

Make yourself

at home

The IKEA Life at
Home Report 2022
Latvia



► Introduction

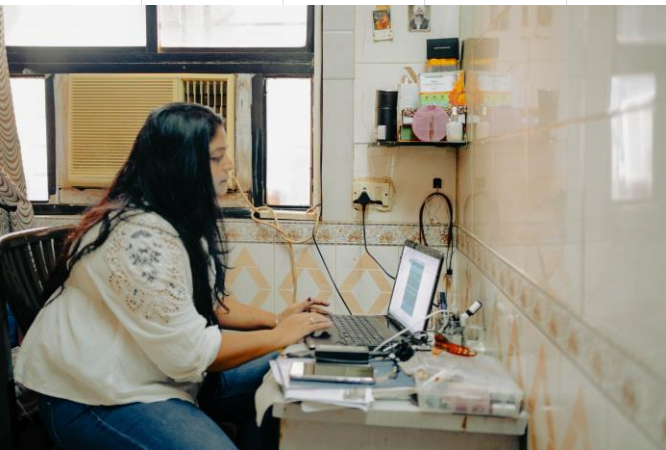
Life at Home report is one of the biggest and most distinctive pieces of research into life at home around the whole world.

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.

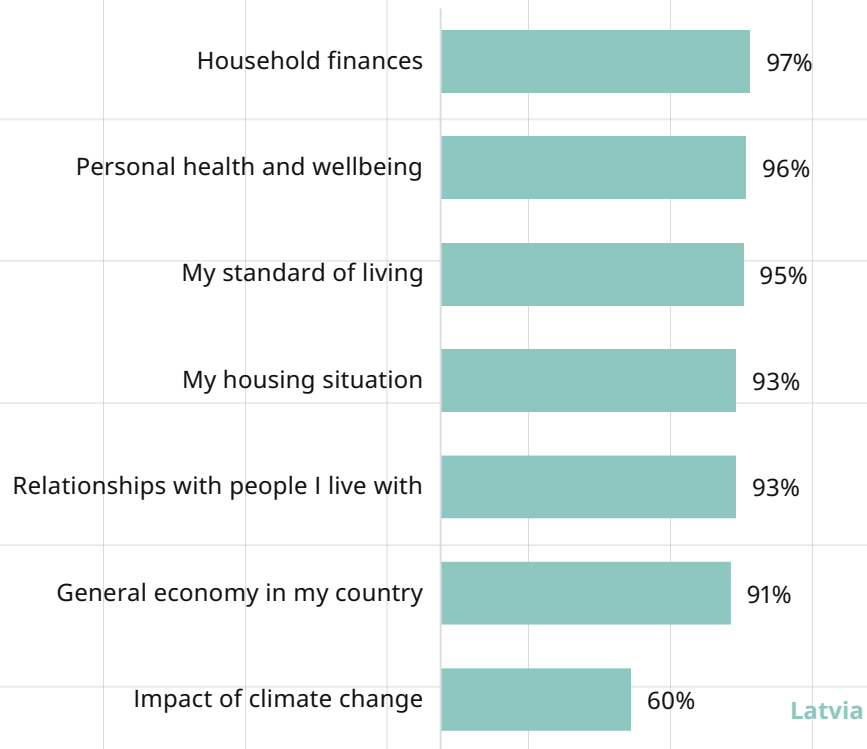
37,000 people

around the world, included 1008 in Latvia were surveyed in July 2022.





Top concerns in Latvia:



How important are the following areas of your life?
Results for "Important"

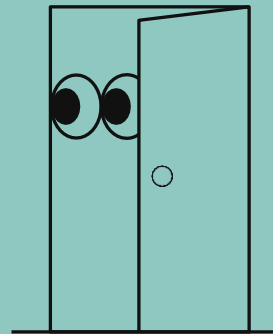
Around

4 in 10

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



Younger people (18-34 y/o) tend to experience the positive change more often than others (50%).



When we feel our home reflects our identity, we're more likely to feel positive about it.



Latvia:

42%

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

29%

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



Latvia:

55%

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

30%

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

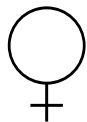
6 in 10

of us feel our home reflects who we are.



50%

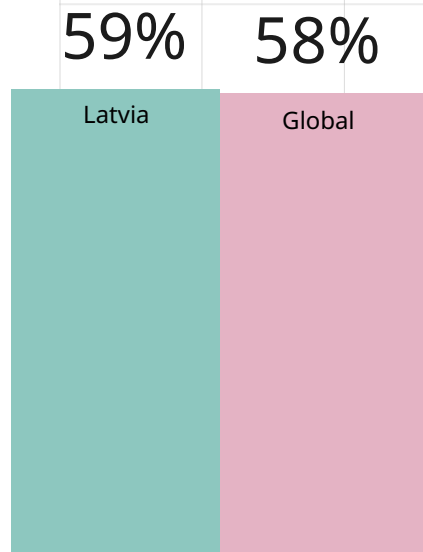
of younger respondents feel their home reflects them, rising to 67 % among people over 55 y/o.



Women feel better reflected than men:

62%

of women in Latvia and only **56%** of men feel their home reflects them.



