Welcome Home!

IKEA US Life at Home Report 2013
We care about home

IKEA knows about life at home. In fact, we study how people live in their homes all around the world. We care about how people connect so we ask a lot of questions. What are your day-to-day living habits? What’s important to you? What are your hopes and dreams for a great home life?

As it turns out, we’ve learned home in the U.S. is not so much about status or wealth. Or keeping up with the Joneses. Instead, our studies reveal that the most desirable feature for our home is “comfort.” Described by consumers, “comfort” is not about any single home furnishing or product function. In fact, it’s about creating an environment where household members can connect with each other, relax and live their best lives. In this sense, a comfortable home life means letting your guard down and letting your good feelings out.

Home is about the journey of life – connecting with family and friends by creating and sharing memories. Each room has a story to tell; a laugh, a surprise, moments to remember. It’s the warmth of remembering those special times that triggers our desire to create more special moments in our home.

The IKEA US Life at Home Report 2013 is a quick snapshot of some of our home survey findings. It’s our first report in a series that focuses on how people live in their homes; it’s about comfort and connections – memories that will last a lifetime.
The comfort of home

“Whenever I think of home, I feel this sudden warmth. The most comfortable moment is Saturday afternoons when I relax on the sofa and read books while the kids play around.”

... so, how does it feel?

How do Americans feel about home?

• 95% say home is a place they can relax
• 94% feel their home is a place where they feel safe and secure
• 78% stated their home reflects their character
• 50% believe that when it comes to life at home, the top priority is for the home to be warm and welcoming
• Only 1% want their home to reflect how successful they have been

55% of consumers believe their homes help them improve their lives by being comfortable places where they can disconnect from the world and also share with the people they love.

1. IKEA Company Life at Home Study; Inter IKEA Systems BV; June 2012
2. IKEA Company Life at Home Study; Inter IKEA Systems BV; July 2012
3. IKEA Life Improvement Study – IKEA Consumer Panel; IPSOS Loyalty; April 2012
Making memories to last a lifetime—all in the comfort of the living/family room

“It’s where the family gathers, whether it’s to watch TV or a movie, read a book or just sit and chat. It’s the most comfortable room in the house.”

The living/family room tops the list!
- 65% say the living/family room remains the most popular room in the house regardless of region or ethnicity

What should the living room be?
“Being the hub for a vast amount of activity, this room needs to be comfortable, inviting and welcoming for invitees and family to foster lasting memories of great conversations, viewing fantastic sports events and holiday festivities.”

So, how do we spend time in the most lived-in room in the home?
- 80% of people are watching TV in the living room
- 49% are hanging out
- 40% are entertaining

And with whom are we with in the living room?
- 38% are with their spouse or partner in the living room
- 30% with children
- 16% alone

Who’s in control?
- 62% say they control the remote over their significant other, children, friends, or others. However, 74% of men are more likely to say they control the remote than women at 52%

Do you claim your ‘throne’ in the living/family room?
- 43% state they have assigned seating in their living room

1. “In which room do you spend the most time?” IKEA Quick Poll; IPSOS Loyalty; February 2012
2. IKEA Living Room Study – IKEA Consumer Panel; IPSOS Loyalty; June 2012
3. IKEA Consumer Panel, Quick Poll – Favorite Moments of Home – IPSOS; May 2013
4. A Wakefield Study IKEA Home Report; July 2013
Always a great place to be...the kitchen-functional, organized, engaging

"We love the kitchen. Cooking with each other or with the children, making food, making memories and no television necessary. True time together. It’s amazing!"\(^4\)

When asked what are your favorite moments at home that you do together as a family, 43% chose ‘preparing a meal and eating meals together, which was higher than any other activity in the home.\(^2\)

"Sitting around the dinner table. That is family time: no phones, no toys, just everyone telling each other about their day."\(^2\)

The biggest challenge consumers face with their kitchen is lack of storage, room and counter space.\(^1\)

Leisure time in the kitchen?
- 45% leisure time
- 35% social time
- 11% hobby time
- 6% chilling time
- 5% reading time\(^4\)

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1. “In which room in your home do you spend the most time in?” - IKEA Quick Poll; IPSOS Loyalty; February 2012
2. IKEA Consumer Panel, Quick Poll - Favorite Moments at Home - IPSOS; May 2013
3. IKEA Online Panel, Life at Home: Kitchens Study - IPSOS; August 2013
4. IKEA Company Life At Home – IKEA Study; July 2012
Hooked up to technology... practical and useful

Using technology in the kitchen these days?
- 27% are using technology in the kitchen
- 20% listening to music
- 7% on the computer
- 5% watching TV

Life is changing...
Mealtime conversation is expanding beyond just those at the table:
- 52% of households allow phone calls and/or texting during dinner
- 43% of households prefer phone calls vs. 37% who prefer texting

“I spend the most time in my kitchen, where I cook, bake, eat meals with my family, help my kids with homework, play cards or other games, or work on my laptop!”
Please...please... a bedtime story!

"The bedroom...It’s my sanctuary. I like to read, use my laptop or watch TV in the early mornings or after dinner. I love watching movies in bed, especially in the wintertime when it’s cold outside.”

