



IKEA LIFE AT HOME
REPORT 2019 - IN SHORT

The Power of Privacy

Opening up more breathing
space in life at home



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85%

of us believe we have a right to privacy at home, yet 1 in 4 of us are concerned that our privacy needs are not being met.

We set out to understand what's causing this gap between what we need and what we get, and how we can close it.

Our journey Understanding life at home

Every year, we connect with thousands of people to help us understand makes a better life at home. This is the sixth edition of our annual global report, and we have cast the net wider than ever before.

In 2018, we discovered that there are five core emotional needs that create the feeling of home. This year, we've focused on just one of the five: privacy. It's one of the most important needs of home, but it's also one that people struggle to get enough of. So we wanted to dig deeper to understand the global privacy picture and find out how it contributes to life at home.



We spoke to
33,500
PEOPLE

From
35
countries



Spending
75
hours
in people's homes
in 5 cities



And pulling it
all together
in two big
story-building
sessions

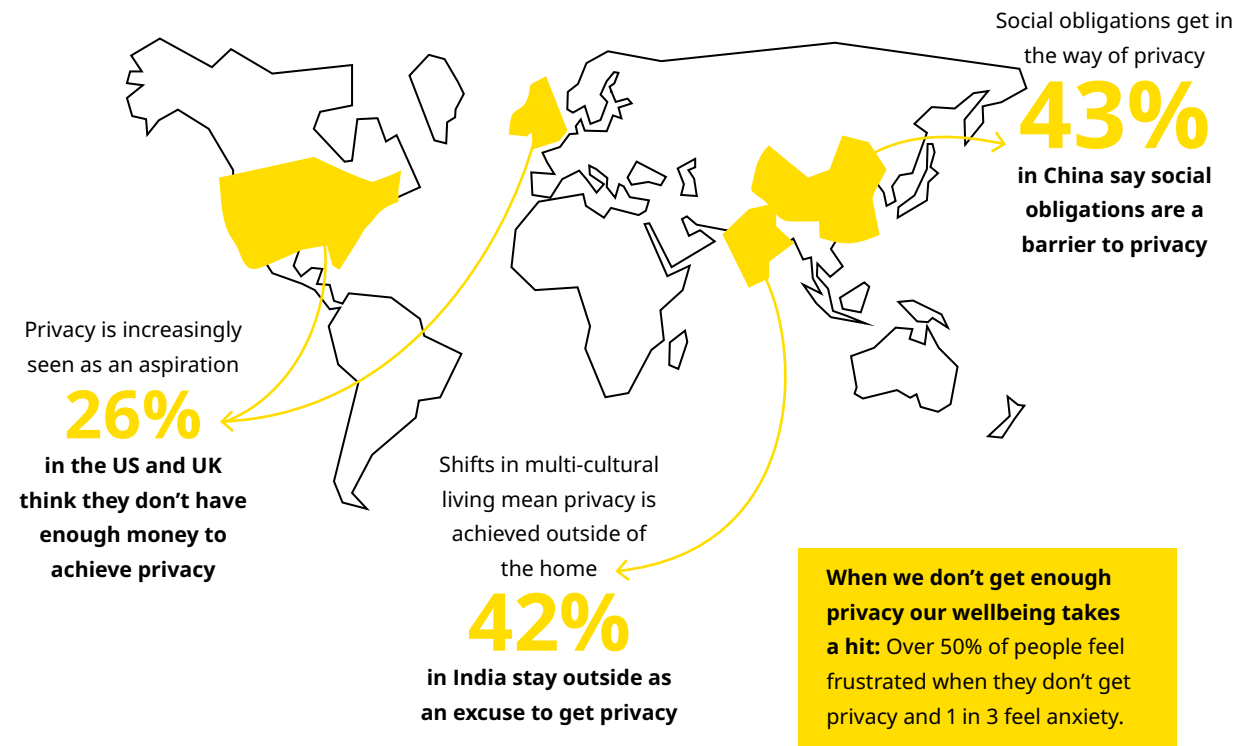
OUR MISSION

We know that home is the most important place in the world. That's why we're obsessed with making it better. Our research gets us closer to what people need and dream about when it comes to life at home, so we can create even better solutions based around the emotional needs of privacy, security, comfort, ownership and belonging.

We believe everyone has the right to create a better life at home – one which lets us thrive, not just survive.

Privacy in the modern world

In today's world, privacy is a necessity that can sometimes feel impossible to get. The boom in digital technology, shifts in living situations and the rise of cities all impact how we access and achieve privacy. As cultures evolve, so do our expectations and experiences of privacy at home.



