

Home improvement

Global GfK survey



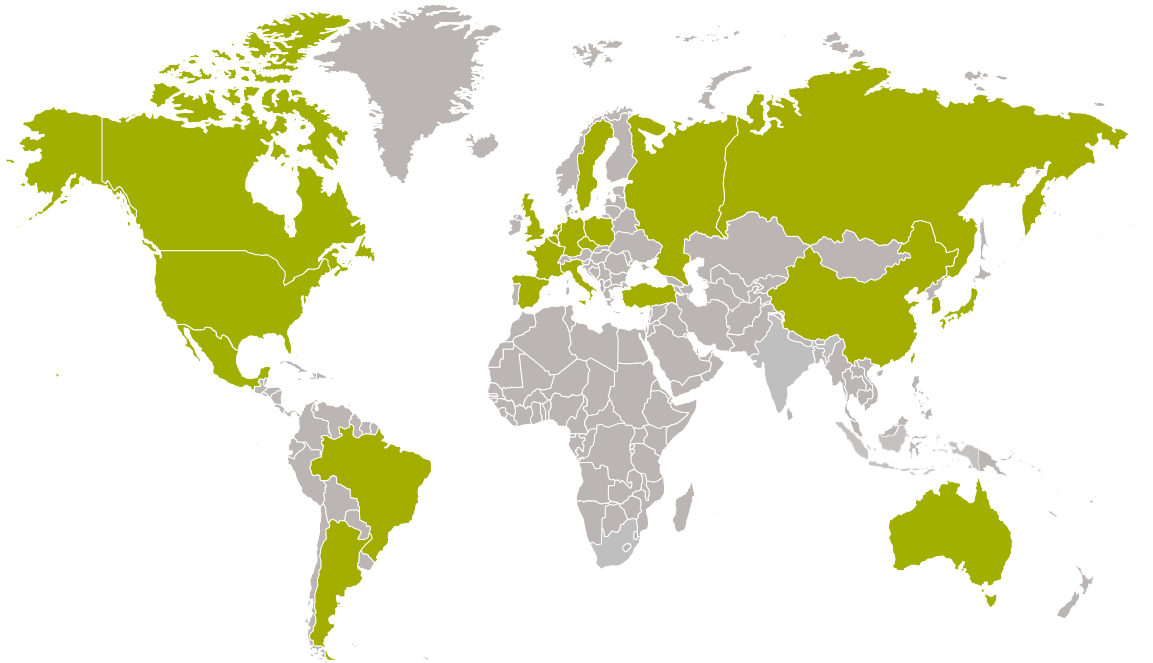
August 2016

Global GfK survey: Home improvement

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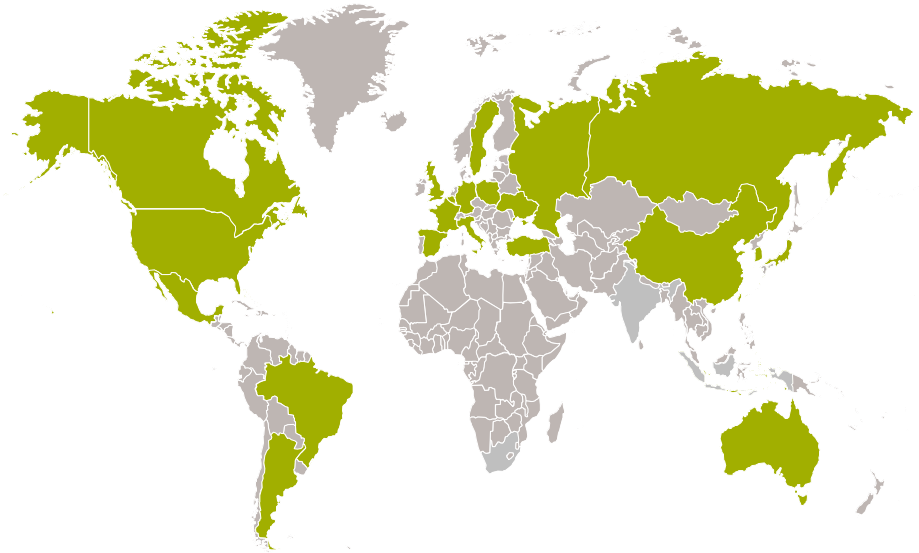
*To see country results, click on the map. To go back to the table of content, click on the GfK logo anywhere in the document.

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

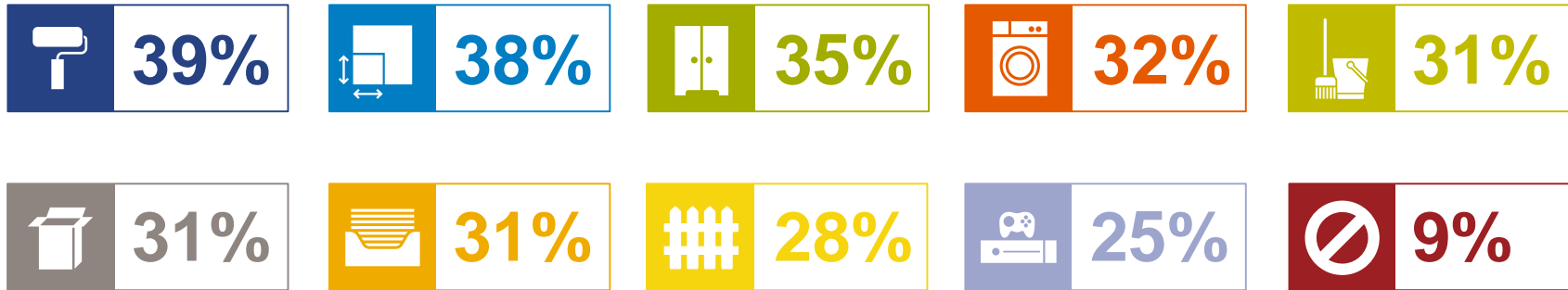
Global results


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

 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 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