„My home is a reflection of who I am“

Chapter 01:

What makes us feel at home?

Feel
Feel
Feel
home



Karin (Germany)

Understanding our seven emotional needs at home



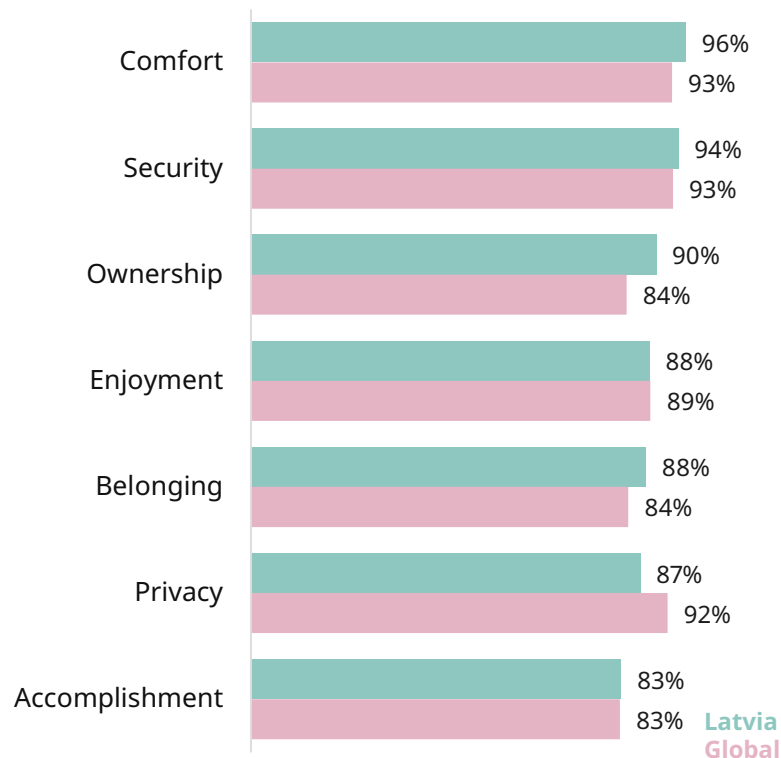
For many years, at IKEA, we've been exploring what creates the 'feeling of home'.

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".

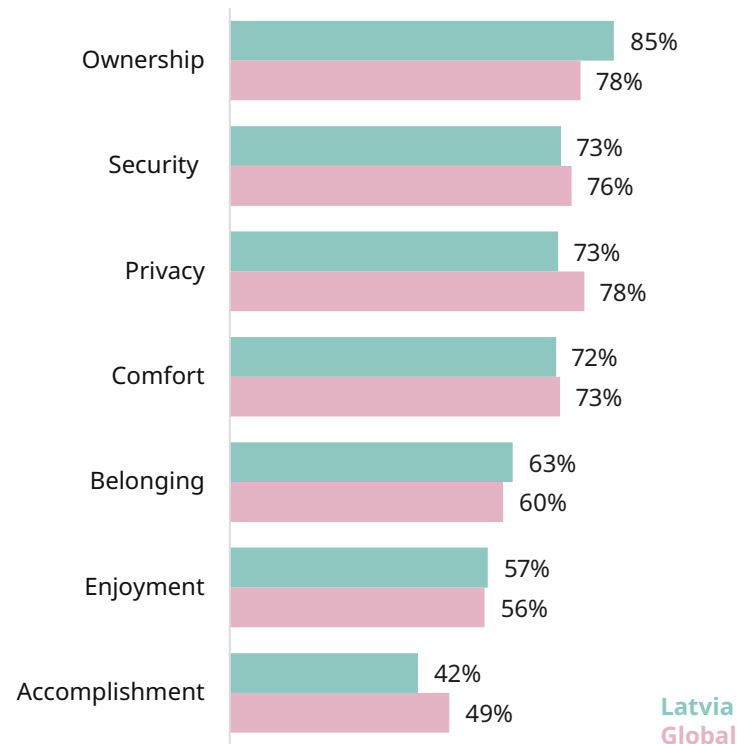
Fulfillment of the needs

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:



?

