

FOREWORD BY
LINDA BARKER

Linda X



HOME
WRENOVATION
SURVEY 2015

wren
KITCHENS

Rated [People.com](http://www.RatedPeople.com)

Introduction

Creating a beautiful living space where you feel content and comfortable, is incredibly important.

Your home is your own sanctuary, to meet with family, entertain guests and get away from the stress of everyday life.

So, decorating your sacred space should be an enjoyable task, right?

Unfortunately, this doesn't seem to always be the case. That is why we are publishing this report – **The Home Wrenovation Survey 2015**.

The survey encompasses a variety of subjects related to home decoration and improvement, so that we can start to better understand what drives our wrenovation decisions.

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Decorating



Q. Do homeowners find choosing décor and furniture stressful?

Intro

It goes without saying – shopping can be a stressful experience! This is particularly true if there happens to be a sale on, or you shop anytime near Christmas! We wanted to know whether the same applied for décor and furniture shopping; do we find it stressful?

To find out, we asked UK homeowners for their opinion...

A. The results are in – only **32%** of homeowners said they find shopping for décor and furniture stressful. Single homeowners are more likely to say they find it stressful, with the number rising slightly to **35%**.

Would you have guessed that people in a relationship find it easier?



LINDA'S OPINION.

"It just goes to show that lots of us do enjoy creating our perfect nest - shopping with a partner means you're building your home together and thinking carefully about making the right decisions.

I think the numbers would be reduced even further if our homeowners planned exactly what furniture they needed before they left home."

- LINDA BARKER

Q. Have decorating decisions led to arguments in your home?

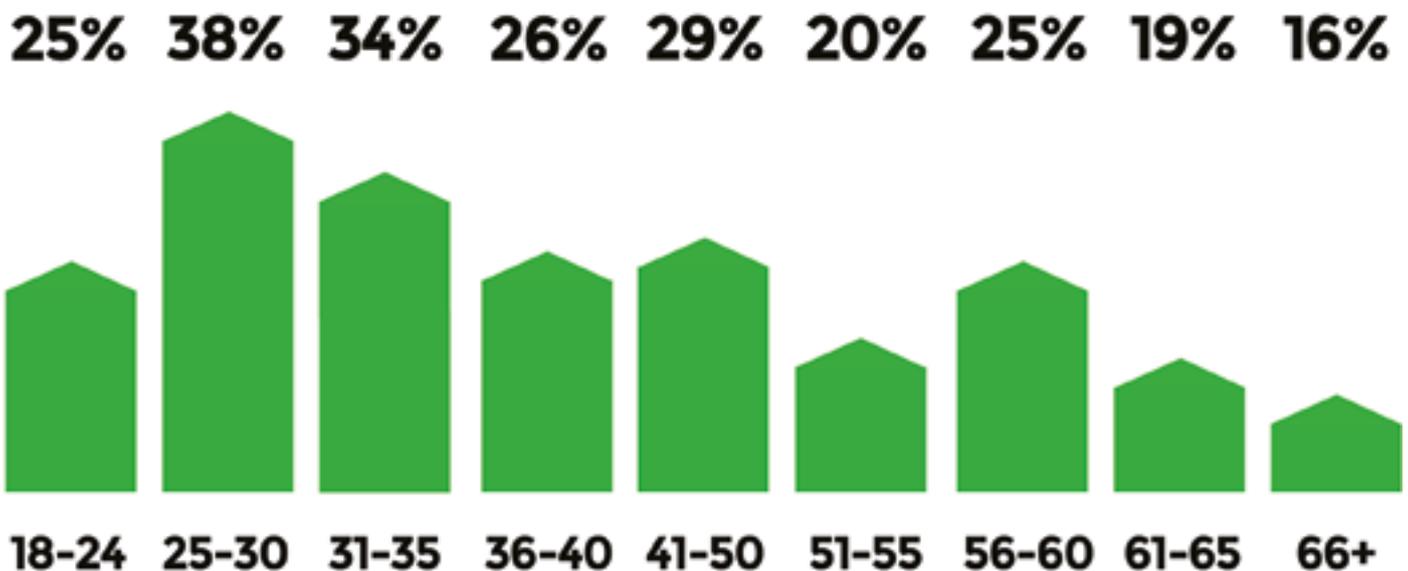
Intro

A clash of styles and tastes can cause arguments when it comes to decorating. Especially if someone in your home is particularly strong minded in their opinions. This can make the simplest of decisions, such as choosing the colour and style of a rug, a strenuous task. But just how many of us actually argue over these decisions in the first place? **We asked homeowners...**

A. Only **26%** of homeowners have had such arguments, with the most prolific being those aged 25 – 30. This may not be a surprise for some, considering the last question revealed that only **32%** find buying décor or furniture stressful.

