

Home improvement

Global GfK survey



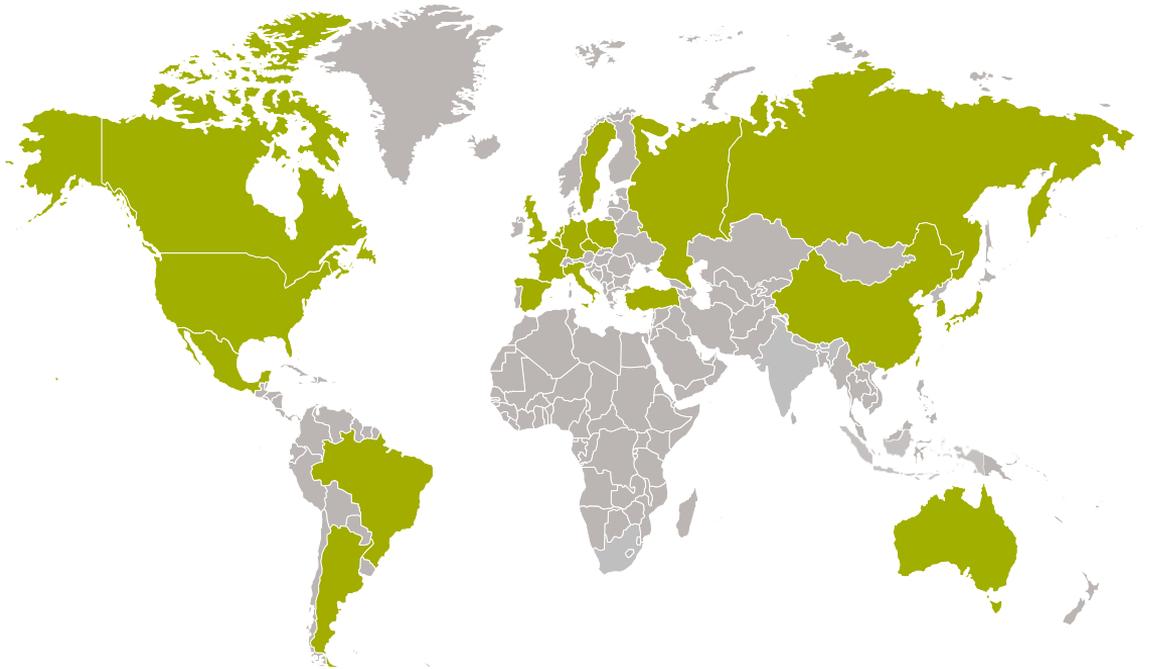
August 2016

Global GfK survey: Home improvement

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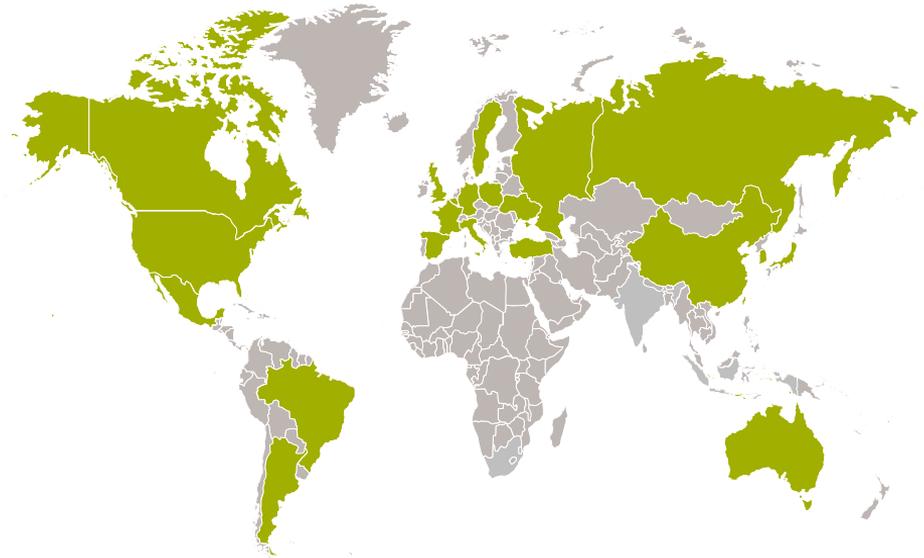
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

Methodology

Countries covered, methodology and sample size

GfK interviewed in summer 2015 more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Russia (online/n=1514)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	USA (online/n=1536)



Question



Which of these aspects of your home would you most like to change or improve, if you could?
Select all that apply

- The overall size and layout/dimensions
- The interior décor or design
- The furniture
- The storage space
- How well organized your home is
- The usual level of cleanliness
- The household appliances
- The entertainment equipment
- Your garden, yard, patio or other outdoor area
- None of the above

Global results

Highlights

- When it comes to what aspect of their home people would most like to improve, most popular among the online population across 22 countries are the interior décor or design (39 percent), the overall size or layout (38 percent), and the furniture (35 percent).
- Most popular amongst women are interior décor (43 percent), furniture (40 percent) and the overall size and layout (39 percent).
- Most popular amongst men are the overall size and layout (37 percent), household appliances (35 percent) and the interior décor (35 percent).
- Internationally, significantly more men than women are interested in improving their home's entertainment equipment – with three out of ten men (30 percent) selecting this, compared to just under two out of ten women (19 percent).

Aspects people would like to change or improve in their home if they could

Average across all 22 countries



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average across all 22 countries by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

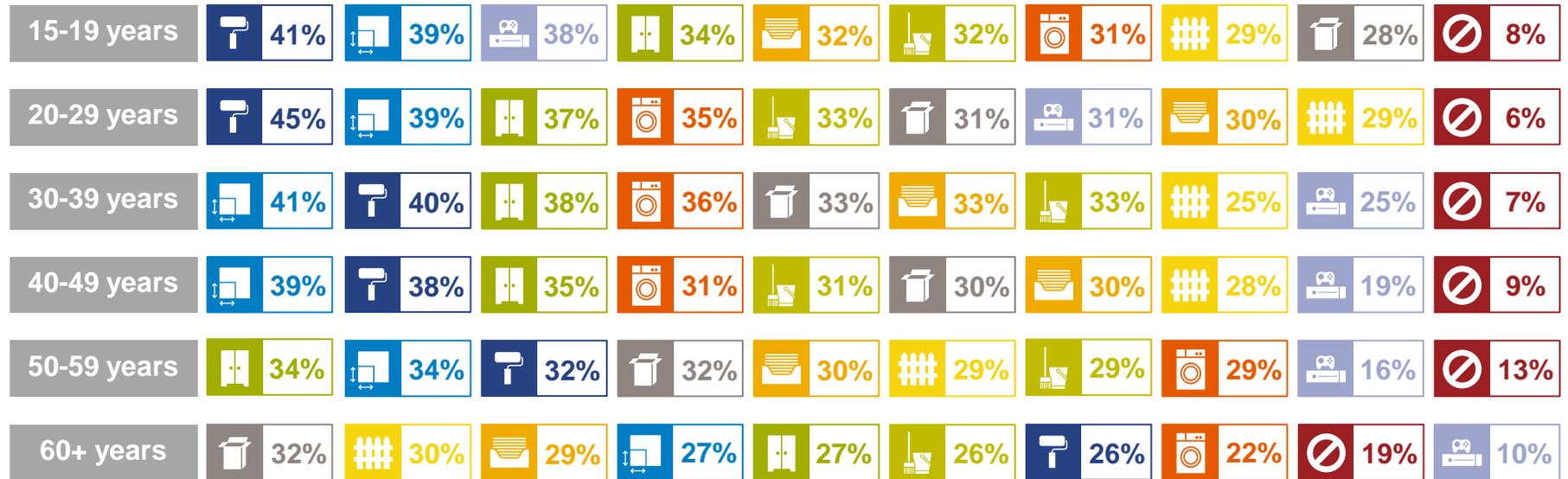
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average across all 22 countries by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Top 5 countries per aspect



Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

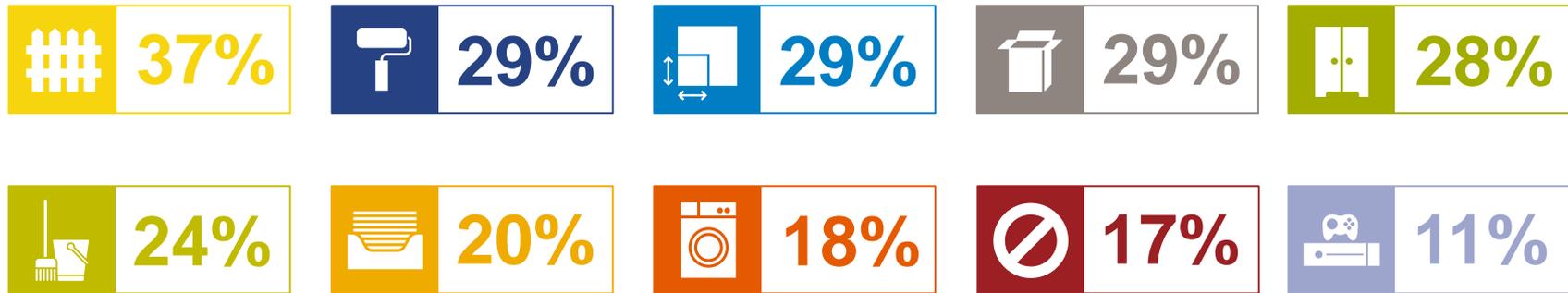
Country results – Europe

Belgium



Aspects people would like to change or improve in their home if they could

Average in Belgium



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Belgium by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

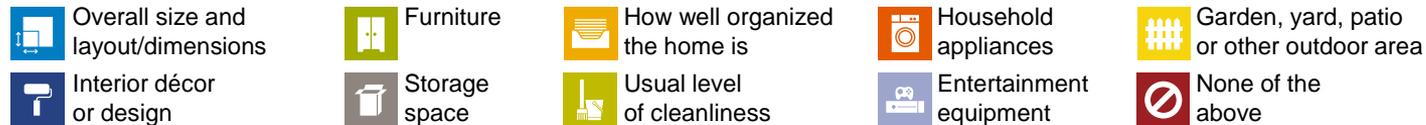
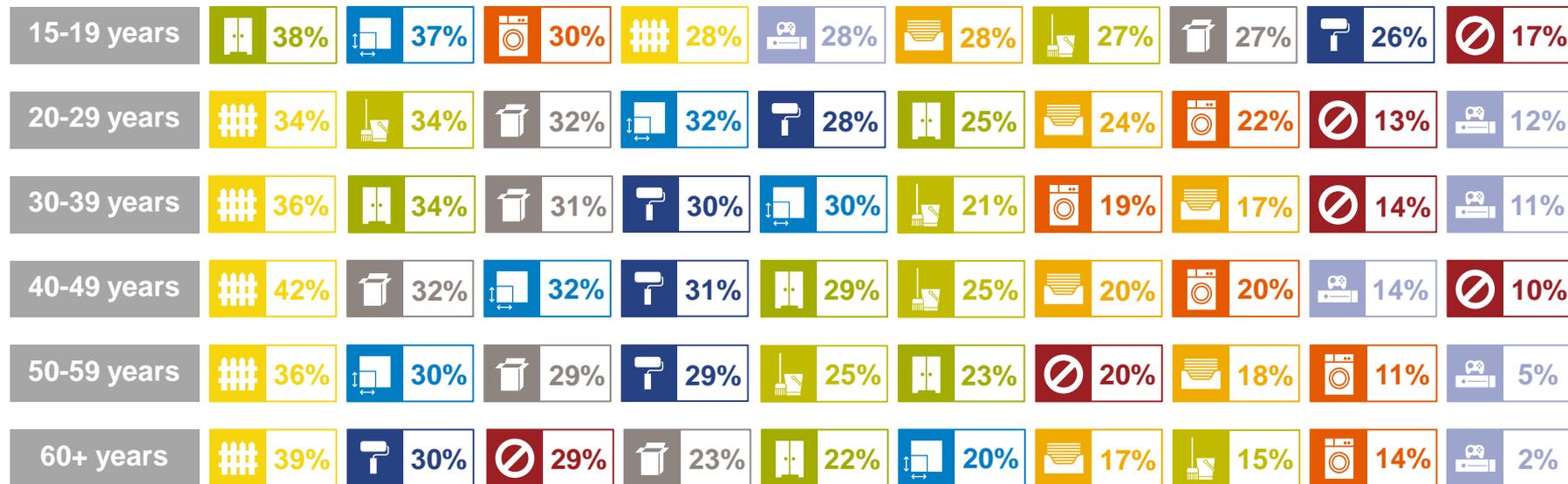
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Belgium by age groups