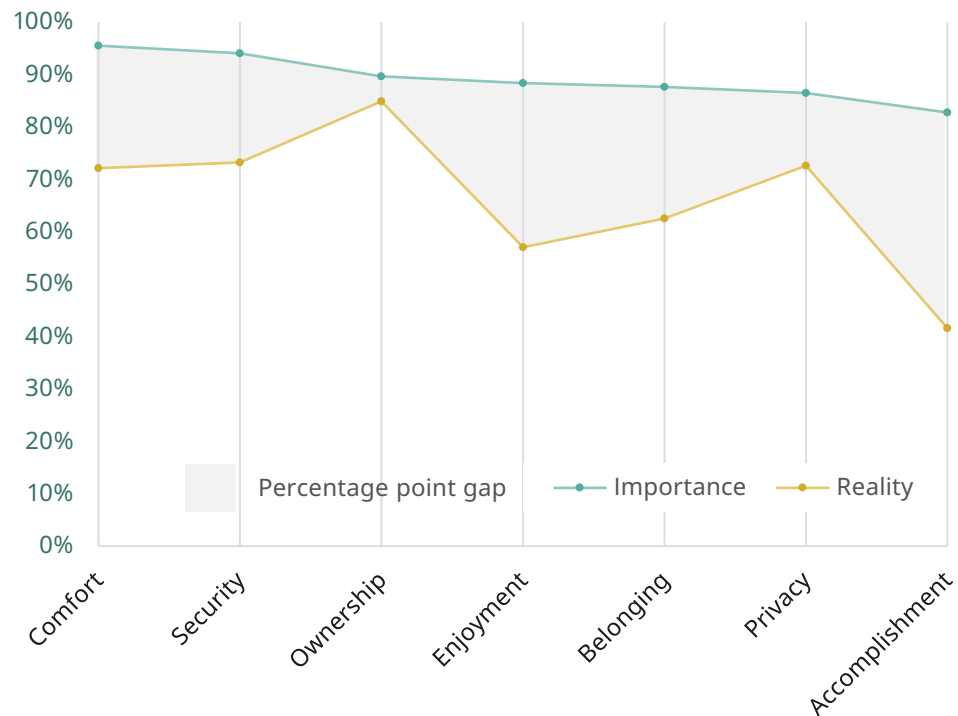
In which of the following places, if any, do you feel the most ... ?
Results for "Your own home".

Our homes can sometimes miss the mark



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



A retreat back home will increase its importance

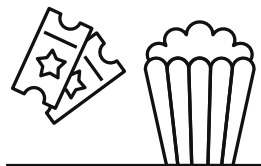


1 in 2

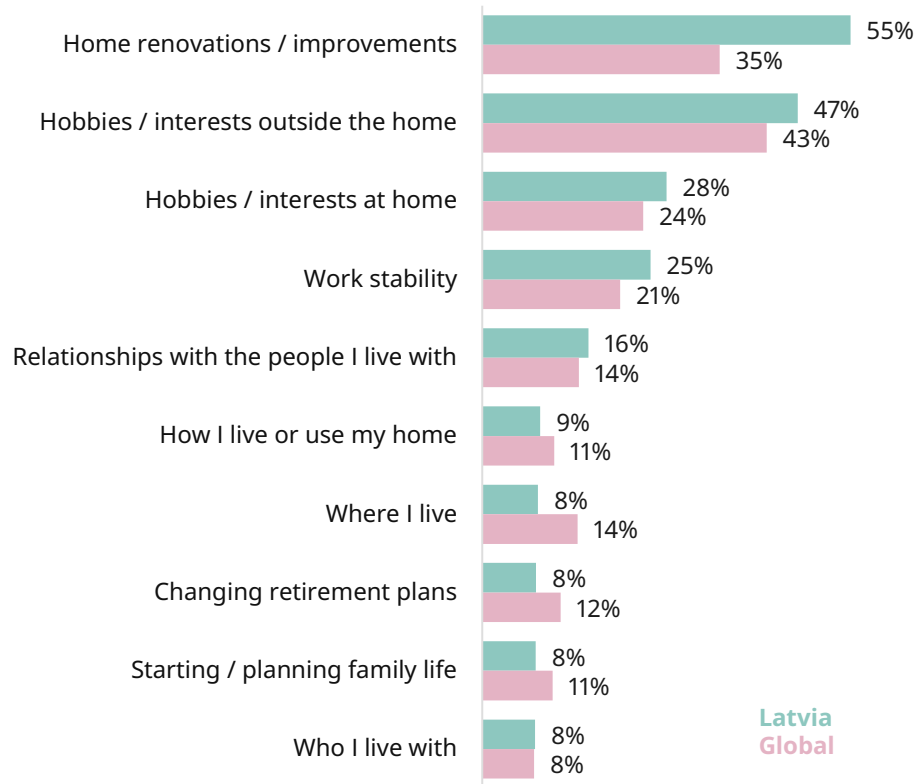
people in Latvia (significantly more than the global average) expect their **home renovations and improvements** to be negatively impacted if the cost of living significantly increases.

1 in 2

expect their **hobbies and interests** outside of home to be negatively impacted. More than 1 in 4 also believe the same about their hobbies at home.



Most affected areas if cost of living increases:



Latvia
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



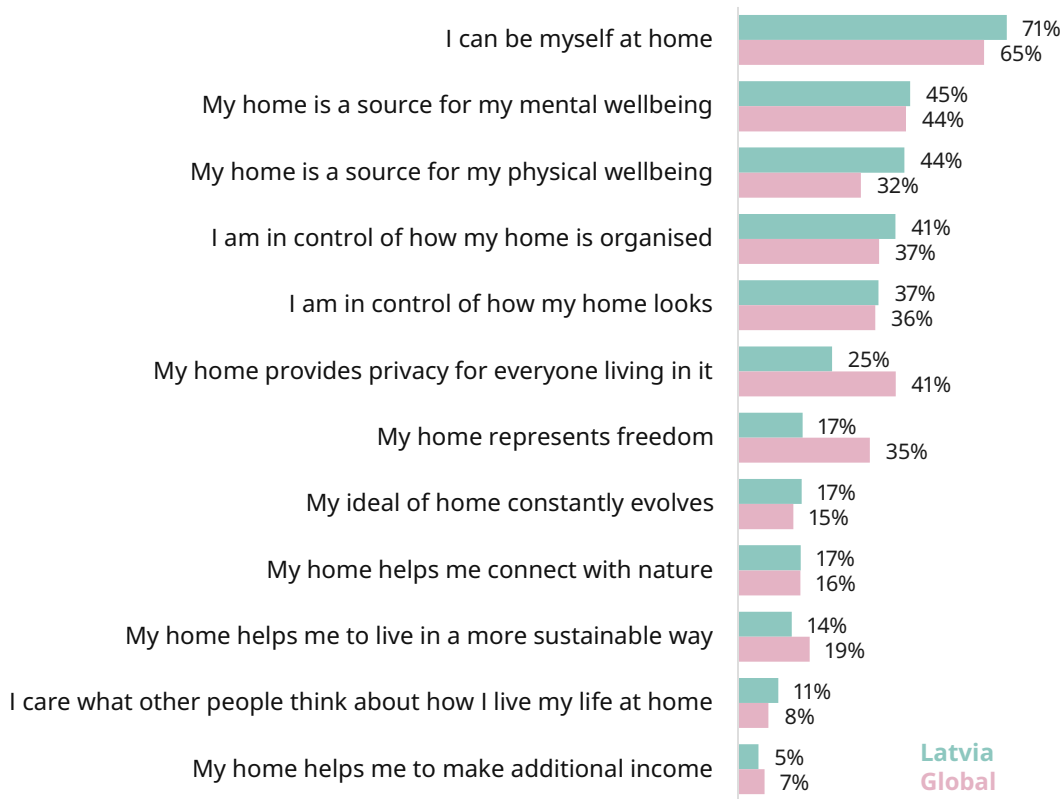
Finding space for ourselves

As compared to the rest of the world, Latvia's citizens:

2 times less often associate their home with **freedom**, and more than

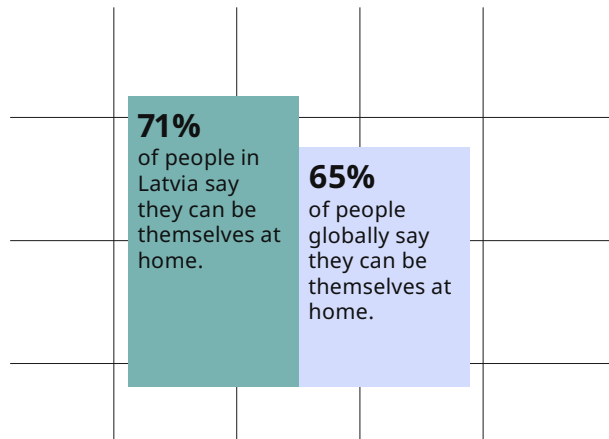
1,5 times less often claim that it provides **privacy** for everyone living in it.

Share of people who agree with the following statements:



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

Not everyone can freely express themselves at home



Only

1 in 10

of us care what other people think about how we live our lives at home.

Believe they can be themselves at home:

76% vs. **64%**
Latvian women Latvian men

80% vs. **69%**
Lives alone Lives with a spouse / partner

Have control of how their home looks:

40% vs. **34%**
Latvian women Latvian men

43% vs. **39%** vs. **25%**
Lives alone Lives with a partner / spouse Lives with parents

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

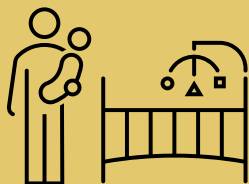
Young families less often find their home to be a source of their **wellbeing**:

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

45%	vs.	36%
Latvia's average		Young families

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

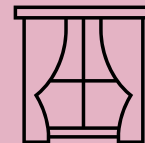
44%	vs.	34%
Latvia's average		Young families



Latvians who live in **owned apartments** tend to feel better than those living in rentals:

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

48%	vs.	40%
Owned apartment		Rented apartment



People who live in **smaller towns** tend to feel better at home than ones who live in cities:

