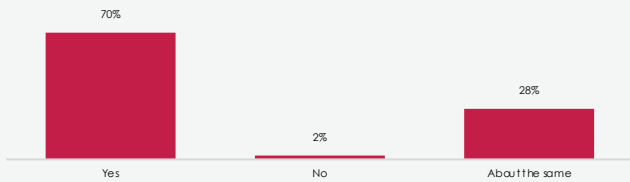


Home Sweet Home

In **April 2021**, we asked our community of Irish Urbanites all about their homes. After spending more time in our homes and gardens than ever before, DIY stores have seen a surge in sales and gardening has become a top lockdown hobby! We explored what makes our Urbanite's homes special to them, whether or not they've embraced their inner DIY expert or taken to the garden! Here's a snapshot of what our Urbanites told us...

Growing appreciation for home:

Our homes have played different rolls over the past year. **70%** of Urbanites said their home environment is **more important** to them now than it was before the pandemic,



Home means to me...

67%

say their home is the backdrop for family life and **52%** say it's where they make memories

36%

say their garden / outdoor space is their sanctuary whilst **17%** feel their home is just somewhere to live

43%

are looking forward to a break from being at home with **28%** feeling they've spent too much time at home!

Home improvement plans (next few months)

70% are planning to **paint and decorate** in the next few months

65% are planning a **garden makeover** in the next few months

62% are planning some **general house maintenance**

20% are planning to **upcycle furniture** over the next few months

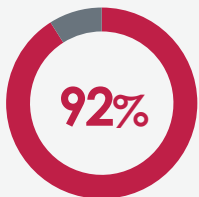
Summer DIY intentions

69%

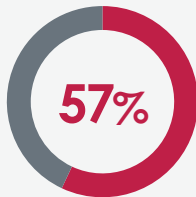
are planning on undertaking a DIY project over the summer months with **59%** they like to freshen up their home at this time of year.



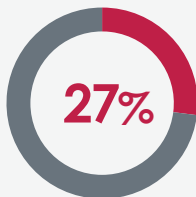
A growing interest in gardening



Have some sort of outdoor space to enjoy



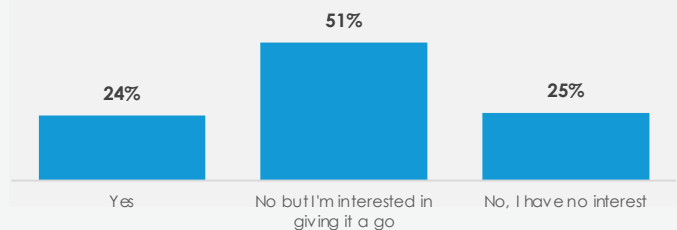
'try' to garden with **16%** saying their gardening is limited to mowing the lawn!



say they are gaining experience and interest when it comes to gardening

The 'Grow Your Own' movement

24% of urbanites grow their own food, with **51%** interested in starting.



GOING GREEN WITH ENVY!

23% Have experienced 'garden envy' when on walks in their neighbourhood!

HOME SWEET HOME OFFICE!

32% Have created a dedicated area in their house to aid working from home

GROWING NEED FOR ALONE TIME

16% Have used gardening as an excuse to escape their better half / housemate etc.

For more insights and opinions visit:

workshopplay.ie/opinions