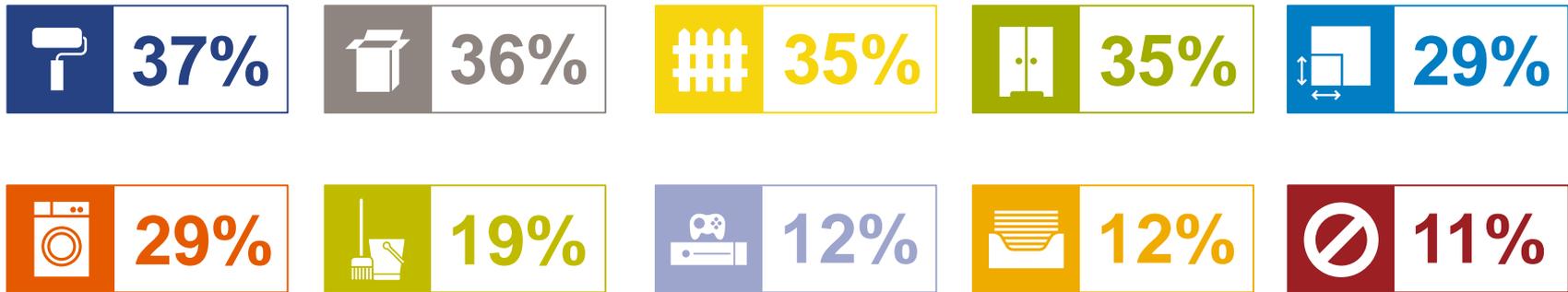


Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Czech Republic



Aspects people would like to change or improve in their home if they could Average in Czech Republic



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Czech Republic by gender



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

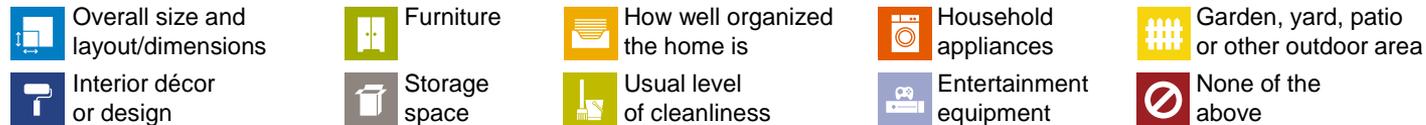
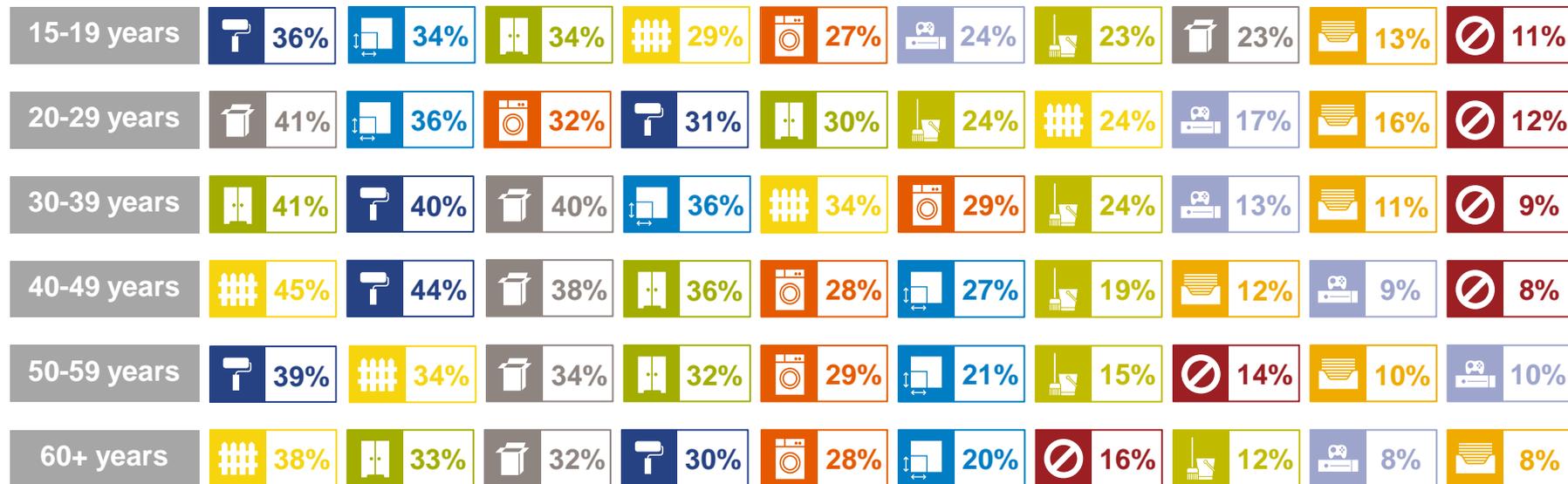
 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

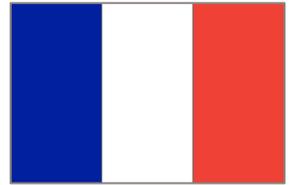
Aspects people would like to change or improve in their home if they could

Average in Czech Republic by age groups



Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

France



Aspects people would like to change or improve in their home if they could

Average in France



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in France by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

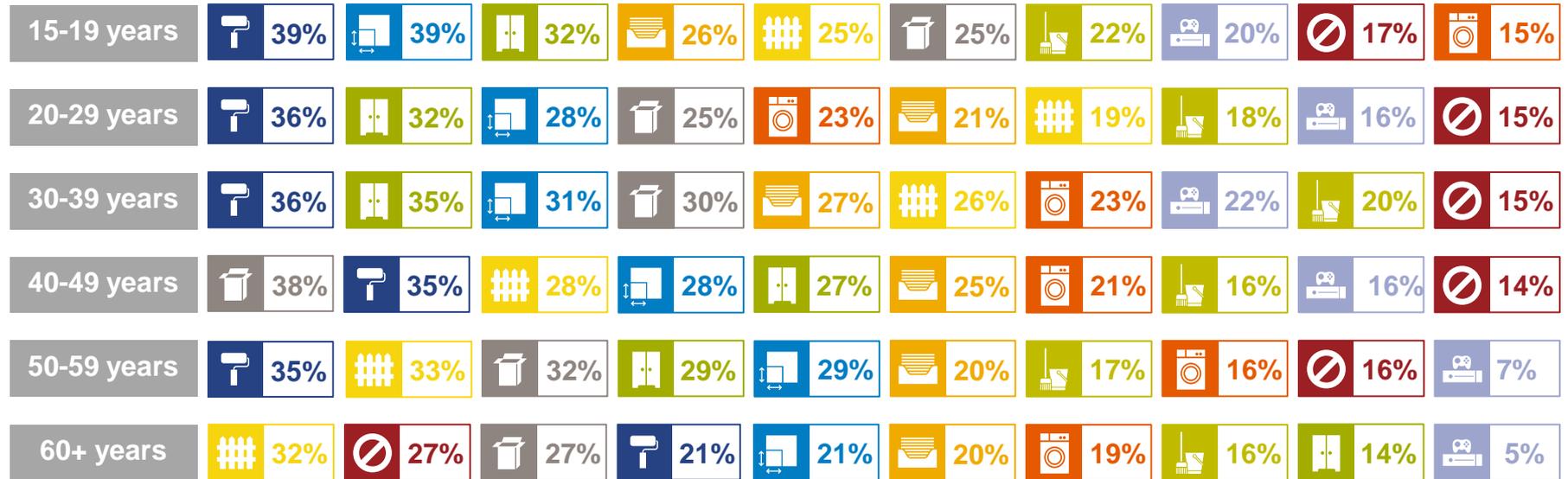
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in France by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

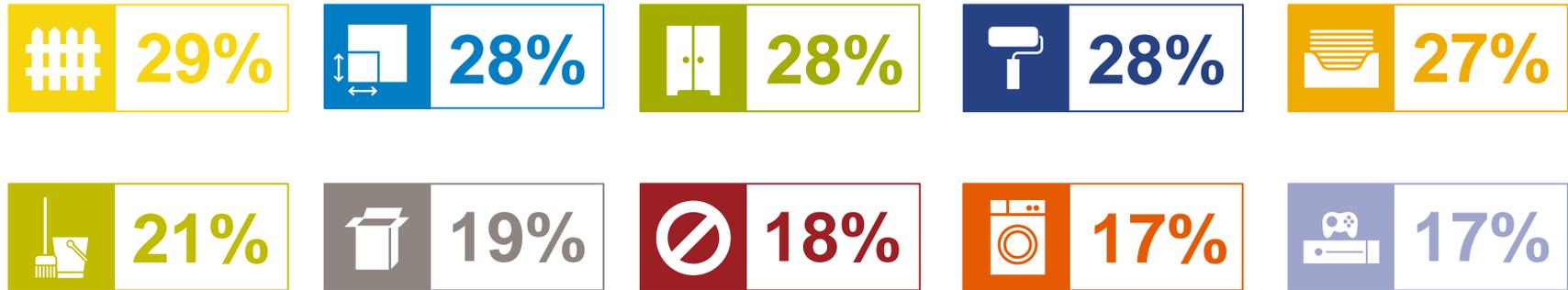
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Germany



Aspects people would like to change or improve in their home if they could

Average in Germany



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Germany by gender



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

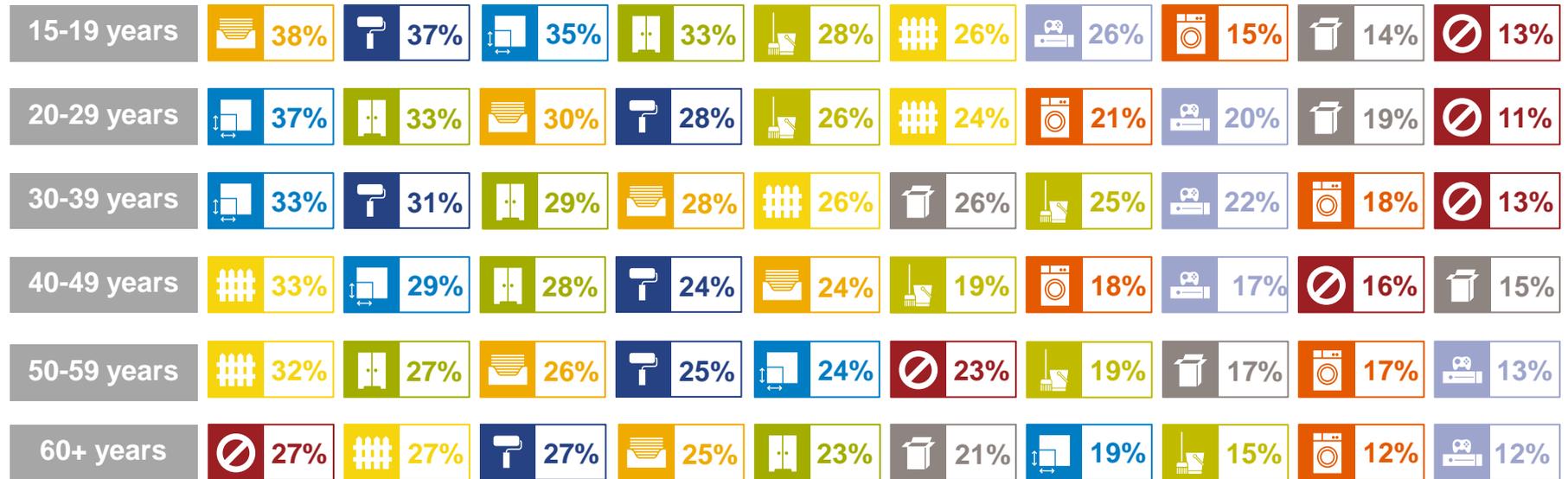
Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Germany by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

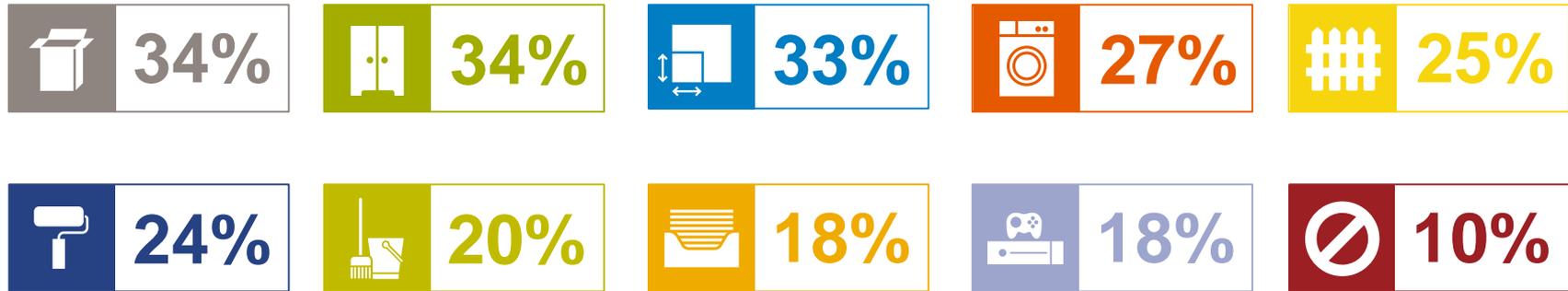
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Italy



