

A slice of Home Life

B&Q

B&Q Report 2022

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Embracing change

The saying ‘home is where the heart is’ couldn’t have been more relevant over the past few years. It’s been our place of safety when we were able to socialise again; our place to work while homeschooling; and, in recent months, a place we’ve never felt more thankful for due to events taking place around the world.

At B&Q, we have over 50 years’ experience helping the nation build their lives, which is what drives our business decisions every day. We pride ourselves in helping make our customers’ lives easier, whether it’s our ongoing focus on convenient products, stores’ and online capabilities, keeping up to date with the

latest trends, or reacting to their real life pressures. As we enter into another collective challenge with the rising cost of living, we ask how we can help our customers adapt their homes to help them save money.

And the way we do this is by listening. Listening to our customers. Listening to our amazing team on the shop floor. Listening to our partners and the communities in which we serve. This is why we have commissioned our ‘A Slice of Home Life’ report. And this is how we understand what people need and how we can help them deliver their dream home, whatever is happening in their world.

Over the following pages, you’ll find everything from an in-depth look at the state of Britain’s homes and emerging trends, to the barriers people face, whether emotional, or economical. All of which will help inform the future of B&Q and how we can better meet our customers’ needs.

I want to thank our customers and colleagues that contributed to the report, providing invaluable insight into how we can help the nation build a life.

Graham Bell,
B&Q CEO



Health, happiness, love & life

Our homes are integral to our wellbeing and identity

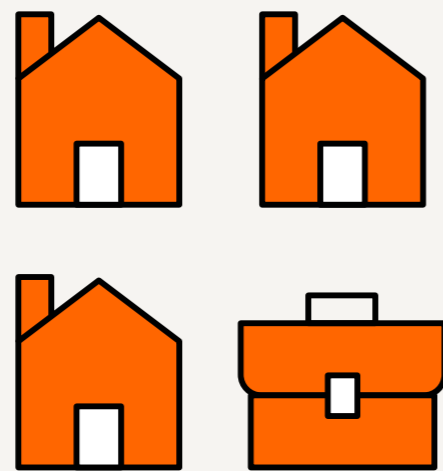
What makes a happy life? Family? Security? Space to be yourself? With our lives built around our homes, it's unsurprising they're central to our satisfaction. 4 in 5 agree that being satisfied at home is key to life satisfaction. Yet 2 in 3 of us are unsatisfied with our homes.



2 in 3

of us are unsatisfied with the current condition of our homes

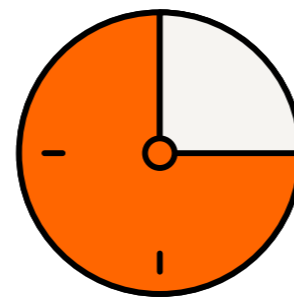
Homes are essential to wellbeing too. 3 in 4 of us believe the state of our homes is important; even more of us value it above career progression, seeing friends or entertainment.



3 in 4

of us value the state of our homes above career progression

So what drives home improvement? And what's holding us back? Self-image is key. We focus on spaces visible to guests, looking to modernise, impress others and feel house proud. On the flip side, time, convenience and confidence are obstacles, with 3 in 4 of us wishing projects were quicker and easy. Only 1 in 3 feel confident about completing them.



3 in 4 wish projects were quicker and easier

Only **1 in 3** are confident we can make home improvements



There's an immense feeling of pride when you learn a new skill or complete a home improvement project. By removing barriers, we can immediately help unlock greater independence, purpose and satisfaction, giving people more control over their life and happiness. Many of us feel home improvement helps us learn new skills (63%), feel more independent (62%) and gives us a greater sense of control over our lives (68%).

There are more possibilities of what we can achieve with home improvement than ever before. Spas, theatres, game rooms and smart home additions rank high on the home improvement lists of Millennials and Gen Z.

And it is no surprise that sustainability is a priority. But while 7 in 10 of us feel it's important, only 1 in 10 are confident on how to make our homes more sustainable. Solutions that bridge this divide will be important to help people improve their home and improve their life in the process.



say it's important for our homes to be sustainable

Only **1 in 10** are confident on how to make our homes sustainable



Section A

The state of Britain's homes

The Home Satisfaction Barometer

How we feel about our homes

63% of us are currently unsatisfied with our homes

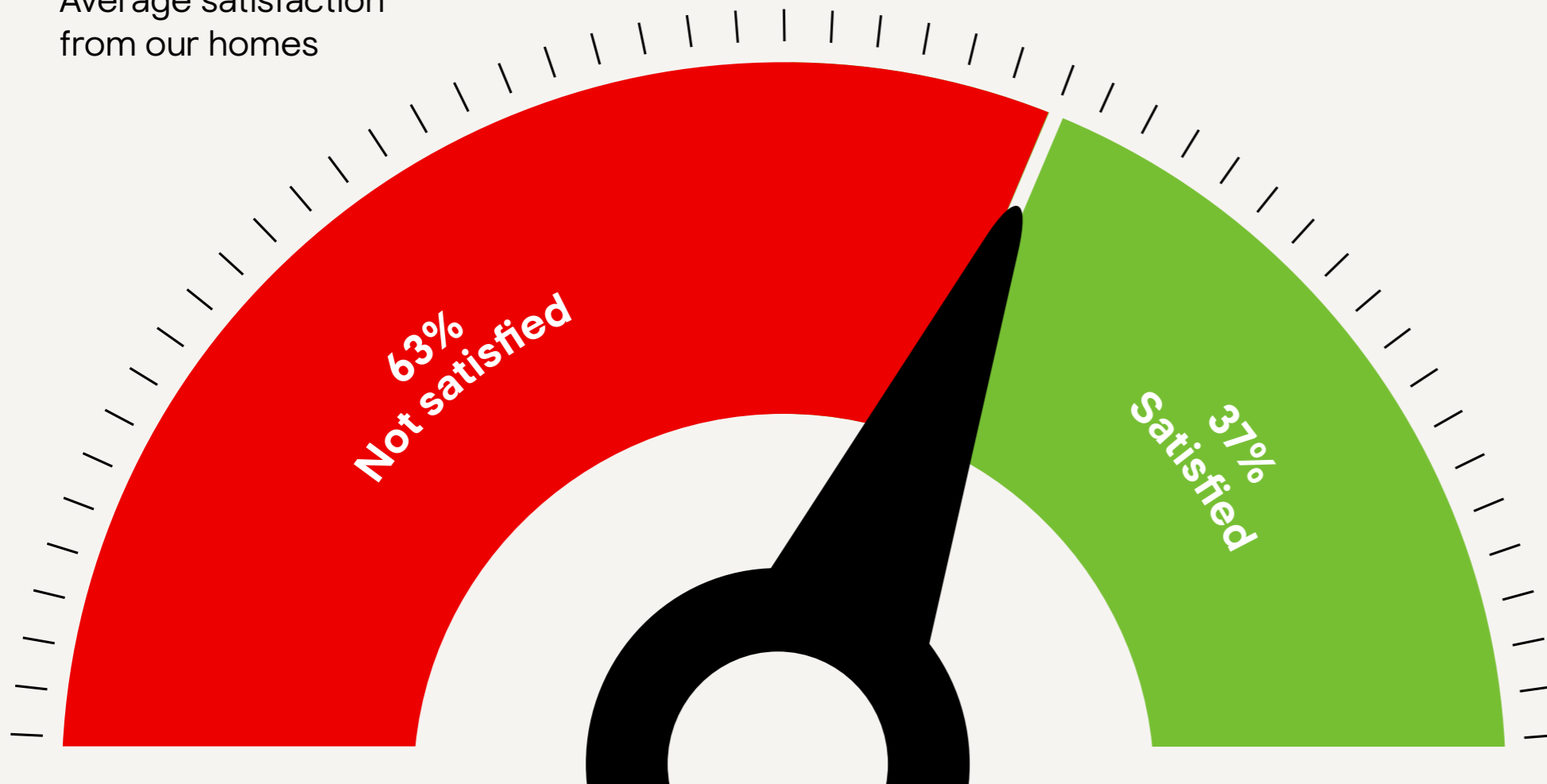
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It makes me feel trapped and unmotivated when I'm not satisfied with my home. I get frustrated and annoyed daily with it.