What’s happening in the bedroom besides sleeping?
- 59% read a book
- 49% watch TV
- 29% surf the net
- 18% hang out with family and friends

The cuddle factor...
A third of all consumers aspire to get a king size bed in the next year (among those who don’t have one now), with some/slightly higher aspiration among consumers age 25-34. And why? Because they want more room to cuddle with loved family members.

"I work then come home and do homework and watch TV. My daughter is in the living room and usually on the phone so my bedroom is the place I love to be. I can unwind and be productive at the same time!“
So who sleeps in your bed?

Americans love their furry friends!
Who needs a teddy bear when you have a cat or dog?
• 58% of pet owners sleep with their cat or dog at least some of the time
• 31% have their ‘furry baby’ under the covers! (Hopefully they aren’t too much of a cover hog!)

And how often does your pet cuddle with you...
• 42% nope...not ever
• 31% every night
• 16% most nights
• 6% less than once a week
• 5% once a week

...now that we know who might be sleeping IN your bed...we were curious about what might be UNDER your bed?

...and we found out! 54% of Americans use the space under their bed as extra storage. Here’s what they said...
• “Things I want to hide from my kids.”
• “I’ve been storing a treadmill under my bed for the past 15 years.”
• “My pets. (It’s) their favorite hiding place.”

Consumers do cite lack of space and a desire for more storage as a challenge in the bedroom.

1. IKEA Home Study; Wakefield; July 2013
2. IKEA Consumer Panel, Life at Home; Bedroom Study; IPSOS; June 2013
Outdoor living is our new backyard oasis

…it’s an extension of our living room and our kitchen, a place to relax and entertain.

"During the spring we try to plant gardens and flowers because we use our outdoor space as a living room in the warm months.”

It’s no surprise that during the summer people choose to spend time in their outdoor living areas. After the living room, the outdoor spaces of the home (decks and patios) are the most popular place to spend spare time.

• 26% say they’ll spend most of their spare time in an outdoor living space. Women spend more time enjoying their outdoor living areas than men do
• 21% say that the outdoor living areas are the part of the home that they want to change most over the summer
• The most popular uses for an outdoor area include spending time with family and friends, entertaining and gardening, but people also…
  o Cook (54%)
  o Nap (17%)
  o Exercise (9%)

...what’s trending in outdoor living?

What type of outdoor space do Americans have?

• 86% have some type of outdoor space
• 69% have a private garden
• 59% have a porch
• 51% have a terrace/patio
• 15% have a balcony

1. “What is your number one priority in the spring?” IKEA Quick Poll; IPSOS Loyalty; July 2012
2. IKEA Living Room Study - IKEA Consumer Panel; IPSOS Loyalty; June 2012
3. IKEA Services and Season Trends – IKEA Consumer Panel; IPSOS Loyalty; August 2012
4. IKEA Company Life At Home – IKEA Study; IKEA; July 2012
Every day is Earth Day!

A cared-for planet is a cared-for home. The days of “sustainability” as a new concept are behind us.

Top earth-savers are...
- 72% recycling
- 43% keeping the home warmer or cooler than they otherwise would
- 37% switching to all LED lights
- 28% very interested in generating their own renewable energy through solar power, while 32% are somewhat interested
- 26% taking shorter or fewer showers

...do we care?
- 71% of Americans recycle in their homes
- 66% believe that recycling is important
- 37% have recycling available in their community/neighborhood
- 13% believe that it is not important

If given the chance, consumers are most likely to purchase:
- 98% an Energy Star rated appliance
- 86% a water-saving faucet for their kitchen

Slightly less than one-half of Americans (43%) have at least one LED bulb in their house.

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1. IKEA Consumer Tracker Sustainability Module; Millward Brown UK; November 2012
2. IKEA Home Study; Wakefield; July 2013
3. IKEA Company Life at Home Study; Inter IKEA Systems B.V.; July 2012
4. IKEA Online Panel; Life at Home Kitchens Study – IPSOS; August 2013
5. IKEA Home Study; Wakefield; September 2012
About this Life at Home Report:

This is the first annual IKEA US Life at Home Report 2013; a snapshot of how Americans are living their lives at home with particular regard to comfort and connections.

Methodology:
IKEA routinely engages in a multi-pronged research effort to build a deep understanding of people’s real lives at home.

- US-specific and ongoing quantitative studies on people’s perceptions of home: A series of online surveys were conducted among IKEA Consumer Panel members by Ipsos Research between October 2012-October 2013. The panel is composed of approximately 4,000 US consumers, male and female heads of household between the ages of 25-54 with a household income of at least $35K.
- US-specific ad-hoc studies: commissioned qualitative and quantitative research to understand life at home in the US and emotional drivers behind quality perceptions in furniture and home furnishings
- IKEA.com Global Poll: online questionnaire conducted March and July 2012 among primarily women ages 25-49 in five countries, including the US.
- IKEA Global Qualitative Research: analyzed global macro home and style trends, conducted expert interviews and ethnographies.

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About IKEA

The IKEA vision is to create a better everyday life for the many people. Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. There are currently 305 IKEA Group stores in 26 countries. There are 38 IKEA stores in the US. In FY 13, the IKEA Group had 135,000 co-workers, 684 million visitors to the stores and 1.3 billion visitors to IKEA.com. IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment.

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- IKEA-USA.com
- facebook.com/IKEAUSA
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