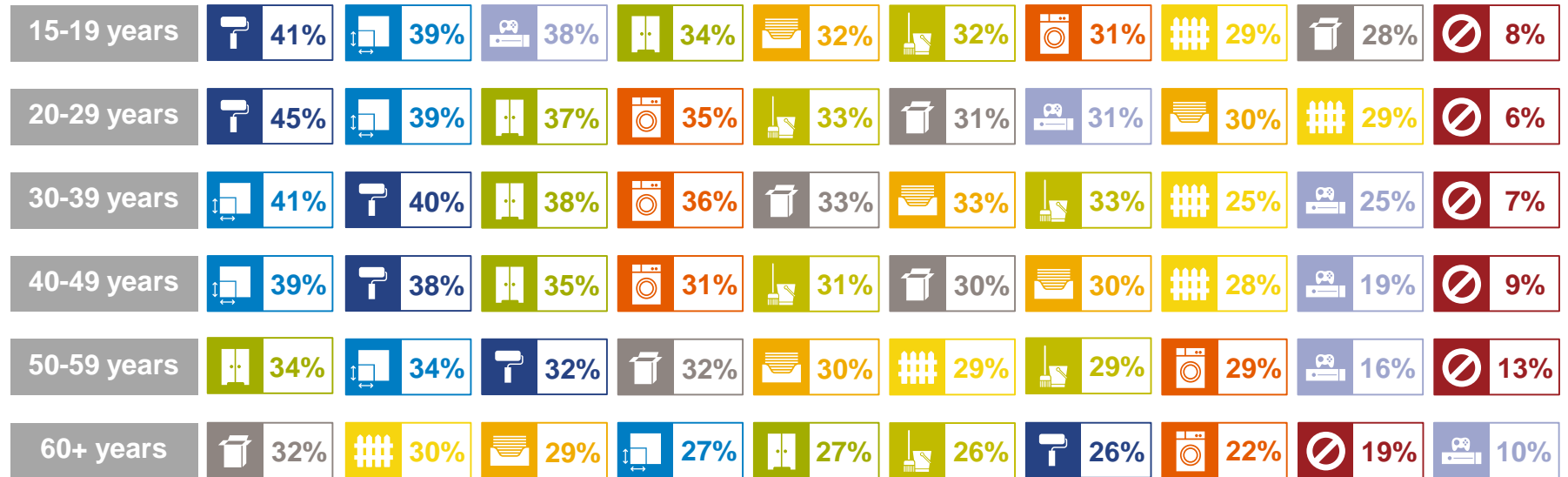
Entertainment equipment

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

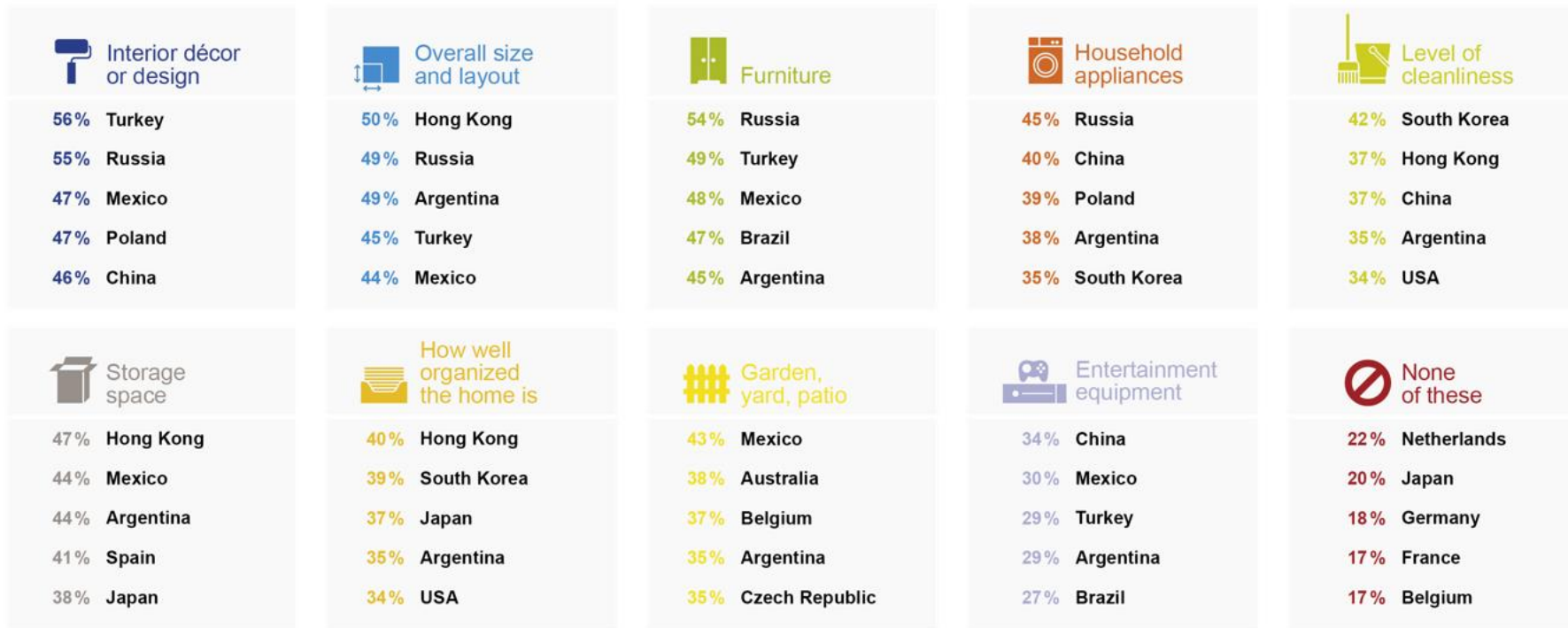


- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

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

Top 5 countries per aspect



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

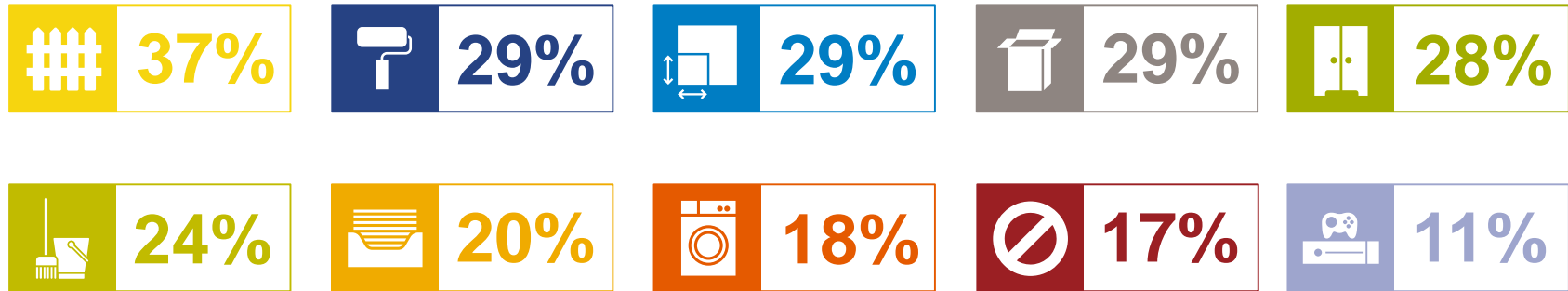
Country results – Europe

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

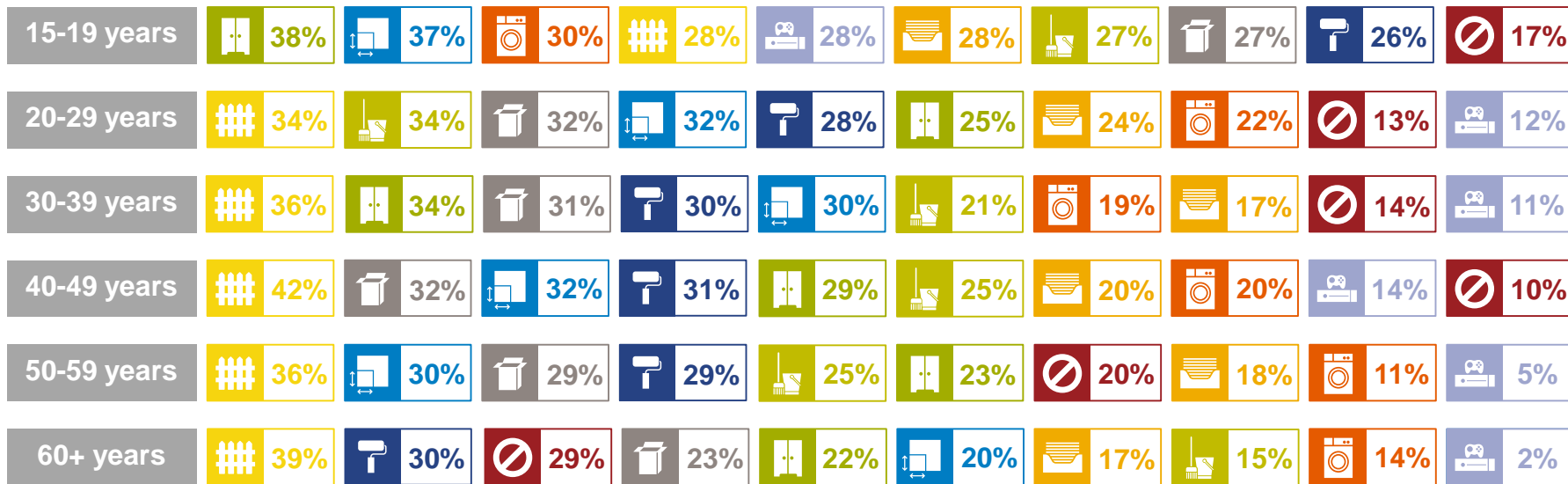
 Entertainment equipment

 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

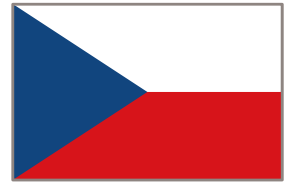
Average in Belgium by age groups



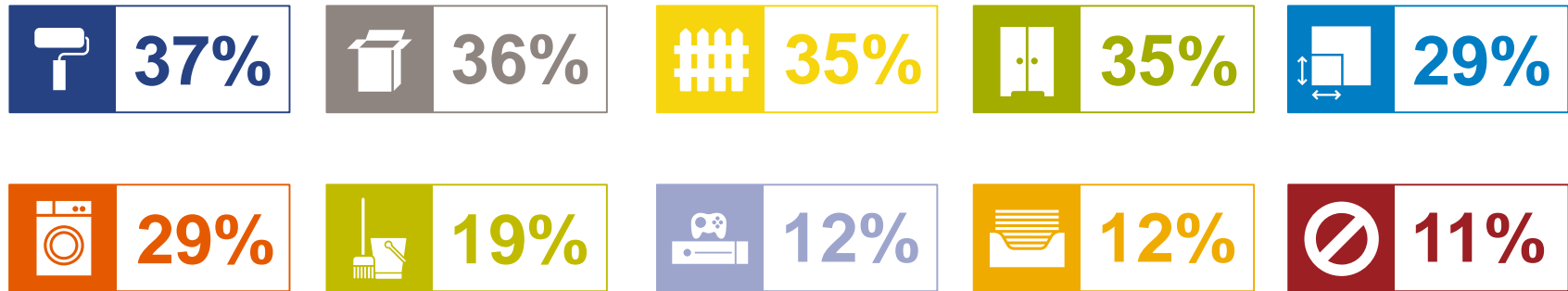
- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above


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

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

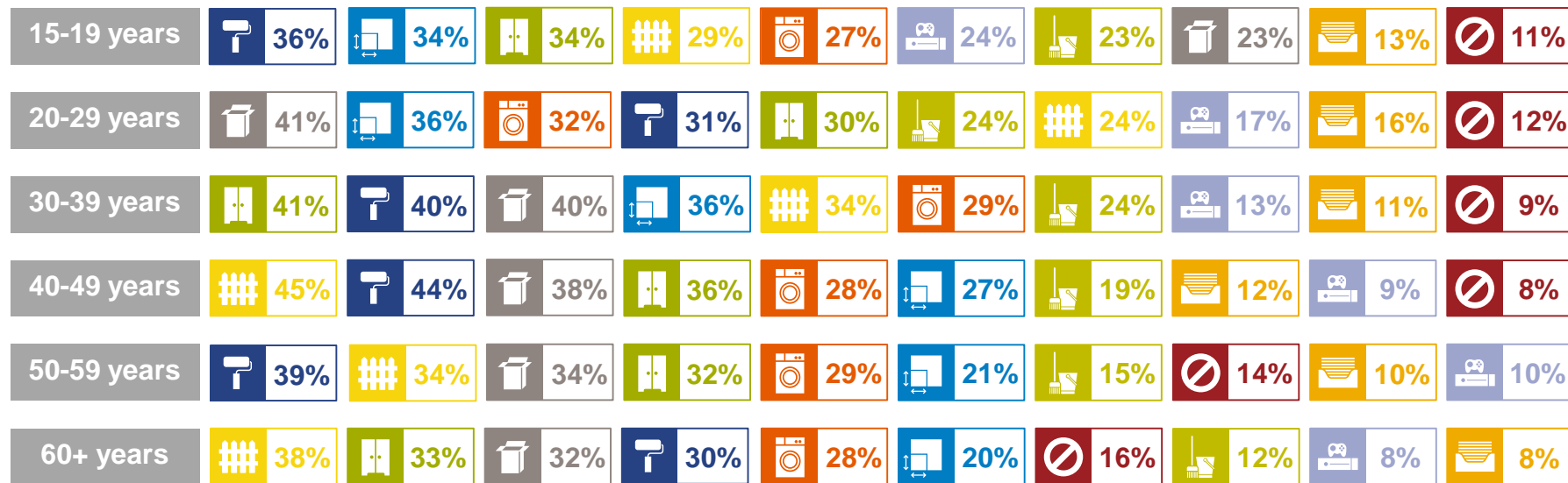


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

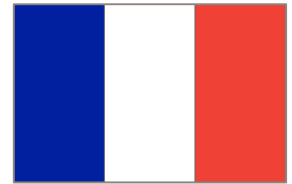
Entertainment equipment

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

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

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

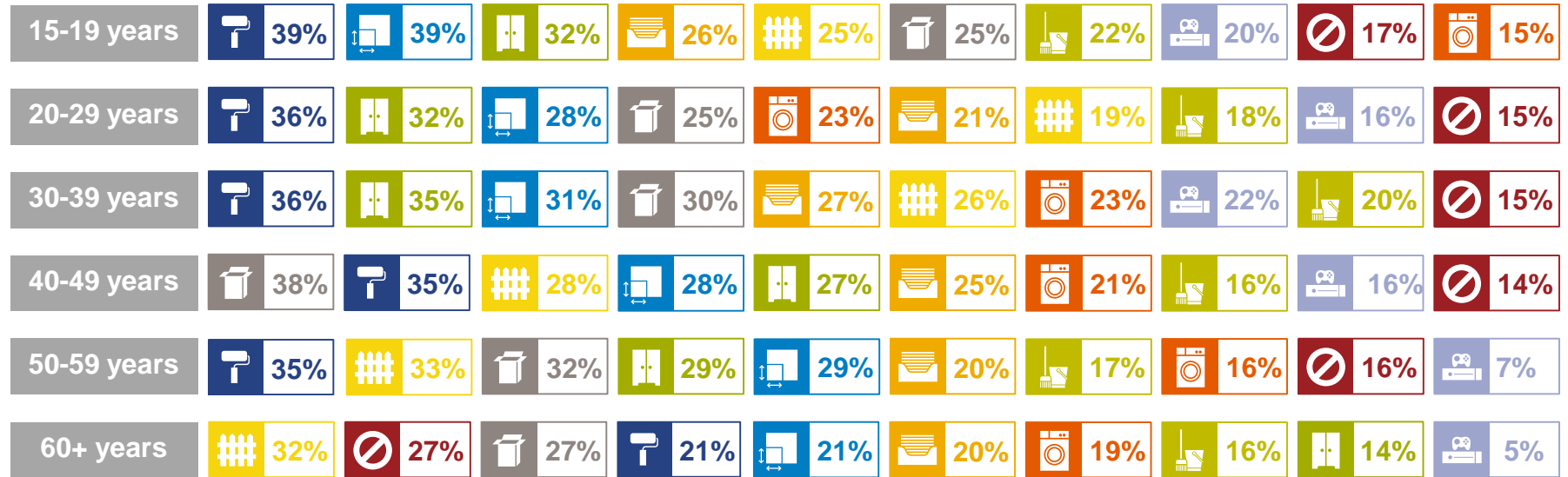
Garden, yard, patio or other outdoor area

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 France 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

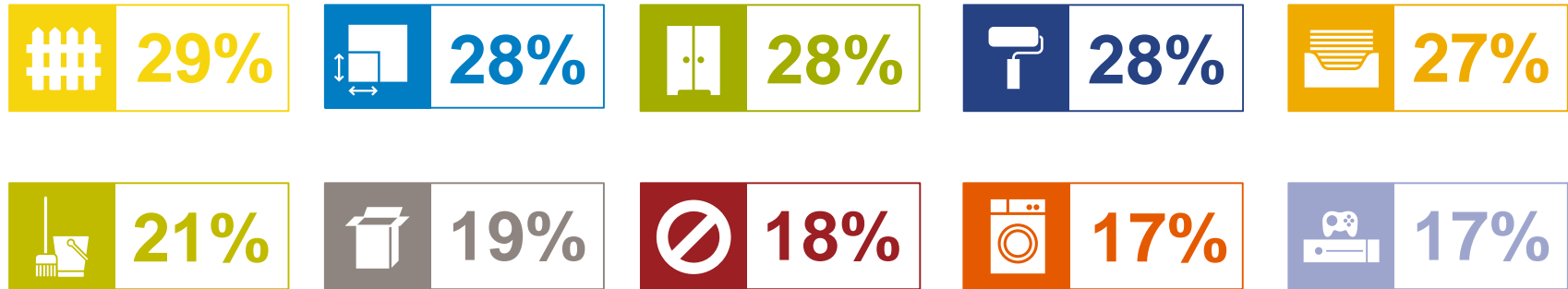
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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

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

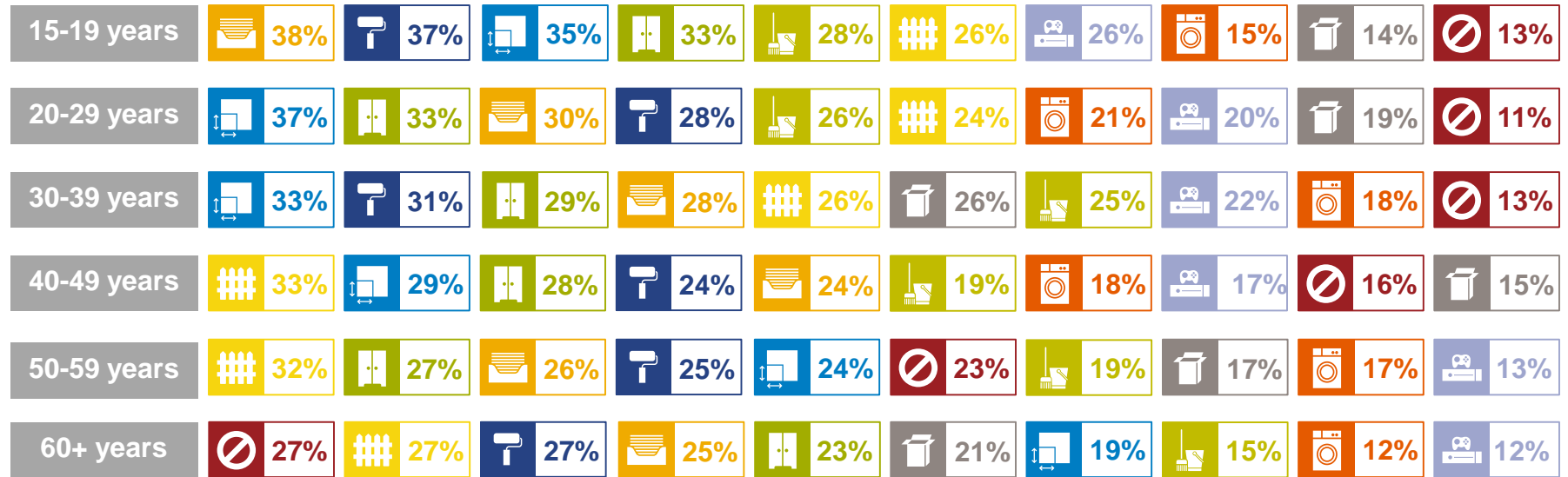
Entertainment equipment

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 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