Aspects people would like to change or improve in their home if they could

Average in Italy



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Italy by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

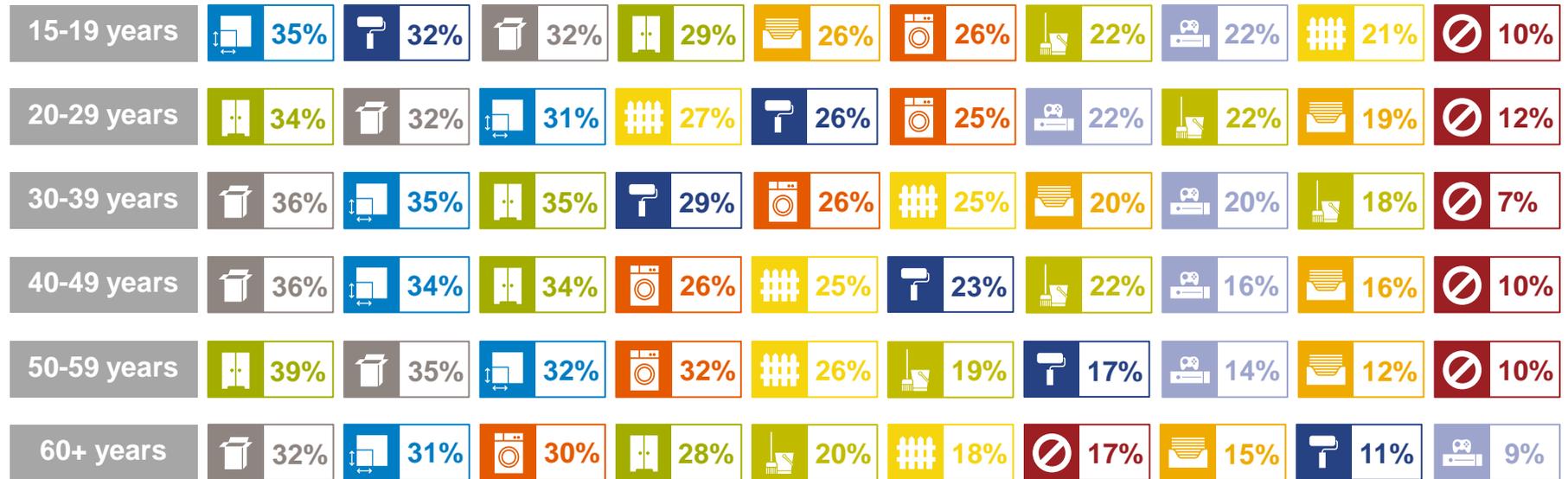
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Italy by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Storage space
- Furniture
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Netherlands



Aspects people would like to change or improve in their home if they could

Average in the Netherlands



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in the Netherlands by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

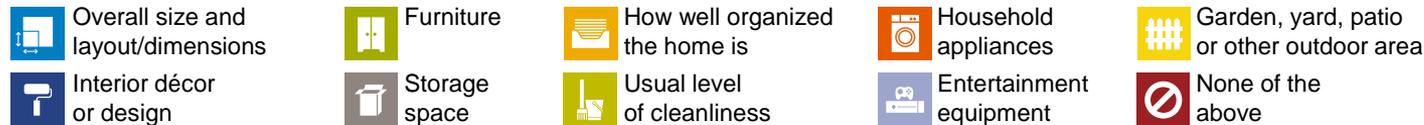
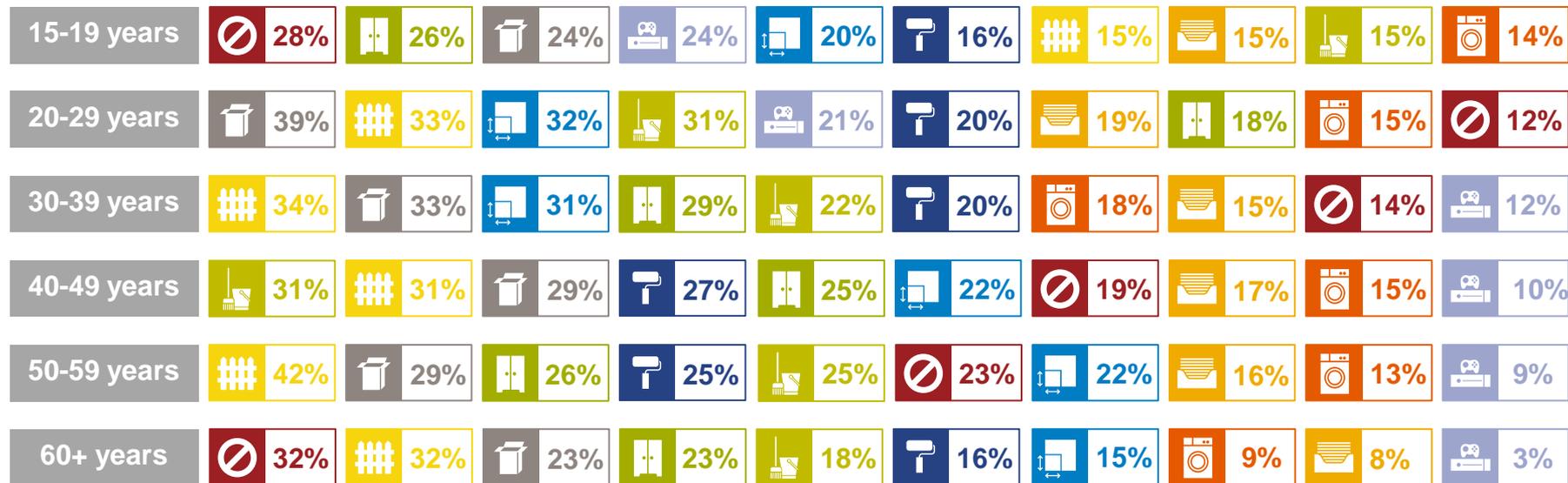
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in the Netherlands by age groups



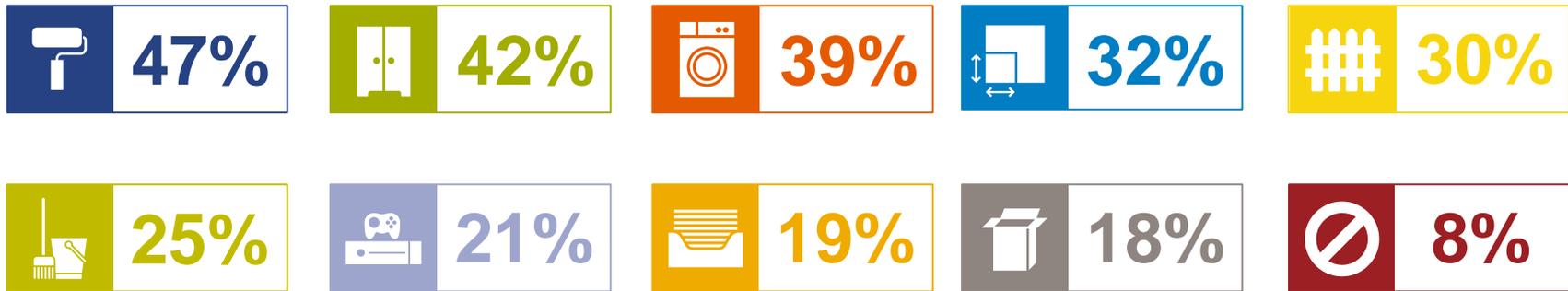
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Poland



Aspects people would like to change or improve in their home if they could

Average in Poland



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Poland by gender



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

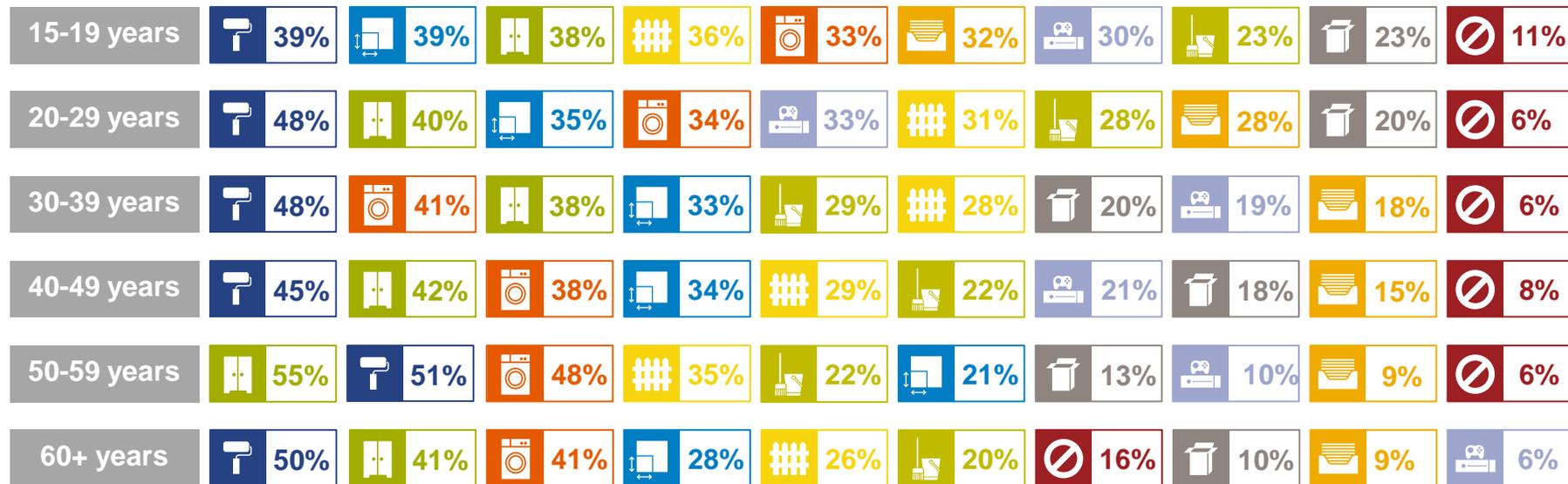
 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Poland by age groups



 Overall size and layout/dimensions

 Interior décor or design

 Furniture

 Storage space

 How well organized the home is

 Usual level of cleanliness

 Household appliances

 Entertainment equipment

 Garden, yard, patio or other outdoor area

 None of the above

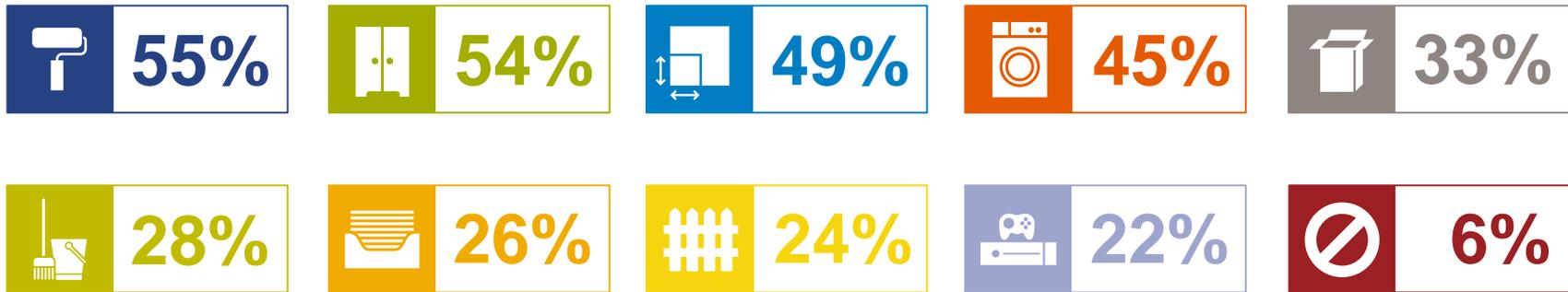
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Russia