This leads to the conclusion that, as the majority of homeowners do not find buying décor or furniture a stressful experience, we argue less over the decisions we make.

26%



ARGUING BY AGE GROUP

Q. Which room in your home has been given the most attention? (IN TERMS OF DECORATING)

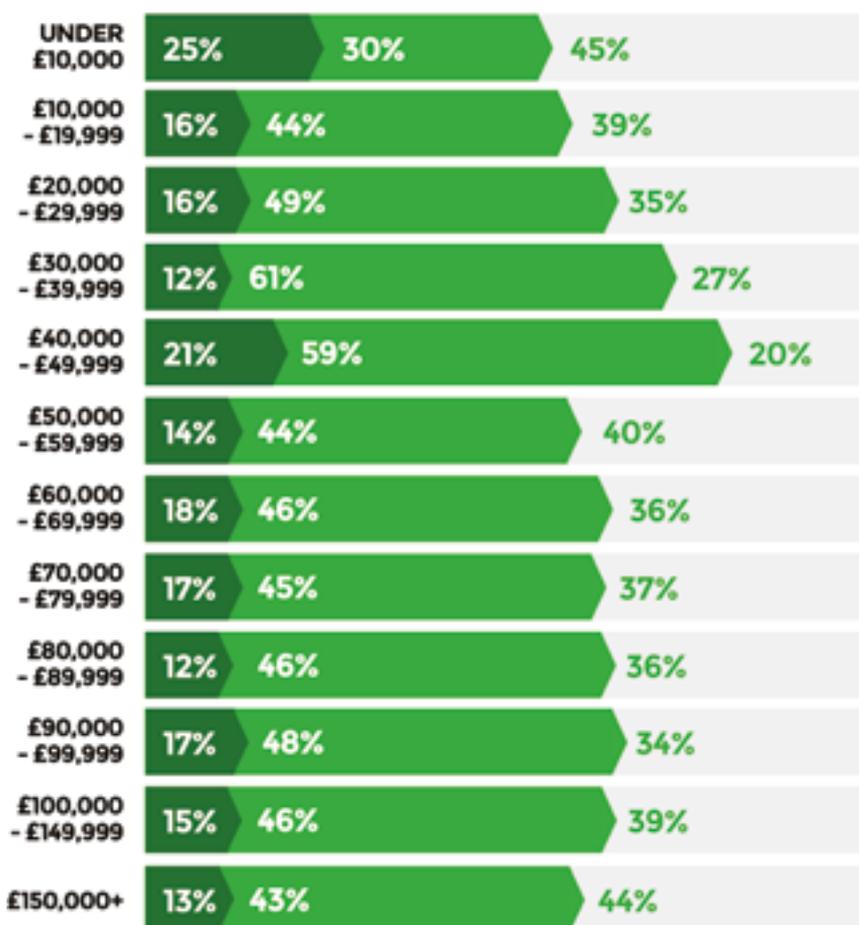
Intro

Examining the space we give the most attention to, should provide us with a good indication of which room we are most content with.

The Kitchen

A. The kitchen is the room we give the most attention and it remains the most popular choice, regardless of salary, although the gap does narrow when we look at some salary bands.

PERCENTAGE PER SALARY BAND



KEY



When combining all salaries

48%

of households give more attention to the kitchen than any other room.

Only **30%** of households with an income of less than £10,000 per year give their kitchen the most attention, which is the lowest of any salary band. This could be due to the higher costs that are typically associated with decorating a kitchen, as opposed to, say, the living room.

