

YouGov Survey Results

Sample Size: 2175

Fieldwork: 9th - 12th April 2010

Total	Gender		Age					Socialgrade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following BEST describes your home?

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Own outright		25%	27%	24%	7%	4%	7%	19%	54%	30%	20%	25%	22%	23%	24%	26%	37%	29%
Bought with a mortgage/ loan		41%	39%	42%	13%	48%	62%	58%	27%	48%	32%	45%	44%	38%	33%	39%	39%	42%
Rented from local authority/ housing association		11%	11%	12%	6%	11%	13%	14%	11%	7%	17%	11%	11%	16%	13%	10%	8%	12%
Rented from private landlord		13%	11%	14%	36%	25%	9%	5%	6%	11%	16%	10%	13%	16%	14%	15%	12%	10%
Live rent-free (including rent-free in relative/ friend's property)		7%	9%	5%	32%	8%	7%	2%	1%	4%	11%	5%	7%	4%	12%	8%	2%	5%
Other		2%	2%	2%	4%	4%	2%	1%	1%	2%	2%	2%	1%	3%	3%	1%	1%	3%
Don't know		1%	0%	1%	3%	1%	0%	1%	0%	0%	2%	1%	-	1%	2%	1%	-	-

Which ONE of the following BEST describes your home?

	Unweighted Base	2160	991	1169	177	312	350	422	899	1305	855	498	333	229	292	510	99	199
Base: All GB adults (excluding "don't know")		2156	1039	1117	254	354	375	414	759	1193	963	529	357	207	274	492	109	189
Own outright		26%	27%	24%	7%	4%	7%	19%	54%	30%	20%	25%	22%	24%	24%	26%	37%	29%
Bought with a mortgage/ loan		41%	39%	43%	13%	48%	62%	59%	27%	48%	33%	46%	44%	38%	34%	39%	39%	42%
Combine : {Own outright, Bought with a mortgage/ loan}		67%	67%	67%	20%	52%	69%	78%	81%	77%	53%	71%	67%	62%	58%	66%	77%	71%
Rented from local authority/ housing association		12%	11%	12%	6%	11%	13%	14%	11%	7%	17%	12%	11%	16%	13%	10%	8%	12%
Rented from private landlord		13%	11%	15%	37%	25%	9%	5%	6%	11%	16%	10%	13%	16%	14%	15%	12%	10%
Live rent-free (including rent-free in relative/ friend's property)		7%	9%	5%	33%	8%	7%	2%	1%	4%	11%	5%	7%	4%	12%	8%	2%	5%
Other		2%	2%	2%	4%	4%	2%	1%	1%	2%	2%	2%	1%	3%	3%	1%	1%	3%

Which ONE of the following BEST applies to you?

(For the purpose of this question, investing in your home includes any decorations, renovations, extensions, landscaping in the garden etc.)

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
I didn't invest in my home last year (2009) due to the economic climate and I don't plan to this year (2010)		20%	20%	21%	13%	21%	24%	27%	18%	19%	22%	24%	23%	20%	18%	17%	20%	19%
I didn't invest in my home last year (2009) due to the economic climate but I do plan to in this year (2010)		10%	9%	10%	7%	6%	15%	11%	9%	12%	7%	10%	8%	10%	12%	9%	10%	13%
I didn't invest in my home last year (2009) for another reason		17%	18%	17%	29%	20%	14%	13%	17%	17%	18%	16%	15%	19%	20%	21%	12%	16%
I did invest in my home last year (2009) but I don't plan to in the next year (2010)		12%	11%	12%	4%	10%	12%	9%	16%	12%	11%	12%	11%	10%	10%	13%	16%	10%
I did invest in my home last year (2009) and I do plan to in the next year (2010)		27%	28%	26%	19%	23%	23%	28%	33%	32%	21%	26%	31%	26%	24%	26%	29%	30%
Don't know		14%	13%	14%	29%	20%	12%	11%	8%	9%	19%	12%	13%	15%	17%	14%	13%	12%
Combine : {I didn't invest in my home last year (2009) due to the economic climate but I do plan to in this year (2010), I did invest in my home last year (2009) and I do plan to in the next year (2010)}		37%	38%	36%	26%	29%	38%	39%	42%	44%	28%	36%	39%	36%	36%	35%	39%	43%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following BEST applies to you?
(For the purpose of this question, investing in your home includes any decorations, renovations, extensions, landscaping in the garden etc.)

