thank  
you!