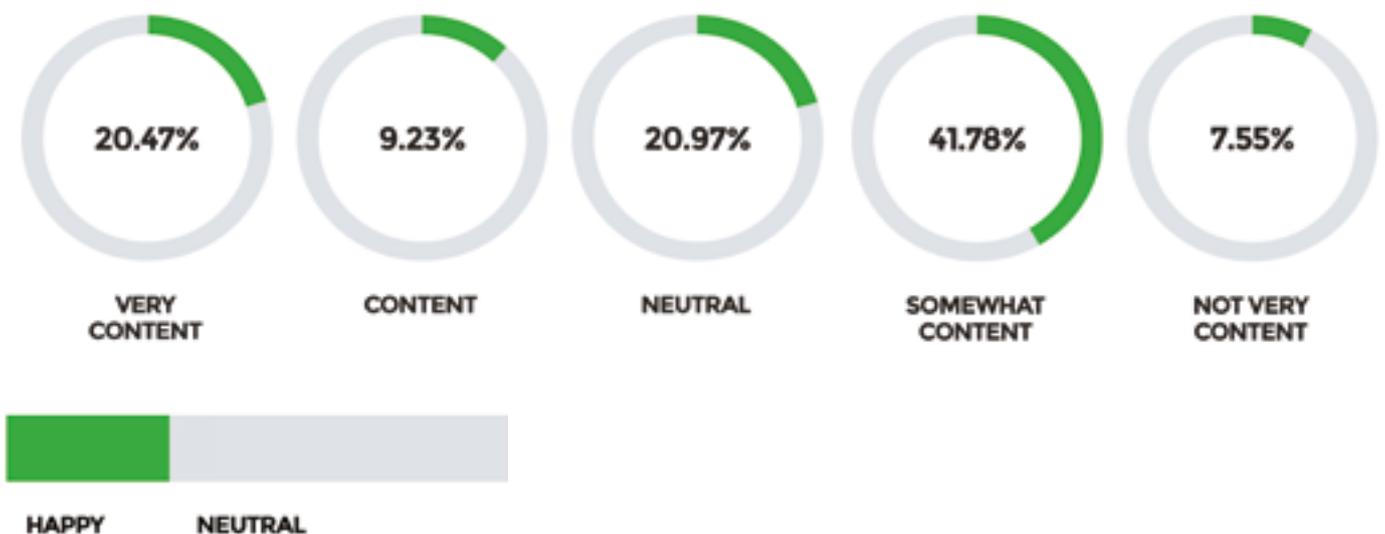
Q. How happy are we with the way our homes are decorated and furnished?

A. We asked the question with a scale of "very content" through to "not content".

Nearly half of UK homeowners (49%) are not entirely happy with their current home. Despite the staggering amount of people who are not happy, there is light at the end of the tunnel! As we grow older and earn more, we become much happier with our homes.

In fact 33% of homeowners aged 66 or over are very content with their homes. This is an increase of approximately 13% from the average figure of 20%.

HAPPINESS OF RESPONDENTS BY PERCENTAGE



At a glance...

1. **49%**

of homeowners are not happy with the way their home is furnished.

2. **33%**

of those aged 66 or over are very content with their home.

3. **£150,000+**

No one who earns £150,000+ said they were unhappy.

