

# Home improvement

Global GfK survey



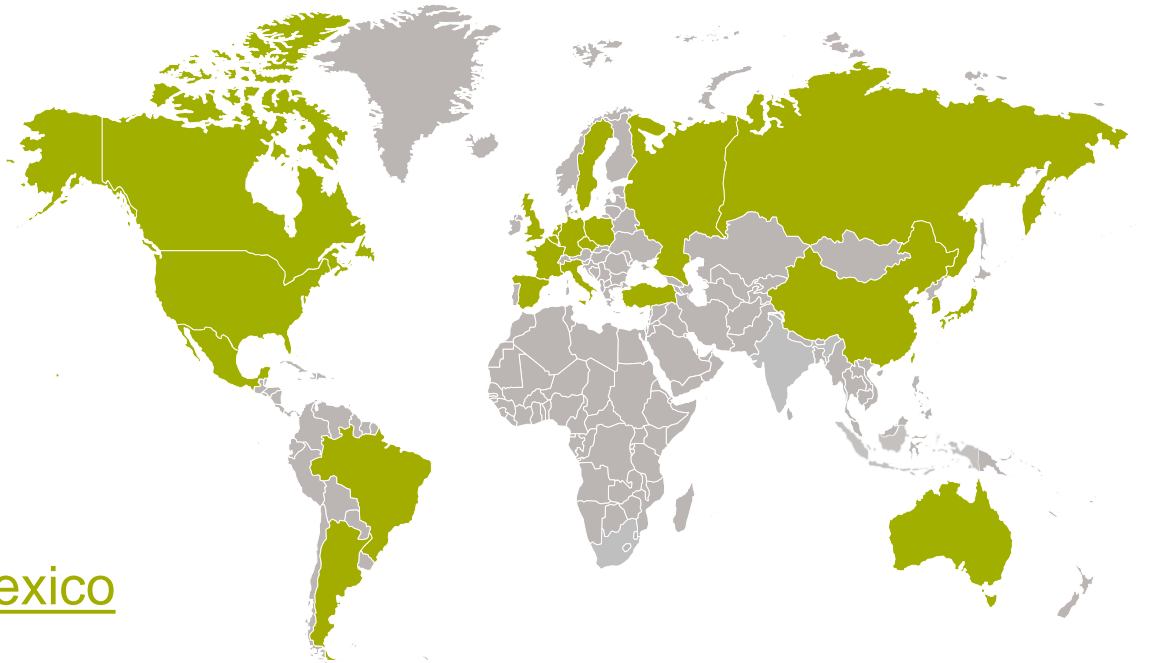
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# Global GfK survey: Home improvement

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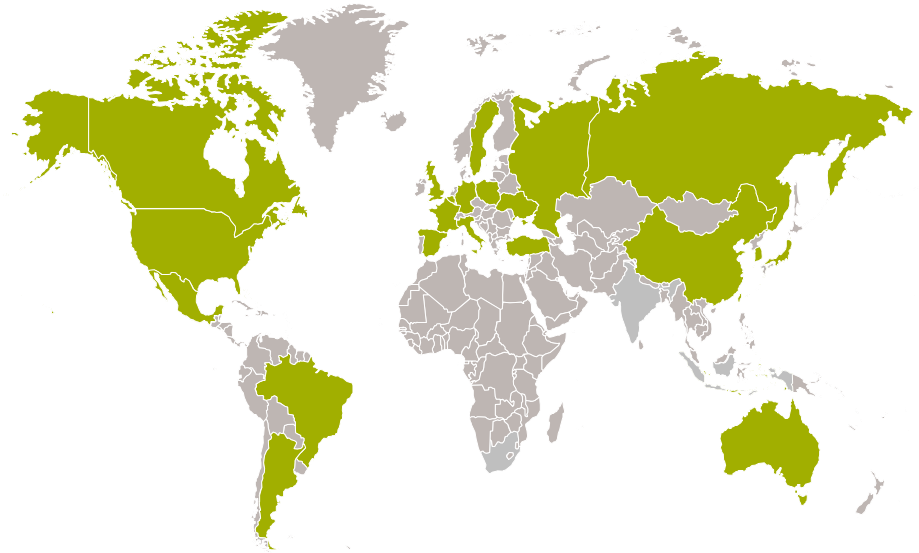
\*To see country results, click on the map (in PPT show). To go back to the table of content, click on the GfK logo anywhere in the document.

# Methodology

# Countries covered, methodology and sample size

GfK interviewed more than 27,000 consumers (aged 15 and older) in 22 countries online. The data have been weighted to reflect the demographic composition of the online population age 15+ in each market.