Aspects people would like to change or improve in their home if they could

Average in Russia



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Russia by gender



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

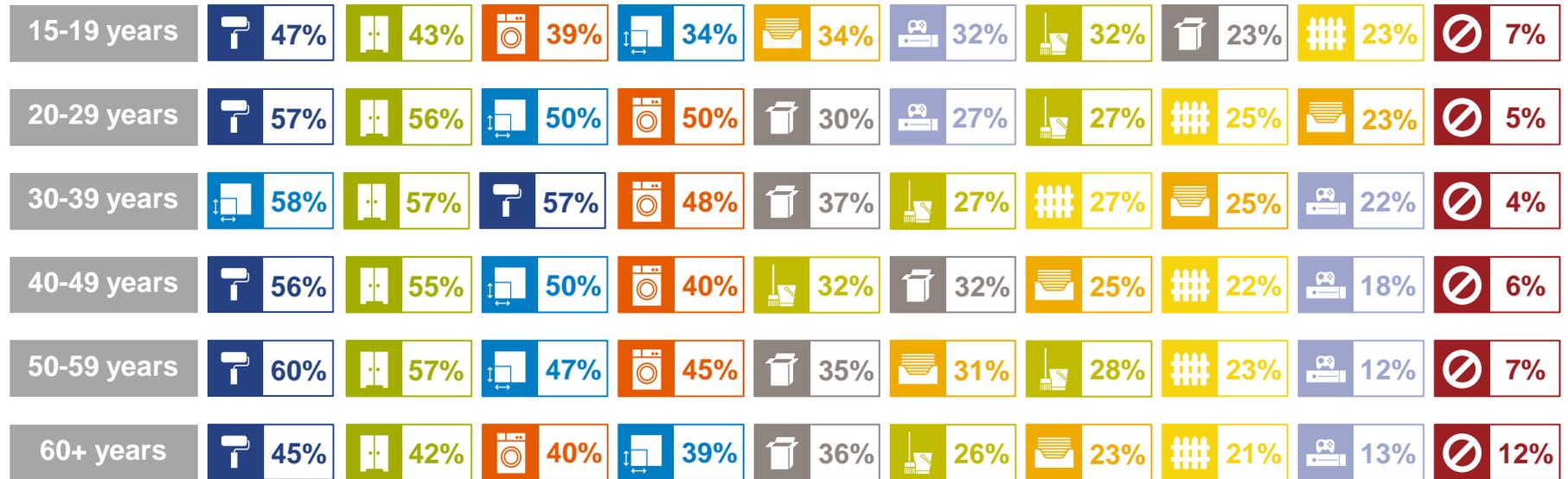
 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Russia by age groups



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

Garden, yard, patio or other outdoor area

None of the above

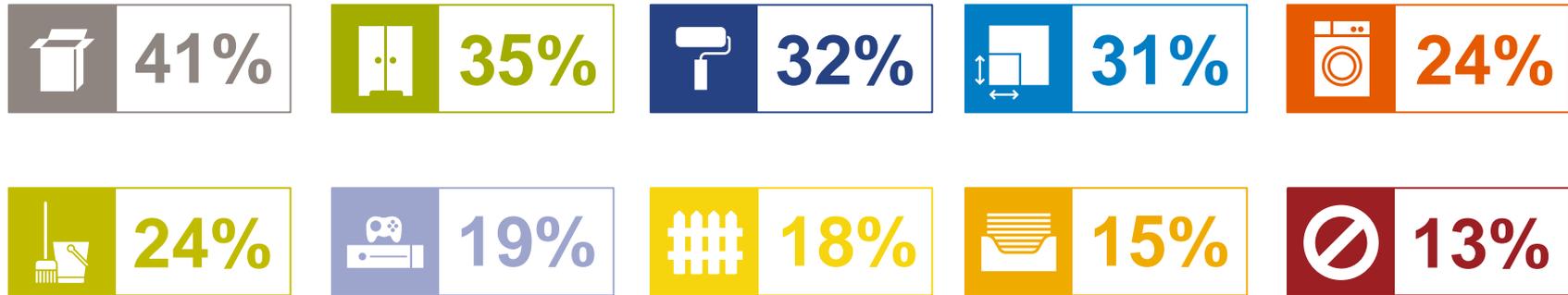
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Spain



Aspects people would like to change or improve in their home if they could

Average in Spain



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Spain by gender



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

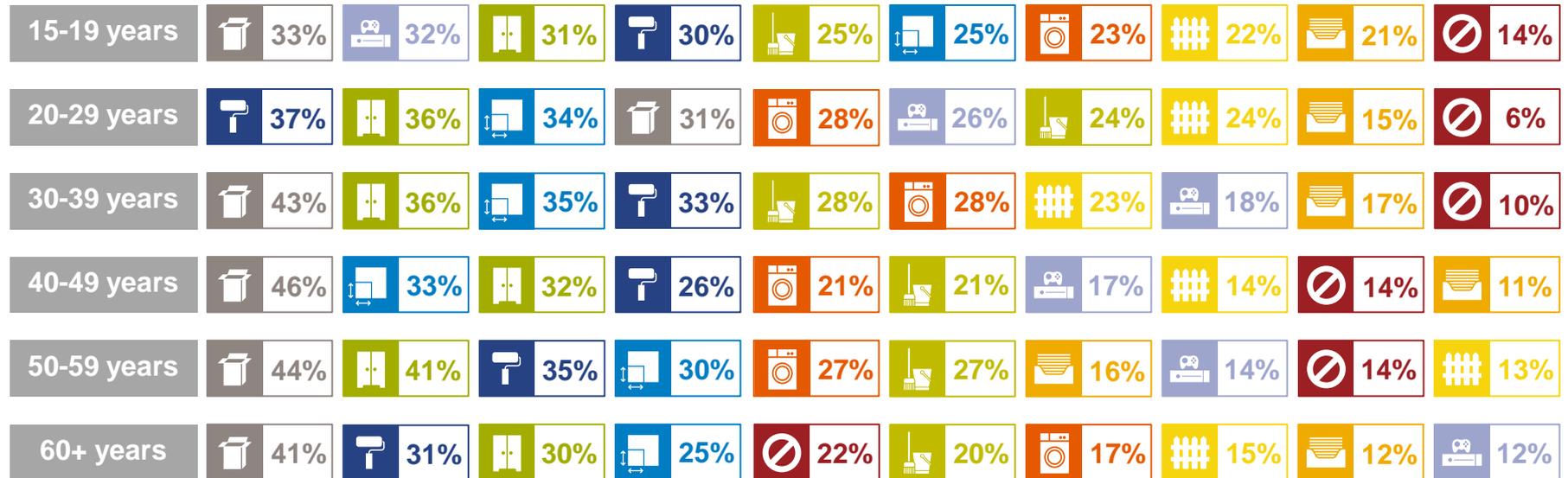
 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Spain by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

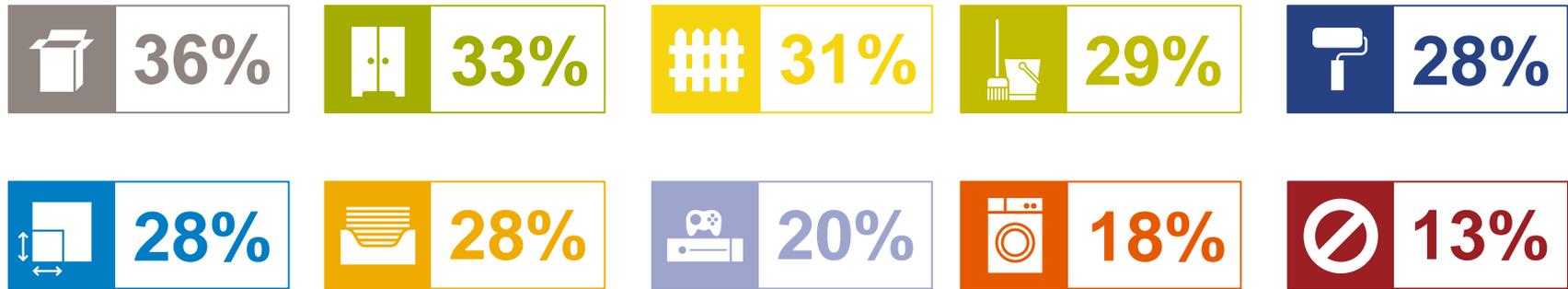
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Sweden



Aspects people would like to change or improve in their home if they could

Average in Sweden



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Sweden by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

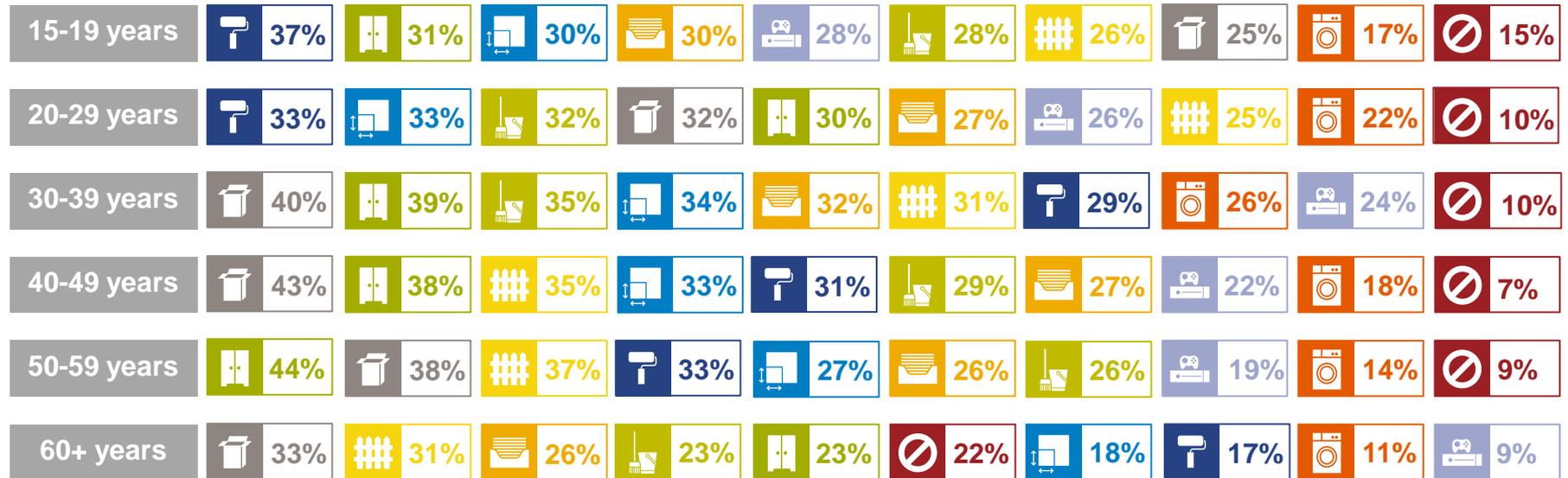
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Sweden by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

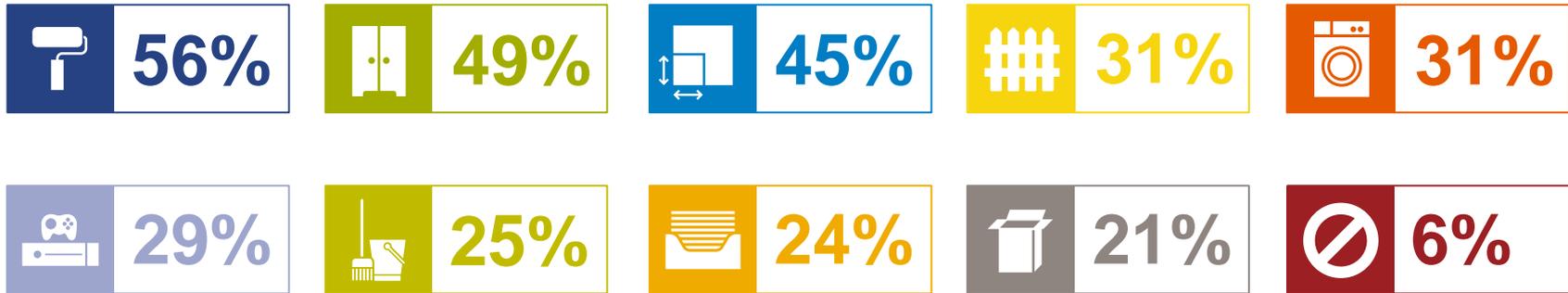
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Turkey