	1930	890	1040	126	259	313	385	847	1206	724	450	300	201	256	455	87	181
Unweighted Base	1878	907	971	186	285	332	371	704	1089	789	469	312	177	232	428	94	166
Base: All GB adults (excluding "don't know")																	
I didn't invest in my home last year (2009) due to the economic climate and I don't plan to this year (2010)	24%	23%	24%	18%	26%	27%	31%	19%	21%	28%	27%	26%	23%	22%	20%	23%	22%
I didn't invest in my home last year (2009) due to the economic climate but I do plan to in this year (2010)	11%	11%	12%	10%	7%	17%	13%	10%	13%	9%	11%	9%	12%	14%	10%	11%	14%
I didn't invest in my home last year (2009) for another reason	20%	21%	19%	41%	25%	16%	15%	18%	18%	23%	18%	17%	22%	24%	25%	14%	18%
I did invest in my home last year (2009) but I don't plan to in the next year (2010)	13%	12%	14%	5%	13%	14%	11%	17%	13%	14%	14%	12%	11%	12%	15%	18%	11%
I did invest in my home last year (2009) and I do plan to in the next year (2010)	31%	33%	30%	26%	29%	27%	32%	36%	35%	26%	29%	35%	31%	29%	30%	34%	34%
Combine : {I didn't invest in my home last year (2009) due to the economic climate but I do plan to in this year (2010), I did invest in my home last year (2009) and I do plan to in the next year (2010)}	43%	43%	42%	36%	37%	43%	44%	46%	48%	35%	41%	45%	43%	43%	40%	45%	49%

Which, if any, of the following did you have to put on hold due to the recent recession? (Please tick all that apply)

	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Unweighted Base	2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Base: All GB adults (excluding "don't know")																	
Decorating	27%	25%	30%	14%	28%	32%	31%	27%	29%	26%	30%	30%	28%	26%	23%	25%	28%
Buying new furniture	23%	21%	25%	14%	27%	26%	26%	22%	25%	21%	25%	24%	26%	21%	20%	22%	24%
Combine : {Decorating, Buying new furniture}	36%	33%	39%	20%	39%	42%	40%	36%	39%	33%	39%	40%	37%	36%	31%	32%	37%
Improving the garden	20%	17%	22%	10%	22%	24%	24%	18%	21%	18%	22%	25%	18%	15%	17%	22%	18%
Building an extension	5%	5%	5%	1%	6%	7%	6%	5%	6%	4%	5%	5%	4%	6%	4%	6%	6%
Building a conservatory	5%	5%	4%	3%	5%	4%	6%	6%	5%	4%	6%	3%	4%	5%	5%	7%	4%
None of these	53%	55%	51%	67%	48%	46%	48%	56%	51%	54%	51%	48%	56%	52%	57%	52%	52%
Don't know	3%	4%	3%	7%	6%	3%	3%	2%	2%	6%	3%	4%	2%	4%	4%	5%	1%

Which, if any, of the following did you have to put on hold due to the recent recession? (Please tick all that apply)

	2114	964	1150	167	301	342	415	889	1291	823	489	322	226	287	498	95	197
Unweighted Base	2102	1003	1099	243	338	365	407	747	1178	924	518	343	206	268	478	103	187
Base: All GB adults (excluding "don't know")																	
Decorating	28%	26%	31%	15%	30%	32%	32%	28%	29%	27%	31%	31%	28%	27%	24%	26%	29%
Buying new furniture	24%	22%	26%	15%	28%	27%	26%	23%	26%	22%	26%	25%	26%	22%	21%	23%	25%
Combine : {Decorating, Buying new furniture}	38%	34%	41%	22%	41%	43%	41%	37%	40%	35%	41%	41%	38%	37%	32%	34%	38%
Improving the garden	20%	18%	23%	10%	23%	25%	24%	18%	21%	19%	23%	26%	18%	16%	18%	23%	18%
Building an extension	5%	5%	5%	1%	6%	7%	6%	5%	6%	4%	6%	5%	4%	6%	5%	7%	6%
Building a conservatory	5%	6%	5%	3%	5%	4%	6%	6%	5%	5%	6%	4%	4%	5%	5%	8%	4%
None of these	55%	57%	52%	72%	51%	48%	49%	57%	52%	58%	53%	50%	57%	54%	60%	55%	52%

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Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following are/ would be reasons for investing in your home in the next year?