Closing the privacy gap

Our research shows us that privacy is much more than an emotional need; to many people, privacy at home feels like a right. People can't imagine a world without it, and naturally seek it out. Getting privacy is often about context – where we live, who we live with, and our roles in the home. These are the factors which create the privacy access gap.

We want to close this gap and open up more breathing space in our life at home. We can enable this by:

- | | | |
|-----------|--|---|
| 01 | UNDERSTANDING PRIVACY
Reframing how we view privacy and recognising our fundamental right to it. | > |
| 02 | ASKING FOR PRIVACY
Sparking an honest and open conversation about the need for privacy. | > |
| 03 | LIFTING UP PRIVACY
Making privacy integral to our overall wellbeing, and helping people thrive at home and beyond. | > |

01 UNDERSTANDING PRIVACY

What's causing the privacy gap?

Most people recognise how vital privacy is to our wellbeing. So why does the privacy gap exist?

Less space

As cities continue to adapt to rising population levels, spaces we might have previously considered private are increasingly being intruded on. The blurred lines between public and private spaces can start to feel like new obstacles to privacy.

"In this house, I have my own corner. I always call it, like, Sarah's Corner or My Corner. Because there are three generations living in one house."

Sarah, 25-34, Amsterdam

More people

It isn't just students who are flat sharing. Living with strangers, other couples or other families reduces the cost of renting for many people, but also creates more complex relationships which need to be navigated at home.



More responsibility

As we have more roles to play in and out of the home, it gets harder to create time and space for privacy. Today, we experience more pressure to be perfect parents, co-workers and friends.

Being a caregiver at home also means moments of privacy are interrupted or simply don't happen in the first place. The obligation to take care of children or elderly parents often means that caregivers don't prioritise their own privacy needs.

CAREGIVING IS THE NO.1 BARRIER TO PRIVACY GLOBALLY

Reframing the privacy picture

Privacy can often be misunderstood. By reconsidering what privacy is and isn't, we open up the opportunity to fully experience the power of privacy.

Let's start by debunking some myths...

Myth 1: Privacy is about doing nothing
Most people do an activity when they have some privacy, and these usually provide plenty of wellbeing benefits.

Myth 2: You have to be alone to be private
You can enjoy privacy with others when there is a shared understanding that the moment is private.

Myth 3: Privacy requires a private space
You can be in the middle of the busiest city in the world and still enjoy a private moment if you have the right mindset.

"You don't want people watching you dancing wildly in your living room... Sure it's not illegal. But would you do it if you knew someone was watching you?"

Deepa, 25-34, Mumbai

Privacy as an enabler

We need to rethink privacy as something that unlocks positive benefits. These can be lower-energy or higher-energy benefits. It's about using privacy to recover, relax, focus and play.

HIGH-ENERGY	FOCUS Zoning in to get a task done <small>Work, homework, decision making</small> 71% globally say privacy is important to achieve better focus.	PLAY Cutting loose and letting our inner child out <small>Singing, dancing, play acting</small> 52% globally say privacy is important to achieve fun and play.
	RECOVERY Slowing down to de-stress <small>Lying down, watching TV, mindfulness</small> 47% globally say they like to sleep when private at home.	RELAXATION Pausing and looking after ourselves <small>Pampering, yoga, listening to music</small> 52% globally say they like to relax when private at home.



Meet Jim

He lives with his partner Lynn in San Francisco. Although they're not originally from San Francisco they have been there for over 30 years, so it feels like a home away from home.

His whole home is his private place. Whether it's having friends around for a dinner party, reading on his own, or spending time planning his next vacation with Lynn.

For them, privacy isn't so much about where you are, but what you're doing... although he did enjoy creating his own 'man cave' with a big TV for sports and a pool table.

"You're doing something within yourself, even if it's just relaxing. That to me is privacy. It doesn't have to be about a safe room that nobody can get into."



Meet Sarah

Sarah is a mother living in Amsterdam with her husband, toddler, and in-laws.

When moving in with her in-laws, she and her husband knew that life would feel busier and the home would feel more cramped.

She needed to find a dedicated time and space for moments of privacy, so they created her 'corner', where she can read, play piano, paint her nails, and pray.

“As a woman, I am a daughter to my father and father-in-law, I’m a wife to my husband, I’m a mother to my child. I’m also a friend to my friends and colleague to my colleagues. My private moment is the moment where I can be myself.”

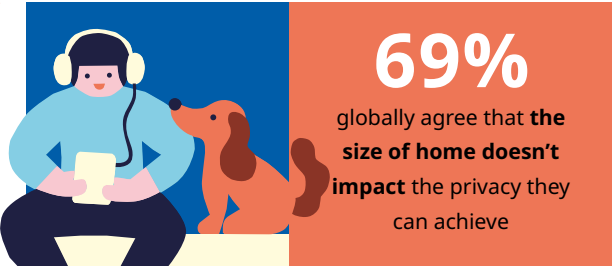
Me, we and us

What’s clear is that the more we feel we belong at home, the more we’re able to achieve privacy. And the more privacy we get, the better our relationships will be. In short, privacy helps us both individually and together.

