

Press release

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Home improvement: women aspire to better décor; men to better size and layout

International findings show top five countries most interested in each area of home improvement

Nuremberg, August 31, 2016 – When it comes to what aspect of their home people would most like to improve, the most popular answers 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).

Amongst women internationally, interior décor gets the highest selection, with 43 percent saying this is one of the aspects they would most like to improve. Their next most popular choices are the furniture (40 percent) and the overall size and layout (39 percent).

Amongst the men, their home's overall size and layout is the most popular aspect they want to improve, with 37 percent selecting this. This is followed by the household appliances and the interior décor – both selected by 35 percent of men.

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).

Countries most interested in each area of home improvement

The desire to improve their home's interior décor is most prevalent in Turkey and Russia, where over half of the online populations make this selection (56 percent and 55 percent respectively).

For the overall size and layout, Hong Kong (50 percent), Russia and Argentina (both 49 percent) are in the lead, while wanting to improve the furniture is seen most widely in Russia (54 percent) and Turkey (49 percent).

Russia and China are the top two countries for online populations wanting to change or improve their household appliances – standing at 45 percent and 40 percent respectively. And South Korea (42 percent), Hong Kong and China (both 37 percent) have the highest percentages who say they would like to improve the overall level of cleanliness of their homes.

Hong Kong features again as a top country when it comes to those wanting

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to improve storage space, and also how well organized the home is. For storage space, 47 percent of Hong Kong’s online population chooses this, with Mexico and Argentina following at 44 percent. And for how well organized the home is, 40 percent of Hong Kong’s online population say they would like to improve this, followed by South Korea at 39 percent.

Wanting to improve the garden, yard or other outdoors area is most popular in Mexico (43 percent) and Australia (38 percent) – while improving their home’s entertainment equipment is most widely selected in China (34 percent) and Mexico (30 percent).

The Netherlands, Japan, Germany, France and Belgium stand out as having the highest percentages of their online populations who said that they would not want to change any of the areas listed above.

ASPECTS PEOPLE WOULD LIKE TO CHANGE IN THEIR HOMES



Top 5 countries per aspect

Interior décor or design	Overall size and layout	Furniture	Household appliances	Level of cleanliness
56% Turkey	50% Hong Kong	54% Russia	45% Russia	42% South Korea
55% Russia	49% Russia	49% Turkey	40% China	37% Hong Kong
47% Mexico	49% Argentina	48% Mexico	39% Poland	37% China
47% Poland	45% Turkey	47% Brazil	38% Argentina	35% Argentina
46% China	44% Mexico	45% Argentina	35% South Korea	34% USA
Storage space	How well organized the home is	Garden, yard, patio	Entertainment equipment	None of these
47% Hong Kong	40% Hong Kong	43% Mexico	34% China	22% Netherlands
44% Mexico	39% South Korea	38% Australia	30% Mexico	20% Japan
44% Argentina	37% Japan	37% Belgium	29% Turkey	18% Germany
41% Spain	35% Argentina	35% Argentina	29% Argentina	17% France
38% Japan	34% USA	35% Czech Republic	27% Brazil	17% Belgium

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

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GfK’s findings form a valuable foundation for major DIY, home furnishing and home improvement retailers, in understanding how consumer aspirations for their homes differ across countries, age groups and gender. By combining these aspirational data with its continuous point of sales tracking, GfK gives its clients a detailed picture of the current and future demands within each target market.

To download full findings for each of the 22 countries, please visit www.gfk.com/global-studies/global-study-overview/

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About the study

The survey question asked, “Which of these aspects of your home would you most like to change or improve, if you could? Select all that apply.”

GfK conducted the online survey with 27,000 consumers aged 15 or older across 22 countries. Fieldwork was completed in June 2015 and data are



weighted to reflect the demographic composition of the online population age 15+ in each market. The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA.

About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

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