Q. Which room do homeowners spend the most money on?

Intro

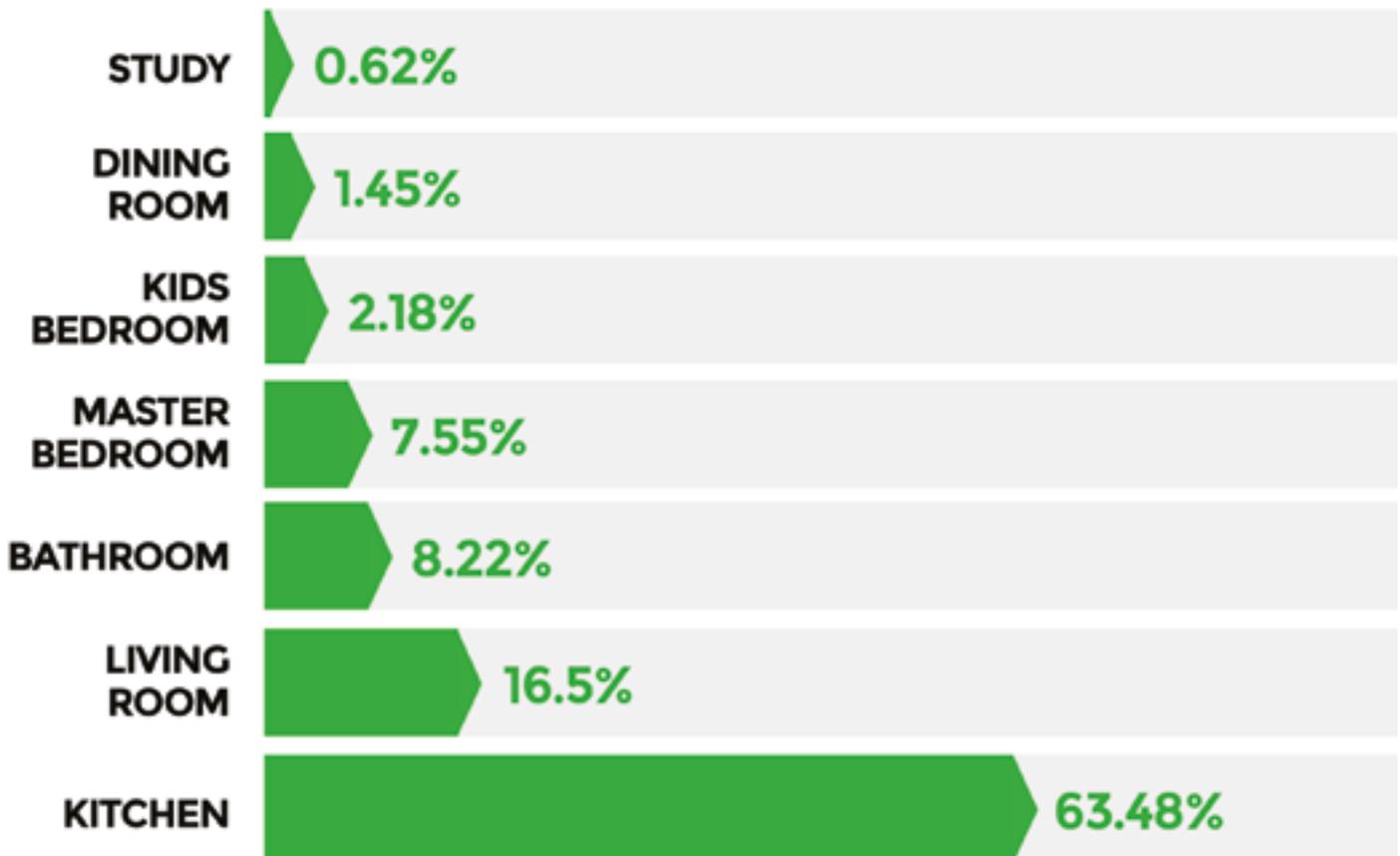
So far we've learnt that a large proportion of us aren't content with how our homes are decorated and furnished, but how does this translate into what we spend our renovation money on?

We asked UK homeowners which rooms they spend the most of their money on when it comes to renovating...

A. Homeowners spend the most money on their kitchen, with **63.48%** of us saying so. Far behind in second place, is the living room, with only **16.50%**. Lagging even further behind in third place, is the bathroom at **8.22%**.

Is it really a surprise that we spend the most money decorating and furnishing our kitchen? Consider modern family life for a moment; the kitchen is the centrepiece of the home, where we do everything from socialising and cooking, to watching television and completing homework. Add in all of the extra work involved in crafting and installing a kitchen and you start to understand why we spend the most on this room.

WHICH ROOM HAVE WE SPENT THE MOST MONEY ON?



LINDA'S OPINION.

"Most of us desire a space where we not only cook and eat but where we can read, use the laptop and play with the kids as well as entertain our friends. It is the first room we all go to when guests come over or the kids come back from school."

- LINDA BARKER

Q. Which room is our favourite in terms of décor and furnishing?

The Kitchen

A. **35%** of UK homeowners said their favourite room is the kitchen. Trailing behind in second place is the living room with **25%**.

It stands to reason, that if we spend the most money and effort on decorating and furnishing our kitchen, we can create an atmosphere that we're comfortable and happy in.

However, despite only **35%** choosing the kitchen as their favourite room, a staggering **64%** of homeowners prefer to host guests in their kitchen, as opposed to the living room.



FAVOURITE ROOM TO DECORATE



Q. Do you redecorate part of your home every year?

Intro

The question itself is simple, but the answer has a lot of meaning behind it. If we redecorate rooms often, what does this have to say about how we feel in our home? Perhaps, we enjoy following the latest design trends, or we think refreshing our interiors is a great way to breathe new energy into our homes.

A.



