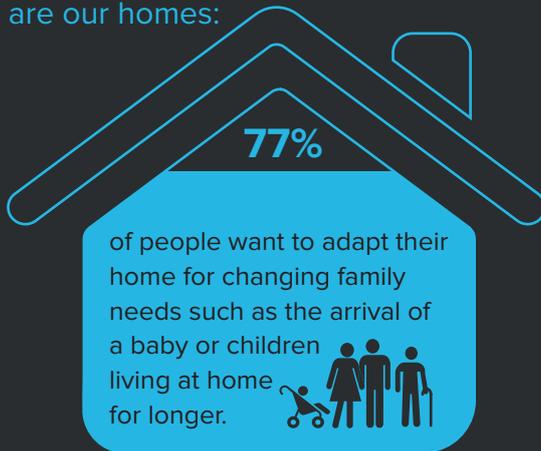


As lifestyles change and living costs rise, we're demanding more and more from our homes

KEY FINDINGS

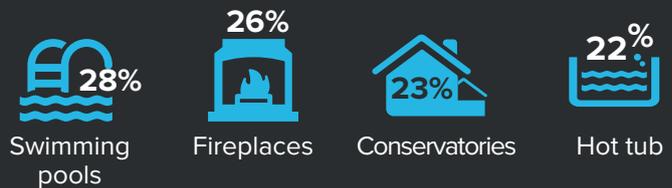
The adaptable home:

Our families are changing, therefore so are our homes:



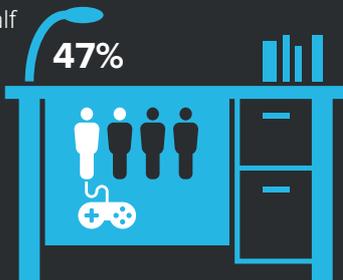
Changing lifestyles and demographic shifts mean that homes need to be increasingly flexible spaces that adapt as our lives change.

We're becoming more aspirational. The most desired features are:



Homes are needed for work and play:

Today, nearly half of people have, or would like, a home office and over a quarter have, or would like a games room.



Home improvement priorities in the next five years:



Spending on the home back on the agenda:

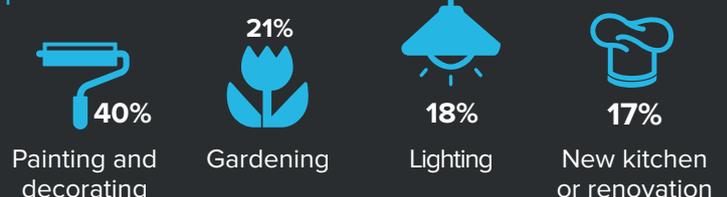
Following a tough economic period people are on average planning three home projects in the year ahead – from redecorating to adding extensions. The Russians are planning the most.

Home improvement is again seen as a value creator:

More than two thirds of Europeans (68%) are making home improvement changes to increase the value of their home. This is a big shift from the 17% recorded in 2012.



In the next 12 months Europe's top project priorities are:



DIY confidence:

Confidence in doing DIY ourselves varies significantly from country to country, with Germany and France leading the way.

The DIY confidence Leaderboard:

- 1st Germany, France
- 3rd Poland
- 4th Russia
- 5th Spain, UK
- 7th Ireland
- 8th Romania
- 9th Turkey

We love DIY:



86% enjoy DIY

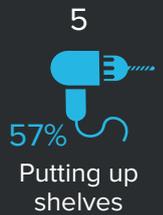
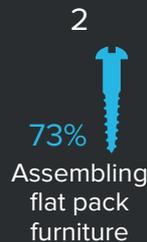


42% say DIY is rewarding



36% say it provides a sense of achievement

Top 5 skills in Europe:



Britain buys online:



46% of people in Britain buy home improvement products online, the highest in Europe. France is the least likely. The UK is the country most likely to use 'click & collect'.



40% are not confident assembling flat pack furniture



46% are not confident unblocking a lavatory



DIY can help you find love:

Aside from personality and looks, being capable around the house is considered the third most desirable feature in a potential partner.

The fear factor – rising energy bills:

Rising energy bills are households' greatest concern right across Europe.



The biggest fears about the home

- 65% fear rising energy prices
- 40% worry about paying bills
- 36% are concerned about maintenance and upkeep
- 23% are concerned about keeping up with their mortgage.



31% are planning to make energy efficient changes, compared to only 4% in 2012.

Desirable features in a potential partner:

