



Wednesday 12 December 2018

# IKEA REVEALS ONE THING NEEDED TO MAKE A HOME A HOME

**The latest IKEA Life at Home Report has revealed that the one thing needed to make a home feel like a home is memories.**

With the festive season and summer holidays well and truly upon us, Australians are on the cusp of creating a new set of memories. It is in fact these collective memories, of carols playing, the smell of family recipes cooking and sound of kids playing in the backyard that creates a home.

The fifth annual IKEA Life at Home Report, a study into global domestic living trends, has found that:

- Almost half of Australians agree that a place is considered home because of the happy memories associated with it
- Over a third of Australians believe home is the place where they spend more time with loved ones, and home is wherever their loved ones are.

If home is where you have the most memories, your place of residence may not be the first place you think of when you think of home.

- Three in ten Australians feel more at home in places outside of their home.
- One in three Australians feel more at home in their parents' home than their actual place of residence and a further 16% feel more at home in their friends home.

In response, IKEA has released a [video](#) that captures the unique and contrasting memories of Australian homes throughout the years. Bringing to life small moments from camping in the backyard, Sunday lunches, food fights and kids causing chaos in the family living room.

Christine Gough, IKEA Australia Interior Design Leader says "As an interior designer it's important to me that where we live is a place we can call home for many reasons. Home should be functional, comfortable and beautiful. It's a place that truly represents who we are. The one thing that never goes out of style is the nostalgia we feel when we step inside our home. Home should be a space where your family and friends can celebrate and enjoy all the big and small moments together.

"Nostalgia is a key element of what makes a home a home. This insight shows that homes are so much more complex than simply just the four walls around you. Everyone has a unique memory about what makes their home special, whether it be how incredibly comfortable your parents sofa is, the smell of your grandparents cooking that you can't find anywhere else or the feel of the grass from playing in your backyard with your friends. These details are what makes a home a home."

The IKEA Life at Home Report also highlights how we furnish and personalise our homes to make them our own is becoming even more important, with over half of Australian's (53.5%) stating that furniture items connected to specific memories make the home feel more like home.



Christine adds, "We're a sentimental nation and we're often guarding trinkets and treasures that are close to our hearts. Anything that evokes positive memories are worth having a special place in the home."

To celebrate the joys in everyday life at home, IKEA will invite the Australians to submit a photo and in 25 words or less, share their own fond memories from home. The winner will receive a \$1,000 IKEA voucher helping them create an even more special life at home this Christmas. Competition entries open on Wednesday 12 December and will close on Wednesday 19 December.

**View IKEA Life at Home video [here](#).**

**Competition details [here](#).**

**- ENDS-**

**For further information, please contact:**

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### **About the Life at Home Report 2018**

The research for the IKEA Life at Home Report 2018 was commissioned by IKEA Group, and undertaken by London-based customer agency C Space. It was conducted between March and August 2018.

Qualitative research was conducted in USA, Germany, Denmark, China, Italy and UK.

Quantitative research was undertaken in 22 countries across five territories – USA, Middle East, Europe, and Asia. The survey was conducted amongst more than 22,854 people and is nationally representative.

### **About IKEA**

Customers around the world have embraced the IKEA concept since its inception over 50 years ago. IKEA is the world's largest home furnishings retailer with over 419 IKEA Group stores in 49 countries, employing close to 200 000 co-workers. In 2017, there were a total of 817 million IKEA store visits globally, and the IKEA website was visited 2.1 billion times.

The IKEA vision is to create a better everyday life for the many people and offer well-designed, functional and affordable, high quality home furnishing, produced with care for people and the environment. IKEA achieves this through clever product design, cost-effective manufacturing, buying in bulk and transporting in flat packs.

For more information visit [www.ikea.com.au](http://www.ikea.com.au)