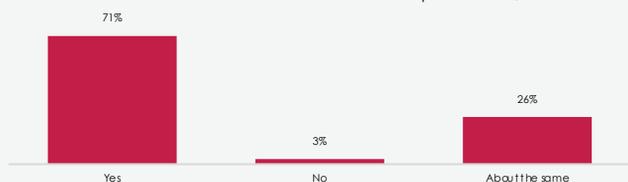


Home Sweet Home

In April 2021, we asked our community of Northern Ireland 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 and uncover what projects and improvements they've made as a result of restrictions enforced by the pandemic. Here's a snapshot of what our Urbanites told us...

Growing appreciation for home:

Our homes have played different rolls over the past year. **71%** of Urbanites said their home environment is **more important** to them now than it was before the pandemic,



Home means to me...

52%

say their home is the backdrop for family life and **39%** say it's where they make memories

64%

say their home has become their safe space with **31%** saying their garden / outdoor space is their sanctuary

22%

say their home is usually the centre of their social life whilst **16%** say its just somewhere to live

Home improvement plans (next 3 months)

55% are planning to paint and decorate with **56%** planning some general home maintenance

26% are planning a garden makeover with **19%** planning to buy new garden furniture

7% are planning a major home improvement project such as extension or attic conversion

9% are creating a dedicated home office / workspace whilst **5%** are planning a home bar

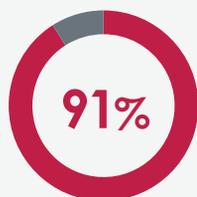
Pandemic persuasion

52%

From hot tubs to home offices, **52%** have said the pandemic has influenced their home improvement decisions and purchases!



A growing interest in gardening



Have some sort of outdoor space to enjoy



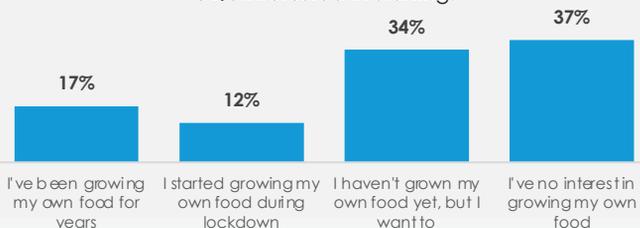
Love to garden whilst **22%** are novices trying their best



Consider themselves skilled gardeners with **12%** having just started

The 'Grow Your Own' movement

29% of urbanites grow their own food, with **34%** interested in starting.



GOING GREEN WITH ENVY!

28% Have experienced 'garden envy' when on walks in their neighbourhood!

BACKYARD BOOZER!

12% Have built, or considered building, their own garden pub during lockdown!

GROWING NEED FOR ALONE TIME

10% Have used gardening as an excuse to escape their other half / housemate!

For more insights and opinions visit:

workshopplay.ie/opinions