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

52%	vs.	41%
Latvia's towns		Latvia's cities

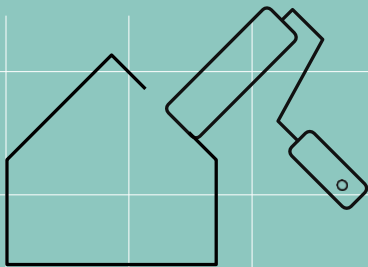


The media doesn't always reflect our lives at home

Around

2 in 3

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



66%

Latvia

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



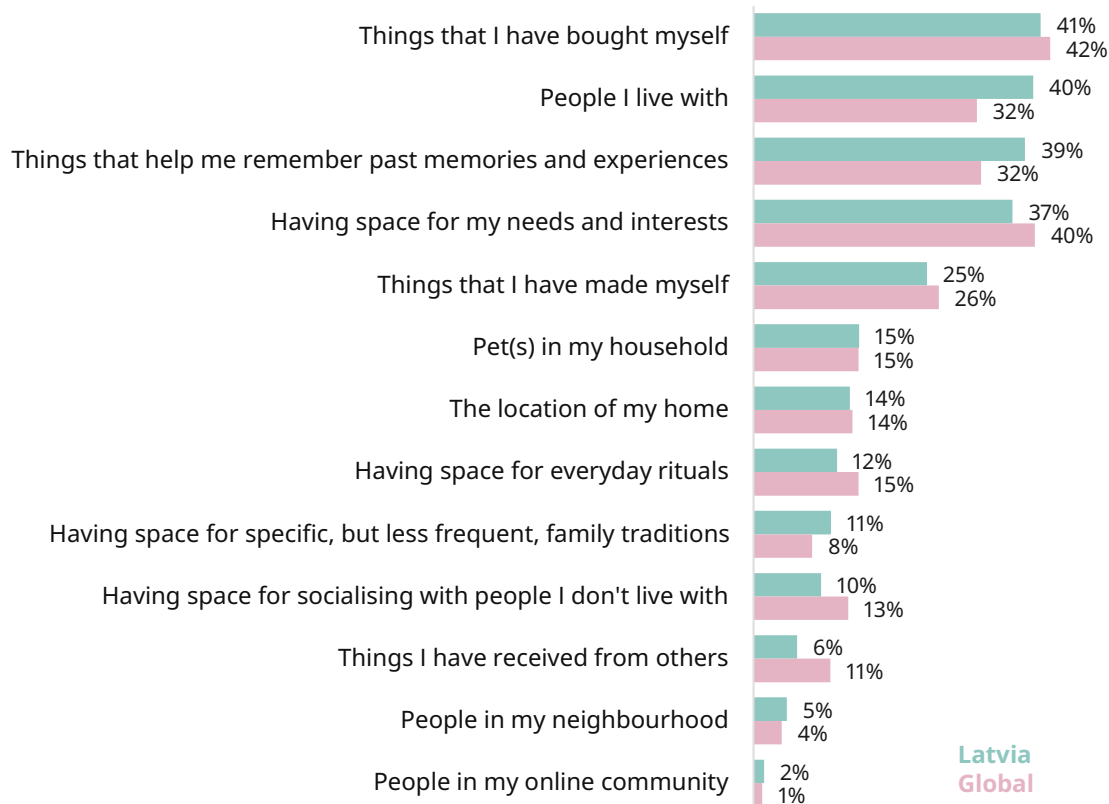
of
possessions

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:



Latvia
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.

20% vs. **31%**

Latvian
women

Latvian
men



1 in 5

women in Latvia believe that their **pets** reflect their identity, compared to just 1 in 10 men.



People who live alone are more likely to claim that the **location** of their home reflects their identity.

14% vs. **21%**

Latvia's
average

Lives
alone



41% vs. **56%**

Latvia's
average

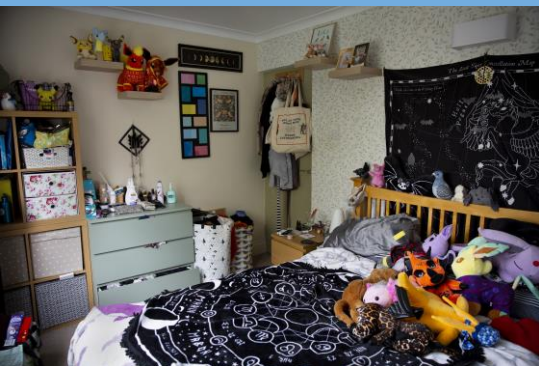
Lives
alone

People who live alone also more often embody their identity with **things they bought themselves**.