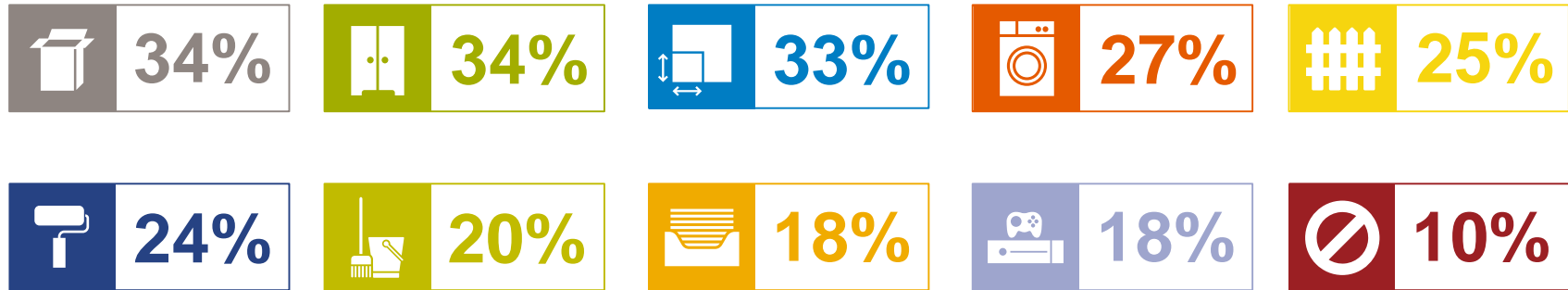
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

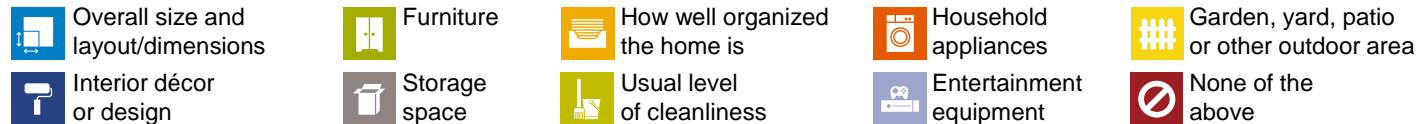
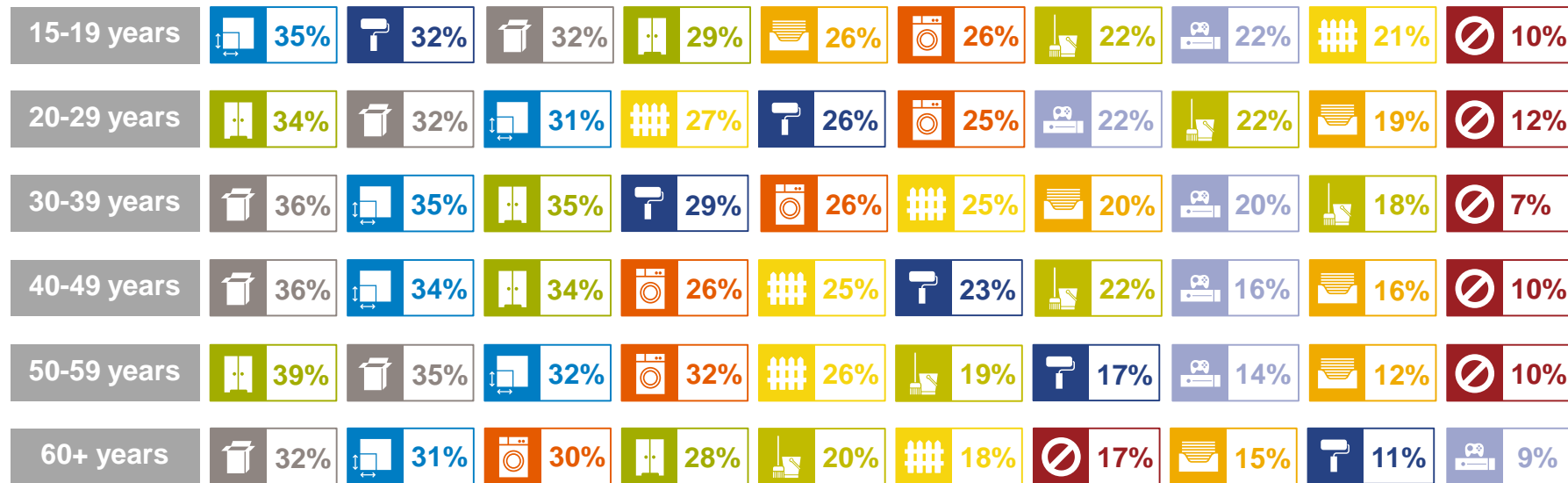
Entertainment equipment

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



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

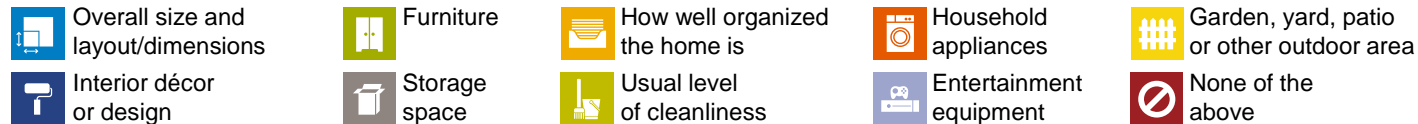
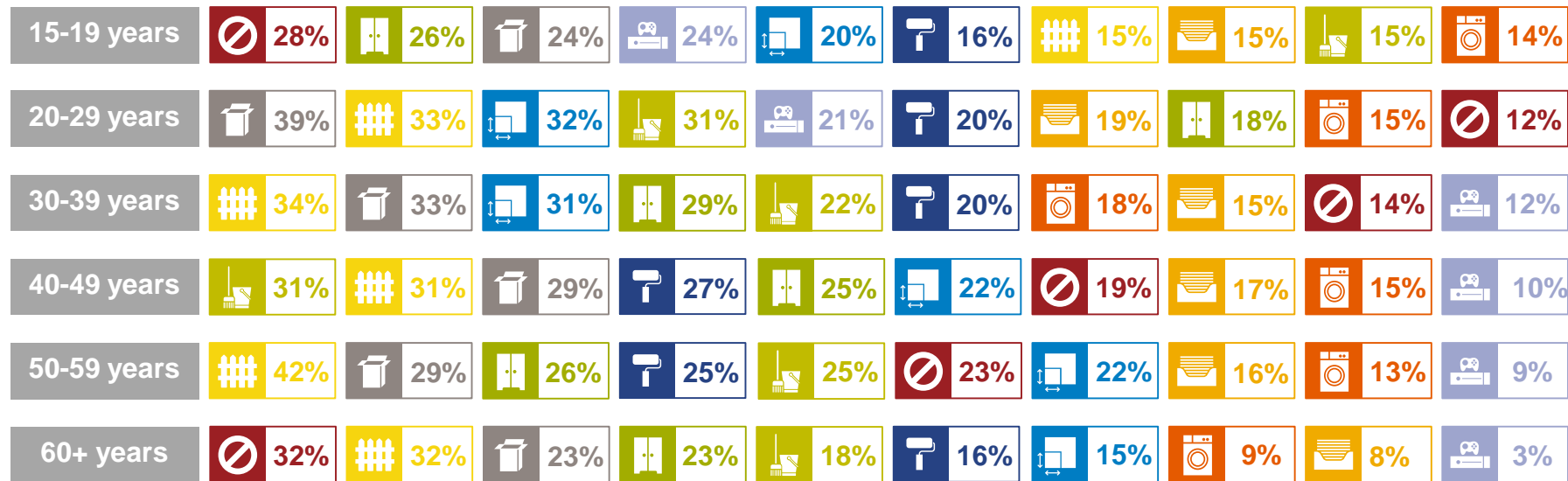
Entertainment equipment

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



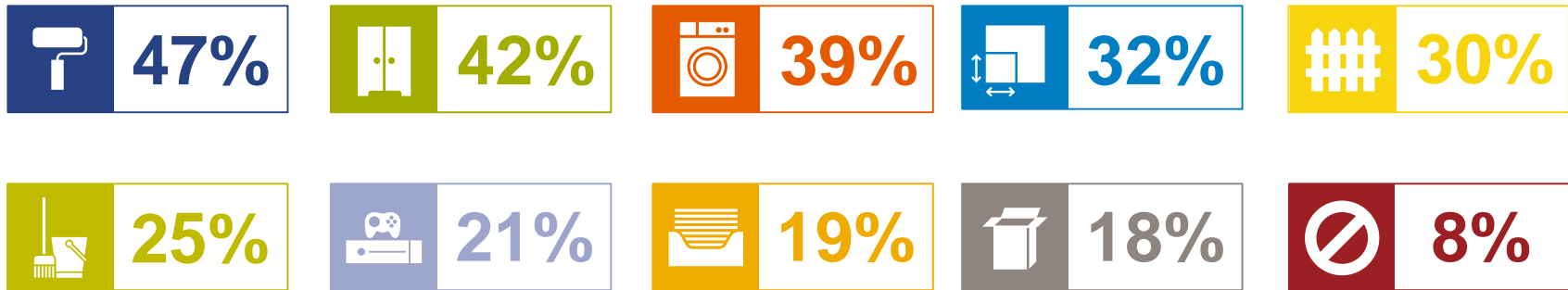
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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

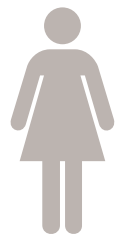
Entertainment equipment

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

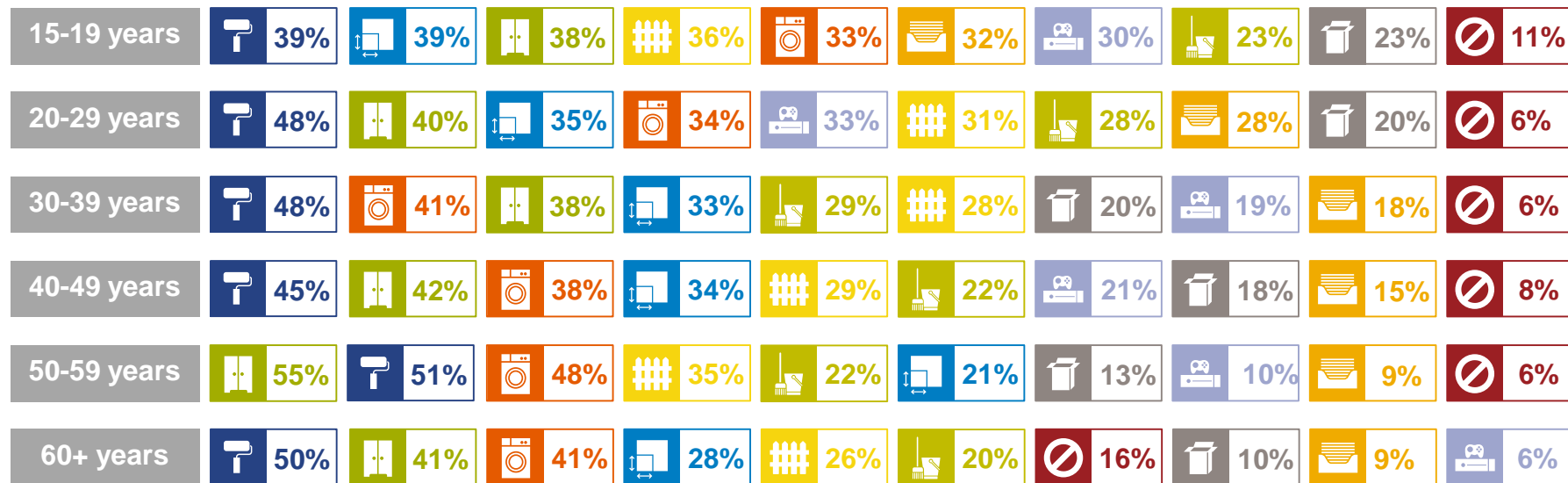


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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