Aspects people would like to change or improve in their home if they could

Average in Turkey



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Turkey by gender



Overall size and layout/dimensions
 Interior décor or design

Furniture
 Storage space

How well organized the home is
 Usual level of cleanliness

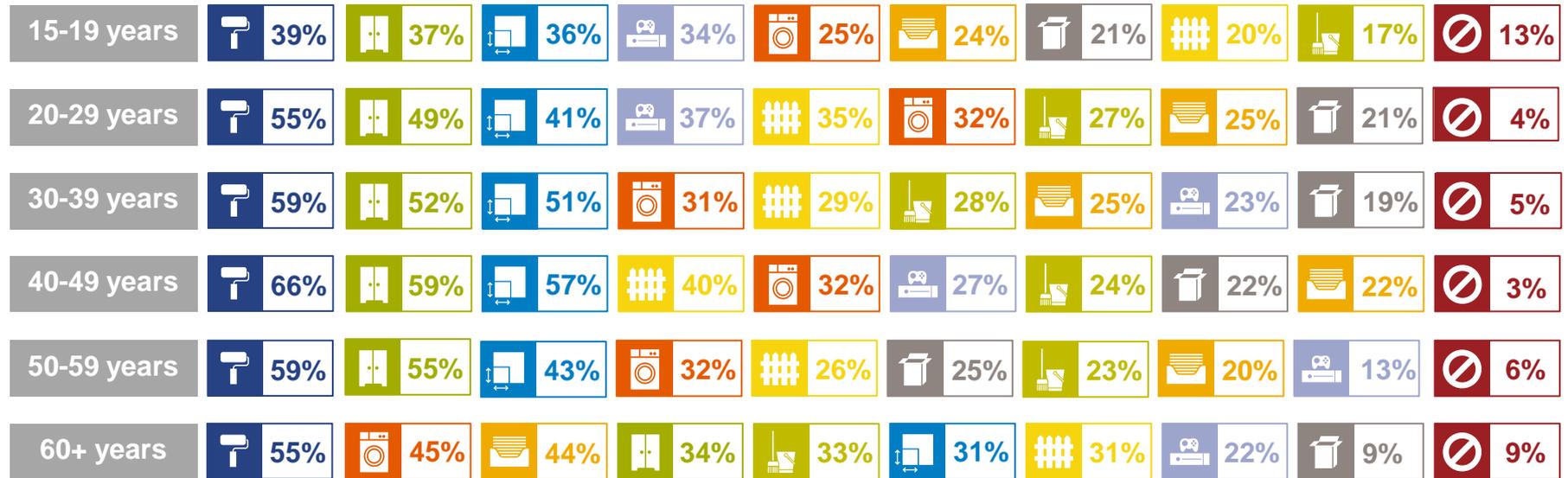
Household appliances
 Entertainment equipment

Garden, yard, patio or other outdoor area
 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

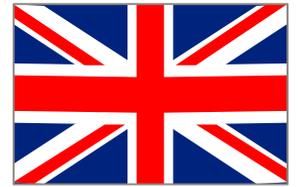
Average in Turkey by age groups



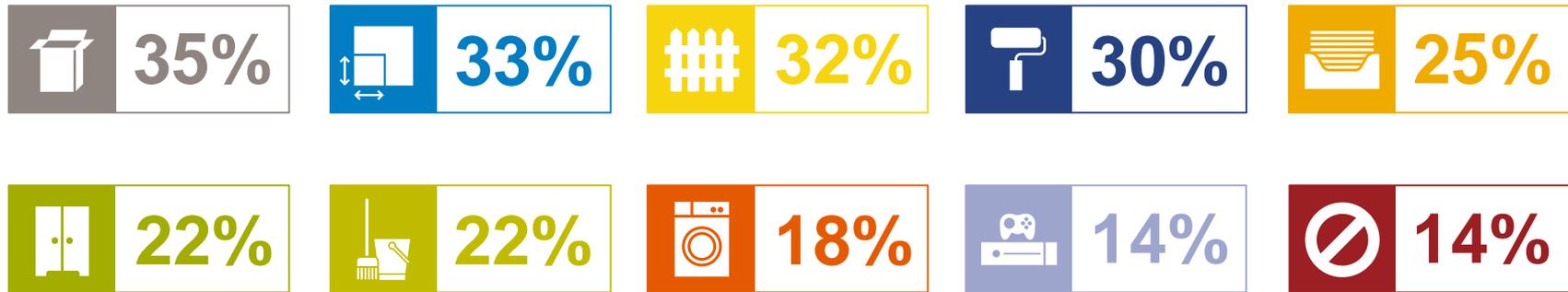
- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

United Kingdom



Aspects people would like to change or improve in their home if they could Average in United Kingdom



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in United Kingdom by gender



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

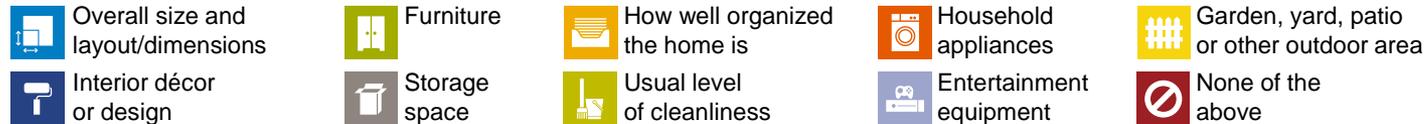
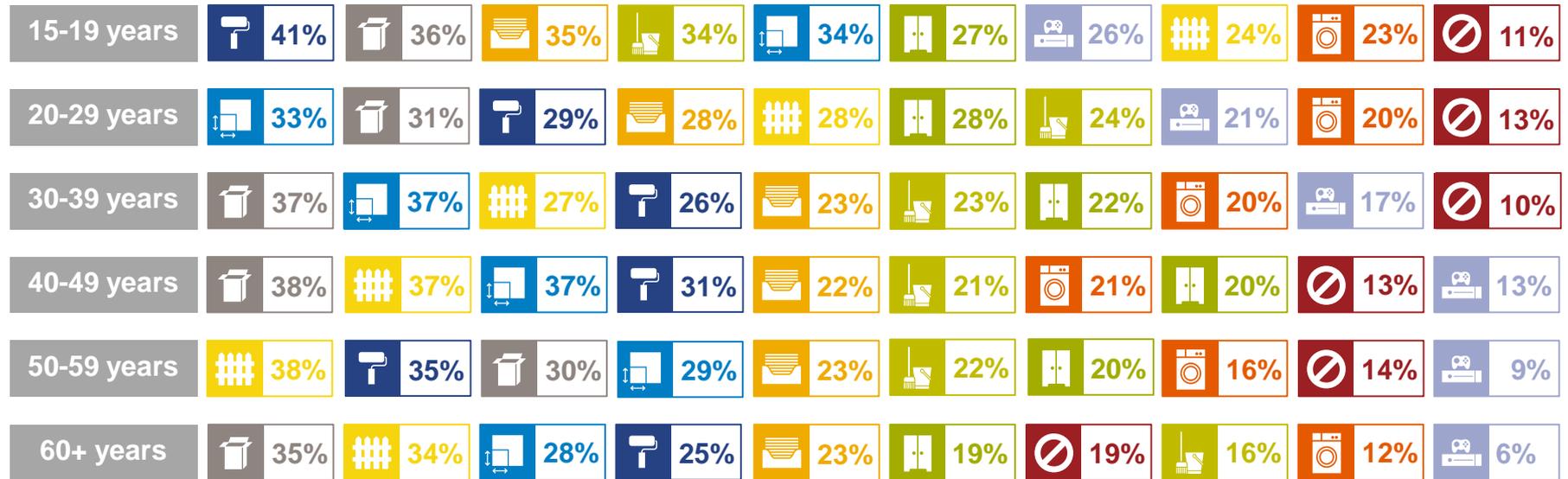
Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in United Kingdom by age groups



Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

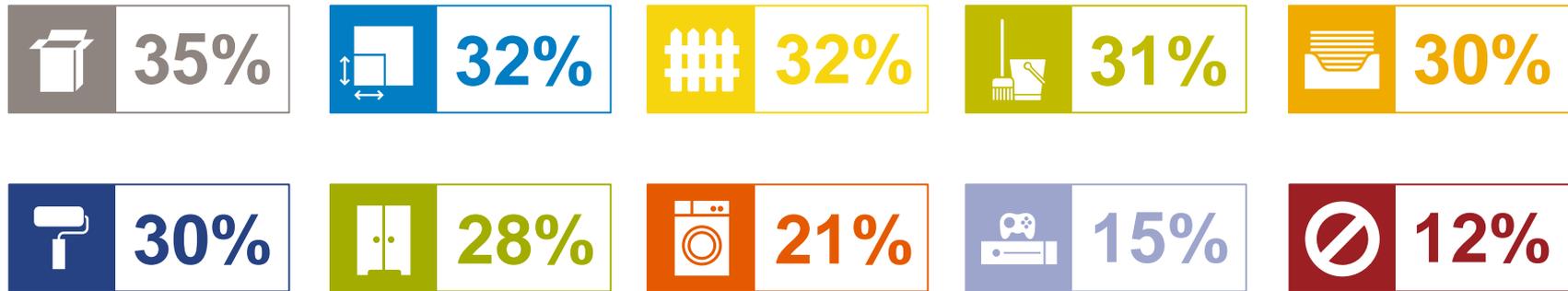
Country results – North America

Canada



Aspects people would like to change or improve in their home if they could

Average in Canada



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Canada by gender



 Overall size and layout/dimensions

 Interior décor or design

 Furniture

 Storage space

 How well organized the home is

 Usual level of cleanliness

 Household appliances

 Entertainment equipment

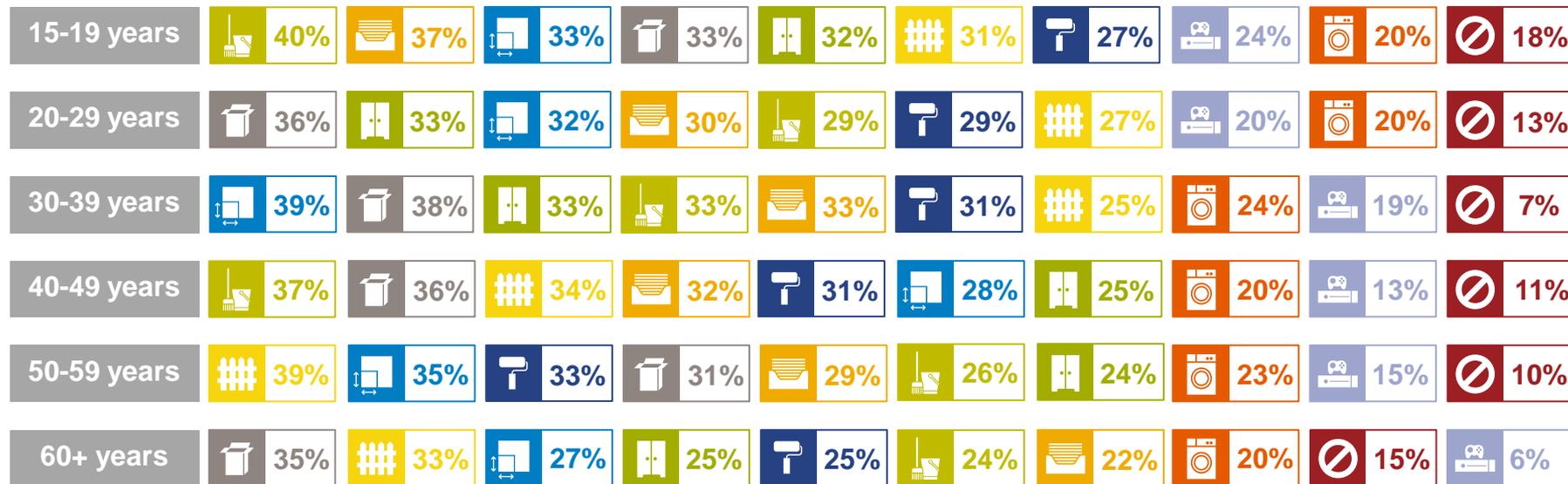
 Garden, yard, patio or other outdoor area

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Canada by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

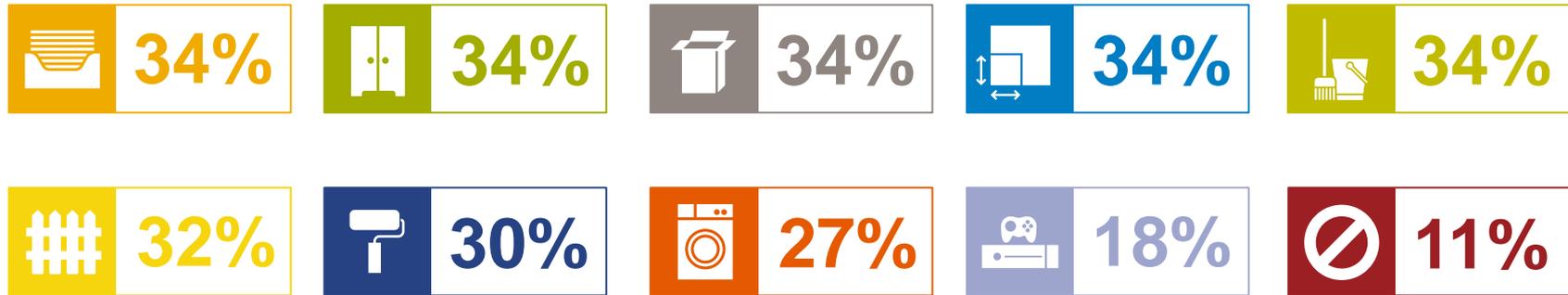
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