Consumer

Room for improvement

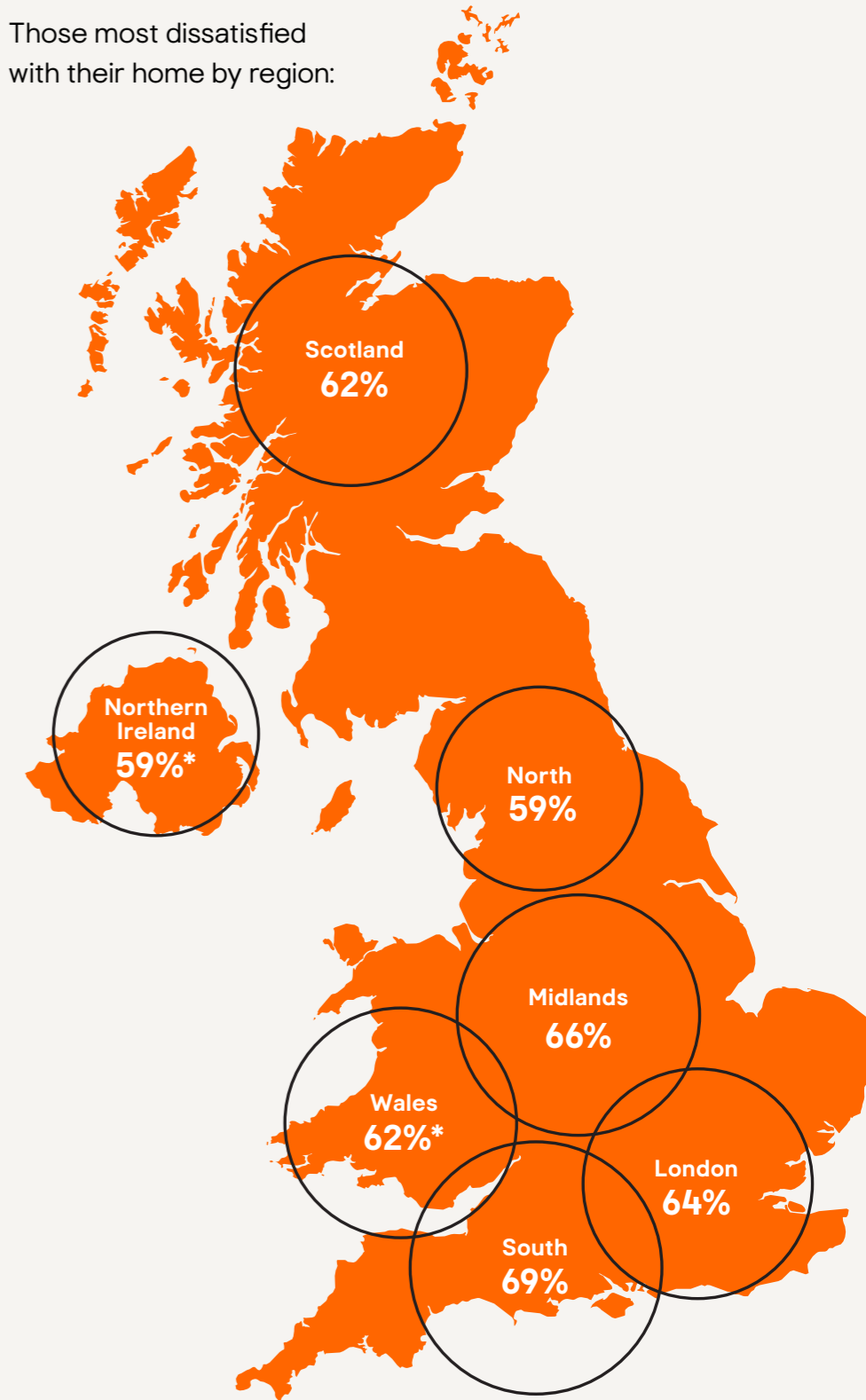
Average satisfaction from our homes



The Home Nations

Mapping the great North-South dissatisfaction divide

Those most dissatisfied with their home by region:



People in Northern Ireland and the North of England are more likely to be satisfied with their homes. People in the South are least satisfied with their homes.

*Base sizes of under 100

Can't get no satisfaction

People today demand more from their homes than ever before

With so much time spent at home over the past couple of years, our four walls have become more important than ever. A sanctuary through uncertainty. The only space to socialise. And, of course, a place to work. How well our homes help with the day-to-day is central to life satisfaction. And yet there's a growing gap between what we want from our homes and what they provide. Most of us are dissatisfied.

Pride, joy and serenity – home is where the best of life happens

With so much of life connected to home, it's understandable why it plays such an important role in our wellbeing. Across the UK, we want homes we feel satisfied with. 60% of us feel that home makes us happier, 57% of us feel that it makes us safer, and 53% of us feel that it provides peace of mind.

But with only 37% of us completely satisfied with our homes, it's clear that as a nation, the UK is failing to enjoy the true emotional benefits a home provides.