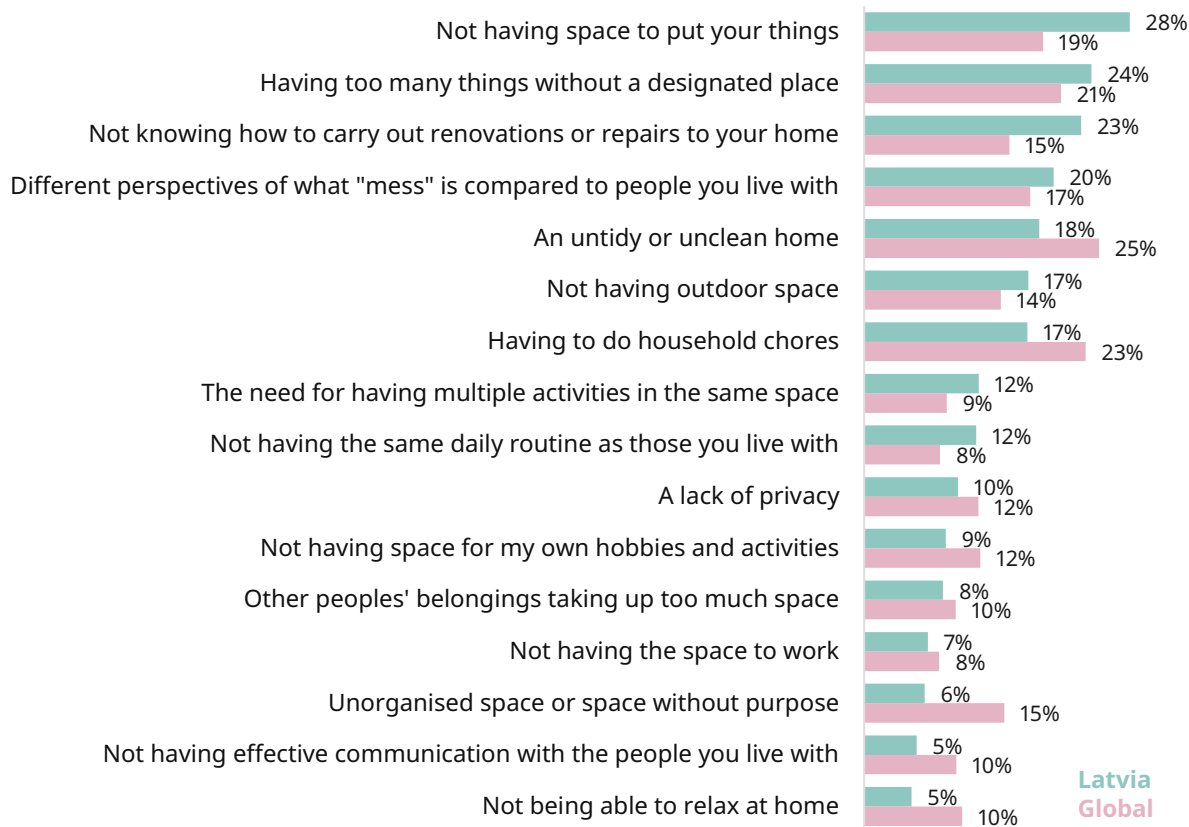
Possessions can be a source of tension

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.

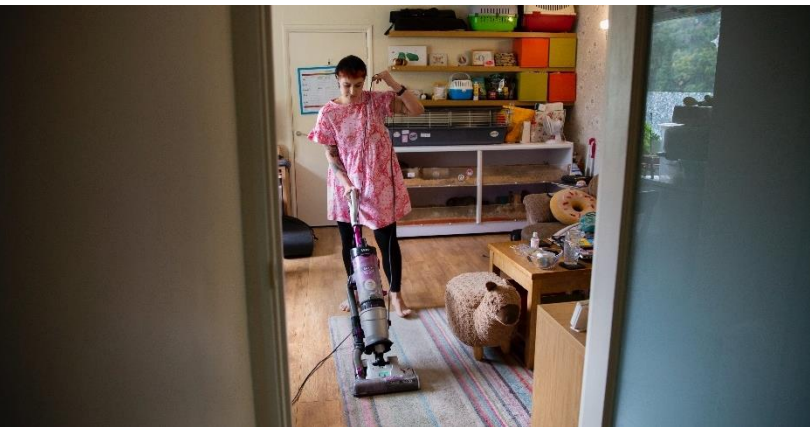


Sources of frustration at home:



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



85%

of people in Latvia regularly **feel frustrated at home**, often because it's untidy, there are different perspectives of "mess", or there's just too much clutter.

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 Latvia are nearly

twice

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

19%

women in Latvia are frustrated about having to do **household chores**, such as laundry, cleaning, cooking, compared to 15% 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.



54%

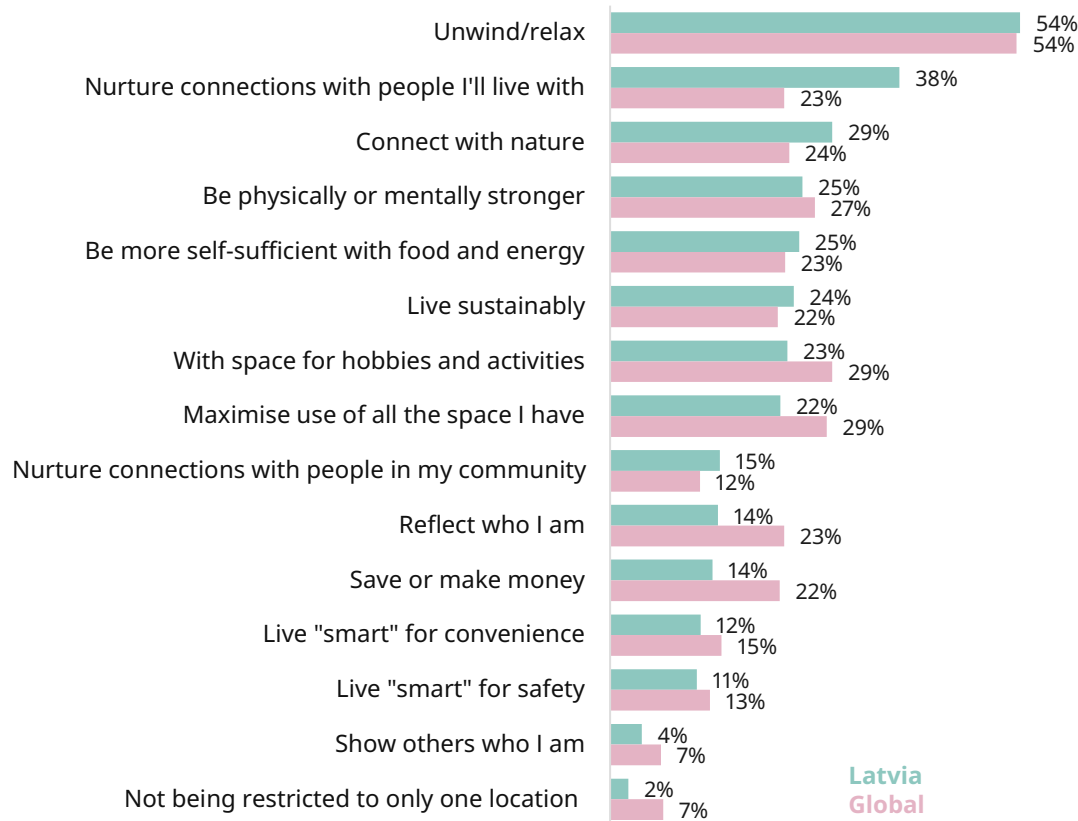
of people in Latvia believe that the most important aspect in an ideal home is the ability to **unwind and relax**.