	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults	2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
To add value to my home	25%	26%	24%	16%	30%	25%	25%	26%	30%	19%	27%	26%	20%	23%	25%	18%	29%
Because I can't afford to move house	9%	8%	10%	6%	9%	12%	12%	8%	10%	9%	10%	10%	9%	10%	10%	5%	5%
To stay on trend	7%	6%	8%	10%	8%	6%	7%	5%	7%	7%	9%	7%	4%	9%	5%	6%	4%
Enjoyment of doing renovations	19%	16%	21%	20%	16%	17%	17%	21%	19%	19%	20%	17%	18%	17%	18%	14%	23%
Boredom	4%	4%	4%	9%	5%	5%	3%	2%	3%	5%	5%	5%	5%	4%	3%	2%	2%
Moving house	7%	6%	8%	7%	13%	10%	5%	5%	8%	6%	6%	8%	7%	9%	8%	10%	6%
Necessity (e.g. damp, damage to the home etc.)	31%	31%	32%	17%	30%	34%	35%	34%	35%	28%	33%	32%	21%	31%	34%	26%	35%
Other	10%	12%	9%	4%	7%	9%	12%	14%	13%	8%	10%	10%	10%	9%	11%	12%	13%
Don't know	5%	7%	3%	5%	6%	6%	6%	3%	4%	6%	5%	5%	5%	5%	6%	5%	4%
Not applicable – I would not invest/ will not be investing in my home in the next year	23%	22%	23%	41%	27%	20%	20%	18%	18%	29%	21%	22%	30%	23%	23%	26%	20%

Which, if any, of the following are/ would be reasons for investing in your home in the next year?

	1633	747	886	96	215	270	328	724	1043	590	383	261	161	221	381	68	158
Unweighted Base	1633	747	886	96	215	270	328	724	1043	590	383	261	161	221	381	68	158
Base: All GB adults	1571	741	830	141	238	280	310	601	936	635	394	262	137	200	358	76	145
To add value to my home	35%	36%	33%	30%	45%	33%	34%	32%	38%	29%	37%	35%	31%	33%	34%	26%	38%
Because I can't afford to move house	13%	12%	14%	10%	13%	17%	16%	10%	12%	13%	13%	14%	14%	14%	14%	8%	7%
To stay on trend	9%	8%	11%	19%	12%	9%	9%	7%	8%	11%	13%	9%	6%	12%	7%	9%	6%
Enjoyment of doing renovations	26%	23%	28%	36%	24%	22%	24%	27%	24%	29%	28%	23%	27%	24%	25%	20%	30%
Boredom	6%	6%	6%	17%	7%	6%	4%	3%	4%	7%	6%	7%	8%	6%	5%	3%	2%
Moving house	10%	9%	11%	12%	20%	13%	7%	6%	11%	10%	8%	12%	11%	13%	11%	14%	7%
Necessity (e.g. damp, damage to the home etc.)	44%	43%	44%	32%	45%	45%	47%	43%	44%	43%	45%	44%	32%	44%	47%	38%	46%
Other	14%	16%	13%	8%	11%	12%	17%	17%	16%	12%	14%	13%	16%	13%	15%	17%	16%

At what age did you move out of your parent's/ guardian's home for the first time? (If you still live with your parents, please tick "not applicable")

	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults	2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
15 or under	2%	2%	1%	2%	2%	1%	0%	2%	1%	2%	1%	1%	3%	2%	2%	4%	2%
16	6%	6%	5%	2%	7%	6%	6%	6%	5%	7%	7%	5%	5%	7%	6%	2%	3%
17	8%	6%	9%	7%	6%	9%	7%	8%	8%	7%	10%	6%	5%	5%	8%	8%	11%
18	22%	22%	22%	31%	31%	18%	18%	19%	25%	18%	19%	24%	27%	22%	24%	20%	18%
19	11%	9%	13%	11%	9%	12%	12%	12%	11%	12%	10%	13%	12%	9%	12%	12%	12%
20	7%	5%	9%	4%	3%	7%	10%	9%	7%	8%	6%	10%	8%	5%	8%	9%	6%
21	9%	9%	9%	1%	8%	8%	11%	11%	9%	9%	8%	9%	8%	6%	12%	5%	11%
22	6%	7%	5%	3%	4%	6%	7%	9%	7%	5%	6%	5%	8%	6%	6%	8%	8%
23	4%	4%	5%	-	3%	7%	5%	5%	4%	5%	5%	5%	4%	4%	3%	6%	5%
24	3%	4%	3%	-	2%	4%	5%	4%	4%	3%	4%	3%	2%	3%	3%	12%	2%
25	4%	5%	3%	1%	5%	3%	6%	4%	4%	3%	5%	4%	4%	4%	3%	-	4%
26	2%	2%	2%	-	3%	3%	1%	2%	2%	1%	2%	2%	3%	2%	1%	-	2%
27	2%	2%	1%	0%	2%	3%	1%	2%	2%	1%	2%	2%	3%	2%	1%	2%	3%
28	1%	1%	1%	-	1%	2%	2%	1%	1%	1%	2%	0%	1%	1%	1%	-	1%
29	1%	1%	1%	-	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	3%	0%
30 or older	2%	3%	2%	1%	1%	3%	3%	3%	2%	3%	3%	2%	1%	3%	1%	5%	3%
Not applicable	10%	12%	8%	38%	13%	7%	5%	2%	5%	15%	9%	9%	8%	17%	8%	6%	8%