USA



Aspects people would like to change or improve in their home if they could

Average in USA



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in USA by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

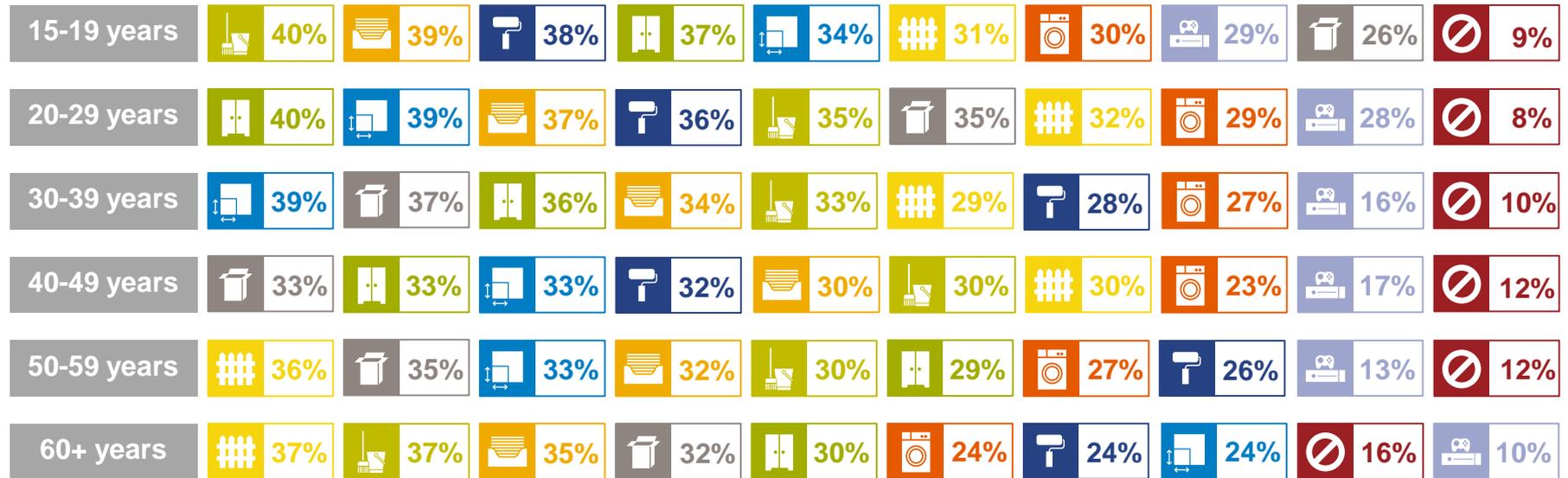
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in USA by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

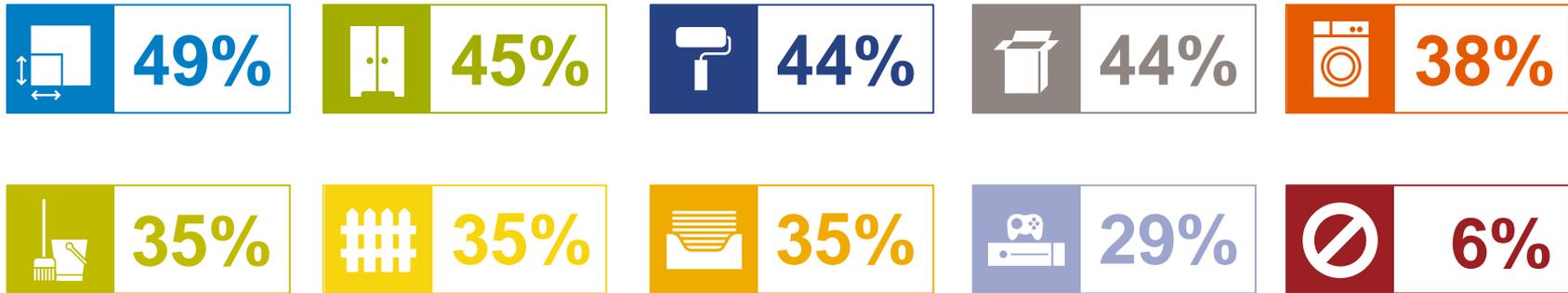
Country results – Latin America

Argentina



Aspects people would like to change or improve in their home if they could

Average in Argentina



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Argentina by gender



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

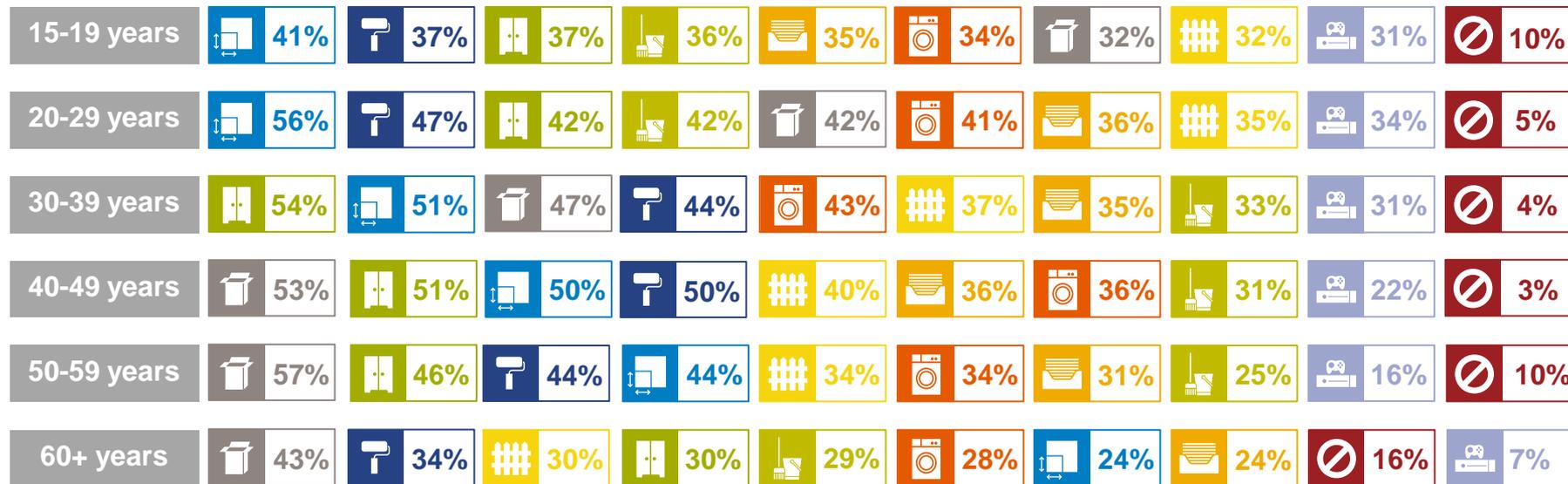
Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Argentina by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

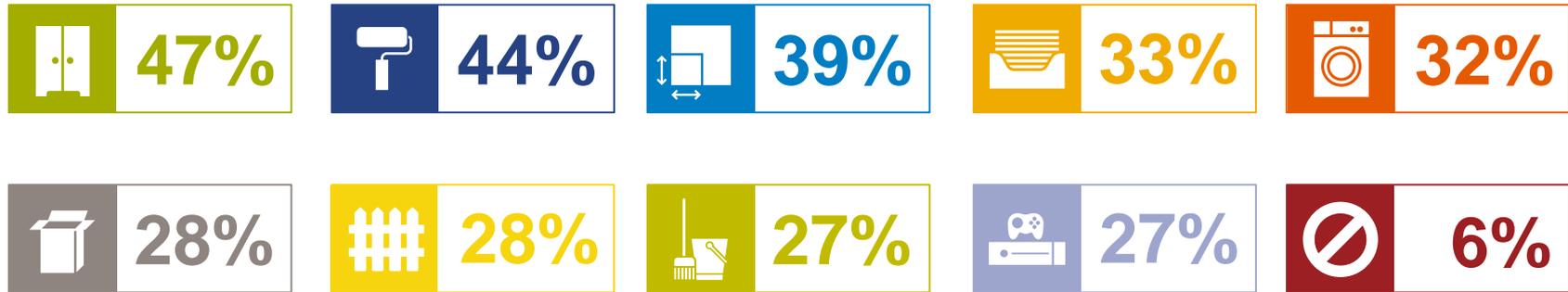
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Brazil



Aspects people would like to change or improve in their home if they could

Average in Brazil



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Brazil by gender



- Overall size and layout/dimensions
- Interior décor or design

- Furniture
- Storage space

- How well organized the home is
- Usual level of cleanliness

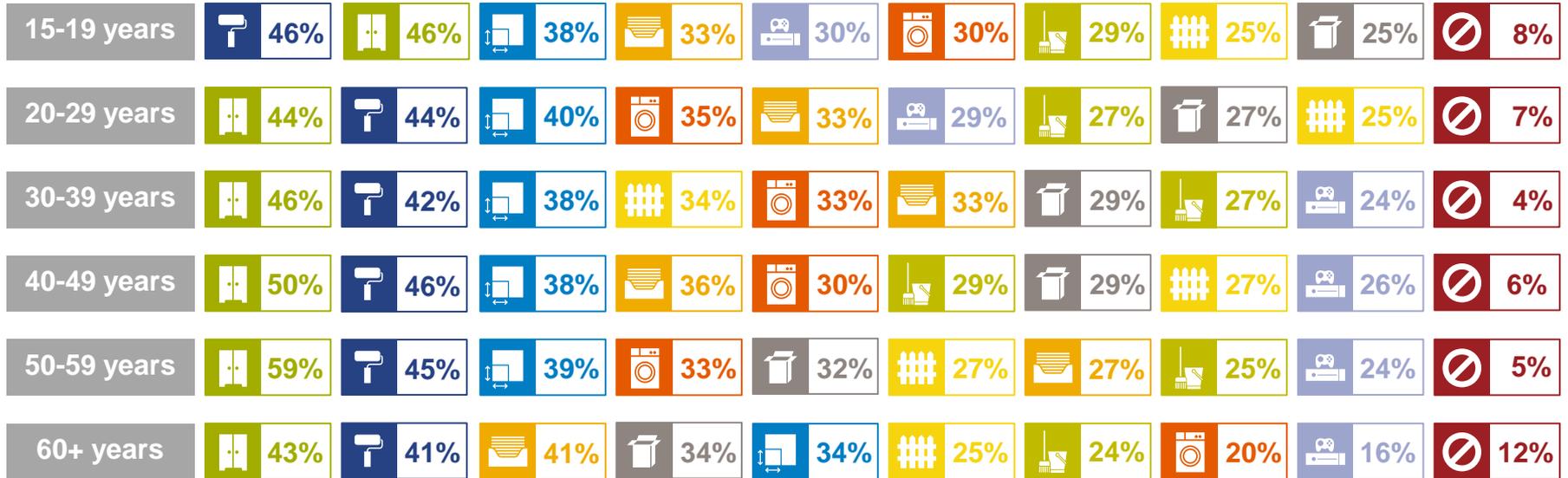
- Household appliances
- Entertainment equipment

- Garden, yard, patio or other outdoor area
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Brazil by age groups



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

Garden, yard, patio or other outdoor area

None of the above

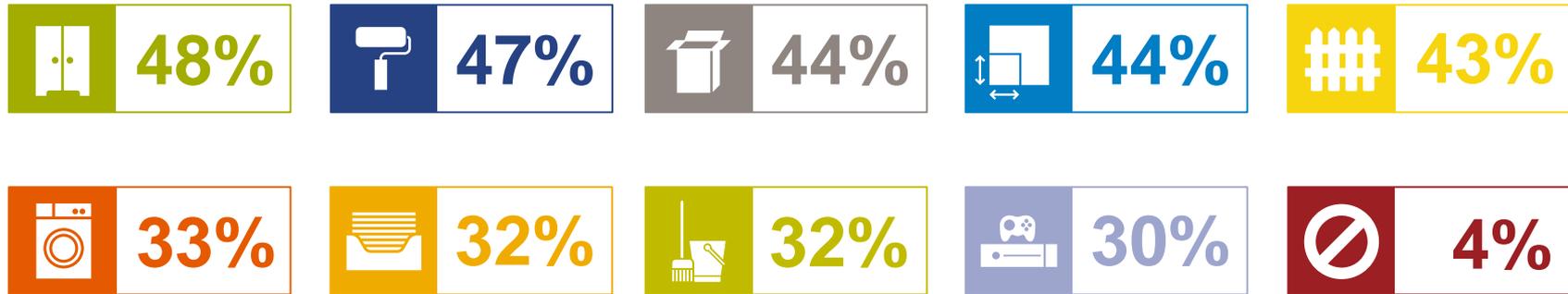
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Mexico