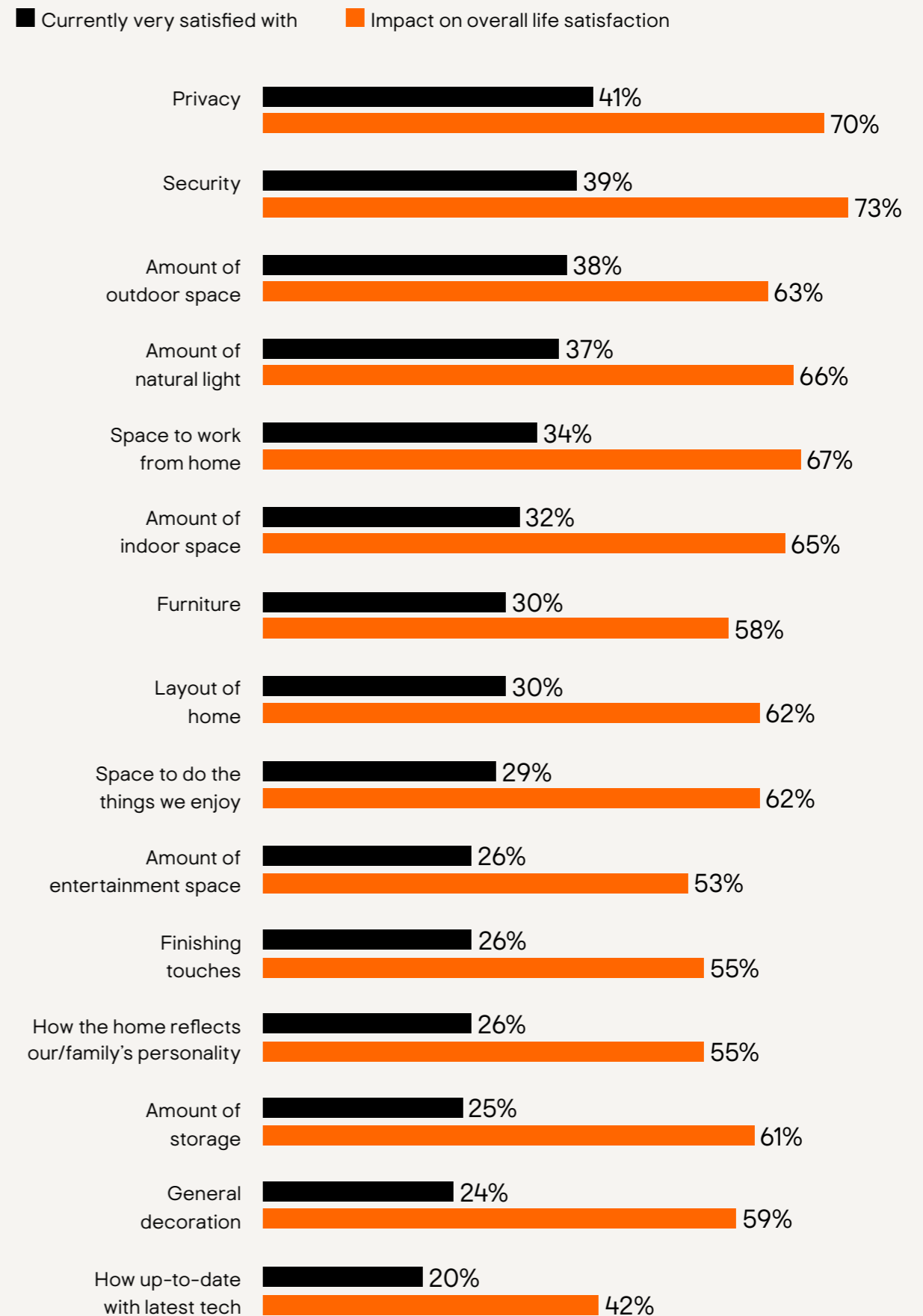
Cost, disruption and skills shortage – the big home improvement hassles

With so much of our emotional contentment tied up with home life, what's standing in the way of us taking on home improvement tasks? Cost is a big factor. If we can't afford to do a job properly, we grin and bear a problem rather than half solve it. The disruption big projects cause – the mess, waste, and inconvenience – creates a barrier too. Add to that a nationwide shortage of highly skilled tradespeople, and it's no wonder most of our big home improvement aspirations remain unmet.



Mind the gap

How reality falls far short of aspirations



How do you feel at home?

Building better health and wellbeing

What makes you happy? Money in the bank? Health and mental wellbeing? How about the state of your home?

For most of us – 77% to be precise – feeling positive about where we live is central to our life satisfaction. It ranks higher than career progression, socialising and experiences like holidays. That makes sense. Home is where we spend most time, where the best of life is lived. So it's an important contributor to happiness.



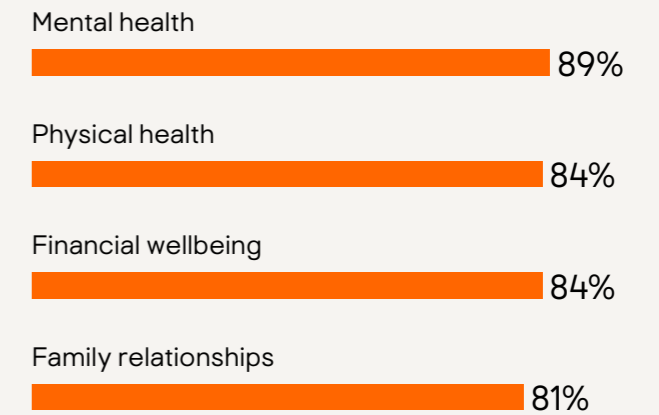
Breaking through the wall

Top 10 barriers to making home improvements

- 1 Cost
- 2 Lack of time
- 3 Lack of motivation
- 4 Disruption to everyday life
- 5 Unable to find trusted tradespeople
- 6 Lack of know-how about home improvement
- 7 Other things to spend money on
- 8 Not knowing where to start
- 9 Worrying about what could go wrong
- 10 Getting rid of waste

Measuring up

How homes are central to happiness



The state of repair of our homes 77%

The appearance of our homes 65%

Socialising with friends 60%

Going on holiday/travelling 59%

Having entertainment experiences (e.g. going to restaurants, concerts) 54%

Job/career progression 45%

What visitors/guests think of our homes 43%

What neighbours think of our homes 28%

Quick wins and creature comforts

Keeping track of the Nation's to do list

We've always got a list of jobs we're saving for the next bank holiday. But given the extra time spent at home recently, many of us took the chance to spruce the place up – painting, decorating and making home and garden improvements. People have taken on bigger projects too – like kitchen and bathroom renovations. Anyone looking for a skilled tradesperson will know that they're in short supply. As a nation, we've tidied up areas visible to guests, like kitchens and gardens, and maximised space by creating more storage.