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Total	Gender		Age					Socialgrade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

At what age did you buy your first home? (If you have never owned your own home, please tick "not applicable")

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
18		1%	0%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	-
19		2%	1%	3%	1%	0%	2%	3%	3%	2%	2%	3%	3%	3%	-	2%	2%	2%
20		3%	2%	4%	1%	2%	3%	6%	3%	4%	3%	3%	4%	4%	3%	4%	4%	1%
21		6%	5%	8%	2%	5%	6%	10%	6%	7%	5%	7%	8%	6%	4%	7%	5%	4%
22		7%	6%	7%	3%	7%	7%	7%	9%	8%	6%	9%	3%	9%	6%	6%	7%	8%
23		6%	7%	5%	1%	8%	8%	5%	7%	7%	5%	8%	9%	5%	4%	4%	4%	9%
24		6%	7%	6%	3%	5%	6%	8%	8%	7%	5%	6%	7%	5%	4%	8%	11%	5%
25		7%	9%	5%	3%	7%	6%	7%	9%	8%	5%	6%	6%	12%	6%	7%	12%	5%
26		5%	5%	5%	1%	5%	6%	4%	7%	6%	4%	4%	6%	6%	5%	5%	5%	5%
27		4%	5%	4%	-	3%	6%	5%	5%	5%	3%	3%	4%	6%	5%	5%	3%	5%
28		4%	4%	4%	-	2%	3%	6%	4%	5%	2%	4%	2%	5%	4%	3%	6%	3%
29		3%	3%	2%	-	2%	5%	2%	3%	3%	2%	2%	4%	2%	2%	4%	3%	3%
30 or older		16%	17%	16%	0%	3%	17%	22%	25%	18%	15%	17%	13%	10%	18%	18%	15%	23%
Not applicable		29%	29%	29%	85%	50%	23%	16%	9%	18%	42%	26%	30%	29%	38%	27%	22%	28%

If you were looking to renovate your house...

Which ONE room do you think would add the most to the overall financial value of the property if it was renovated?

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Kitchen		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lounge		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Master bedroom		7%	7%	7%	8%	9%	6%	7%	6%	7%	7%	8%	6%	7%	6%	5%	8%	11%
Main bathroom		19%	18%	19%	15%	22%	19%	18%	18%	21%	16%	20%	24%	13%	17%	17%	14%	20%
En suite bathroom		11%	11%	11%	12%	7%	8%	13%	13%	12%	9%	11%	8%	12%	12%	12%	11%	9%
Dining room		5%	7%	4%	7%	6%	6%	4%	4%	5%	5%	5%	5%	7%	9%	4%	3%	2%
Garden		9%	8%	10%	9%	10%	9%	10%	9%	9%	10%	11%	9%	8%	8%	9%	13%	9%
Garage		4%	4%	5%	5%	4%	5%	5%	4%	4%	4%	5%	4%	3%	2%	6%	5%	5%
None of these		26%	26%	27%	15%	23%	29%	26%	31%	29%	24%	23%	26%	27%	29%	29%	20%	30%
Don't know		18%	19%	18%	29%	20%	18%	18%	15%	13%	24%	17%	18%	23%	18%	18%	25%	15%

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	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

If you were looking to renovate your house...

Which ONE room do you think would add the most to the overall financial value of the property if it was renovated?

