



Press release from Ingka Group

Ingka Holding B.V. and its controlled entities

Privacy in crisis: Global report finds lack of privacy in the home has significant impact on wellbeing

- 23% of people globally say they are concerned that their privacy needs in the home are not being met
- Not getting access to privacy causes frustration (56%) and anxiety (35%)
- More than a quarter (27%) said the need to take care of others is the biggest barrier to achieving privacy in their home

Privacy at home – considered a right by 85% of people globally – is in crisis, according to a new global study from IKEA.

The IKEA Life at Home Report 2019 shows that while 88% of those surveyed expect their homes to provide privacy, more than 1 in 4 (23%) said they are concerned about not getting enough privacy at home, leaving a privacy gap that could have serious implications for wellbeing.

The report shows that 76% of people believe privacy is important to wellbeing, but when people don't get the privacy they need they experience frustration (56%) and anxiety (35%, rising to 40% for young people age 18-24). In contrast, when privacy at home is possible, the majority feel calm (74%), satisfied (57%) and joyful (42%).

Katie McCrory, Life at Home Campaign Manager at Ingka Group, says:

“Privacy is vital to our personal wellbeing, but for too many people it’s increasingly hard to come by. This points to a worrying impact on physical and mental health, given that lots of people are struggling to get the rest, focus, intimacy and freedom that only privacy can provide. It’s clear that our homes are often the best place to get privacy, but they can and must do more to become the sanctuaries we need and want.”

This year’s report, which was commissioned by Ingka Group and involved more than 33,500 people in 35 countries, builds a global picture of what privacy at home looks like, how it is best achieved and what this means for the role of the home in everyday life. Caregiving responsibilities ranked as the number one barrier to achieving privacy (27%), while 1 in 5 people (20%) find their privacy at home disrupted by noise and smells from the outside world, and 17% can hear their neighbours through the walls.

Despite this, having limited space at home is not widely considered a barrier to privacy for the large majority of people (only 31% consider it an issue) – and ultimately matters less than relationships when it comes to bridging the privacy gap. Over half (54%) of those surveyed globally agree that being private is where they can truly be themselves, 70% say privacy enables personal growth, and 76% seek privacy to improve their relationships.

Katie McCrory adds:

“It’s a common misconception that privacy at home means being completely alone or having a lot of space, but our research reveals that whilst privacy is sometimes about being alone, it’s

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always about being yourself. The good news is that there are lots of ways, and plenty of places, to feel free from judgement, like singing in the shower, watching a film with a loved one, or just having a nap on the sofa. These may feel like small things, but they help all of us thrive at home and in life.”

The research also shines a light on the ways in which people ask for privacy, revealing that as many as 12% of people globally feel they don't have a right to ask for privacy at home. Whilst asking outright is the most effective way to get privacy, 20% of people globally say they are afraid people will take it personally. Many resort to non-verbal signals, like closing a door or putting on headphones, with varying success.

To help more people understand their privacy needs at home, and find ways to get it, IKEA has created an online Privacy Quiz to accompany the report. The tool provides a simple but effective privacy diagnosis and tips to help people around the world find more privacy where they live.

The Privacy Quiz can be found on lifeathome.ikea.com in addition to more information about this year's research and access to the full report.

Notes to Editors:

About Ingka Group

Ingka Group (Ingka Holding B.V. and its controlled entities) is one of 12 different groups of companies that own and operate IKEA retail under franchise agreements with Inter IKEA Systems B.V. Ingka Group has three business areas: IKEA Retail, Ingka Investments and Ingka Centres. Ingka Group is a strategic partner in the IKEA franchise system, operating 374 IKEA stores in 30 countries. These IKEA stores had 839 million visits during FY19 and 2.6 billion visits to www.IKEA.com. Ingka Group operates business under the IKEA vision - to create a better everyday life for the many people by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible can afford it.

About the IKEA Life at Home Report 2019

- The research for the IKEA Life at Home Report 2019 was commissioned by Ingka Group, and undertaken by London-based customer agency C Space. It was conducted between May and August 2019.
- Qualitative research was conducted in India, The Netherlands, UK, USA and China.
- Quantitative research was undertaken in 35 countries: Australia, Austria, Belgium, China, Croatia, Czech Republic, Denmark, Egypt, Estonia, France, Germany, Hungary, India, Ireland, Italy, Japan, Latvia, Lithuania, Malaysia, Netherlands, New Zealand, Norway, Philippines, Portugal, Romania, Russian Federation, Serbia, Singapore, Slovakia, Sweden, Switzerland, Thailand, United Arab Emirates, United Kingdom, United States of America.
- The survey was conducted amongst 33,500 people aged 18 and above, and is nationally representative.
- More information about this year's report can be found at: lifeathome.ikea.com

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