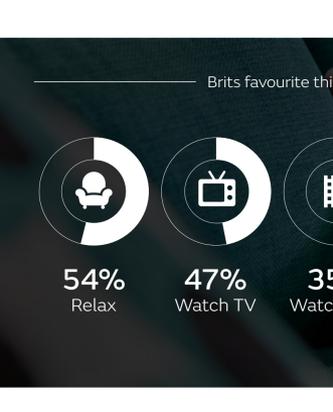


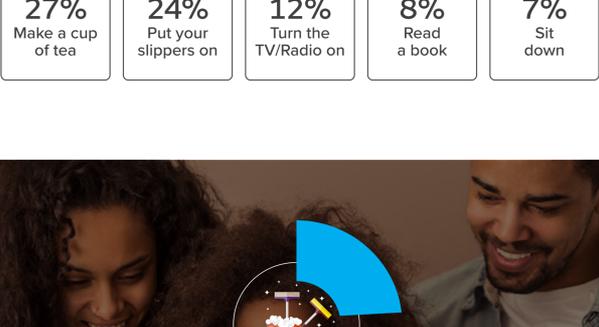
Britain's favourite home comforts

The results of our 2019 Home Comforts Survey are in and we can confirm: the UK loves its home comforts. Here, we delve into the numbers, finding out who prefers to pop on the kettle before their slippers, who prefers TV to family time, and who ranks cleaning as one of their top three things to do. So brew up, sit down and get cosy. It's time for some home truths.

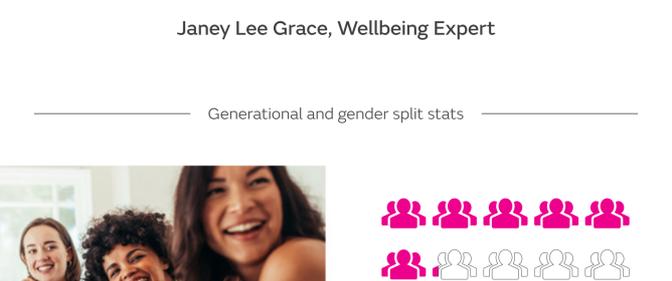


79.1% of Brits prefer to spend their spare time at home

Brits favourite things to do at home



The first thing Brits do when they get home

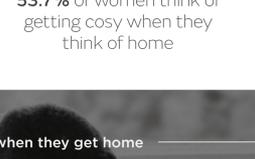


Almost a quarter (21.1%) of those surveyed said cleaning was their favourite thing to do

The current trend in decluttering is great for relieving anxiety, it feels so good to release space for new things to come into your life and for most of us hoarding and hanging on to old stuff that we no longer use actually brings down our sense of wellbeing. Even the smallest space will feel better and lighter with a good clean, and of course I'd recommend using only nontoxic cleaning products. If you like to freshen the air for example, fill a plant spray with water and add a few drops of your favorite essential oil and spritz away.

Janey Lee Grace, Wellbeing Expert

Generational and gender split stats

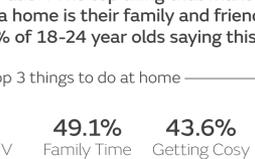
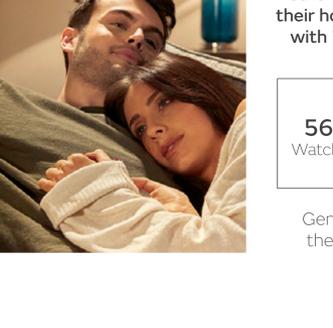
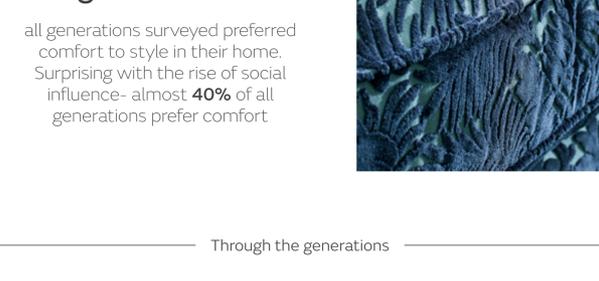


61.9% of people say that family and friends make their house feel like a home, making the UK a very sentimental nation