Comfort, modernity and pride – seeking happiness at home

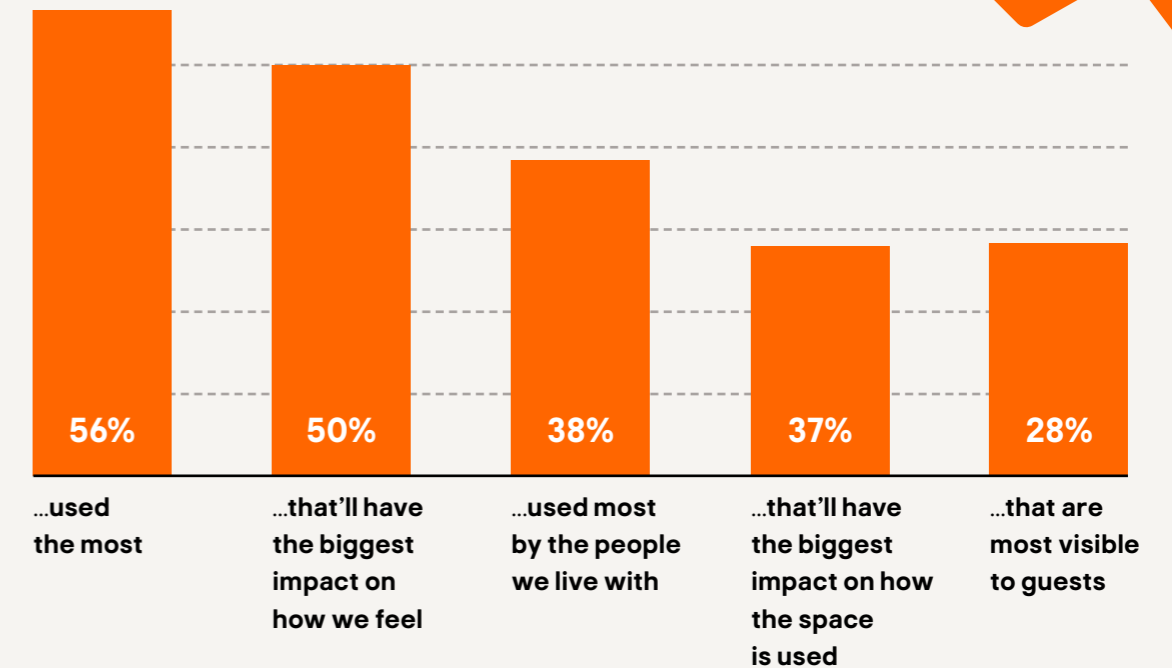
Everyone wants a place where they feel calm, safe and secure. A place they feel at home. And because homes reflect who we are, we want a home we feel proud of – a modern space we enjoy inviting friends and family to, a place that evolves around us as our life changes.

Changing rooms

Top 5 priority projects

It's natural that home improvement projects focus on the rooms we use most and those that make the biggest impact on how we feel at home. We're also prioritising a better use of space and looking to tidy up entertaining areas.

The rooms...



Getting the job done

Top 10 home improvements completed in the last year

- 1 Decorating
- 2 General maintenance
- 3 Garden/outdoor updates
- 4 New soft furnishings/accessories
- 5 New furniture
- 6 Lighting updates
- 7 Bathroom updates
- 8 New flooring/tiling
- 9 Kitchen updates
- 10 Creating more storage

“

A safe and secure living space becomes really important when you have children as their welfare becomes your priority.

Consumer



Pride & joy

Top 10 reasons people have made home improvements in the last year

- 1 To make a more comfortable home
- 2 It needed maintenance work
- 3 To create a more relaxing home
- 4 It needed modernising
- 5 To feel proud
- 6 To make the home work better for family life
- 7 To add a personal touch
- 8 It needed decluttering
- 9 To work in tune with everyday life
- 10 To improve energy efficiency

“

Completing these projects gives you a sense of pride and progression in life.

Consumer



Section B

Moving with the times

Moving with the times

Moving with the times

Why our homes need to evolve around our lives

Life can't be slowed down, it moves at its own pace. And how we use our homes does too. Change is inevitable. 70% of us say that what home improvement means to us evolves as our life changes. Making sure our homes keep up with the speed of life is a challenge.

Unlocking personal growth

"I did that." We've all felt that sense of accomplishment after completing a home improvement project – where we stand back, admire our handy work. It can be a powerful process too, improving our wellbeing and encouraging personal development. Two thirds (68%) agree that doing work on our homes helps us learn new skills. 63% say home improvements give us a greater sense of purpose and 68% feel it helps us to take greater control of our lives.

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It gives you a sense of accomplishment doing home improvements.

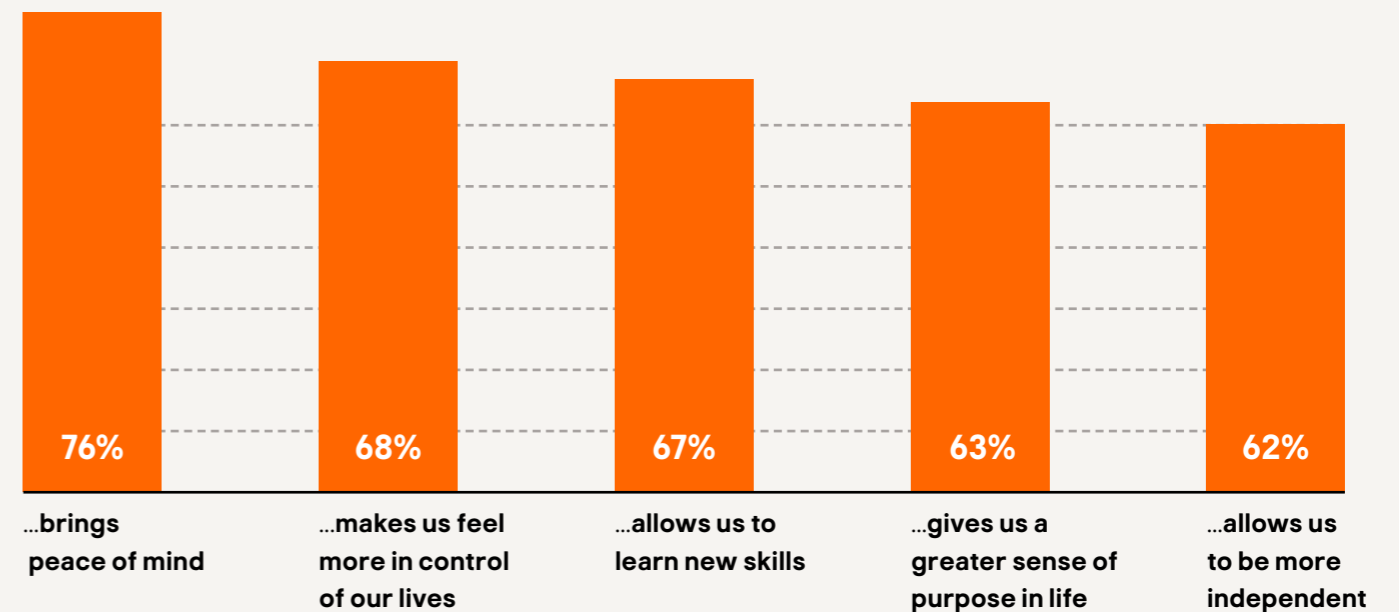
My daughter watches me do home improvements and has seen she can do these things independently by herself. That makes me proud.

Consumer



The true benefits of home improvement

Making home improvements...



Moving with the times

Confidence and convenience

The key to realising home improvement potential

80%

are interested in making home improvements

Only 36%

are confident about making them

See the problem?