More than

1 in 3

Latvia's citizens believe it's important that home **allows them to nurture connections with people they live with**. It is more important to women (43%) than men (32%).

Ideal home helps me to:

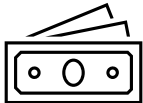


Latvia
Global

?

Which of the following aspects would be the most important to you in an ideal home? Please select up to 5 answers.

Our views of what an ideal home should offer differ depending on how old we are



Younger people more often want their home to help them **save or make money**.

14% vs. **21%** vs. **11%**
Latvia's average 18-34 y/o 35 y/o+



1 in 4

people, especially the older generation, want their ideal home to help them **be more self-sufficient**.

25% vs. **18%** vs. **33%**
Latvia's average 18-34 y/o 55 y/o+

Older citizens also care about **connecting with nature** more.

29% vs. **20%** vs. **35%**
Latvia's average 18-34 y/o 55 y/o+



We want inspiration from real people in real homes

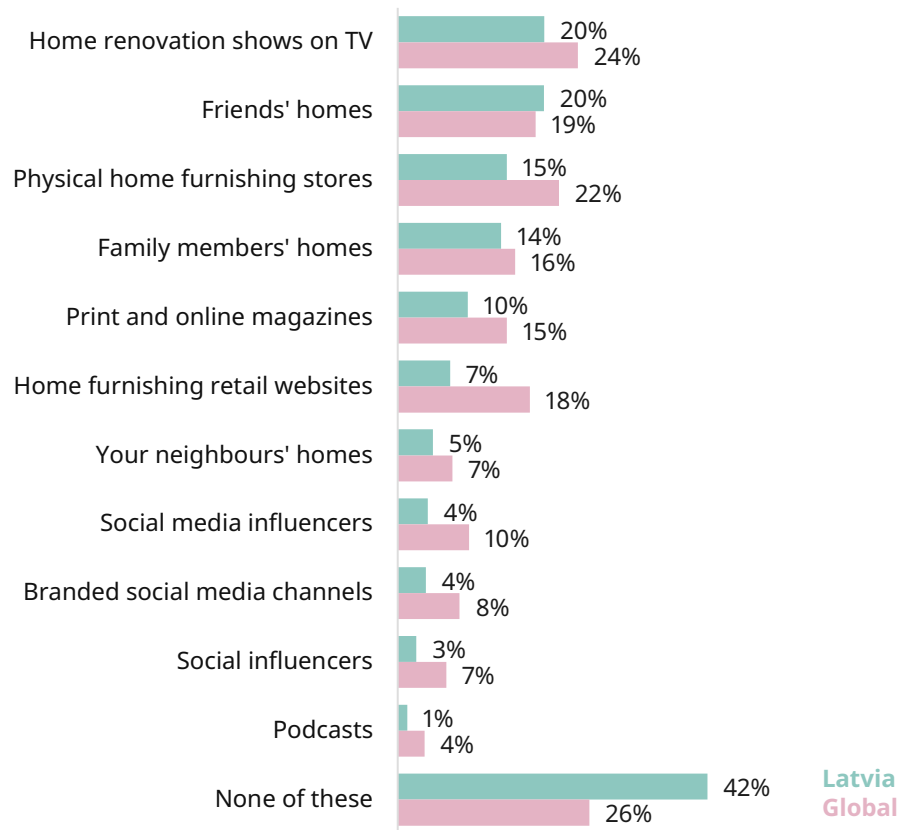
To make changes in our home, we first **need to be shown what's possible**. For this, we seek inspiration from the people we know and trust. However, physical stores and TV also play a great role.

When shown a list of common sources of home inspiration, around

4 in 10

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? Please select up to 3 answers.

Home, sweet home

A home is a space where we can be free and let ourselves go.