Argentina (online/n=1011)	Japan (online/n=1533)
Australia (online/n=1000)	Mexico (online/n=1029)
Belgium (online/n=1012)	Netherlands (online/n=1001)
Brazil (online/n=1512)	Poland (online/n=1005)
Canada (online/n=1012)	Russia (online/n=1514)
China (online/n=1501)	South Korea (online/n=1000)
Czech Republic (online/n=1003)	Spain (online/n=1534)
France (online/n=1517)	Sweden (online/n=1000)
Germany (online/n=1511)	Turkey (online/n=831)
Hong Kong (online/n=1003)	UK (online/n=1501)
Italy (online/n=1521)	USA (online/n=1536)



## Question



Which of these aspects of your home would you most like to change or improve, if you could?  
Select all that apply

- The overall size and layout/dimensions
- The interior décor or design
- The furniture
- The storage space
- How well organized your home is
- The usual level of cleanliness
- The household appliances
- The entertainment equipment
- Your garden, yard, patio or other outdoor area
- None of the above

# Global results

## Highlights

- When it comes to what aspect of their home people would most like to improve, most popular 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).
- Most popular amongst women are interior décor (43 percent), furniture (40 percent) and the overall size and layout (39 percent).
- Most popular amongst men are the overall size and layout (37 percent), household appliances (35 percent) and the interior décor (35 percent).
- 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).