76%

wish there was a way to make home improvements easier and quicker. Convenience presents a considerable barrier. Families, in particular, place more importance on convenience (+5 from national average).

And that means home improvements can struggle to keep up with our changing needs.

52%

have unfinished DIY tasks

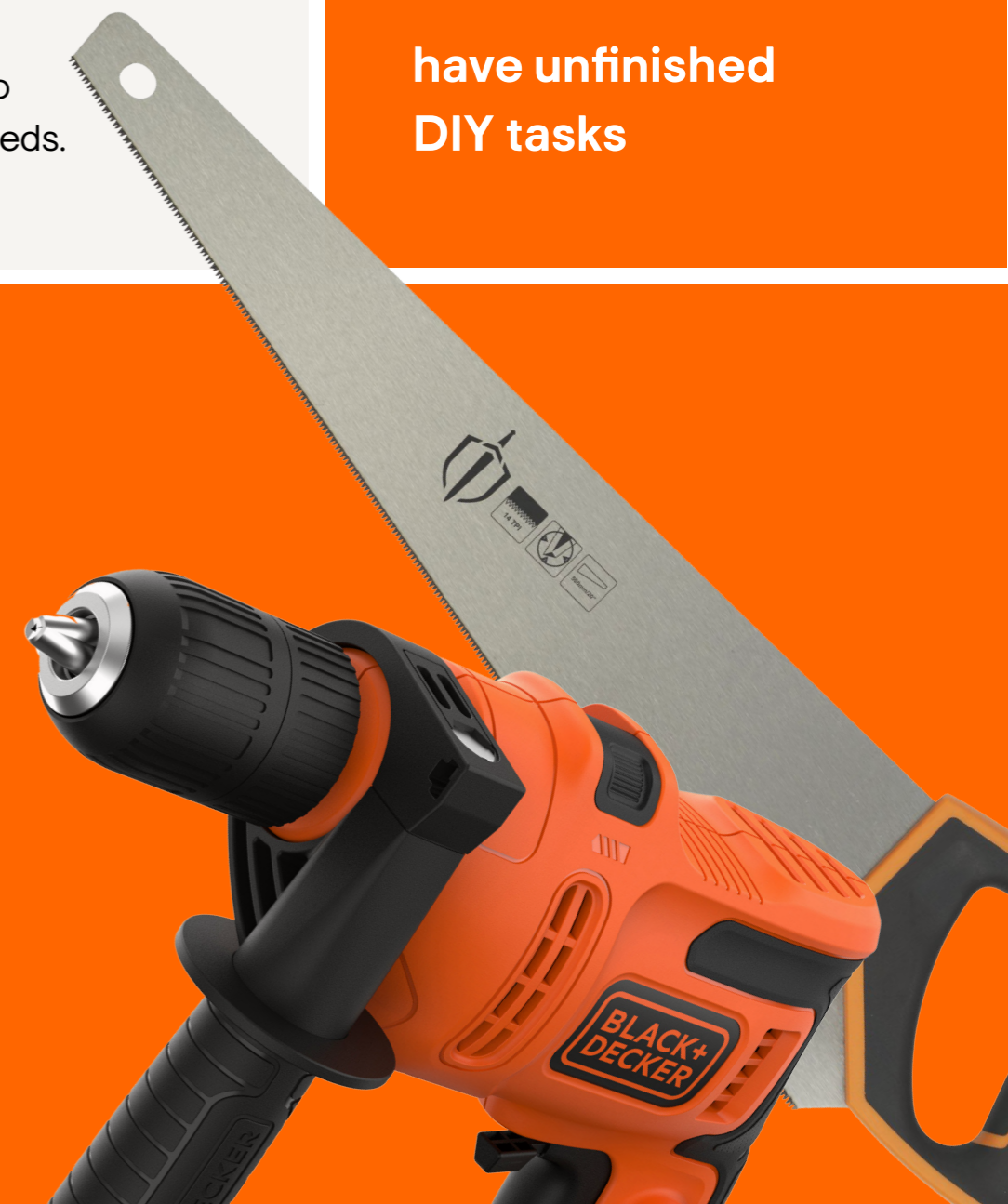


Power trips

Top 5 tools people find most scary to use

It takes an element of skill and know-how to take on any project. Tools can even feel scary to use. Overcoming this confidence hurdle is key to helping people get the job done.

- 1 Drill
- 2 Saw
- 3 Sander
- 4 Staple gun
- 5 Utility knife



Section C

Five emerging trends

Neighbourhood watch

For most of us, the home improvement focus has been on more immediate, practical needs. But where do we go next? With a growing number of aspirational projects on the horizon, the answer is bigger, bolder, better and more connected.

5

emerging trends to look out for

No.1 Maximising the use of space

For most of us, the house felt a little crowded over the past couple of years as rooms like the kitchen doubled up as a workspace/ classroom. And with working from home a feature of the new normal, 68% of us want to understand how to make every bit of space in the home count. For families, it's even more important.

People need personal space within the home too, with nearly a quarter (23%) ranking it in our top three needs. That figure rises to 31% for families with kids under 18 at home. Parents need some breathing space it seems.

Storage is also high on the agenda. 58% want – or are – planning to create more storage so their home functions better.

58%

want to create more storage

23%

want to make sure everyone has their own space

“

The big thing for me is storage, as the clutter makes me feel stressed and anxious.

Consumer



68%

want to understand how to use space better

No. 2

Optimising outdoor life

Connecting to nature and making the most of the room out back

When the weather's good, it's like your home grows an entirely new room. And for those of us lucky enough to have outdoor space, its importance was felt more than ever during the pandemic.

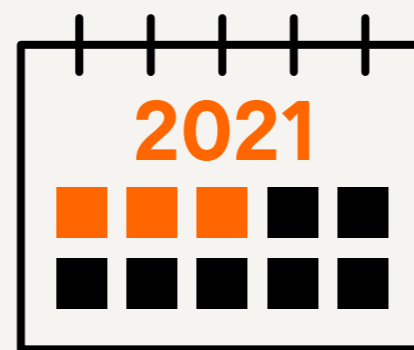
Connecting to nature, being outside and socialising in the garden are great for wellbeing. So, with fewer opportunities for other luxuries like travel, 3 in 10 of us decided to improve our gardens and outdoor spaces last year, with 73% planning to upgrade in future.