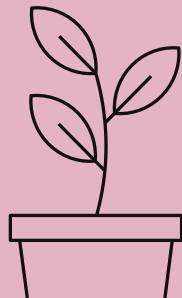


4 in 10

of people in Latvia have **eaten a meal in bed**, which is

2 times

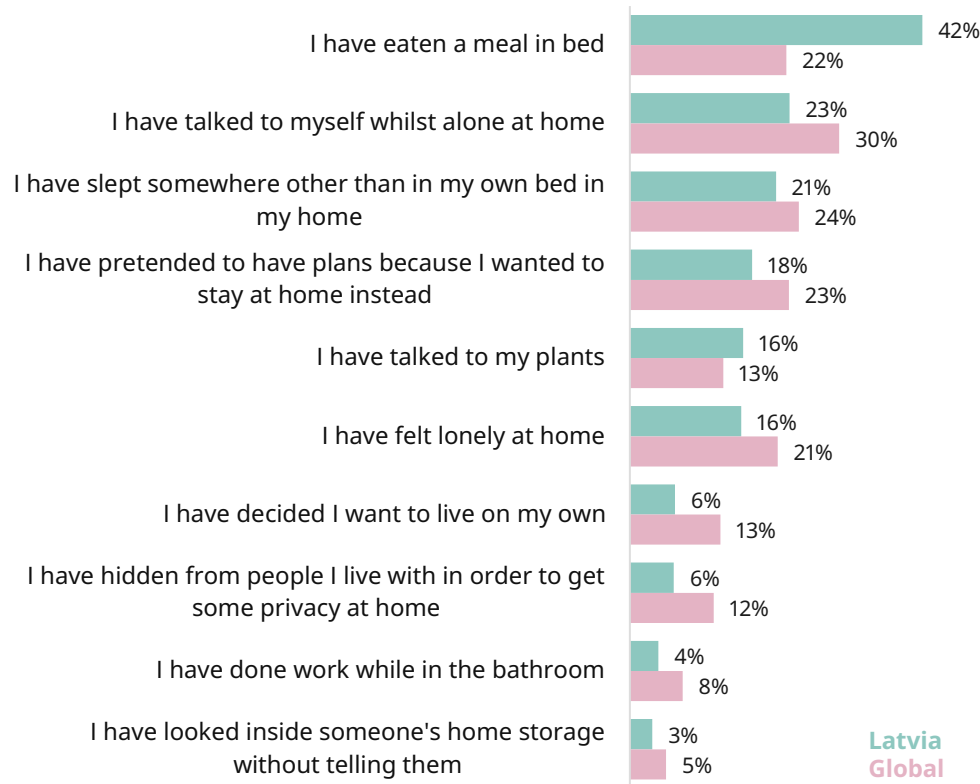
more than the global average.



16%

of Latvians have **talked to their plants** in the last year.

In the last 12 months:



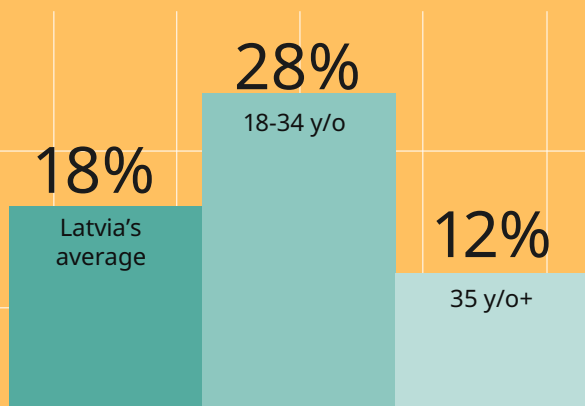
Latvia
Global



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

1 in 4

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

31% vs. **18%**

18-35 y/o 55 y/o+



Younger people

twice

more often eat their meals in bed.

61% vs. **29%**

18-34 y/o 55 y/o+

Women

twice

more often than men talk to their plants.

20% vs. **11%**

Latvian
women

Latvian
men



Conclusions
Conclusions
Conclusions

Latvia Top 10 Insights

Those who feel their home reflects their identity are **1.5 times** more likely to feel positive about it.

But only

59%

feel their home reflects who they are. This drops to **50%** amongst young people.

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

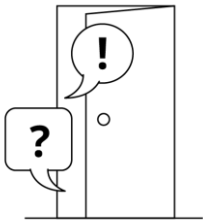
- ▶ Not having space to put your things
- ▶ Having too many things without a designated space
- ▶ Not knowing how to make renovations or repairs to your home

18%

of people have pretended to have plans because they wanted to stay at home instead.

Only 25%

agree that their home provides privacy for everyone living in it.



39%

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

This is amid the **top three most important aspects** for people:

- ▶ Household finances (97%)
- ▶ Personal health & wellbeing (96%)
- ▶ My standard of living (95%)

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

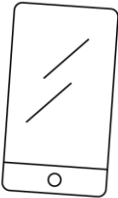
- ▶ **41%** say it's things they've bought themselves
- ▶ **40%** say it's the people they live with
- ▶ **39%** say it's things that help them remember past memories and experiences
- ▶ **37%** say it's space for needs and interests

88%

Of people say it's important to feel enjoyment at home, but only **57%** feel it. This increases to **61%** amongst homeowners.

66%

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



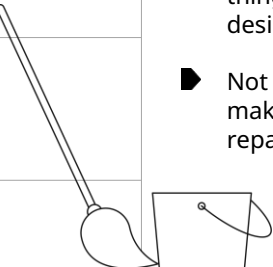
47%

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



Only 11% 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: 1008 in Latvia