	Unweighted Base	1812	821	991	132	257	293	356	774	1139	673	423	280	185	248	427	79	170
Base: All GB adults (excluding "don't know")		1776	844	932	186	286	310	346	649	1036	740	443	293	160	228	409	82	161
Kitchen		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lounge		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Master bedroom		8%	9%	8%	11%	11%	8%	8%	7%	8%	9%	10%	8%	9%	7%	6%	11%	13%
Main bathroom		23%	22%	24%	21%	27%	23%	22%	21%	24%	21%	24%	29%	17%	21%	21%	19%	24%
En suite bathroom		13%	13%	13%	17%	9%	10%	15%	15%	14%	12%	13%	10%	15%	14%	15%	15%	10%
Combine : (Main bathroom, En suite bathroom)		36%	35%	37%	38%	36%	33%	37%	36%	38%	33%	37%	39%	32%	36%	35%	34%	34%
Dining room		6%	9%	4%	9%	7%	8%	5%	5%	6%	7%	6%	6%	9%	11%	5%	4%	2%
Garden		11%	10%	12%	12%	13%	11%	12%	11%	10%	13%	13%	10%	10%	9%	11%	18%	11%
Garage		5%	5%	5%	7%	5%	6%	7%	5%	5%	6%	6%	5%	4%	2%	7%	7%	5%
None of these		32%	32%	33%	22%	29%	35%	31%	36%	33%	31%	28%	32%	35%	35%	36%	26%	35%

How much have you/ another member of your household spent on updating/ furnishing/ decorating your home in the LAST year (April 2009 - April 2010)?

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Nothing		18%	16%	19%	15%	15%	20%	19%	18%	17%	18%	18%	15%	24%	18%	17%	19%	17%
£1 to £50		5%	4%	5%	8%	4%	4%	5%	4%	4%	5%	6%	6%	4%	2%	5%	1%	2%
£51 to £100		7%	6%	7%	8%	8%	6%	5%	7%	6%	8%	8%	7%	2%	8%	6%	8%	8%
£101 to £250		9%	8%	9%	8%	9%	9%	8%	9%	8%	10%	6%	8%	10%	8%	12%	10%	8%
£251 to £500		10%	11%	10%	7%	11%	12%	12%	9%	11%	9%	10%	11%	9%	8%	11%	9%	11%
£501 to £750		6%	6%	6%	4%	5%	8%	7%	6%	7%	6%	7%	7%	6%	4%	6%	4%	8%
£751 to £1000		6%	7%	6%	4%	6%	6%	5%	8%	7%	6%	6%	7%	5%	8%	6%	7%	5%
£1001 to £2000		9%	10%	8%	5%	9%	8%	10%	9%	9%	9%	8%	7%	6%	10%	11%	10%	10%
£2001 to £3000		5%	5%	5%	2%	3%	4%	6%	7%	6%	4%	4%	6%	4%	4%	5%	10%	5%
£3001 to £4000		3%	3%	3%	2%	2%	2%	3%	4%	3%	2%	3%	3%	4%	2%	3%	2%	4%
£4001 to £5000		1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	3%
£5001 to £10000		4%	4%	3%	2%	4%	4%	3%	4%	4%	3%	3%	6%	4%	4%	3%	3%	3%
£10001 to £20,000		2%	2%	1%	-	1%	1%	2%	3%	2%	1%	2%	2%	2%	2%	1%	1%	2%
£20,001 or more		1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	1%	1%	1%
Don't know		16%	16%	15%	34%	20%	13%	12%	10%	12%	20%	17%	14%	18%	18%	13%	14%	14%

Sample Size: 2175
Fieldwork: 9th - 12th April 2010

Total	Gender		Age					Socialgrade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How much have you/ another member of your household spent on updating/ furnishing/ decorating your home in the LAST year (April 2009 - April 2010)?

	Unweighted Base	1880	861	1019	118	262	311	378	811	1167	713	431	291	195	248	455	88	172
Base: All GB adults (excluding "don't know")		1836	875	960	172	286	326	370	681	1057	779	443	305	171	229	432	93	162
Nothing	21%	19%	22%	23%	19%	23%	21%	20%	20%	23%	22%	18%	29%	21%	19%	22%	22%	19%
£1 to £50	6%	5%	6%	12%	5%	5%	6%	5%	5%	7%	8%	8%	5%	2%	6%	2%	3%	
£51 to £100	8%	7%	9%	12%	10%	7%	6%	7%	7%	10%	10%	8%	2%	10%	7%	9%	9%	
£101 to £250	10%	10%	11%	11%	11%	11%	9%	11%	9%	12%	8%	9%	12%	10%	13%	11%	10%	
£251 to £500	12%	13%	11%	10%	14%	14%	14%	10%	13%	11%	13%	13%	11%	10%	13%	10%	13%	
£501 to £750	7%	7%	7%	6%	7%	9%	8%	7%	7%	7%	8%	9%	7%	5%	7%	5%	9%	
£751 to £1000	7%	8%	7%	6%	8%	6%	6%	9%	8%	7%	7%	8%	6%	10%	7%	8%	6%	
£1001 to £2000	10%	12%	9%	8%	12%	10%	12%	10%	10%	11%	10%	9%	8%	12%	12%	12%	12%	
£2001 to £3000	6%	6%	6%	2%	4%	5%	7%	7%	7%	5%	5%	7%	5%	5%	5%	11%	6%	
£3001 to £4000	3%	4%	3%	4%	2%	3%	4%	4%	4%	3%	4%	3%	5%	3%	3%	2%	5%	
£4001 to £5000	2%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	2%	4%	
£5001 to £10000	4%	5%	4%	4%	6%	4%	4%	4%	5%	4%	4%	7%	4%	5%	3%	4%	3%	
£10001 to £20,000	2%	2%	2%	-	1%	1%	3%	3%	3%	1%	2%	2%	2%	2%	1%	1%	2%	
£20,001 or more	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	2%	1%	1%	1%	

