

Balance Starts at Home

Life at home report 2021
Latvia



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 Latvia 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 **27%** of people in Latvia 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

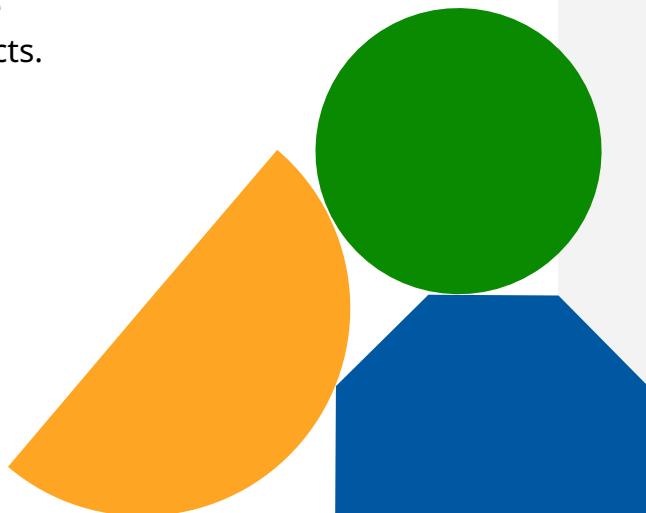




Findings

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.

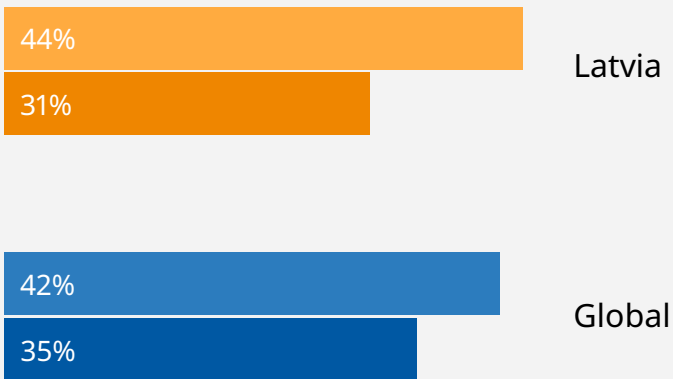


Relationships

Family and friends

The pandemic period helped us reconnect with our families, but less with friends. 13% of people in Latvia 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

Latvia

49%

Global

50%

2

Friend

Latvia

33%

Global

41%

3

Parent

Latvia

17%

Global

22%

4

Therapist

Latvia

9%

Global

16%

5

Colleagues

Latvia

9%

Global

7%

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

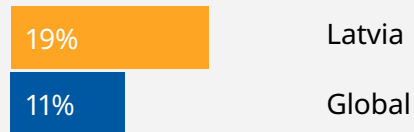


Relationships

For us it is hard to open up

In Latvia, 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?