Top things both genders think about when getting home



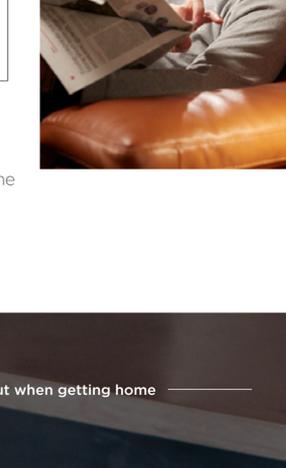
First thing men vs women do when they get home



83% of Millennials (24-35) prefer to spend their spare time at home rather than being out

Comfort is now

all generations surveyed preferred comfort to style in their home. Surprising with the rise of social influence- almost **40%** of all generations prefer comfort



Through the generations



Generation Z

Gen Z value home and family more than any other generation: **The top thing that makes their house a home is their family and friends, with 72.7% of 18-24 year olds saying this.**

Top 3 things to do at home



Gen Z also love being home as **54.5%** of them say they love being able to spend time with family.



Millennials

Almost half (**49%**) of Millennials say that pets are what makes their house feel like a home, more than any other generation.

Top 3 things to do at home



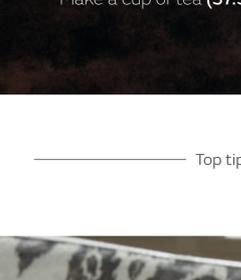
Generation X

65.9% of Gen x say they care most for comfort of style in their home interiors.

Favourite thing to do at home

74.3% Being able to relax

Making a cup of tea is the first thing that **36.5%** of Gen X do when they get home.



Baby Boomers

Baby Boomers are very traditional when it comes to their home comforts: **One quarter** of baby boomers prefer to spend their spare time out of their homes.

Favourite things to do at home

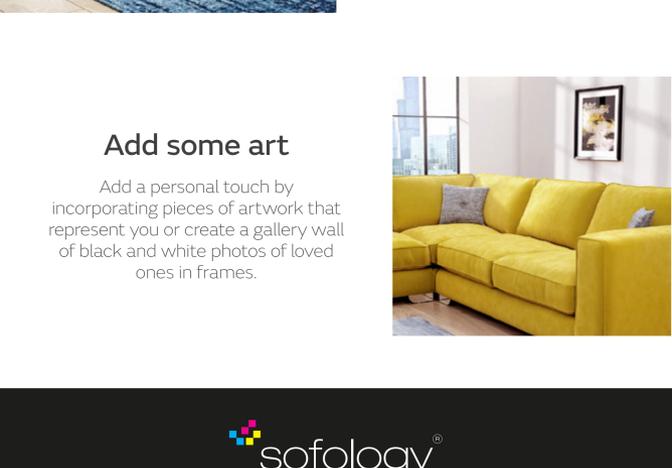


76.4% also say that personal touch is what makes their house a home.

They also say that their most loved room in the house is their living room (**75.3%**)



Top things both genders think about when getting home



- 1. Belfast** Turn the TV/Radio on (22.2%)
- 2. Birmingham** Put their slippers on (31.4%)
- 3. Bristol** Put their slippers on (26.8%)
- 4. Cardiff** Make a cup of tea (30.4%)
- 5. Edinburgh** Make a cup of tea (27%)
- 6. Glasgow** Put their slippers on (21.2%)
- 7. Leeds** Put their slippers on (27.2%)
- 8. Liverpool** Make a cup of tea (37.5%)
- 9. London** Make a cup of tea (25.2%)
- 10. Manchester** Make a cup of tea (34.7%)
- 11. Newcastle** Put their slippers on (29.7%)
- 12. Norwich** Make a cup of tea (43.3%)
- 13. Nottingham** Make a cup of tea (32.8%)
- 14. Sheffield** Make a cup of tea (33.3%)
- 15. Southampton** Make a cup of tea (26.9%)

Top tips for making your house a home



Layer up with different textures in your throws and cushions

Mix together a variety of knits, faux fur, velvet and soft linens to create a cosy nest that you can't wait to curl up into.

Candlelight

Candlelight is an instant way to relax the atmosphere. Draw the curtains, lower the blinds and allow the candlelight to twinkle.

Buy a rug

No matter your choice of flooring, adding a chunky rug will bring the look together.

Add some art

Add a personal touch by incorporating pieces of artwork that represent you or create a gallery wall of black and white photos of loved ones in frames.

