Beyond Four Walls

A new era of life at home



LIFE AT HOME REPORT 2018
IN SHORT



Today, around 1 in 3 people all over the world say there are places where they feel more at home than the space they live in.

WHAT DOES THIS TELL US ABOUT LIFE AT HOME?

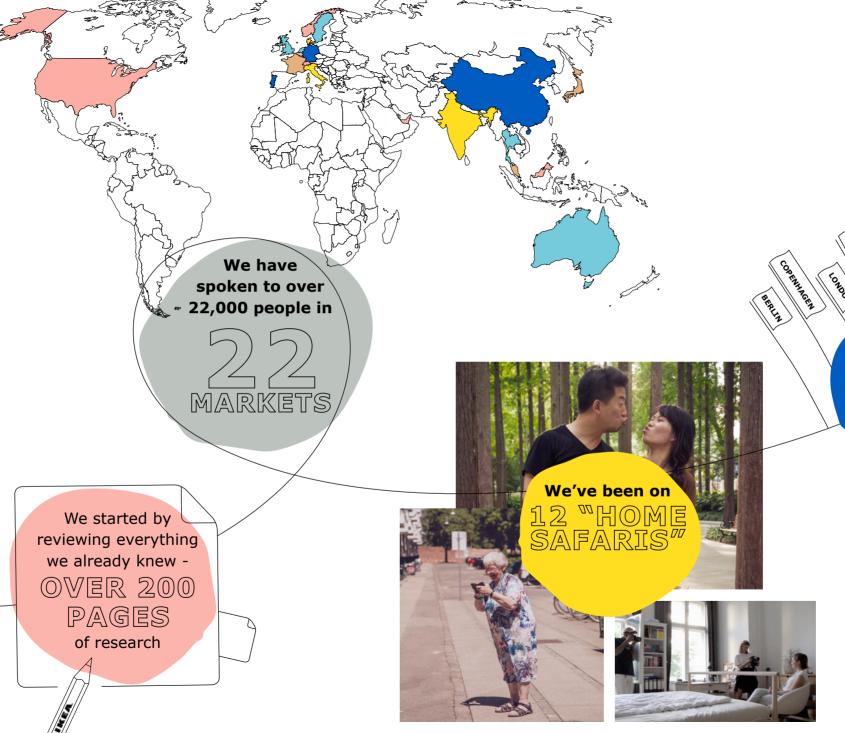
OUR JOURNEY

Life begins at home

Every year, we set out to understand more about what makes a better life at home by connecting with thousands of people where they live. And this year is no exception.

Ever since our 2016 report, we have been harbouring a deep curiosity about where the feeling of home really comes from. Back then, we found that 20% of the people we surveyed said there were places where they felt more at home than the space they lived in. Two years on, we have found that 29% of people say they feel this way, rising to 35% of those who live in cities.

We wanted to know why lots of people feel this way. So we went off to explore what gives people the feeling of home, and where they go to find it.



We had our thinking challenged by a group of Life at Home experts

We visited IKEA stores in SIX CITIES

We pulled out the most interesting things we learned, and made the Life at Home Report 2018 - In Short.

INTRODUCTION

We are living in a new era of life at home

When we talk about what makes a home, we talk about the four dimensions that are shared by everyone, no matter where or how we live - space, place, relationships and things.

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For some people, 'my home begins at my front door.' For other people 'my sense of home begins when I am within this area, around the estate within which I live.' It's that sense of a wider, more expansive notion of home."

Dr Alison Blunt

Co-director of the Centre for Studies of Home. and expert contributor to the Life at Home Report 2018 These dimensions help us explain how our homes are organized and what kinds of activities we do there.

In the past couple of years, we have been digging deeper into the emotions of home and how they interact with these dimensions. How can we describe the feeling of home? Why does home feel different to me than it does to you?