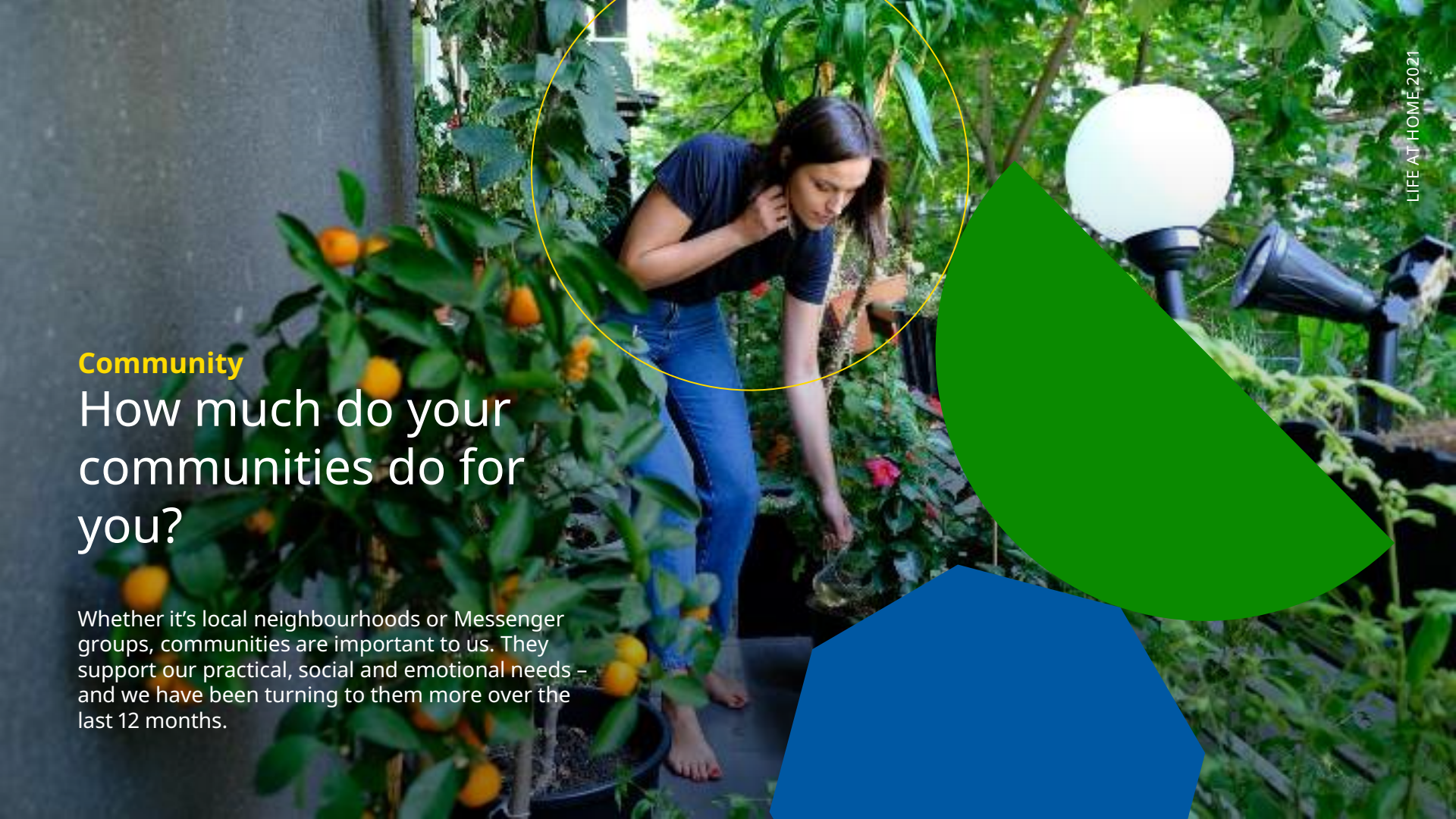
Who do we in Latvia talk to about our mental health and wellbeing?

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

39% vs. **26%**
women men

56% vs. **44%**
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, **13%** of people in Latvia say that **connecting to people in their neighbourhood** now is more important than it was 12 months ago.



44%

Latvia

31%

Global

10%

Latvia

13%

Global





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**

18%

18%

Latvia

Global

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

21%

15%

Latvia

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 Latvia 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:

50%

Latvia

56%

Global

In general, we feel good at home, but there's still some **room for improvement**

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Better about their home feel:

- People above 55 years of age
- Living in own houses

Worse about their home feel:

- People below 34 years of age
- Living in Riga
- 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)



