

Home Lifestyles - UK - September 2010

Report Price: £1695 / \$2610 / €2026



What is this report about?

Since the start of the recession, consumers have been nervous about committing themselves to major spending on their homes or moving house, but at the same time the home has become more important in terms of the amount of time people are spending there. While going out is still a high spending priority, it appears there has been a shift in focus towards spending spare time at home to save money.

So while the trends currently being seen in home lifestyles are partly being driven by increased frugality and worries about stretching budgets too far in the current financial climate, they are also driven by other factors that applied pre-recession and are therefore likely to remain post-recovery.

What have we found out?

- Four in ten adults (19.5 million) are spending more of their spare time at home than a couple of years ago, but this extra time is most likely to be taken up watching TV.
- After watching TV, household chores take up the most time spent at home both during the week and weekend, while nearly eight out of ten adults (40 million) really care about the house being clean.
- A higher proportion of adults are renting and living in flats than back in 2007, and greater percentage of new housing is flats and one- or two-bedroom properties compared with ten years ago. This favours an increased focus on home makeover and softer home enhancement, as well as home furnishings that make the most of more limited living space.
- DIY participation declined from an estimated 30 million adults in 2006 to 28 million in 2010 and is more deep rooted than being a response to a slump in the economy and the housing market.
- Interest in and enjoyment of cooking and growing fruit and vegetables was already growing before the recession, but this trend has been heightened by a desire to save money and people spending more spare time at home.
- One of the biggest changes in home lifestyles has been the amount of time spent at home on the internet, with just under a quarter of adults (12 million) now spending 30 hours or more online a month (14% in 2007). There is a growing reliance on technology for entertainment in the home and we are increasingly becoming a population that never 'switches off'.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to **oxygen@mintel.com** or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100