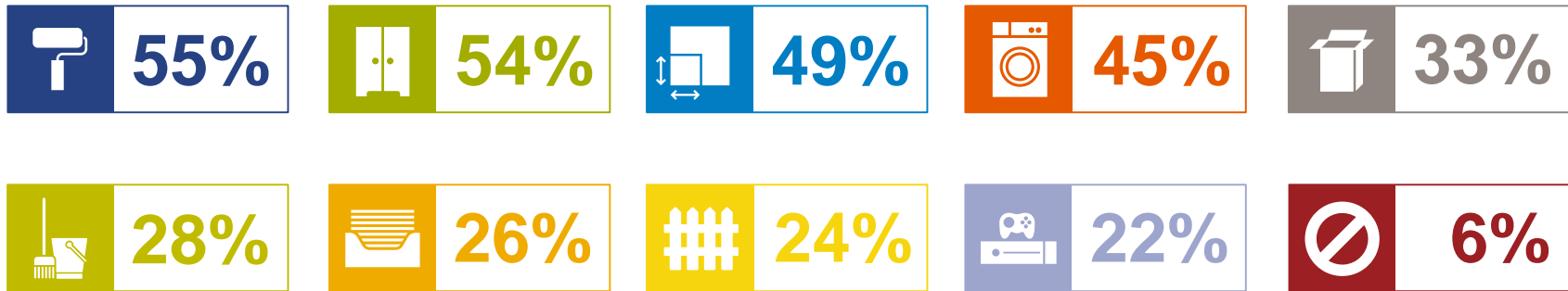
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

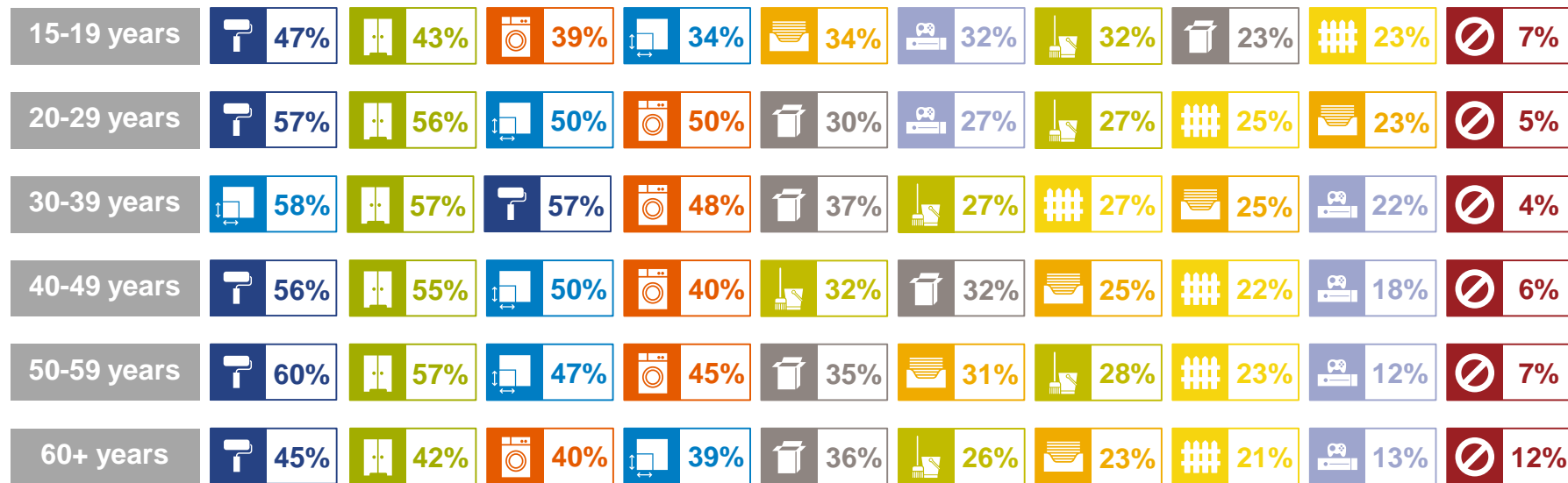
 Entertainment equipment

 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
- 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

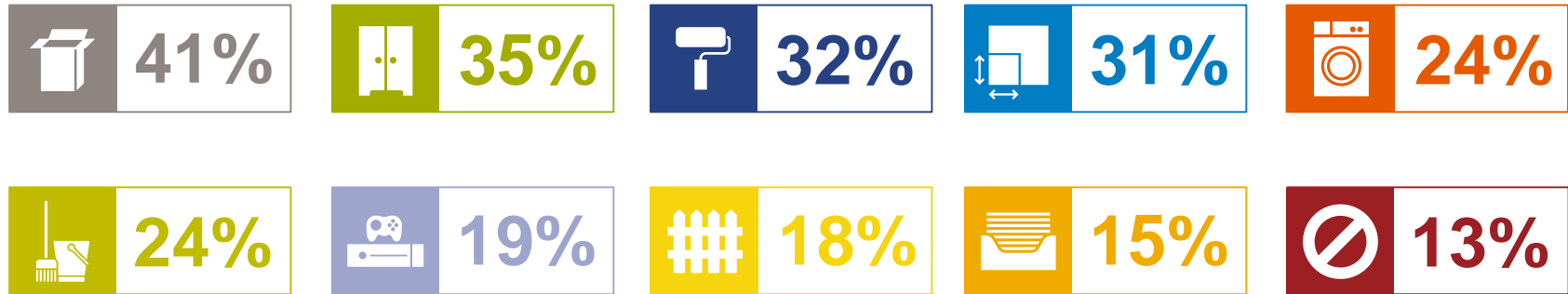
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

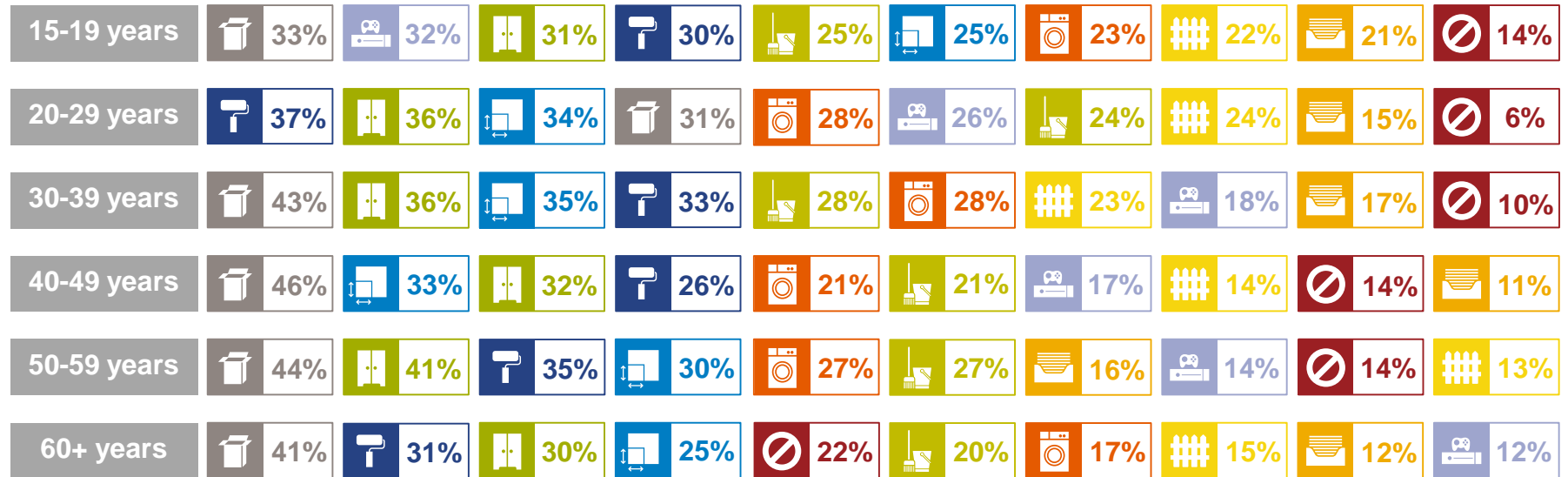
 Entertainment equipment

 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
- 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

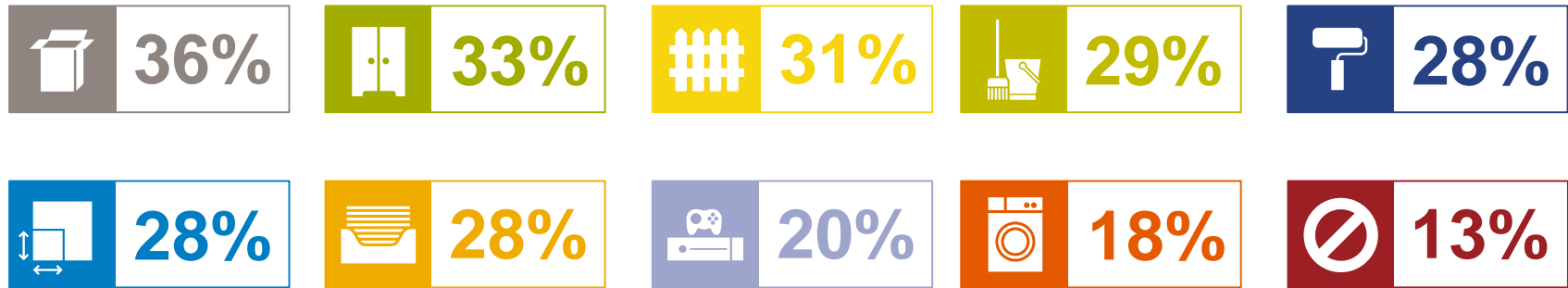
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

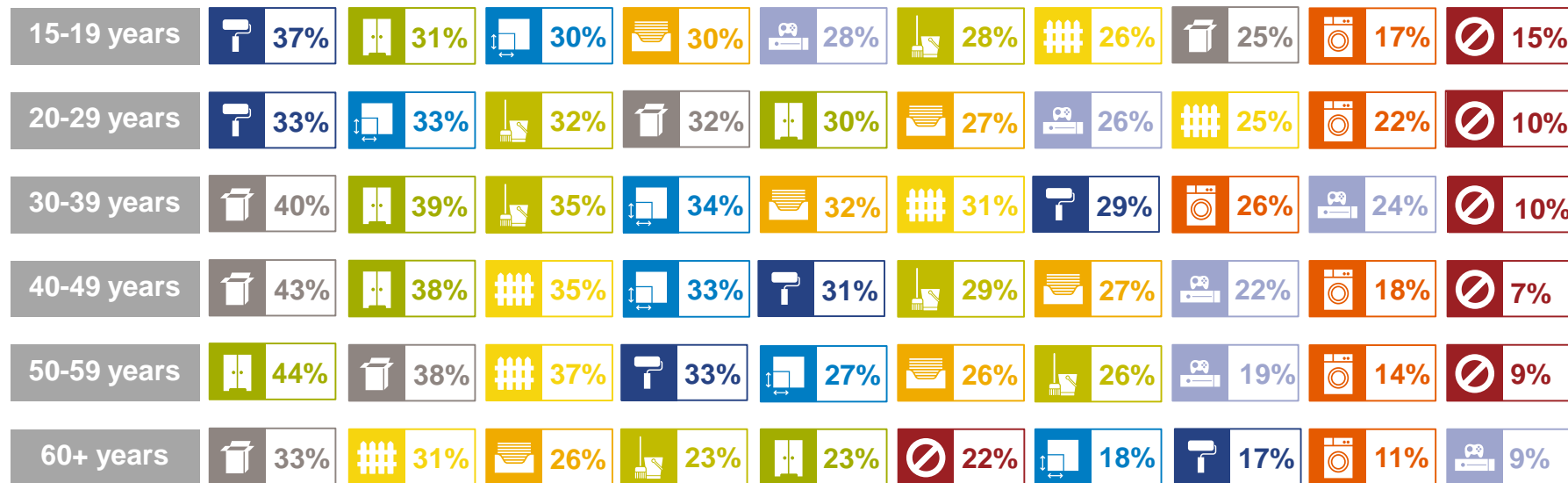
Entertainment equipment

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

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

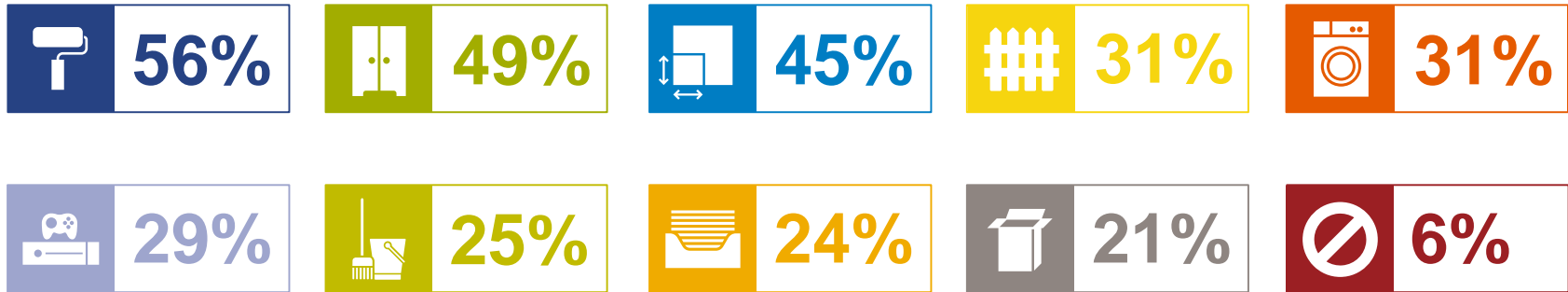
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