85% OF UK HOMEOWNERS DECORATE THEIR HOMES EVERY YEAR



91% of households with an income of £70,000 - £80,000 redecorate yearly.

Money talks

Only **63%** of households with an income of £10,000 or less redecorate yearly. Despite it still being over half, it is the lowest of any salary band.



What does Linda Barker think?

The kitchen is clearly the one space in our homes that we are most happy to lavish our time and hard earned cash on and at last our homes are getting lots of much deserved attention. This is possibly due to the changing house market which is just beginning to become buoyant again.

For too long now, most of us have had to live with a plain boring kitchen that we either inherited when we moved in or installed as a cheap quick fix when money was tight. Well things are changing for the better it seems, not only can getting the kitchen of your dreams now be an affordable option, but most of us are wanting to refresh our décor using modern fresh designs to steer us away from the ubiquitous white, cream and beige furnishings.

Decoration is, more than ever, about expressing ourselves and reflecting our unique personalities. Few of us want a home like everyone else and most of us desire a kitchen that has a real 'wow' factor.

Not only that but our survey shows that a lot of us are having a lot of fun thinking about the changes we are making to our homes. For a while now the decorating of the home was on the back-burner but 2015 shows that there is a willingness to go 'all out' to create the homes we've long been hankering after.

Not even are the furniture shopping trips as stressful as they once were, we're becoming a nation of happy home dwellers who want to make their houses ever more beautiful because we understand the importance of creating our own perfect space.

- LINDA BARKER

Linda x

THE LINDA BARKER COLLECTION

exclusively for Wren Kitchens





Get inspired...



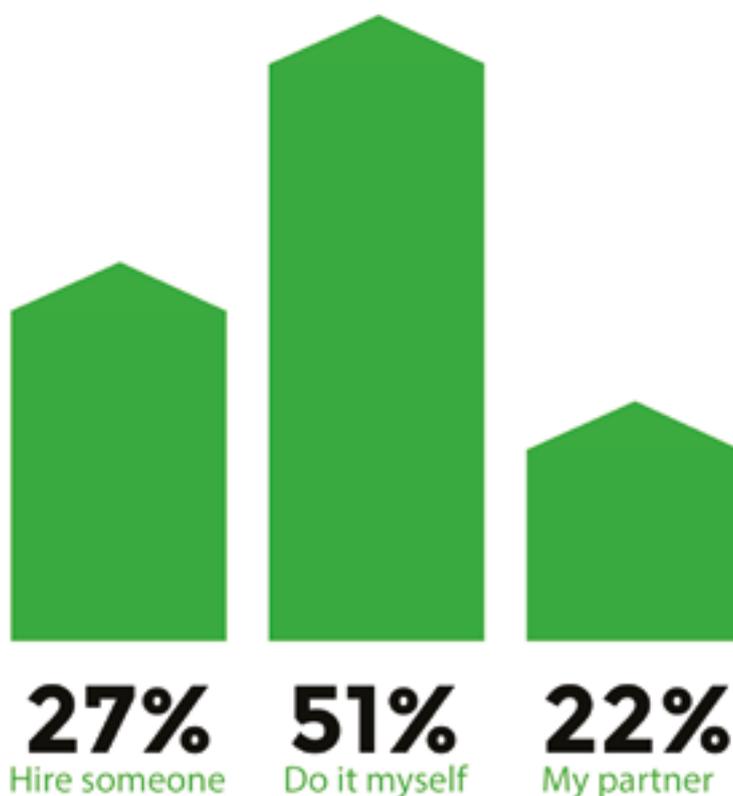
Find out more about The Linda Barker Collection by visiting one of our showrooms.

Q. Who typically does the decorating?

Intro

When you're improving your home, the first hurdle you are likely to come across is deciding whether you will do it yourself, or hire a professional. Do you roll-up your sleeves and take the task on yourself, and then proceed to revel in the triumph of your own craftsmanship and the fact you've saved money? Or would you rather make the teas and ensure a perfect finish is achieved by hiring a professional?

So, do UK homeowners typically 'get stuck in' or seek professional help?