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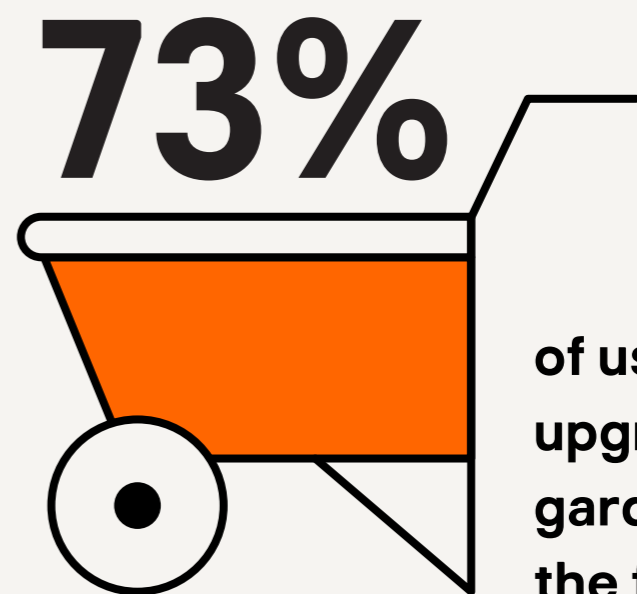
In the summer, I'm outside all the time as it's an extension of the house, so it's important the outside space is enjoyable as it becomes the main living space in the summer.

Consumer



3 in 10

of us made improvements to our garden and outdoor space last year



of us aim to upgrade our gardens in the future



No.3

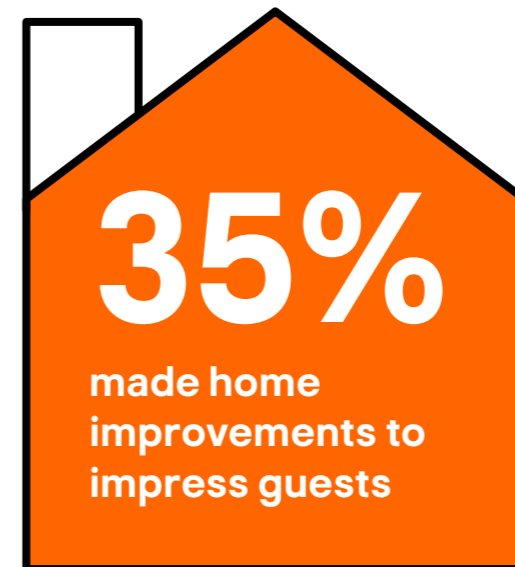
A toast to the host

People want to entertain at home more than ever – and need a better space to do it in

Home is where we come together. Having space to socialise and host plays a huge part in how happy we are with our homes.

But, if the condition of our home isn't up to scratch, we miss out on that joy – with a third of us (33%) revealing that we skipped opportunities to socialise for that reason. Among 18–34 year-olds that rises to half (48%).

People really care about what others think. 35% of us say we've made home improvements to impress guests. 62% of 18 to 34-year-olds have made changes that focus on improving the space people see, which falls to 37% for people over 65. We're a nation that takes pride in our homes... the bits others see, if nothing else.



How we've spent time improving areas of our home which visitors and guests are most likely to see, differs by age:

62% 18-34 year-olds

37% 64 years-olds and over

33%

missed out on opportunities to socialise at home because we are not satisfied with the condition of our home



“

Having an attractive home makes me feel more confident, I can invite people over and socialise with them which is something I've been wanting for a long time – a house I feel proud of when I have people round.

Consumer

No.4

Kitted out and connected

Achieving ultimate control in the home

Our homes are full of technology, and the trend continues to rise. Over a quarter of us (27%) plan to update our homes with smart products in the next year with a further quarter (26%) planning to in the future. We want homes at the cutting edge.

And, it's not just about making life easier – we see environmental and economic benefits of smart technologies like meters, thermostats, doorbells and connected camera systems. Smart homes, safe as houses.

27%

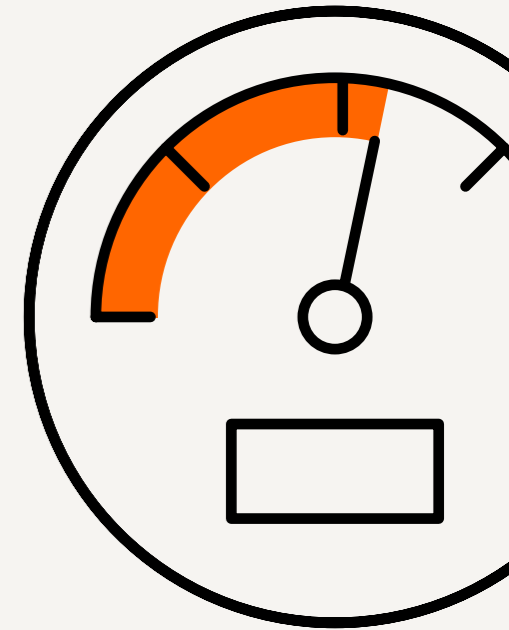
plan to make our homes smarter within the next year

26%

want to make our homes smarter in the future

57%

of homes in Britain now contain a smart device, according to a survey conducted by Smart Home Week



No.5

Staying in is the new going out

Creating entertainment hubs at home

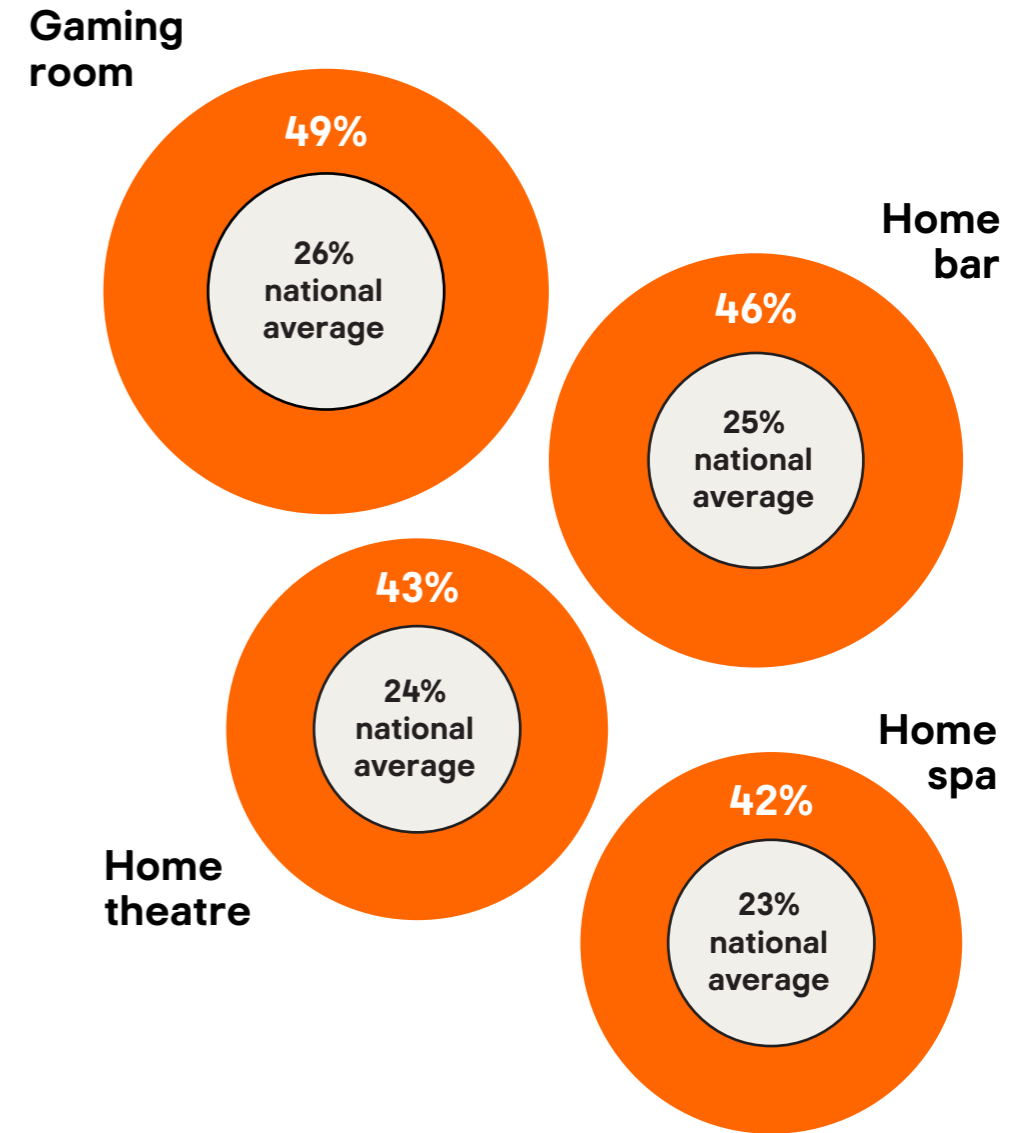
Home cinema, games room, or your own bar. Not long ago these would have seemed a luxury out of reach for most.