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

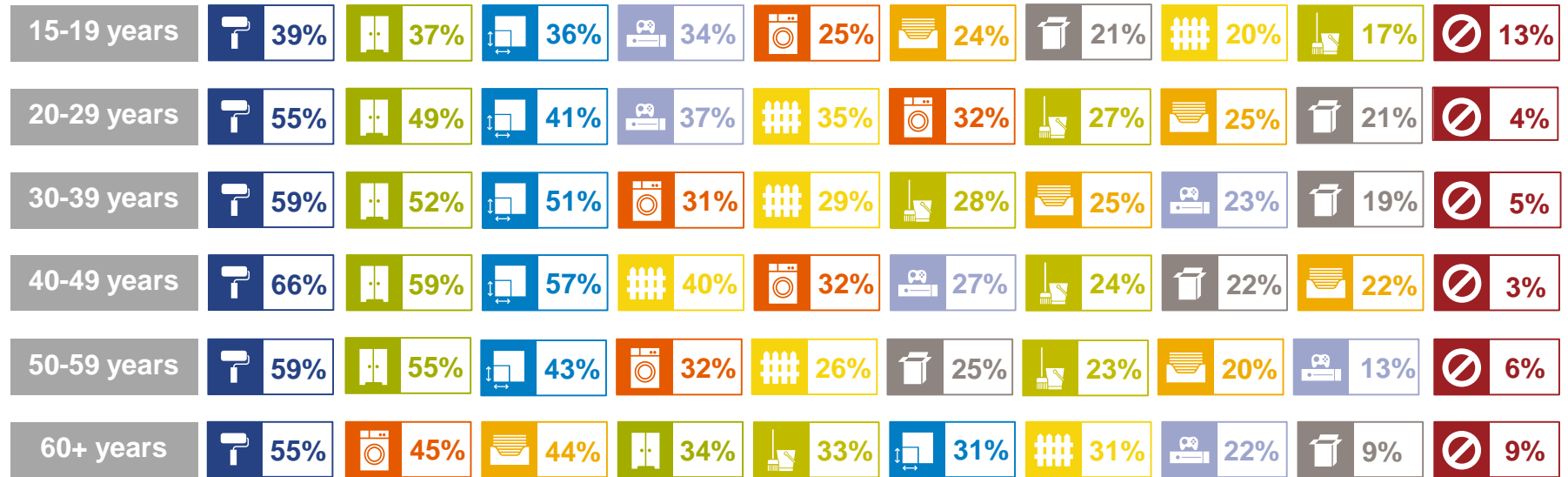
Entertainment equipment

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 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

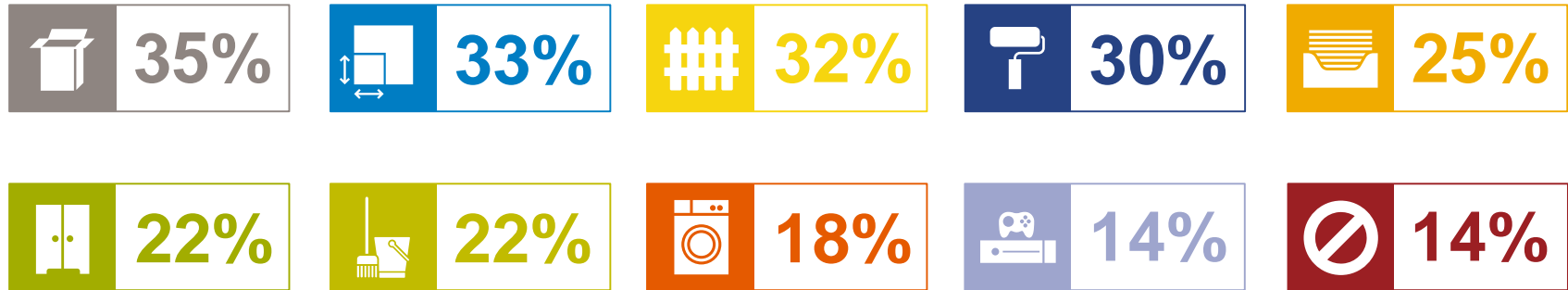
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

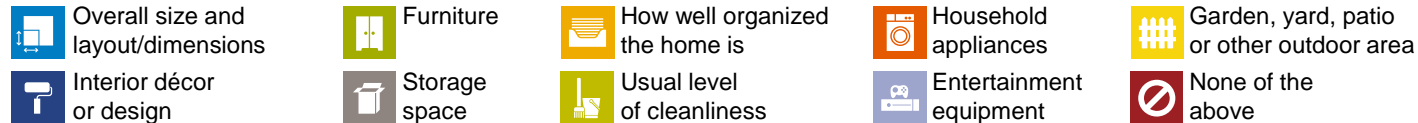
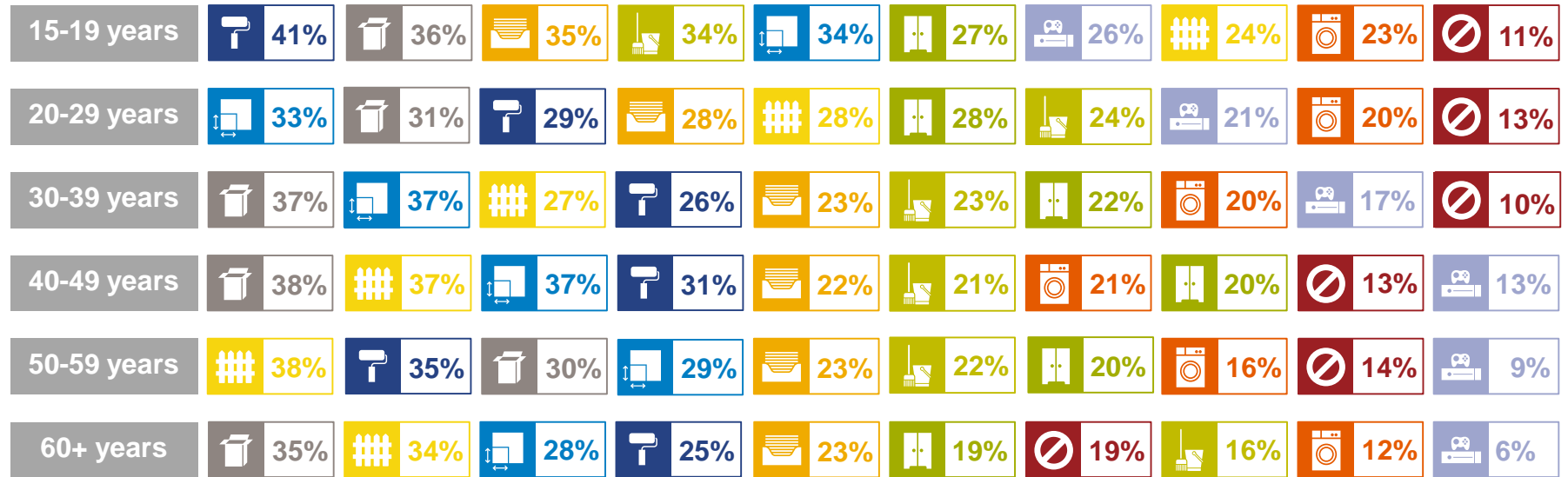
Garden, yard, patio or other outdoor area

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

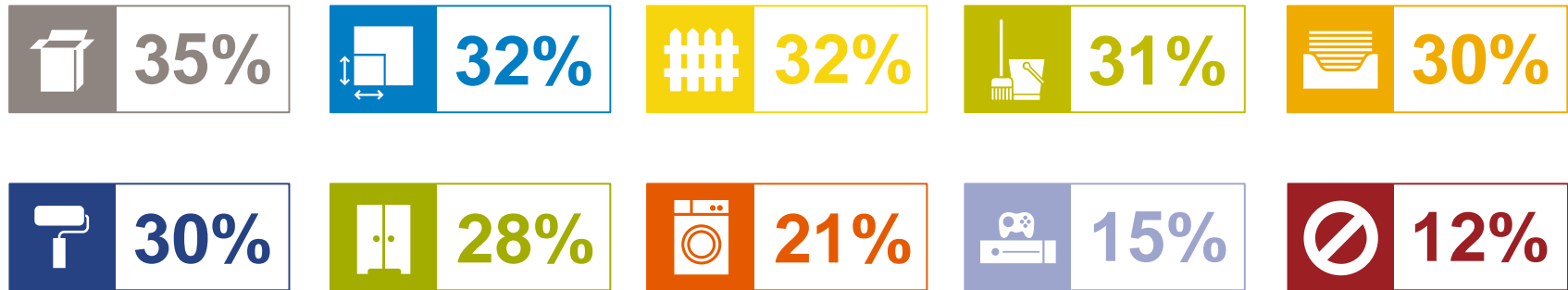
Country results – North America


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

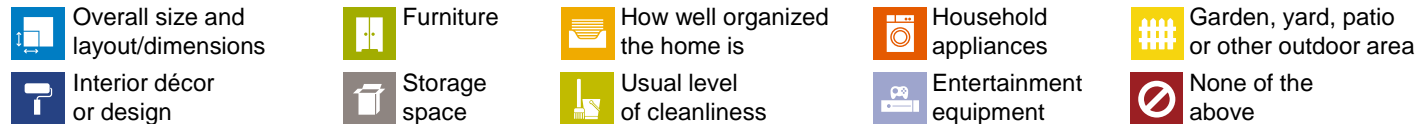
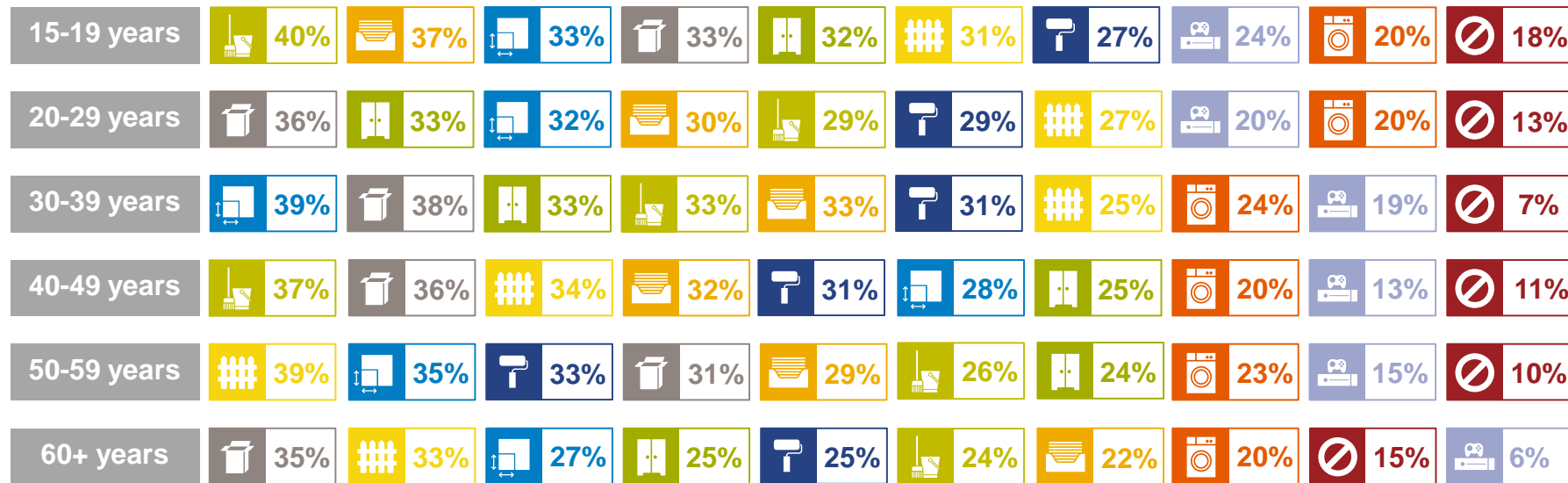


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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 age groups



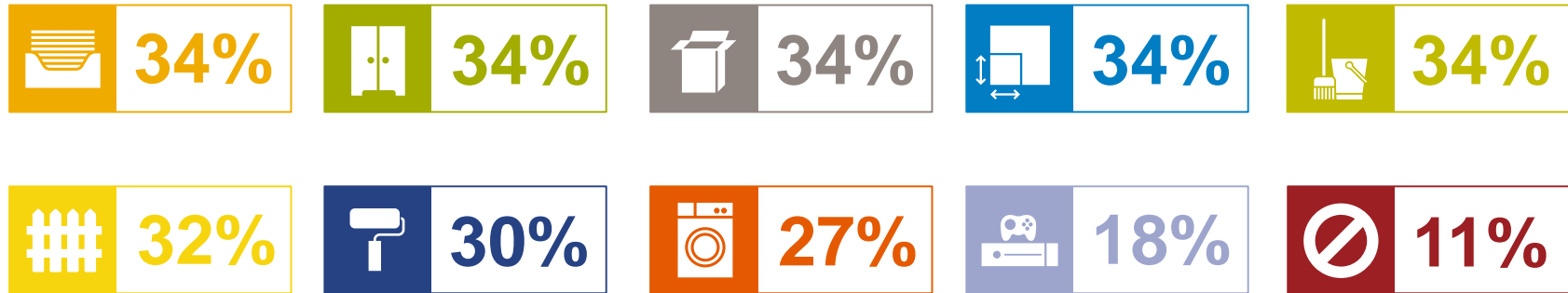
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded

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

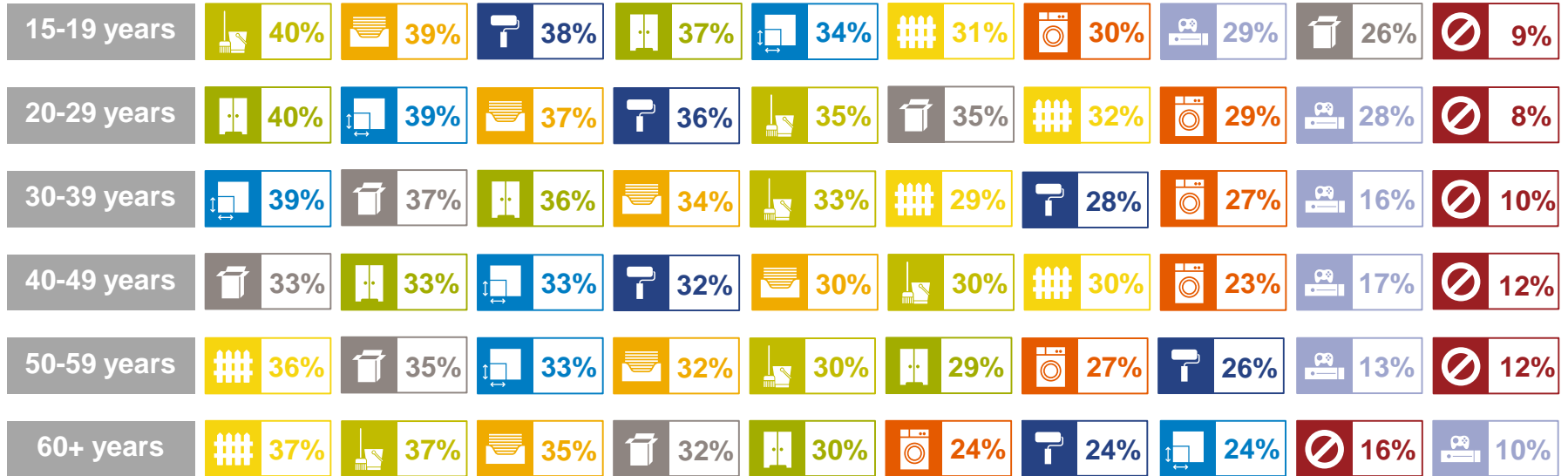
Entertainment equipment

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

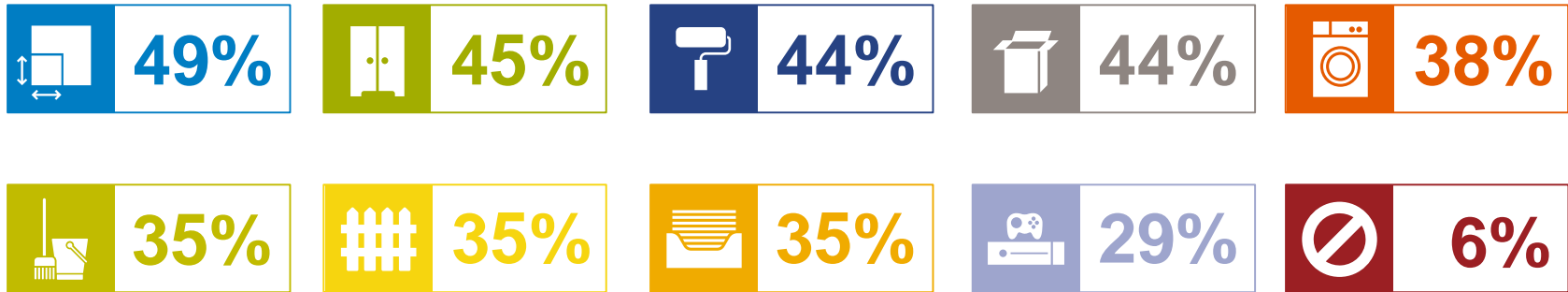
Country results – Latin America


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

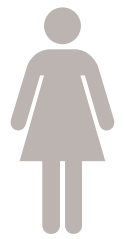
 Entertainment equipment

 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

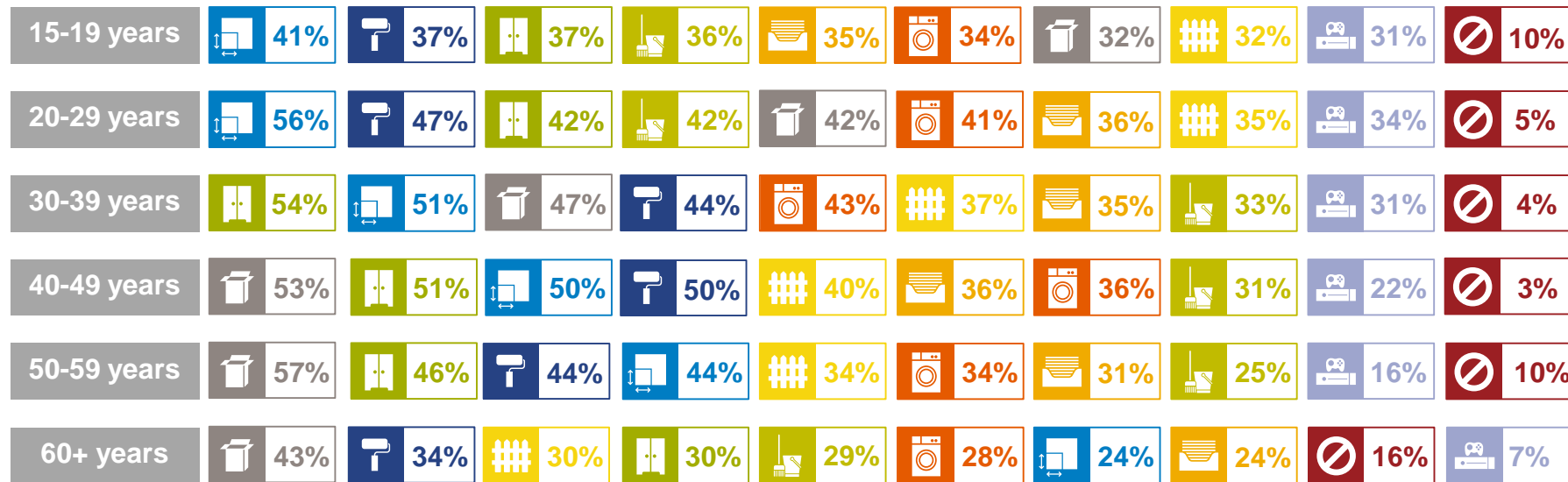


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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 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

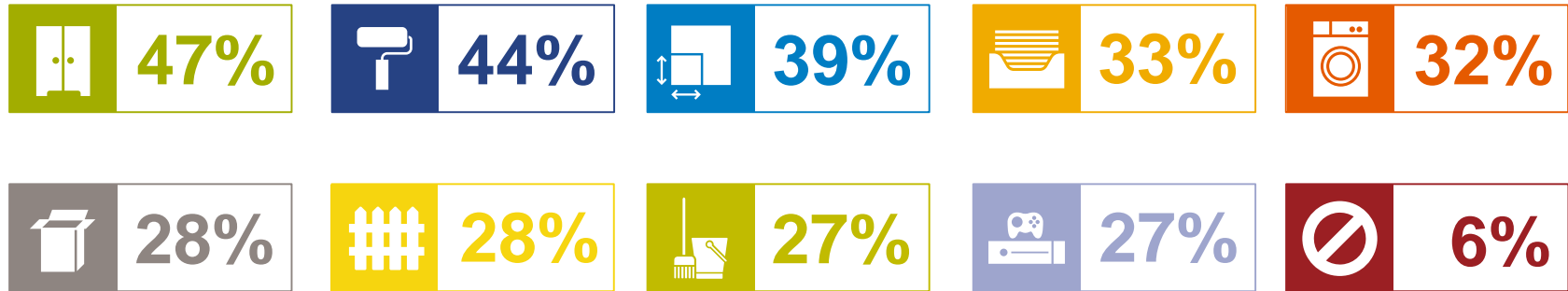
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

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

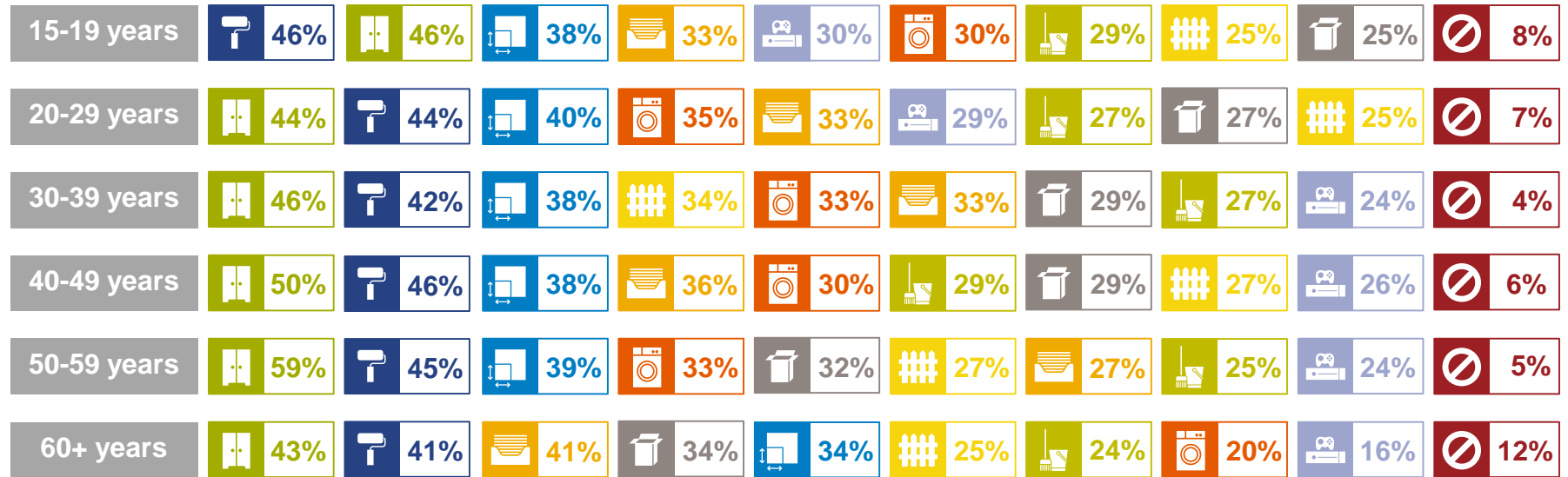
Entertainment equipment

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 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