How much do you/ another member of your household plan on spending on updating/ furnishing/ decorating your home in the NEXT year (April 2010 - April 2011)?

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults		2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Nothing	18%	17%	18%	18%	19%	17%	18%	17%	17%	19%	18%	16%	26%	16%	17%	17%	17%	14%
£1 to £50	4%	3%	5%	4%	2%	5%	5%	4%	3%	5%	4%	7%	3%	2%	4%	2%	3%	
£51 to £100	4%	3%	5%	2%	4%	3%	4%	4%	3%	4%	3%	4%	1%	4%	5%	5%	3%	
£101 to £250	6%	5%	6%	2%	8%	8%	3%	6%	6%	6%	6%	5%	6%	4%	8%	6%	6%	
£251 to £500	8%	7%	9%	5%	7%	12%	8%	8%	9%	7%	10%	10%	7%	5%	7%	11%	8%	
£501 to £750	6%	6%	5%	5%	5%	7%	5%	5%	6%	5%	5%	6%	5%	8%	4%	5%	8%	
£751 to £1000	6%	7%	5%	3%	6%	5%	9%	5%	7%	4%	4%	5%	7%	7%	7%	4%	5%	
£1001 to £2000	7%	7%	8%	7%	5%	7%	7%	9%	8%	6%	7%	8%	6%	9%	7%	4%	8%	
£2001 to £3000	4%	4%	4%	2%	4%	3%	4%	5%	5%	3%	3%	4%	5%	4%	4%	6%	6%	
£3001 to £4000	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	-	1%	
£4001 to £5000	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%	4%	3%	
£5001 to £10000	3%	3%	2%	-	2%	3%	3%	3%	3%	2%	2%	3%	2%	3%	3%	1%	2%	
£10001 to £20,000	1%	1%	1%	1%	0%	1%	1%	2%	2%	0%	1%	0%	1%	1%	2%	6%	1%	
£20,001 or more	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	0%	
Don't know	30%	32%	28%	48%	33%	25%	27%	26%	25%	36%	33%	28%	26%	33%	27%	28%	30%	

Sample Size: 2175
Fieldwork: 9th - 12th April 2010

Total	Gender		Age					Socialgrade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

How much do you/ another member of your household plan on spending on updating/ furnishing/ decorating your home in the NEXT year (April 2010 - April 2011)?

Unweighted Base	1574	716	858	94	218	270	317	675	998	576	343	245	177	205	389	72	143
Base: All GB adults (excluding "don't know")	1527	715	813	137	238	282	307	564	900	627	358	256	154	186	363	78	132
Nothing	25%	24%	26%	34%	28%	23%	25%	23%	22%	29%	27%	22%	35%	23%	24%	24%	21%
£1 to £50	6%	5%	6%	8%	4%	6%	7%	5%	4%	8%	6%	9%	4%	2%	6%	2%	5%
£51 to £100	5%	4%	6%	4%	6%	3%	6%	6%	4%	7%	5%	6%	2%	6%	6%	7%	5%
£101 to £250	8%	8%	9%	3%	13%	11%	5%	9%	7%	10%	9%	7%	8%	6%	10%	8%	8%
£251 to £500	12%	11%	13%	9%	10%	16%	11%	11%	12%	11%	15%	13%	10%	7%	10%	15%	12%
£501 to £750	8%	9%	7%	10%	7%	10%	7%	7%	8%	8%	7%	8%	7%	12%	6%	7%	11%
£751 to £1000	8%	10%	7%	6%	9%	6%	12%	7%	10%	6%	6%	8%	10%	10%	6%	7%	7%
£1001 to £2000	10%	10%	11%	14%	8%	10%	9%	12%	11%	9%	11%	11%	8%	13%	10%	6%	11%
£2001 to £3000	6%	6%	6%	4%	7%	4%	6%	7%	7%	4%	5%	6%	6%	6%	5%	8%	9%
£3001 to £4000	2%	3%	2%	1%	3%	2%	2%	2%	3%	1%	2%	2%	2%	4%	-	1%	1%
£4001 to £5000	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	4%	1%	3%	2%	3%	6%	4%
£5001 to £10000	4%	4%	3%	-	3%	4%	4%	5%	4%	3%	4%	4%	3%	5%	3%	1%	3%
£10001 to £20,000	2%	2%	2%	1%	1%	2%	2%	2%	3%	1%	1%	0%	2%	2%	2%	8%	2%
£20,001 or more	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%	1%	2%	2%	2%	1%	1%