3 IN 5 PEOPLE GLOBALLY BELIEVE PRIVACY IS IMPORTANT FOR RELATIONSHIPS

Getting into privacy

Privacy can be found through many different activities – from cooking and eating, to driving or dancing. Sometimes we plan for privacy, but most of us get it whenever and however we can.



The good news is that privacy can happen in lots of different spaces and places, both in and out of the home. Cars and local parks are popular destinations for breathing space, but the home is often our strongest ally in getting the different kinds of privacy we need. It's less about the amount of space we have, and more about how we control how it's used. The living room might be where you read a book alone, play with the kids, and light some candles for a date night - all in a single day.

02 ASKING FOR PRIVACY

Privacy: a complicated ask

Beyond the functional barriers to privacy there is a bigger issue which is related to people, not place. Asking others for privacy can feel awkward, antisocial, and sometimes just downright rude, because we don't want people to feel like we don't value our time with them.

12% OF PEOPLE GLOBALLY DON'T FEEL THEY HAVE THE RIGHT TO ASK FOR PRIVACY AT HOME

If we can't ask verbally, we rely on signals to communicate our need for privacy. We use objects like headphones or screens, activities like reading, or even just our body language. While we learned that some signals are more effective than others, nothing beats asking outright.



"I tell my boyfriend I'm just going to go have some me time and have a bath. Whereas previously I would just hide away from flat mates which made me feel guilty and probably made them think I was rude."

Nicky, 25–34, London

20%

of people globally agree that 'I'm afraid people will take it personally' when asking for privacy. This rises to 43% in India.

We don't only ask for privacy verbally, we also communicate using signals.



03 LIFTING UP PRIVACY

Unlocking the power of privacy

We need privacy - either on our own or in moments of intimacy with others - to recharge, to get to know ourselves, and grow as people. Privacy is like oxygen for the soul.

Whether we know it or not, we all need moments to dance like no-one's watching, snuggle with our loved ones, let our inner child out, or do absolutely nothing at all.

Because while privacy is sometimes about being by ourselves, it's always about truly being ourselves. This helps us survive daily stress and, above all, helps us thrive in life.

[Without privacy] there would be no space to provoke new thoughts and ideas. It would brutally kill all my creativity and passion. All our self-motivation and enthusiasm would dwindle down to zero."

Rinkal, 25-34, Mumbai

76%

globally seek privacy to enjoy freedom from judgement

70%

globally say privacy is important to enable personal growth

3 IN 5

believe privacy is important for improving relationships

76%

globally agree that privacy is an important part of my wellbeing

Meet Mecca

Mecca is a photographer living in Richmond, California with her housemate, Ela, in a two-bedroom house.

She grew up as an only child, so is used to having time alone. As an adult, her private time is spent journaling, charging her crystals and in-shower meditations.

She knows the importance of voicing your needs. For her, if you don't prioritise yourself and ask for privacy you suffer from overstimulation.

"I used to be that person that couldn't ask for privacy. But now, I'm transparent about it. I'm going to say it in a loving way. But when I want my private time, I want my private time. People need to take more control over their lives and set realistic boundaries for themselves."

Looking ahead

Privacy helps us thrive at home and in life.

We can all unlock the life-enhancing benefits of privacy by recognising our right to it, reframing how we think about it, feeling empowered to ask for it and creating the right time and space for it.

By putting privacy in the spotlight, we want to help people all over the world to close the privacy gap and open up more breathing space in their life at home.

Here are a few things you can start doing today, to help you embrace the power of privacy:

01. UNDERSTANDING PRIVACY

- Consider how privacy currently fits into your own life at home - how do you get it and how does it benefit you?

02. ASKING FOR PRIVACY

- If you feel that you're too busy to be private, sit down with those you live with and discuss how to share the house chores.
- Learn the non-verbal cues used by the people around you so you can better understand their privacy language.
- Nothing beats asking outright! It's important to be open and have an honest conversation about your needs.

03. LIFTING UP PRIVACY

- Balance your week with spontaneous and planned privacy - try scheduling some private time if it feels really hard to come by.
- Privacy can be found in many places - in and out of the home. Find somewhere that works for you
- Choose an activity or hobby you love that helps you get breathing space.



Discover more about
the Power of Privacy at
www.lifeathome.ikea.com.

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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 across five continents, amongst a total of 33,500 people. It is nationally representative.

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