But, as creating new rooms becomes more affordable, possibilities change. And, following two challenging years, more of us are looking to indulgent measures. 26% want to create a gaming room some time in the future, 25% a home bar, 24% a home theatre and 23% a home spa. It's about enjoying leisure time at home to the fullest.

This is most important for younger generations, with Millennials and Gen Z seeing home as a space to hang out with friends and have fun much more than their parents did.

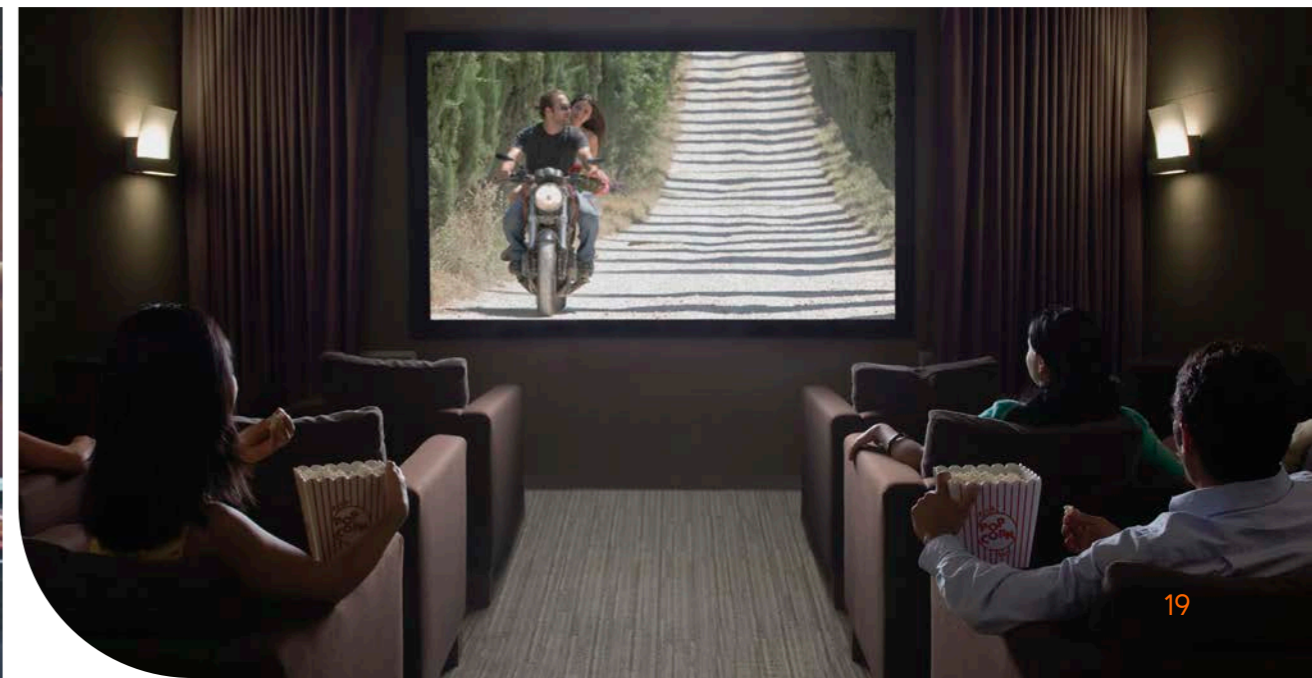
For 18-34 year-olds, nights in are more enjoyable and affordable than going out. So the group is looking to create entertainment hubs at home with areas for gaming, space to socialise and those indulgences like home bars, spas, theatres and gaming rooms topping aspiration lists. Party on.

Aspirational projects 18-34 year-olds want to do in the future:



I would like a pop-up bar at the end of the garden, if money were no object. I just think it would be a good addition that would enable us to have more fun with our friends.

Consumer



Section D

Change in focus

Change in focus

A new generation of influence

Going beyond the traditional for inspiration

In the past, home improvement inspiration came from the pages of a magazine, a home improvement store, friends or a professional interior designer (along with the professional prices).

Today, while stores and family play their parts, inspiration, influence and ideas are now just as likely to come from social

media. Unsurprisingly, this is true for the younger generation more than any other, with 39% turning to Instagram for ideas, 33% to YouTube and 23% to TikTok.

The world has changed dramatically, democratising home improvement in the process.