# Aspects people would like to change or improve in their home if they could

Average across all 22 countries



Overall size and layout/dimensions

Interior décor or design

Furniture

Storage space

How well organized the home is

Usual level of cleanliness

Household appliances

Entertainment equipment

Garden, yard, patio or other outdoor area

None of the above

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



# Aspects people would like to change or improve in their home if they could

## Average across all 22 countries by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

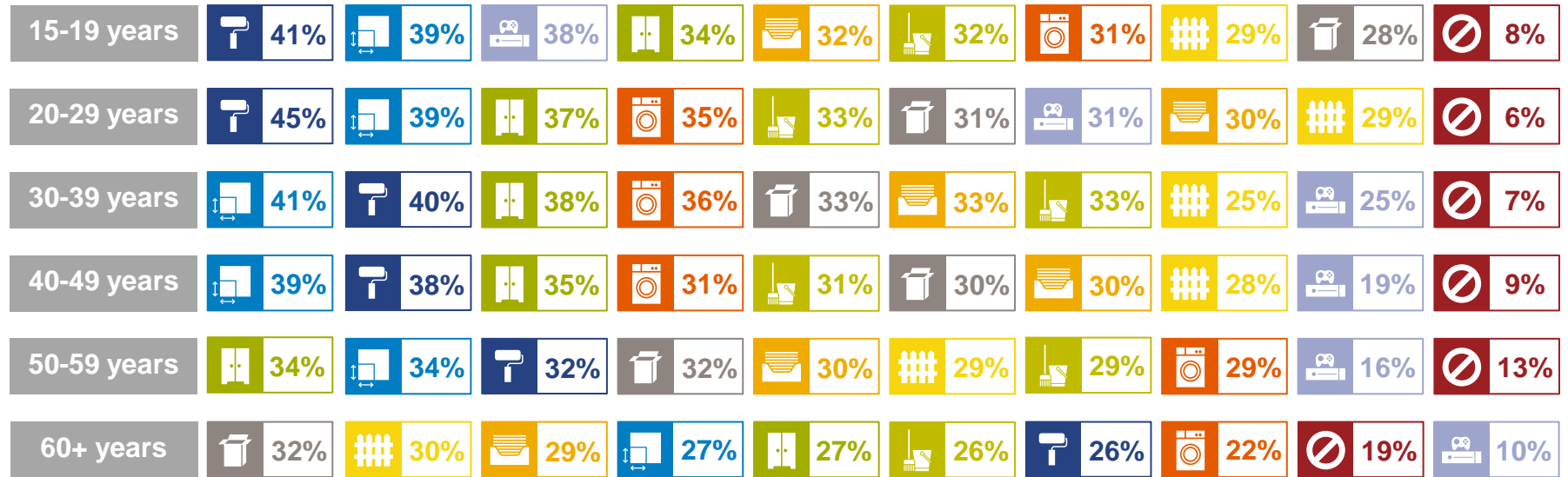
Entertainment equipment

None of the above

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

# Aspects people would like to change or improve in their home if they could

## Average across all 22 countries by age groups

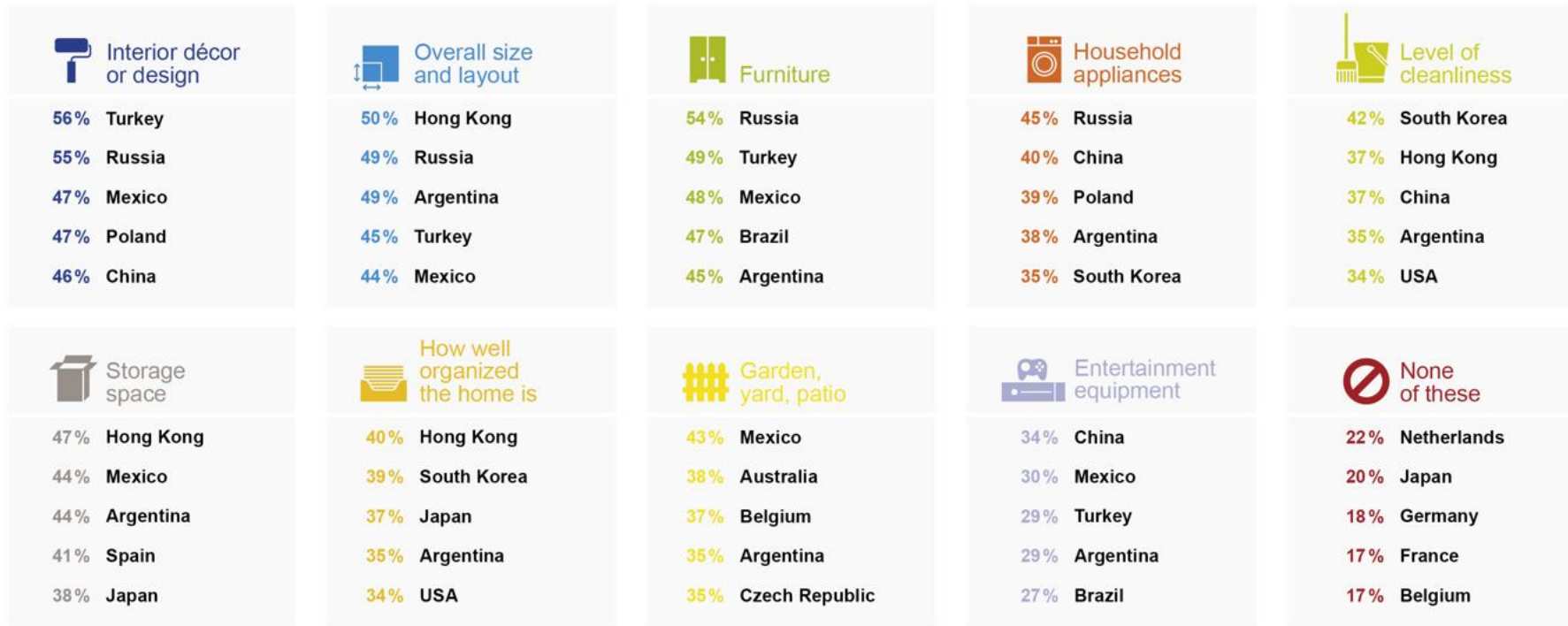


- Overall size and layout/dimensions
- Interior décor or design
- Furniture
- Storage space
- How well organized the home is
- Usual level of cleanliness
- Household appliances
- Entertainment equipment
- Garden, yard, patio or other outdoor area
- None of the above