Aspects people would like to change or improve in their home if they could

Average in Mexico



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Mexico by gender

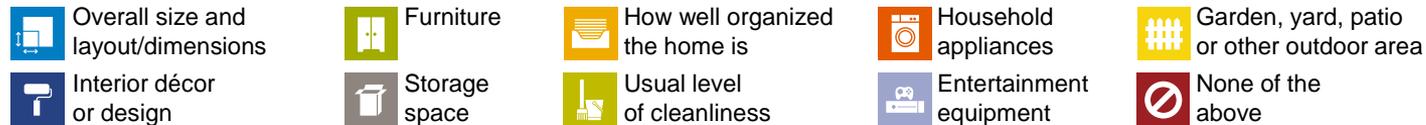
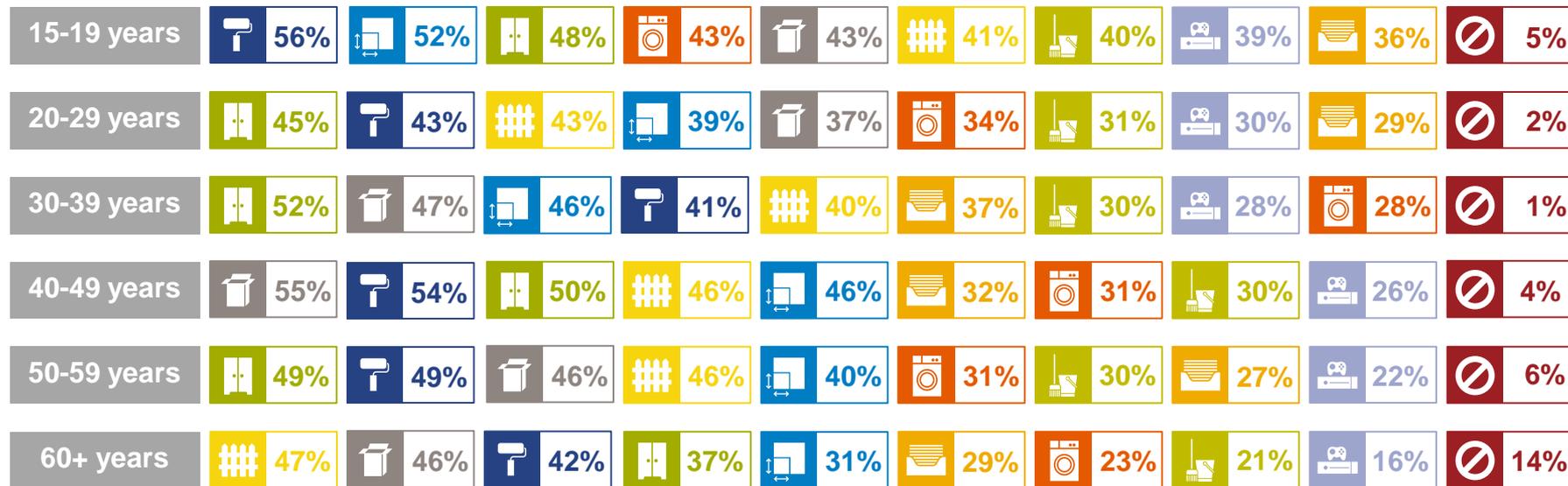


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

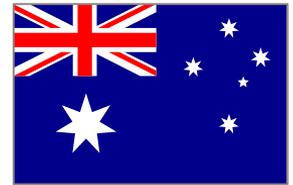
Average in Mexico by age groups



Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

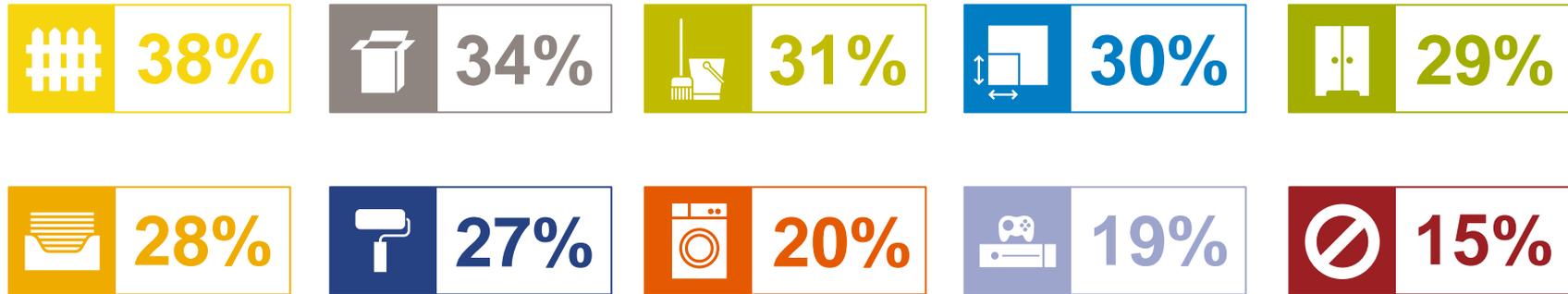
Country results – Asia-Pacific

Australia



Aspects people would like to change or improve in their home if they could

Average in Australia



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Australia by gender

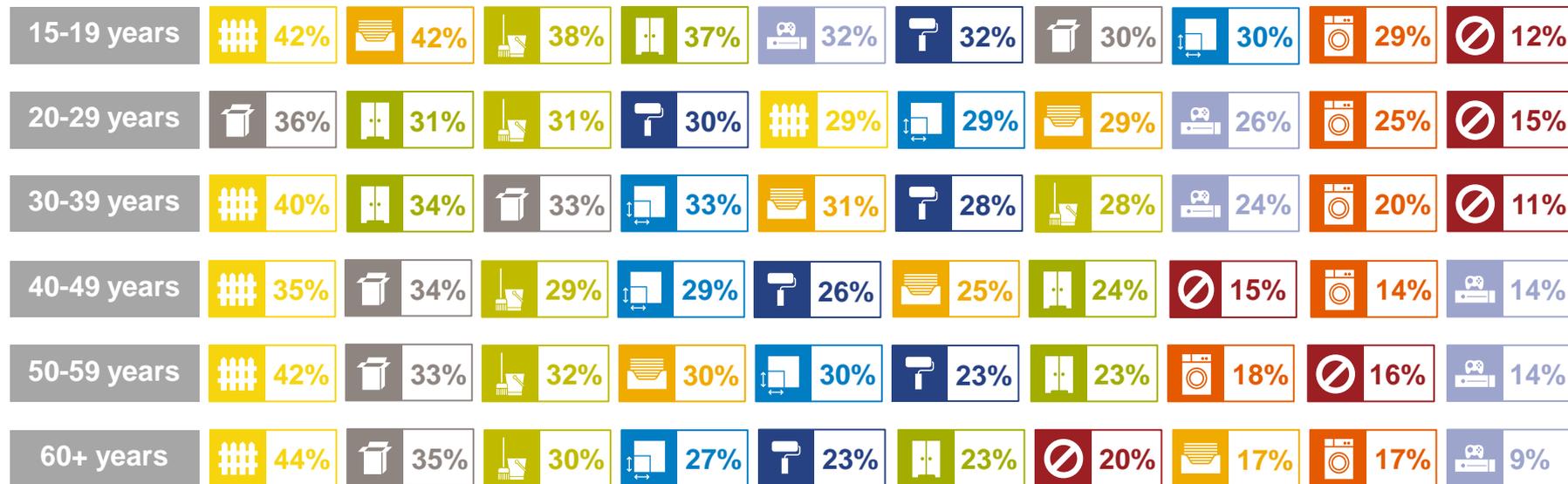


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Australia by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Entertainment equipment
- Household appliances
- Garden, yard, patio or other outdoor area
- None of the above

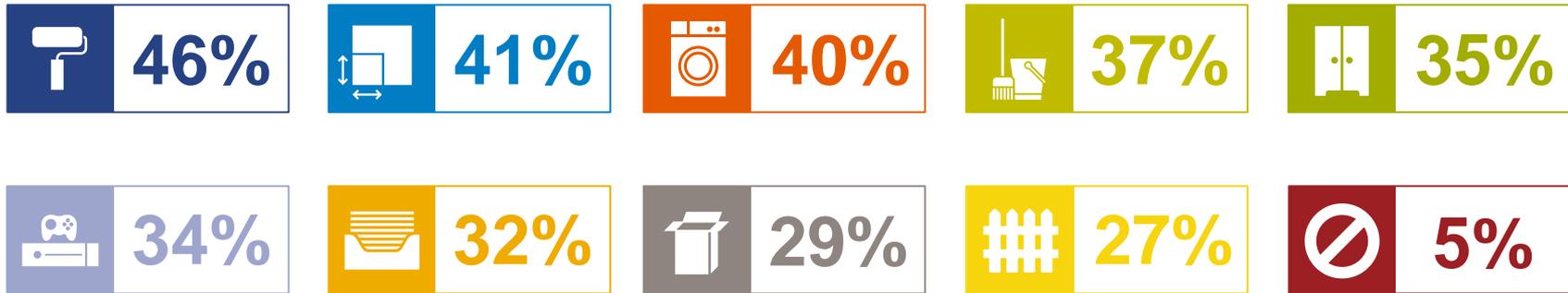
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

China



Aspects people would like to change or improve in their home if they could

Average in China



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in China by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

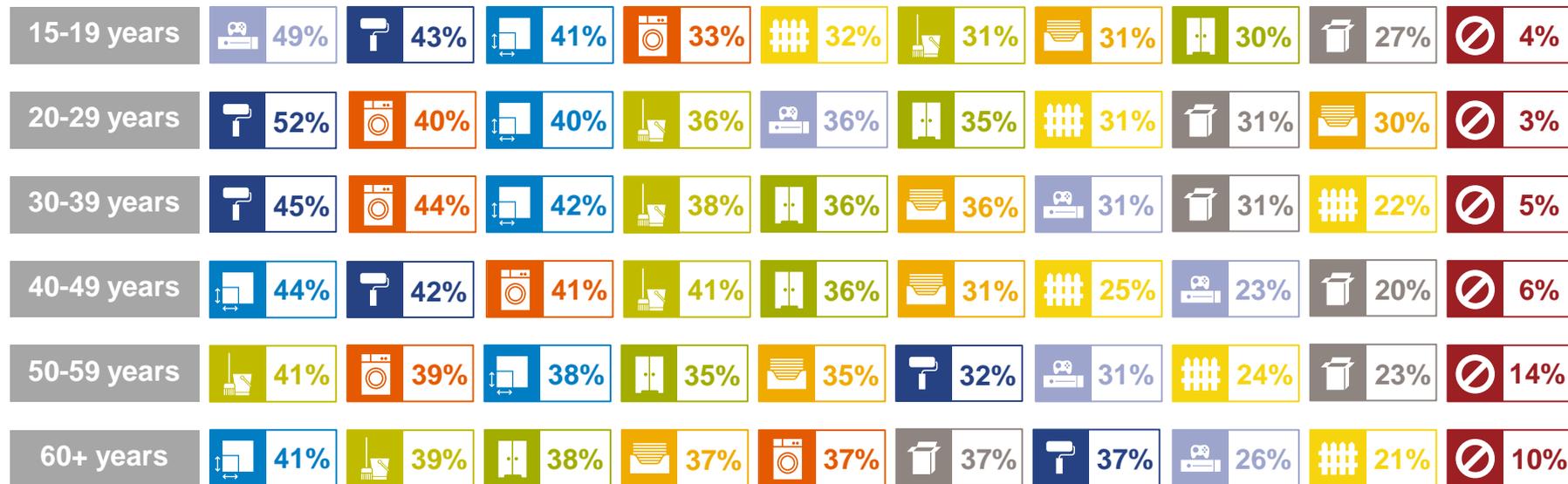
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

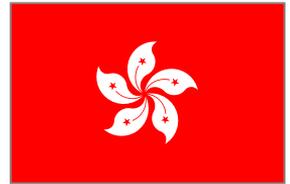
Average in China by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