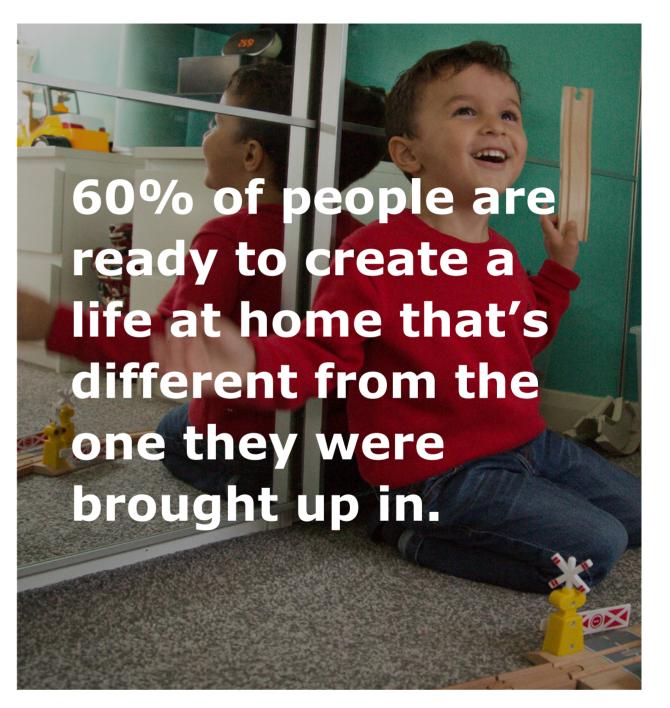
PLACE SPACE RELATIONSHIPS THINGS

During our research we learned that life at home is changing, profoundly, all over the world. Our physical homes are getting smaller, smarter, busier and noisier... All of this impacts on how successfully a single space can deliver what we need from it - functionally and emotionally. When we can't get what we need at home, we head outside.

In short, life is on the move, and home needs to catch up. Life at home is becoming a network of places and spaces, and the feeling of home can be found in more than one location.

For lots of people, this bigger understanding of life at home presents new opportunities.

This is a new era of life at home, and it's taking place within and beyond four walls.



HOME IS ARRIVING TO A PLACE WHERE PEOPLE TAKE ME AS I AM, WHERE I CAN BE MYSELF AND HAVE FREEDOM."





THE NEEDS OF THE HOME

Defining that elusive feeling

Through our research, we have identified five core emotional needs connected to the home. This is what people mean when they talk about the feeling of home.

These needs are universal but they play different roles at different stages of our lives, depending on how old we are, who we live with, and where we are in the world.

We believe that knowing more about these needs can help us find a feeling of home more easily, more quickly, and more successfully.

home at the core are comfort, **security**, a sense of autonomy and ownership, and the capacity for **privacy**. But again, each of those can be challenged, they can be nonexistent even in the context of the to a sense of **belonging**; a sense of collectively."

Dr Alison Blunt

OUR KEY FINDINGS

Home doesn't always feel like home

Most of us believe that it's important for our residential homes to provide these five emotional needs, and in many cases they do that well.

However, we have seen a gap between expectation and reality, particularly amongst those living with friends or strangers. For too many people, home doesn't give them the feeling of home. Today, lots of us are looking to spaces and places beyond four walls to provide us with these emotional needs.

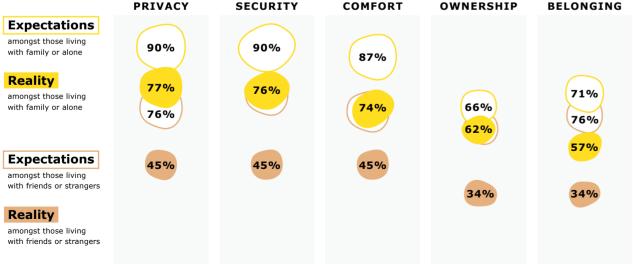
Pushed out:

Some people are restricted by what their residential home can give them. "Home doesn't give me mental privacy, so I like to escape onto my balcony to be alone or go and sit in my car on 'my street' in winter."

Alessandra, Rome

Pulled in:

Some people are excited by opportunities beyond four walls to enhance their feeling of home."The extended home adds the seasoning and spice you can't get at home. Using the extended home imaginatively helps you get the home you want and need, no matter what your home is." Sarah, London



THE PUSH FACTORS

Pushing beyond four walls

Lack of comfort

When we have less space to play with, life at home can feel restrictive.

"I WOULD MAYBE HAVE FAMILY OVER, BUT DEFINITELY NOT FRIENDS. IT'S WAY TOO SMALL."

Tan Jiaqin, Shanghai

Lack of belonging

Living with people who don't share our interests or values can make us feel disconnected.

53% of young families don't get belonging from their residential home.

Lack of ownership

If we don't own the space we live in or the things within it, life at home can sometimes feel harder.