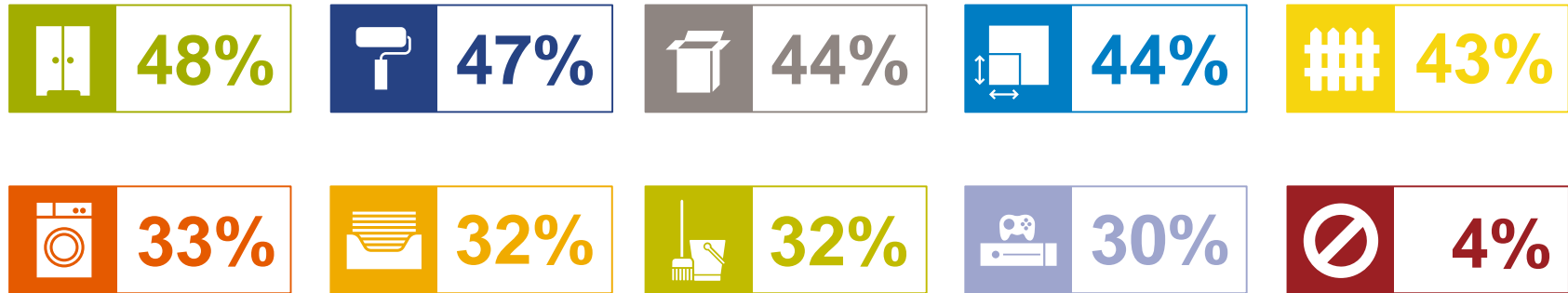
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

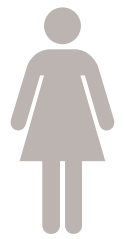
 Entertainment equipment

 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

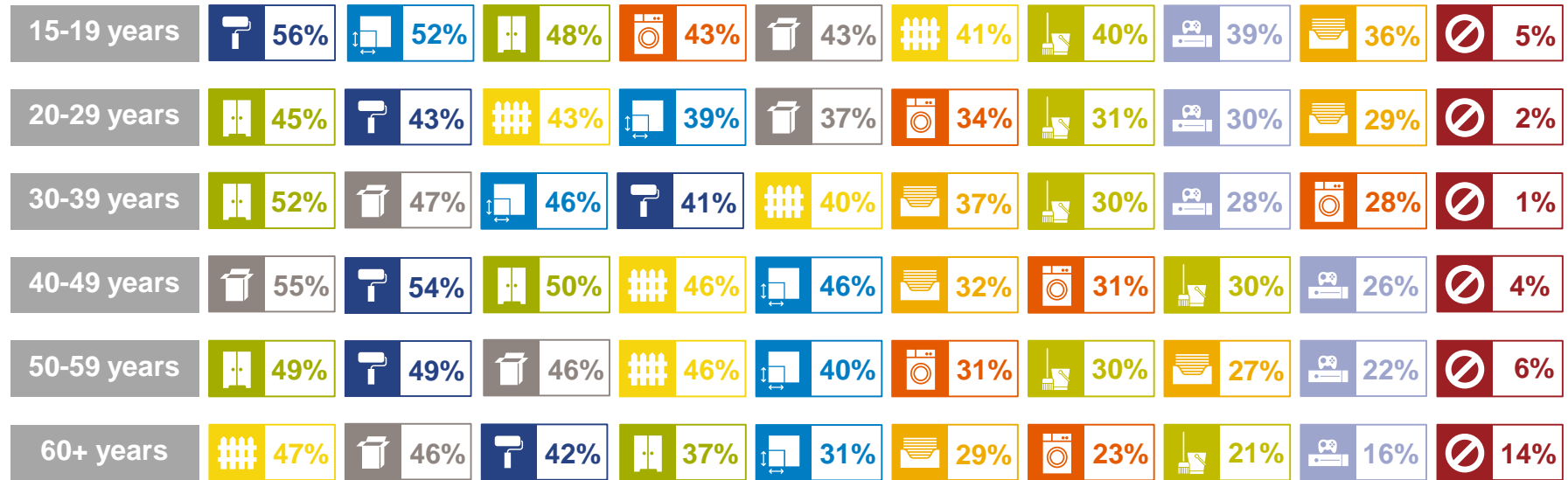


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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



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

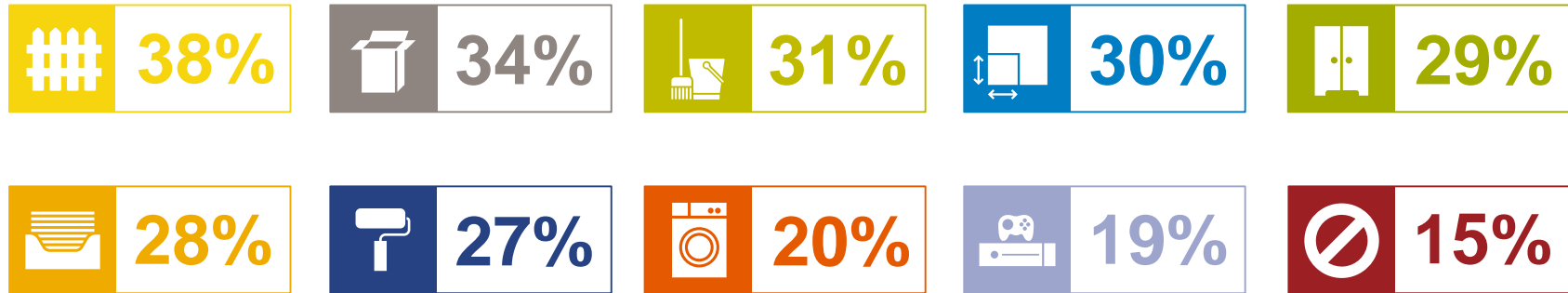
Country results – Asia-Pacific

Australia



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

Average in Australia

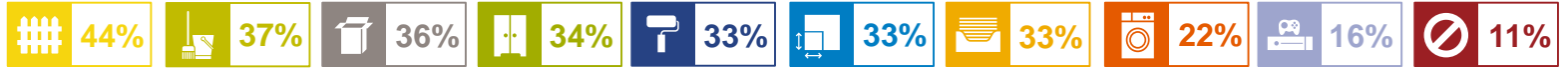


- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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

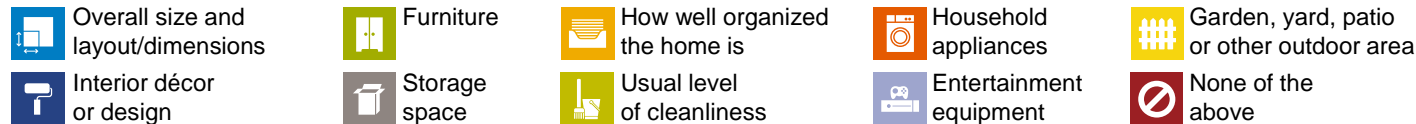
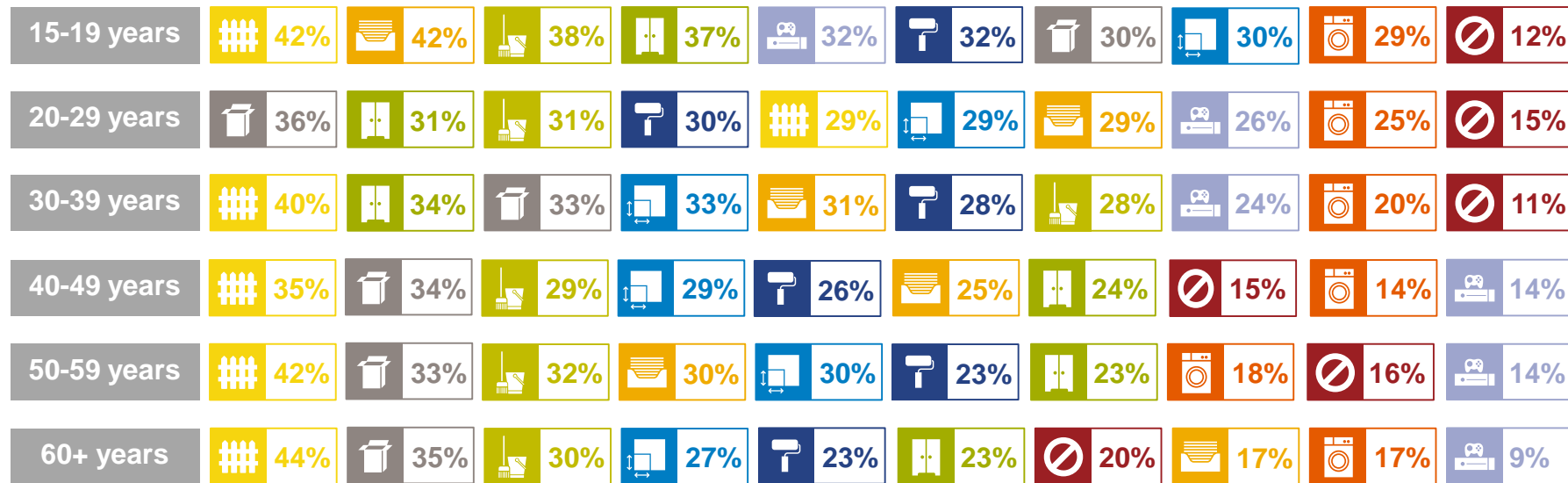
Entertainment equipment

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



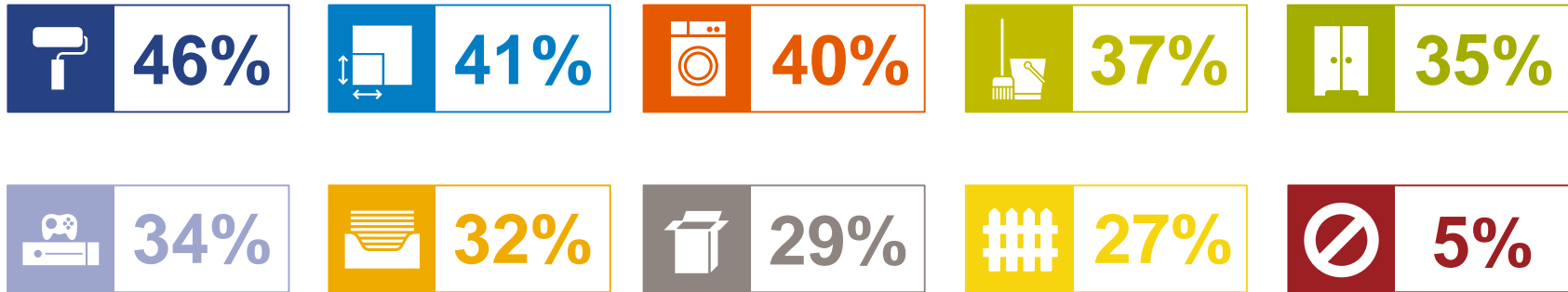
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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
 Interior décor or design

Furniture
 Storage space

How well organized the home is
 Usual level of cleanliness

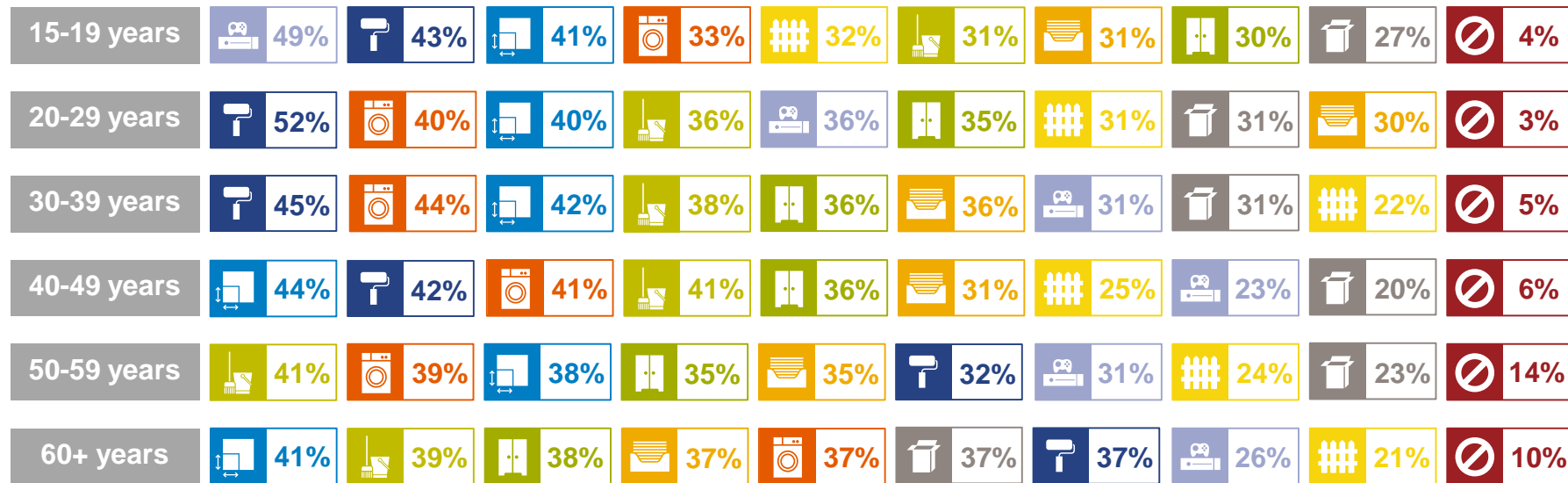
Household appliances
 Entertainment equipment