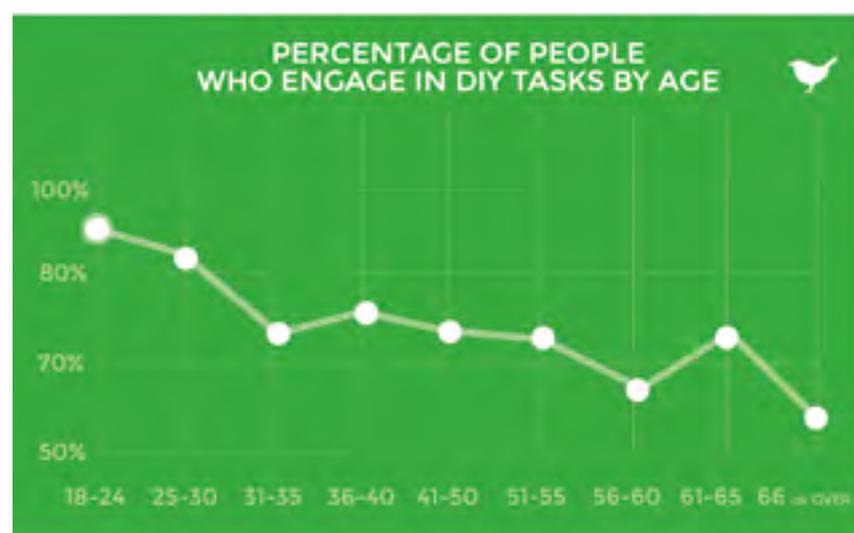
A. DIY IS NOT DEAD

"Lefty loosey, righty tighty"

Despite claims that DIY has fallen out of fashion ^[1], DIY is in fact neither dead, nor dying.

With ample help and advice within arm's reach, through web and YouTube tutorials, why wouldn't you give DIY a try?

As a whole, the UK population love to get involved with DIY projects, or at least our partners do. In fact, just over **70%** of UK homeowners said that they, or their partner, gets involved in DIY projects.



More stats laid bare

1. As you grow older, you're more likely to hire someone than get involved yourself.
2. More single people hire someone to do the decorating than people in a relationship.
3. Just under **30%** of both males and females would rather hire a professional than DIY.

95% of homeowners aged 18 to 24 responded to say that they would get involved in DIY tasks, as opposed to hiring someone else. That is the highest percentage of all age groups!

^[1] Butler and Farrell, 2014. DIY stores are hammered by lack of do-it-yourself drive, <http://www.theguardian.com/lifeandstyle/2014/oct/22/homebase-diy-do-it-yourself-store-closures>, [last accessed 16 March 2015]



If the thought of spending the weekend tackling your own DIY project is not your cup of tea, there are plenty of other options to ensure the job's done right.

For most of us, our homes are probably our biggest asset, so it's only natural that we want to feel safe and secure when employing a trade member to carry out work.

This is where websites such as **Rated People** really come into their own. They are a brilliant resource when it comes to home renovation, allowing you to simply post details of the job you'd like doing online and wait to be contacted by a select number of professionals in your area. After that, all that remains is for you to do your homework and choose a trade member that you're happy working with.

A great way to avoid some of the stress that can come with home renovation!

Do we decorate the right room?

So, We have already established that as homeowners we give the most attention to (and spend the most money on) the kitchen. Now it is time to look at this decision objectively, in order to discover whether we really should be decorating our kitchens, or instead focussing our attention and money on other areas of the home.

Over the next few pages we ask a series of questions related to how we spend our time at home and our emotions in regards to different rooms in the house, as we endeavour to determine which room we should be decorating.