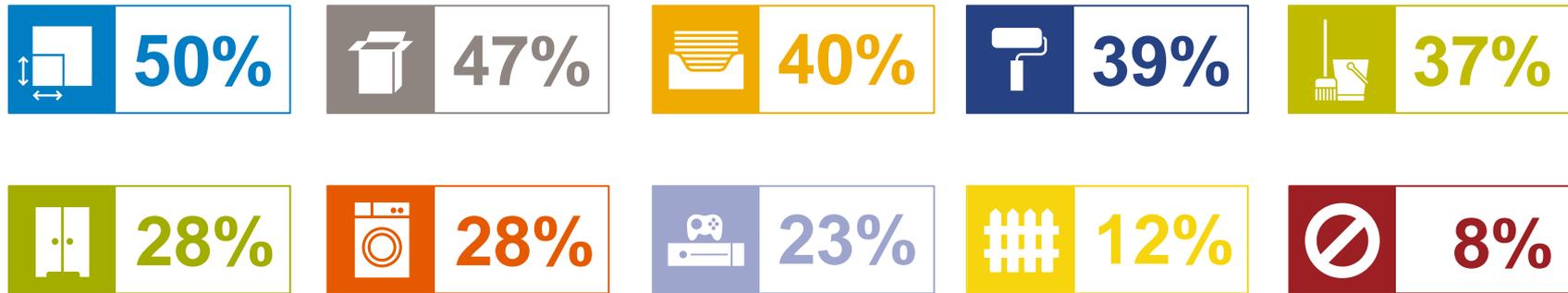
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Hong Kong



Aspects people would like to change or improve in their home if they could

Average in Hong Kong



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Hong Kong by gender



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

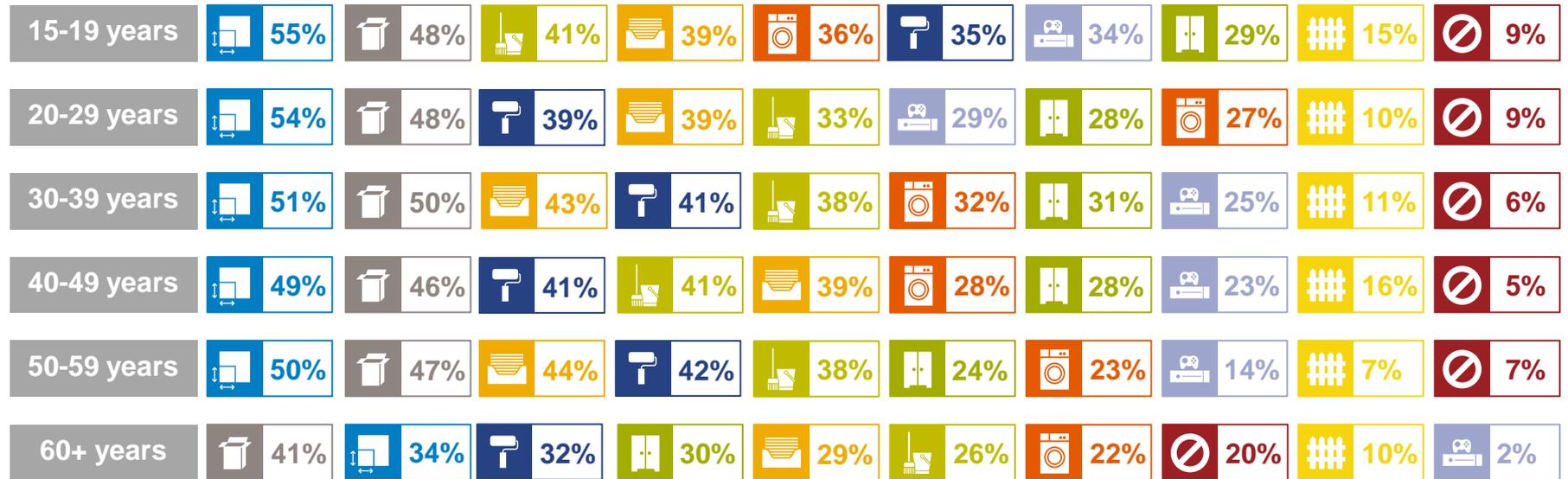
Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

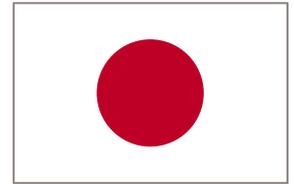
Average in Hong Kong by age groups



- Overall size and layout/dimensions
- Interior décor or design
- Storage space
- Furniture
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

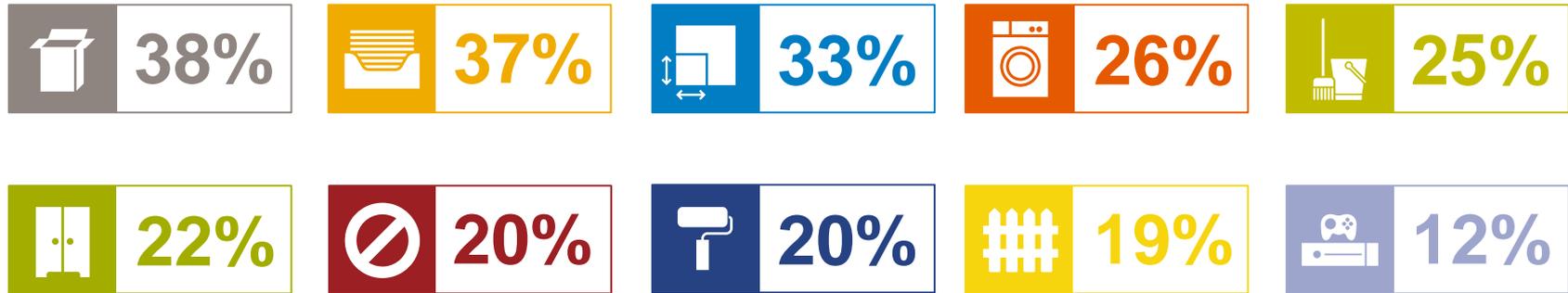
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Japan



Aspects people would like to change or improve in their home if they could

Average in Japan



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Japan by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

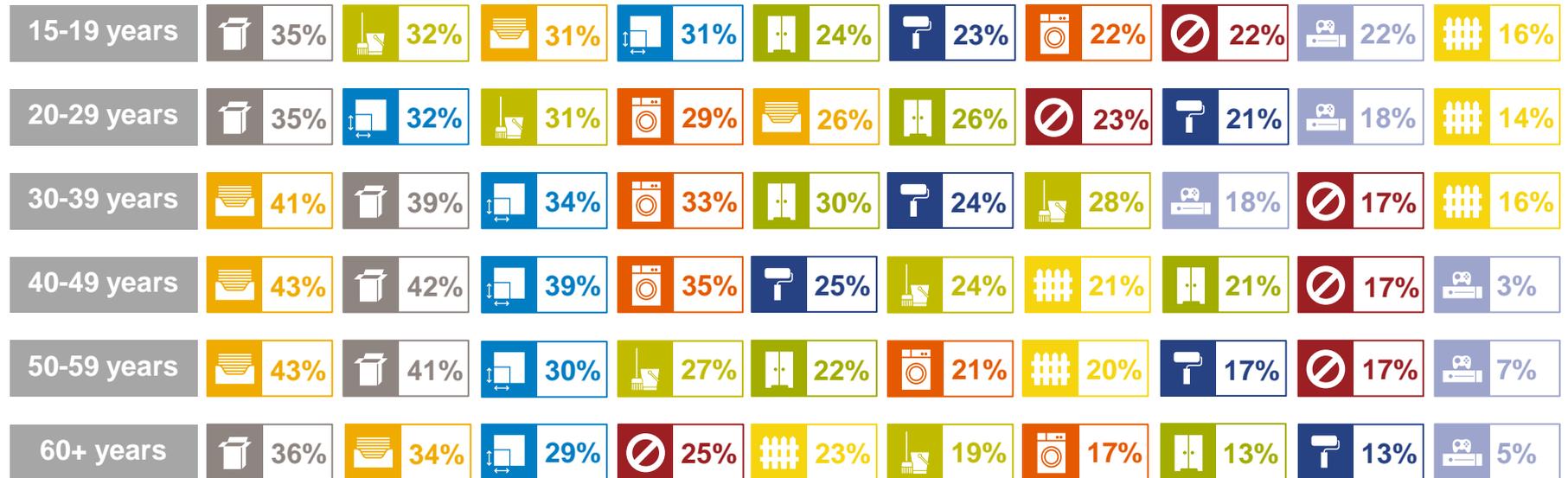
Entertainment equipment

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in Japan by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

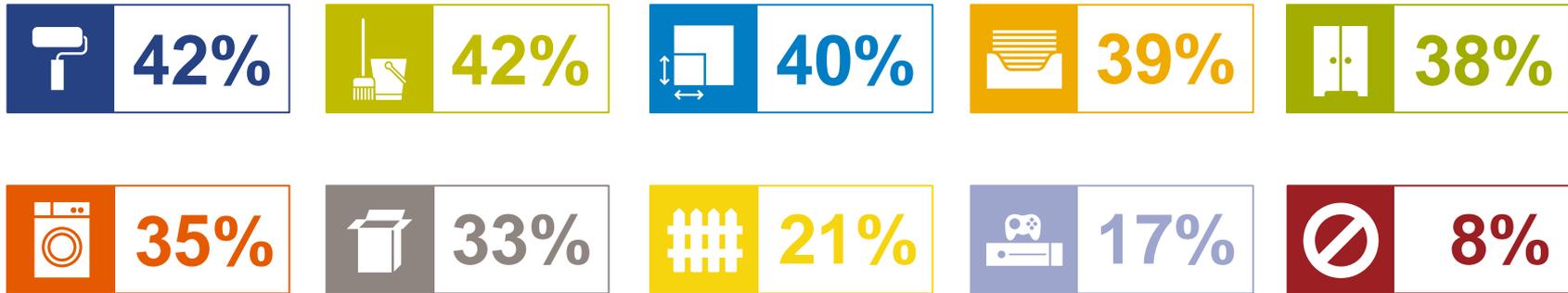
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

South Korea



Aspects people would like to change or improve in their home if they could

Average in South Korea



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in South Korea by gender



 Overall size and layout/dimensions

 Furniture

 How well organized the home is

 Household appliances

 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

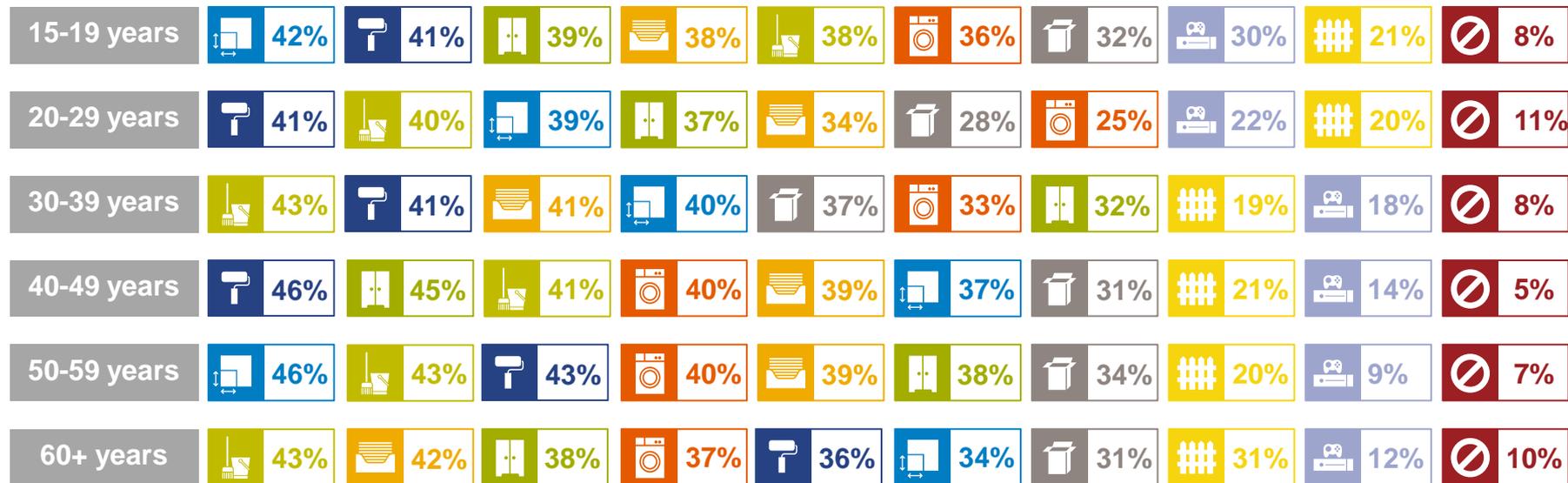
 Entertainment equipment

 None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

Aspects people would like to change or improve in their home if they could

Average in South Korea by age groups



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

Garden, yard, patio or other outdoor area

None of the above

Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

For more information please contact
press@gfk.com