Which, if any, of the following are/ would be the MOST important factors to you when buying a home? (Please tick up to three answers)

Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults	2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189
Price	54%	48%	60%	55%	55%	55%	52%	55%	56%	52%	54%	55%	50%	52%	57%	54%	53%
Value for money	36%	34%	37%	35%	37%	33%	34%	37%	37%	33%	35%	46%	31%	36%	30%	43%	32%
Eco friendliness	5%	5%	5%	8%	3%	2%	4%	6%	6%	4%	4%	5%	4%	4%	6%	3%	7%
Style	9%	8%	10%	12%	6%	9%	10%	10%	10%	8%	7%	11%	8%	8%	12%	5%	9%
On trend	0%	0%	0%	1%	1%	0%	-	-	0%	0%	0%	0%	0%	1%	-	1%	-
Investment	8%	9%	7%	13%	7%	6%	8%	7%	7%	8%	8%	9%	5%	7%	7%	9%	9%
Longevity	4%	5%	3%	4%	7%	7%	2%	2%	4%	4%	3%	6%	4%	4%	3%	7%	5%
Uniqueness	4%	4%	4%	2%	6%	2%	4%	5%	5%	3%	3%	3%	6%	5%	3%	6%	6%
Location in UK	46%	47%	44%	50%	41%	39%	41%	52%	49%	42%	44%	43%	45%	45%	51%	42%	45%
Neighbourhood	60%	57%	62%	48%	56%	60%	63%	63%	63%	56%	63%	59%	59%	56%	59%	62%	60%
Proximity to a good school	10%	9%	10%	7%	18%	21%	9%	2%	11%	9%	11%	12%	10%	9%	8%	7%	8%
None of these	3%	3%	2%	1%	1%	3%	3%	3%	2%	3%	3%	3%	5%	2%	2%	2%	2%
Don't know	6%	7%	6%	11%	7%	5%	7%	5%	3%	10%	6%	3%	8%	8%	7%	6%	9%

Sample Size: 2175
Fieldwork: 9th - 12th April 2010

Total	Gender		Age					Socialgrade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which, if any, of the following are/ would be the MOST important factors to you when buying a home?
(Please tick up to three answers)

	Unweighted Base	2059	940	1119	162	296	332	400	869	1268	791	476	324	215	277	485	96	186
Base: All GB adults (excluding "don't know")	2036	971	1065	233	331	355	390	727	1156	880	502	346	193	256	464	102	173	
Price	58%	52%	63%	61%	59%	58%	56%	57%	58%	58%	58%	57%	54%	56%	61%	57%	58%	
Value for money	38%	37%	39%	39%	40%	35%	36%	39%	39%	37%	37%	48%	33%	39%	32%	45%	35%	
Eco friendliness	5%	5%	5%	9%	4%	2%	4%	6%	6%	4%	4%	5%	4%	4%	7%	3%	8%	
Style	10%	8%	11%	13%	6%	10%	10%	10%	11%	8%	7%	11%	9%	9%	13%	6%	10%	
On trend	0%	0%	0%	1%	1%	0%	-	-	0%	0%	0%	0%	0%	1%	-	1%	-	
Investment	8%	9%	7%	15%	7%	6%	8%	8%	7%	9%	9%	9%	5%	7%	8%	10%	10%	
Longevity	4%	5%	4%	4%	7%	8%	2%	3%	4%	5%	3%	6%	4%	5%	3%	7%	6%	
Uniqueness	4%	5%	4%	2%	6%	2%	4%	5%	5%	3%	4%	3%	6%	6%	3%	6%	7%	
Location in UK	49%	51%	47%	56%	44%	41%	44%	55%	51%	46%	47%	44%	49%	48%	55%	45%	49%	
Neighbourhood	64%	61%	66%	54%	60%	63%	68%	66%	65%	62%	67%	61%	64%	60%	63%	65%	65%	
Proximity to a good school	11%	10%	11%	8%	20%	22%	9%	2%	11%	10%	12%	12%	10%	10%	9%	7%	9%	
None of these	3%	4%	2%	1%	1%	3%	3%	4%	2%	3%	3%	3%	5%	2%	2%	2%	2%	

Which ONE of the following places do you buy the majority of your homeware from? (By homeware, we mean furniture, kitchenware, decorating etc.)