Q. Which room are we happiest in?

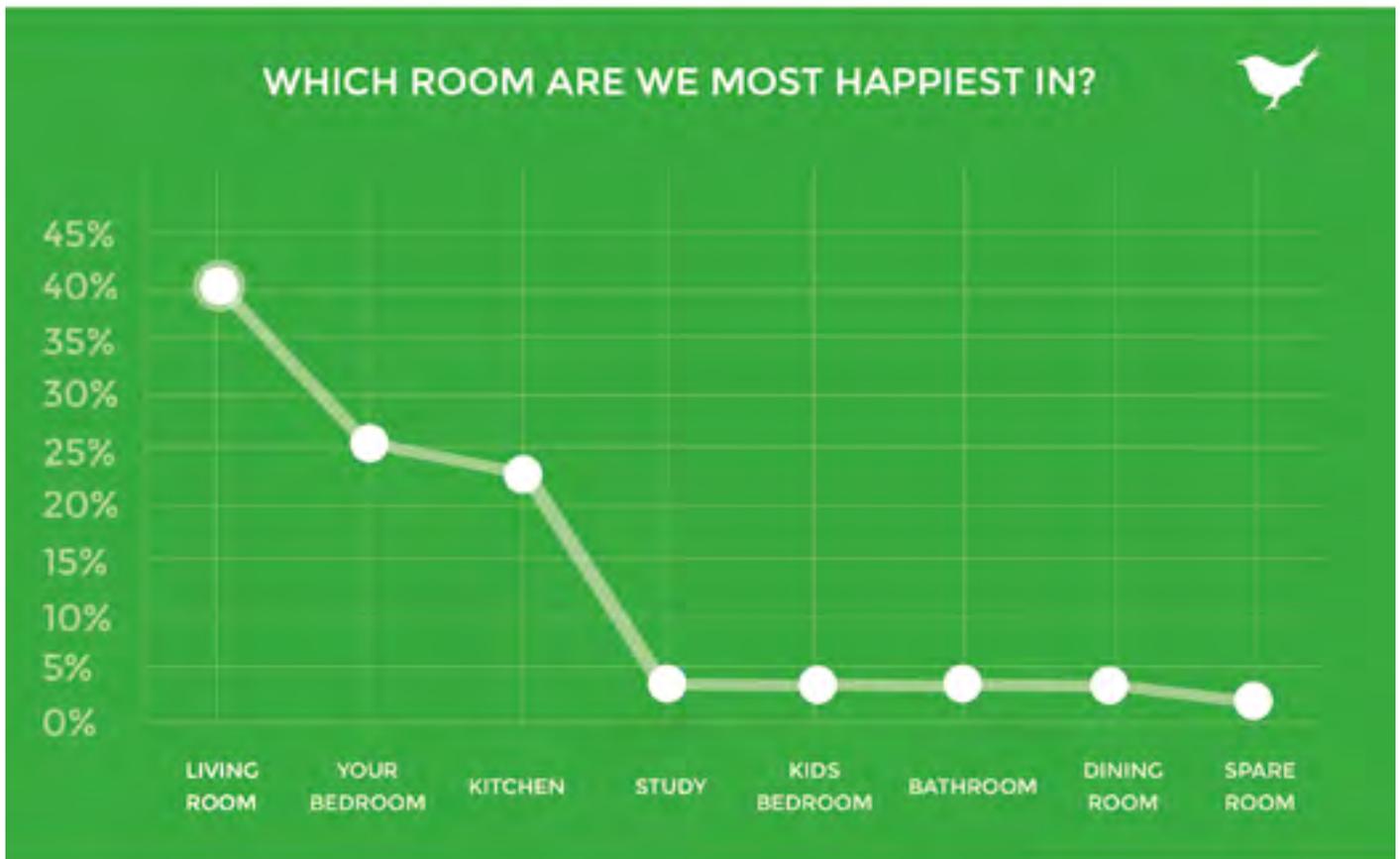
Intro

Where we are happiest in our home is extremely important. That is obvious, but why is it so vital to us?

Well, once we consider this answer, in relation to everything else we have asked (such as which room we spend the most time in), we can start to gain a thorough understanding of what our needs are (with regards to our living space).

If we're not happy in a room that we spend a large amount of our time in, something needs to be done!

A. The Living Room



40% OF PEOPLE ARE HAPPIEST IN THEIR LIVING ROOM

The living room is the clear leader, with almost double the score of the nearest competition – the bedroom. Both rooms are where we would typically relax, maybe this is why we are happiest in them?