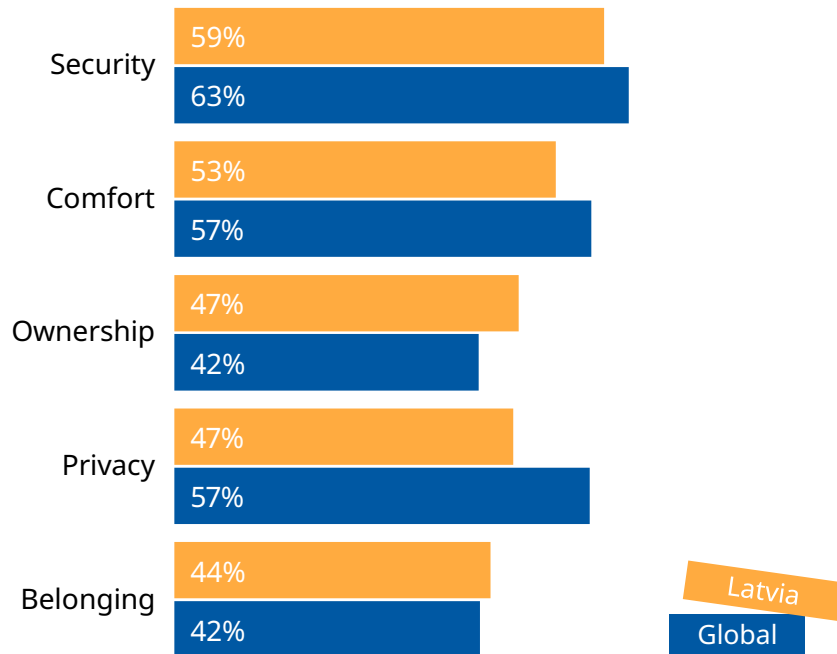
Space

Our expectations to home

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

Compared to global average, **privacy at home** is less important to Latvians. This might mean that Latvians feel more comfortable (or used) to share their space with other family members.

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



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**

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

Having **ownership** over the place you live in is important to **48%** of living in own apartments vs. **34%** of living in **rented** ones



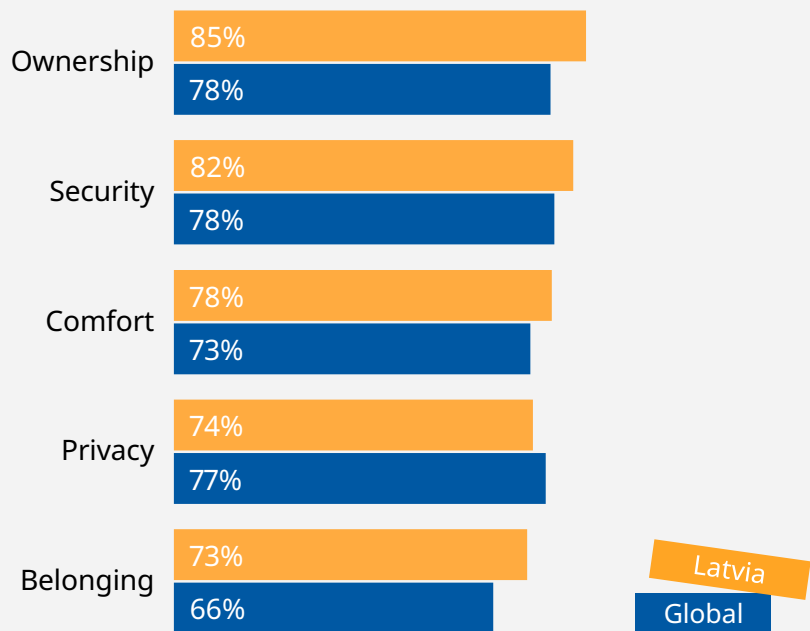
Space

Our home is our sanctuary

Most of our emotional needs are met at home. We feel **ownership** over the place we live in, **security** and **comfort**. However, this is less of the true for all the listed needs among people under 34 years.

11% of Latvians say they can have mental or emotional sense of privacy in nature. How do we bring this feeling the nature gives us to our homes?

Our own home provides us with....



?

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

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.

14% of people below 34 years of age feel **more negative** about their homes, compared with before the pandemic.

Feeling **more positive** about their homes

27%

35%

Latvia

Global

vs.

Feeling **more negative** about their homes

9%

14%

Latvia

Global

?

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 **10%** of Latvians 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.

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However, even **63%** of people in Latvia 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

Time for relaxation at HOME

Compared to global average, Latvians have the same main rituals for their mental wellbeing at home: **relaxing, sleeping, spending time alone** and together with **partner** as well as accessing the **green spaces**.

Important for mental wellbeing at home



Which of the following are (the most) important in terms of helping you maintain a sense of mental wellbeing at home?

Rituals

Current HOME: meeting the needs

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

However, compared to global average, Latvians feel **less good** about their home in quite many ways, including the **important needs** like eating and own time.

Current home
meets the
needs for...



?