24% of people who live with strangers don't feel ownership over where they live and feel

MORE COMFORTABLE OUTSIDE OF THEIR HOME.

Lack of security

te for space,
gether than
we're moving between homes, cities
and countries more than ever.

1 IN 3 PEOPLE

don't feel their residential home provides a sense of security.

These feelings are exacerbated by major shifts in how people live today, which is rapidly adapting to our changing demographics and climate, the increased use of technology, and the exponential rise in urban living.

Lack of privacy

As new homes compete for space, we are living closer together than ever before.

23% of people globally feel they have to leave the house to find alone time, and this goes up to 33% for people living with friends or strangers.

THE PULL FACTORS

Pulling into other places

We found that for those who feel happy at home, the richness of life beyond four walls enhances our five emotional needs. In particular, many of us find an extended sense of belonging in the communities that surround where we live.

Building a greater sense of belonging

Diverse social networks, enriching experiences and connecting to people in our communities all help us feel like we belong.

44% OF PEOPLE WHO FEEL RELAXED, CONTENT AND JOYFUL IN THEIR HOMES ALSO BELIEVE THAT COMMUNITY IS AN EXTENSION OF HOME.

HOME



OF US SEEK
EXPERIENCES
OUTSIDE OF THE
HOME THAT WILL
HELP US GROW AS
A PERSON.

No matter what role our residential home plays in our lives, the feeling of home can exist in multiple places and spaces, at any given time.

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The four walls are important but you need to have other opportunities outside the four walls to feel at home."

Frik Berli



PLACES AND SPACES

Life at home is a network of places and spaces

The boundaries are blurring between what we do at home and what we do beyond four walls. Our daily routines are changing as we take traditional home activities into other spaces and places, and bring more of the outside in.

For me, its all about the area. so multicultural and I feel alive when I walk around. I'd rather

With home activities shifting between locations, it's clear that our neighbourhoods and communities play an increasingly important role in our homemaking experiences. In some instances, they can provide us with more opportunities to create a better life at home than the space we live in.

In fact, 64% of us say we would rather live in a small home in a great location compared to a big home in a less ideal location.

1 IN 4 WORK MORE FROM HOME than ever before

OVER A 1/3 OF US

SHOWER OR BATHE OUTSIDE OF THE HOME multiple times a week

NEARLY 1/4

of people living with strangers use AirBnB to MAKE MONEY FROM THEIR HOME



THE FIVE EMOTIONAL NEEDS

The feeling of home is no longer limited to our residential homes. Understanding the five emotional needs in this bigger context makes it easier for us to find the feeling of home, no matter where or how we live.

BELONGING

is about feeling part of group of people who accept you for who you are, and in places that reflect you. It's not just about others acknowledging you.

SECURITY

OWNERSHIP

COMFORT

PRIVACY

WHAT NOW?

Everyone deserves that home feeling

Your network of spaces and places might be big or small, and maybe you have your own home at the heart of it, and maybe you don't. There's no one-size fits all. The important thing is that everyone deserves to experience that feeling of home.

The things we have learned through this year's research will help us develop products, show furnishing solutions, and design home experiences that take us closer to our vision. Like always, we're committed to doing our part.

But, just like our flatpack furniture, you can do your part too.

Ask youself, does my home feel like home? How could it feel better?

To help you answer those questions, we've designed a simple online tool that will help you get to the heart of how your home really feels

We have also asked a number of experts, fron interior designers, to UN ambassadors and trend-spotters, to give us their tips on how to create a better life at home.

ou can find all this, and much more, on our Life t Home website: **lifeathome.ikea.com**

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I think where I feel most like home is where my wife and child are. I think no matter if its in a house or in a flat, or if its a place I bought or a place I rented, as long as the person I love is there, that is my home."

Tang, Shanghai



LIFEATHOME.IKEA.COM

We know that home is the most important place in the world. That's why we're obsessed with making it better.

The research for the Life at Home Report 2018 was commissioned by IKEA Group (INGKA Holding B.V. and its controlled entities), and undertaken by London-based customer agency C Space.

It was conducted between March and August 2018.

Qualitative research was conducted in USA, Germany, Denmark, China, Italy and UK.

Quantitative research was undertaken in 22 countries across four territories – USA, Middle East, Europe, and Asia. The survey was conducted amongst more than 22,854 people and is nationally representative.