Q. Where do we typically entertain and socialise with guests?

Intro

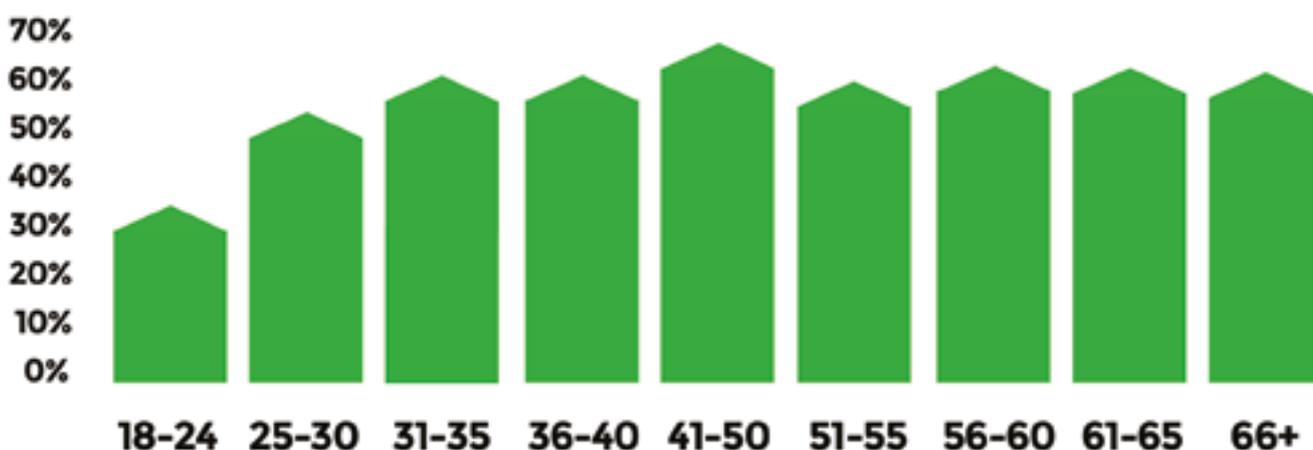
Having a place to entertain and host guests is incredibly important. When we have friends or family over, we want them to see the best of our home, and equally to enjoy their time in it.

A. The Kitchen

Over the years, the function of the kitchen has changed. Smaller kitchens are making way to open plan kitchen-come-diners, so is it a surprise that **64%** of us choose to host guests in our kitchen, as opposed to other rooms?

DID YOU KNOW?

As we grow older, we're more likely to socialise with guests in our kitchen. In fact, only **18 – 24** year olds opt for other rooms - primarily the living room.



Q. Which room do we spend the most time in?

Intro

Understanding this is vital in our journey to discover which room we should be decorating. It doesn't seem logical to focus attention on a room that is barely used.

A. The Living Room

Excluding sleep, **60%** of us said we spend the majority of our time in the living room, compared to **30%** of people saying they spend the majority of their time in the kitchen.



Kitchen 30.54%



Living Room 59.73%

65%

of men say they are more likely to spend time in the living room, as opposed to only **55% of women.**

Women said when they are not spending time in the living room, they are in the kitchen. Despite this, men say they do more cooking than women, whereas women say they are more likely to socialise and/or watch TV in the kitchen.

Q. Which room are we most frustrated with?

Intro

We asked people which room they're the most happiest in, but that's only the tip of a very large iceberg!

This question will help us to appreciate whether a room requires decorating, or if it is simply in need of a spring clean, or perhaps a furniture update.

A. The Kitchen

WHAT FRUSTRATES US MOST WITH OUR KITCHEN

I don't like the furnishings



There isn't enough storage



The space isn't used efficiently



Despite slightly more people choosing the bedroom as the room they are most frustrated by, with **55%** selecting the bedroom versus **52%** for the kitchen, we have decided that in regards to everything else we have discovered, the kitchen actually tops the bedroom as the room we are most unsatisfied with, or more importantly, the room which impacts us the most.

Why have we done this?

We spend far more time in our kitchen, than in the bedroom. The question "Which room do we spend the most time in" proving this (page 19). When taking this into consideration, we couldn't give the title to the bedroom.



The conclusion



Which room are we **happiest in**?

The Living Room



Where do we **entertain**?

The Kitchen



Where do we **spend our time**?

The Living Room



Which room are we most **frustrated with**?

The Kitchen

Q. So which room should we be decorating?

How did we decide?

The kitchen is a focal point of our home and our lives. For that reason, we need to ensure it is right.

More people are happier with their living room and bedroom when compared to the kitchen, yet we spend most of our time in the kitchen. However, people do have slightly more bugbears with their bedroom, but still more people are displeased with their kitchen.

We care about the opinion of others and because we are more likely to host guests in our kitchen, it makes sense to redecorate this space. Especially when everything we have learnt from the survey is taken into consideration.

A. The Kitchen



**The
Kitchen
is the heart
of your home.
It's where we
meet to talk,
eat, relax
and plan.**

**Make your kitchen the
heart of your home,
with **Wren**.**



The end 

BIRDSEARCH

Can you find all 3 Wren birds in their hiding places?



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