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

Latvia

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

Green and private

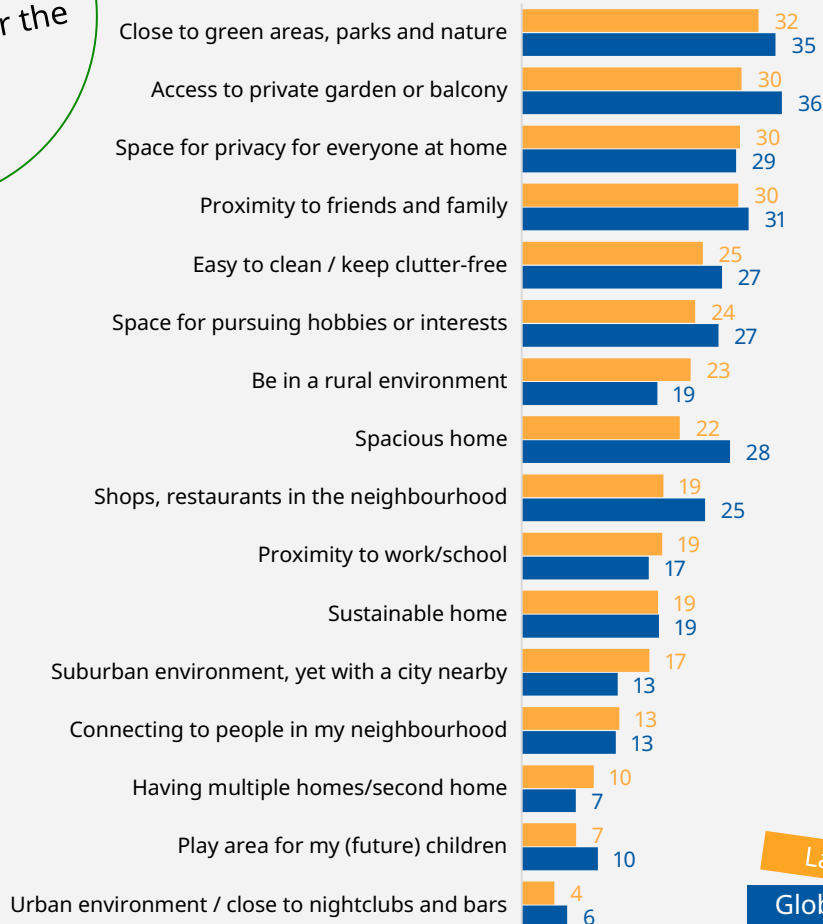
When thinking about their ideal home, the following features have **increased in importance** in the last 12 months for the most of people:

- 1 Living close to **green areas**
- 2 Having a private **garden**
- 3 Space for **privacy**
- 4 Living near **friends** and **family**
- 5 Easy to **clean** home

?

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



Latvia

Global

Future home

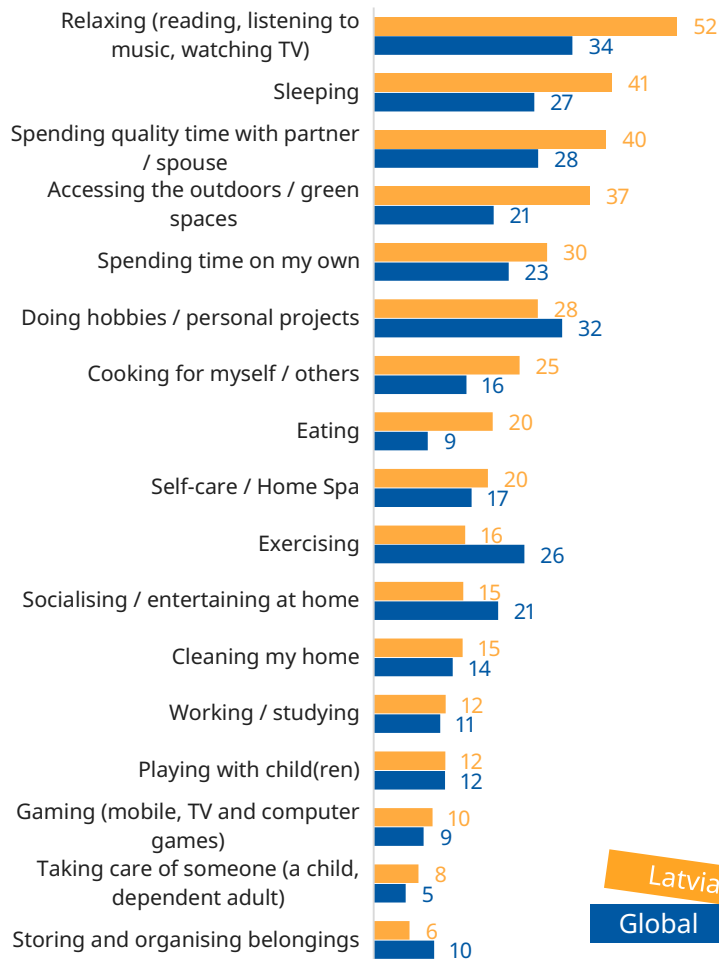
Things **we wish to spend more time** doing implies what **our home** might be needed to serve in the future for.