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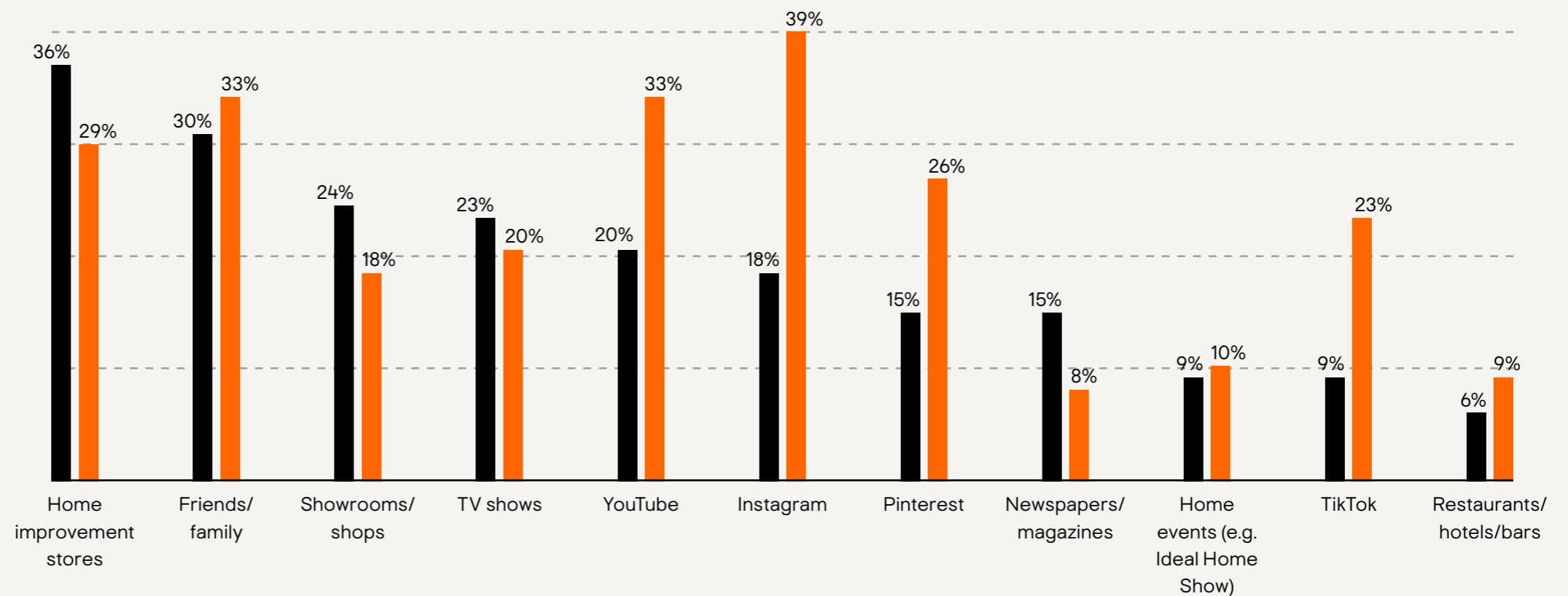
I think with social media, for example with Pinterest, people are able to collect ideas from around the world and bring them into their own home.

Expert



Inspirational sources when considering home improvements

■ All
■ 18-34 year-olds

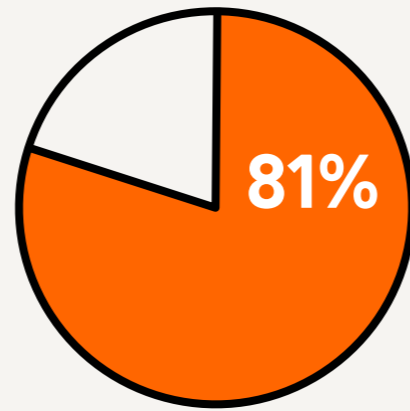


Change in focus

Striking a better balance

Making working from home work better

The pandemic turned the working world on its head. And while many of us have returned to the office, the standard 9-to-5 workweek is up for a change. We've embraced hybrid working, with 81% enjoying working from home. However, our working spaces could be improved, with over half of us (53%) needing a better setup.



enjoy working from home

53%

want a better setup

“

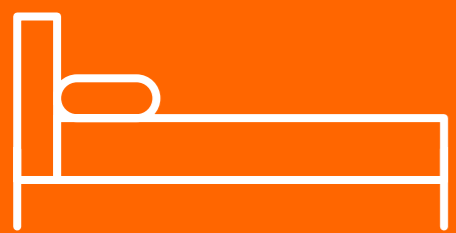
Home offices are definitely a trend. You need that separation from home, it used to be putting on your suit and getting on the Tube. So now people want to walk out the front door to their home office and then be able to shut the door behind them at night. It is all about that division of home and work.

Expert

Hybrid solutions for hybrid working



44%
Sofa surfing



30%
Working from bed

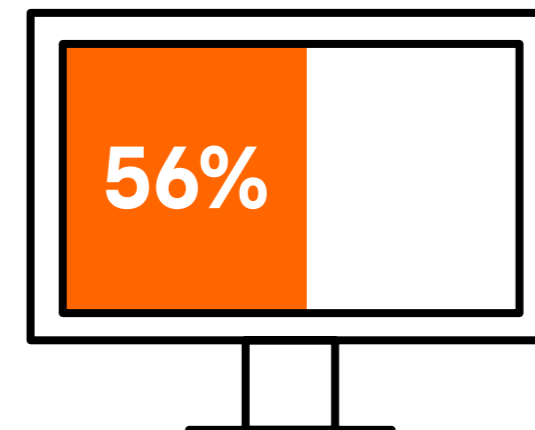
Getting the job done

Homes are full of distractions getting in the way of work. Having space to focus is key. Over a third of us (37%) agree that not having a designated workspace hampers our ability to work.

These frustrations are felt across the country with more than half of us (56%) planning or wanting a home office in our spare room or garden.

37%

say not having a designated workspace impacts our ability to do our job



plan or want to create a home office in a spare room or the garden

Section E

Sustainability at home

House keeping

People now expect their homes to make a better environmental impact

As concerns about climate change grow, our desire to act has grown too. An overwhelming 71% of us say it's important for our homes to be sustainable. And 64% want to make our homes more environmentally friendly in the future. In the UK, we're ready to be part of the solution.

But, where to start? A lack of understanding of the best ways to help the environment and the long-term return on big investments can be off-putting. While we know it's important to create a more sustainable home, only 1 in 10 of us (13%) know where to begin. That's one stat that isn't sustainable.



want to make their home more environmentally friendly in the future

Only **1 in 10**



are very confident about how to create a sustainable home

“

There's hardly any public information about how to make your home more sustainable and what products you can buy to help. I would have no idea where to start.

Consumer

Where do we want advice on the sustainability of our homes to come from?

Government

45%

Energy companies

40%

Utility companies

29%

Home improvement companies

25%

Schools/universities

7%



Section F

Methodology and credits

Methodology and credits

The research was conducted by Republic, an independent agency. 2,000 members of the UK public aged 18 and over were surveyed between 11 and 17 February 2022. Data was weighted to be nationally representative by age, gender and region. To inform the content of the survey, Republic conducted three focus groups among the UK public and three in-depth interviews with home improvement experts between 12 and 20 January 2022.

Barometer method note

The barometer score has been calculated using two questions. Level of satisfaction with key drivers of home satisfaction and impact of each driver on their overall life satisfaction. The key drivers used are:

- The amount of outdoor space
- The amount of natural light
- The levels of security
- The amount of indoor space
- How home reflects their/their family's personality
- The general decor
- The layout
- The furniture
- The finishing touches (e.g. cushions, curtains, rugs)
- The amount of storage space
- The latest home technologies
- The amount of entertainment space
- The levels of privacy
- The amount of space to do things they enjoy (e.g. hobbies, exercising, gaming)

Each driver is given a score (net satisfaction multiplied by high impact) and the final score is the average of all drivers' scores.