	Unweighted Base	2175	995	1180	181	317	351	425	901	1308	867	502	333	230	296	516	99	199
Base: All GB adults	2175	1044	1131	261	358	375	419	761	1196	979	535	357	209	278	498	109	189	
Designer stores (e.g. Armani/ Casa/ Nicole Farhi)	0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	0%	0%	0%	-	-	-	
Exclusive Department stores (e.g. Liberty's/ Selfridges)	1%	1%	0%	1%	1%	0%	0%	1%	1%	-	1%	0%	1%	0%	1%	-	1%	
High street department Stores (e.g. John Lewis/ Debenhams/ House of Fraser)	21%	22%	21%	11%	17%	19%	19%	29%	26%	16%	20%	21%	24%	25%	20%	13%	26%	
Home stores (e.g. Habitat)	6%	6%	6%	10%	6%	7%	6%	4%	6%	6%	7%	5%	2%	6%	8%	5%	7%	
Home furniture specialists (e.g. Ikea)	23%	23%	23%	20%	29%	27%	25%	19%	25%	21%	22%	21%	22%	31%	20%	24%	28%	
Supermarket homeware stores/ sections (e.g. Tesco)	21%	18%	24%	19%	19%	24%	23%	20%	20%	22%	23%	22%	22%	14%	23%	30%	16%	
Charity shops	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	3%	1%	0%	1%	1%	1%	
Auctions	2%	1%	2%	2%	1%	3%	0%	2%	2%	1%	2%	3%	1%	2%	1%	2%	-	
Markets/ exhibitions	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	-	
Other	8%	7%	10%	4%	5%	5%	10%	12%	8%	9%	9%	10%	8%	6%	9%	10%	6%	
Don't know	7%	8%	6%	8%	7%	8%	7%	6%	6%	8%	6%	9%	8%	6%	7%	4%	5%	
Not applicable - I don't buy homeware	9%	12%	6%	25%	12%	6%	6%	5%	5%	13%	8%	7%	10%	8%	10%	10%	10%	

Sample Size: 2175
Fieldwork: 9th - 12th April 2010

Total	Gender		Age					Socialgrade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which ONE of the following places do you buy the majority of your homeware from? (By homeware, we mean furniture, kitchenware, decorating etc.)

	2032	920	1112	167	297	326	396	846	1231	801	471	306	211	279	482	95	188
Unweighted Base	2028	965	1063	241	334	347	391	715	1124	904	502	325	192	261	464	104	179
Base: All GB adults (excluding "don't know")																	
Designer stores (e.g. Armani/ Casa/ Nicole Farhi)	0%	0%	0%	-	0%	0%	-	0%	0%	0%	0%	-	0%	0%	-	-	-
Exclusive Department stores (e.g. Liberty's/ Selfridges)	1%	1%	0%	1%	1%	0%	0%	1%	1%	-	1%	0%	1%	0%	1%	-	1%
High street department Stores (e.g. John Lewis/ Debenhams/ House of Fraser)	23%	24%	22%	12%	18%	20%	21%	31%	27%	17%	21%	23%	26%	27%	22%	13%	27%
Home stores (e.g. Habitat)	7%	7%	6%	10%	7%	8%	7%	4%	7%	6%	7%	6%	2%	6%	8%	5%	7%
Home furniture specialists (e.g. Ikea)	25%	25%	25%	21%	31%	29%	27%	20%	26%	23%	24%	23%	24%	33%	22%	25%	30%
Supermarket homeware stores/ sections (e.g. Tesco)	23%	20%	25%	20%	20%	26%	25%	22%	22%	24%	24%	24%	23%	15%	24%	31%	17%
Charity shops	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	3%	1%	0%	1%	2%	1%
Auctions	2%	1%	2%	2%	1%	3%	0%	2%	2%	1%	2%	3%	1%	2%	2%	2%	-
Markets/ exhibitions	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	1%	-
Other	9%	7%	11%	4%	6%	6%	11%	13%	8%	10%	9%	11%	8%	6%	9%	10%	7%
Not applicable - I don't buy homeware	9%	13%	6%	27%	12%	6%	7%	5%	5%	14%	8%	8%	11%	8%	11%	11%	11%

All figures, unless otherwise stated, are from YouGov Plc.