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

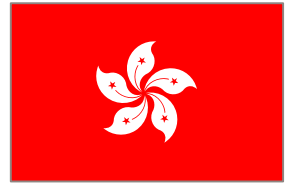
Average in China by age groups



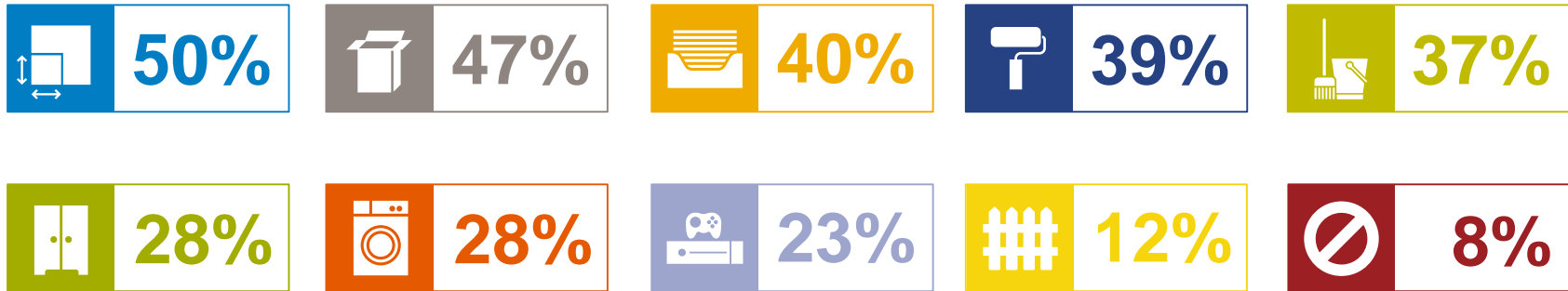
- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above


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

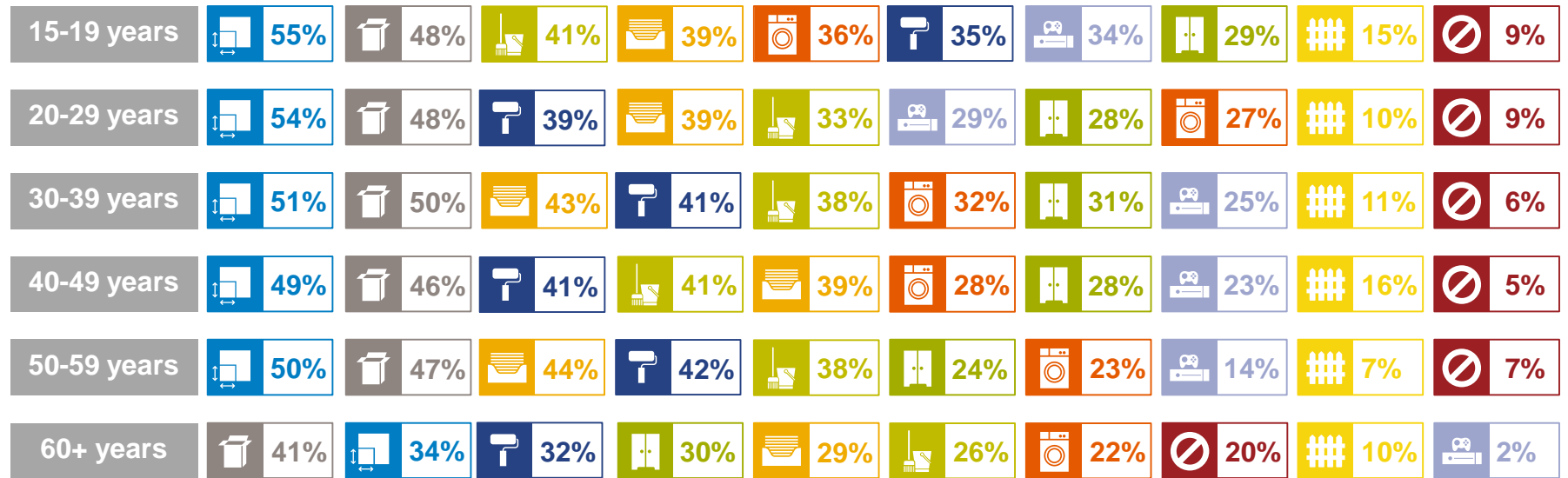
Garden, yard, patio or other outdoor area

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

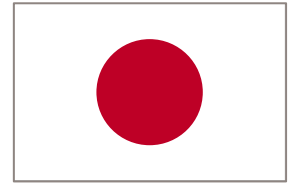
Average in Hong Kong by age groups



- 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

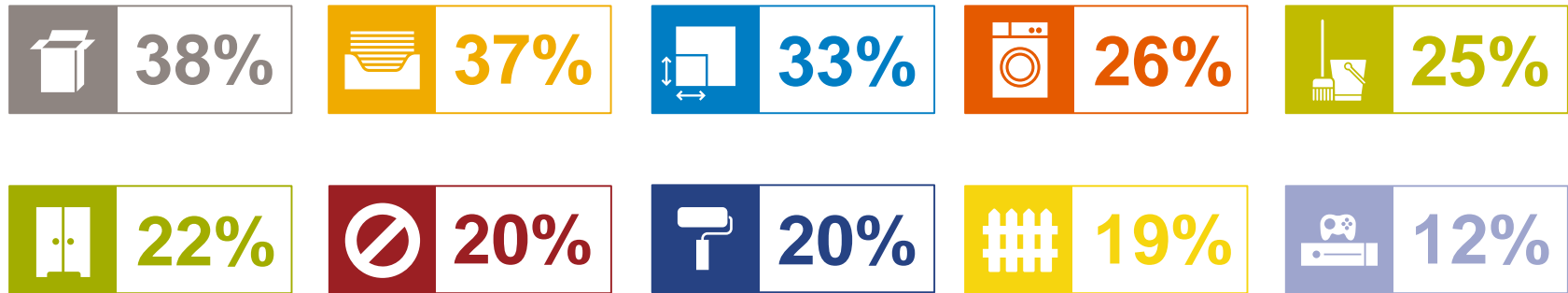
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

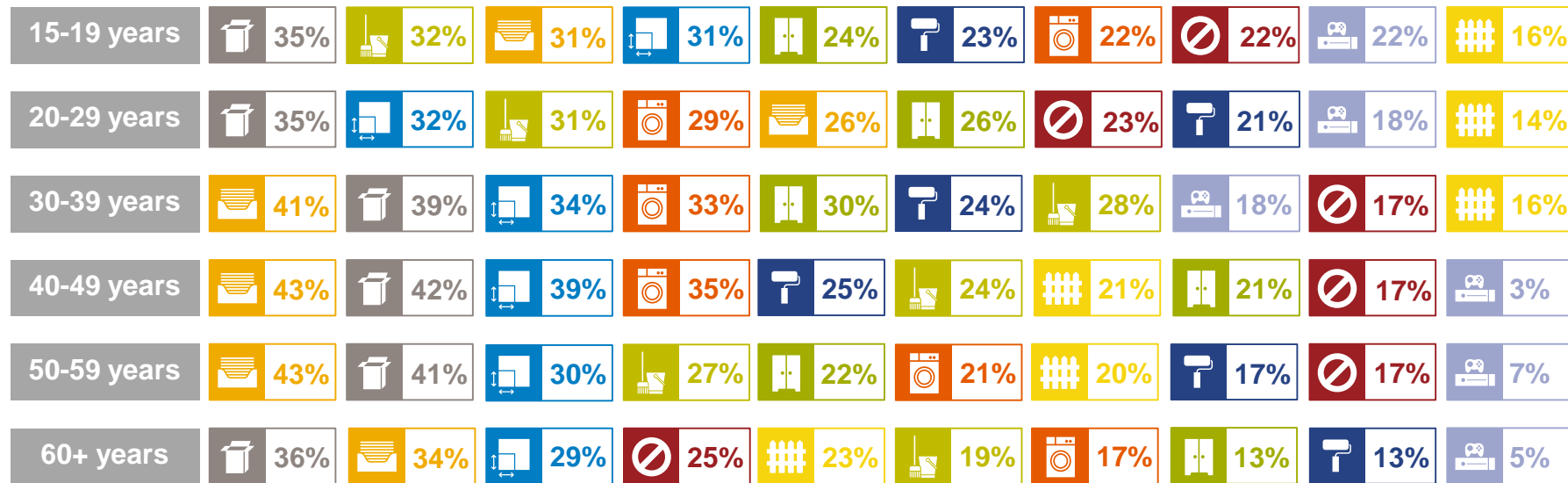
Entertainment equipment

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

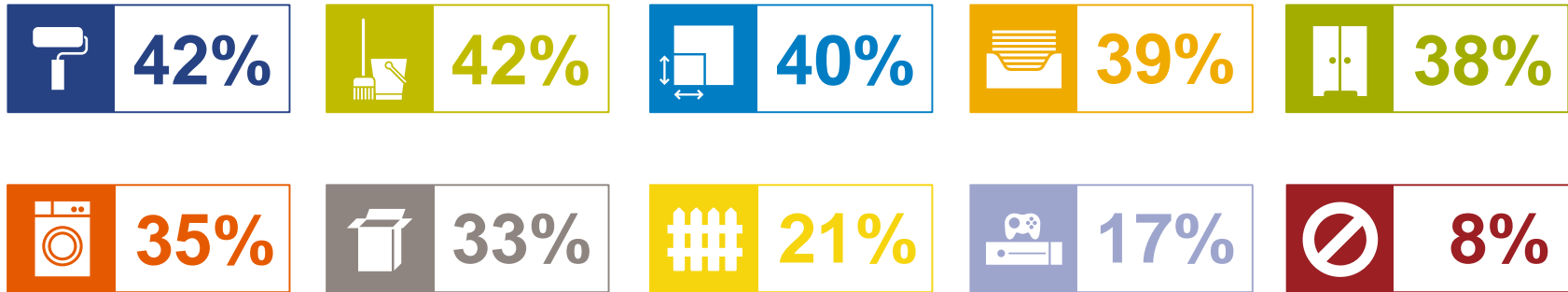
Source: GfK survey among 25,000+ Internet users (ages 15+) in 22 countries – multiple answers possible – rounded


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

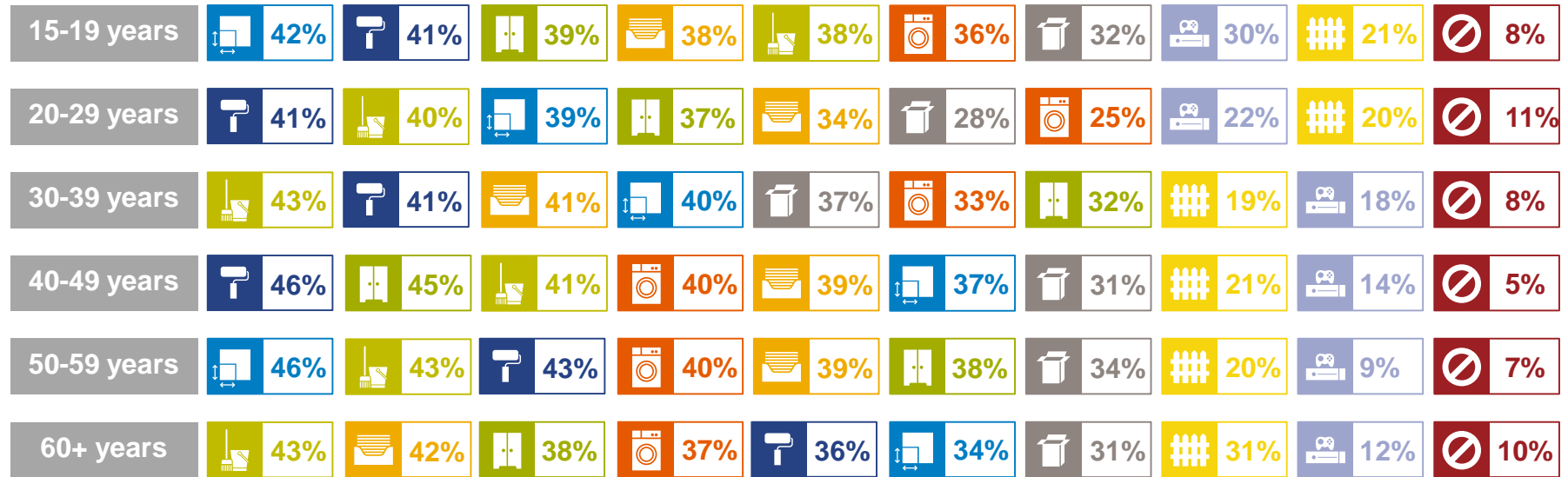
 Entertainment equipment

 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