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

# Aspects people would like to change or improve in their home if they could

## Top 5 countries per aspect



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

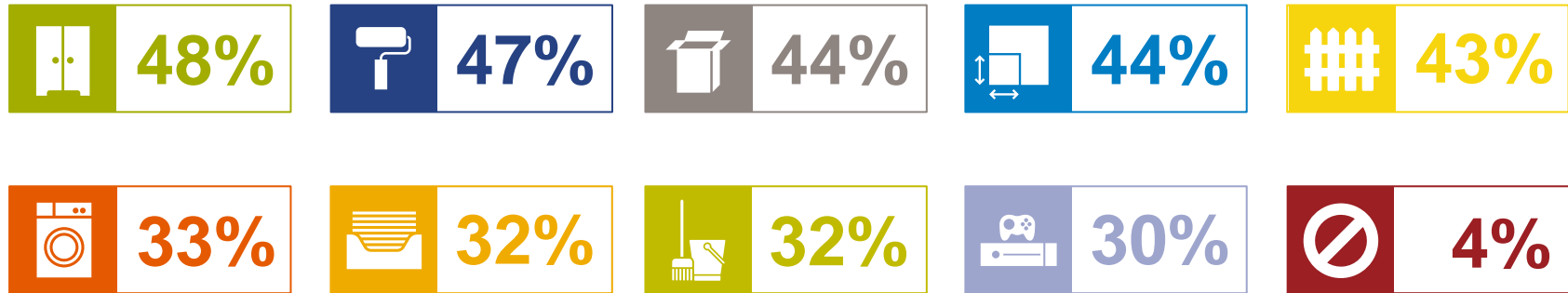
# Country results – Mexico


## Highlights - Mexico

- When it comes to what aspect of their home people would most like to improve, most popular among the online population in Mexico are furniture (48 percent), the interior décor or design (47 percent), and the storage space together with the overall size or layout (44 percent).
- Most popular amongst women are interior décor (55 percent), furniture (51 percent) and storage space (50 percent).
- Most popular amongst men are furniture (45 percent), the overall size and layout (43 percent), and the garden/yadr/patio/outdoor area (41 percent).
- The amount of people in Mexico interested in improving any aspect of their home compared to global results is on average 20 percent higher.


# Aspects people would like to change or improve in their home if they could


## Average in Mexico





 Overall size and layout/dimensions

 Furniture


 How well organized the home is


 Household appliances


 Garden, yard, patio or other outdoor area

 Interior décor or design

 Storage space

 Usual level of cleanliness

 Entertainment equipment

 None of the above

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

# Aspects people would like to change or improve in their home if they could

## Average in Mexico by gender



Overall size and layout/dimensions

Furniture

How well organized the home is

Household appliances

Garden, yard, patio or other outdoor area

Interior décor or design

Storage space

Usual level of cleanliness

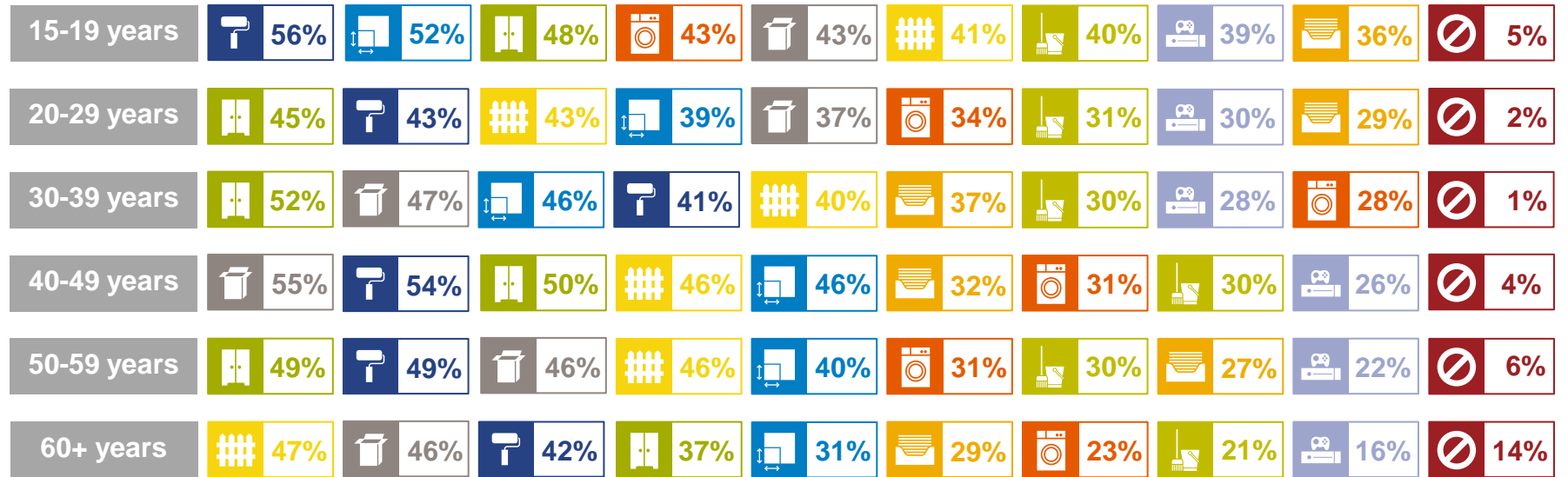
Entertainment equipment

None of the above

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

# Aspects people would like to change or improve in their home if they could

## Average in Mexico by age groups



- Overall size and layout/dimensions
- Furniture
- How well organized the home is
- Household appliances
- Garden, yard, patio or other outdoor area
- Interior décor or design
- Storage space
- Usual level of cleanliness
- Entertainment equipment
- None of the above

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



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