TOP 5 things in Latvia are:

- 1 Relaxing
- 2 Sleeping
- 3 Spending time with partner / spouse
- 4 Accessing the outdoors
- 5 Spending time on my own

?

Thinking about the following activities, which do you wish you could spend more time doing?



Latvia

Global

Future home

The future looks promising

The nearest future seems brighter to nearly half of Latvians. However, there is a difference among age groups: even **66%** of **people below 34 y. o.** are positive about the future, and only **33%** of **aged 55 y. o.+** feel the same.

The future will be better than today

45%

Latvia

38%

Global

?

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



Key takeaways

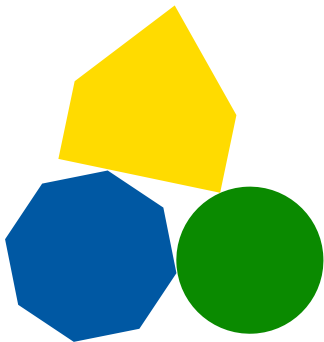




Key takeaways (1)

A home we love is more important than ever

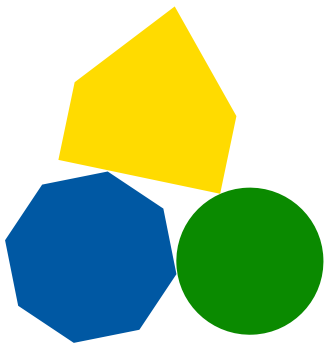
1. 27% of people in Latvia have experienced a negative impact on their mental health in the last 12 months.
2. However, a happy home can help mental wellbeing: 39% of people in Latvia who felt more positive about their home in 2021 also saw their mental wellbeing improve.
3. For some though, their mental wellbeing needs are not being met by where they live. For 15% in Latvia, where they live doesn't sufficiently meet their mental wellbeing needs.





Key takeaways (2)

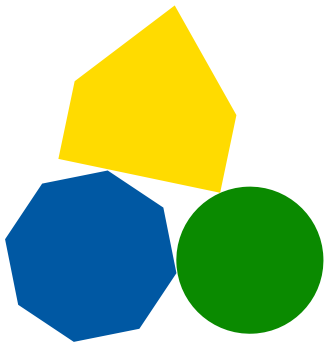
4. 44% of people in Latvia said their relationships with their families had improved in the last 12 months.
5. However, 13% of people in Latvia also said that their friendships had suffered during this time.
6. Our communities and neighbourhoods have also played an important role in our lives in the last 12 months, with 87% of people in Latvia having spent more time in local neighbourhoods.





Key takeaways (3)

7. We have also been busy at home: in Latvia, 63% of us have changed our homes in the last 12 months to do the activities we wanted to do.
8. To achieve balance in Latvia, the activities that we rate as most important for maintaining a sense of mental wellbeing at home are: Relaxing (54%), Sleeping (54%), Time alone (38%), Time with partner (36%), Going outdoors (33%).
9. In Latvia, when thinking about their ideal home, the following features have increased in importance in the last 12 months: Near green areas (32%), Have a private garden (30%), Space for privacy (30%), Near family & friends (30%), Easy to clean (25%).



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:



1012 residents
aged 18+ in
Latvia

Gender

Male	45%
Female	55%

Age

18-34	25%
35-54	33%
55+	42%

Children under 18 y. o.

At least one child present	16%
No children of that age present	84%

Type of living area

Urban	82%
Rural	18%

Household size

1	17%
2	39%
3	21%
4+	23%

Tack!



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