Australians At Home takes a deep dive look into the sentiment and behaviour of Australians around their homes. The study explores consumer attitudes and emotions – their underlying drivers and triggers, as well as the renovation and decoration behaviours of Australia’s home improvers from inspiration to action. This research involved a quantitative study of over 2,000 home improvers in the market, which has been layered with qualitative research in the form of focus groups and expert interviews.

**CAPITAL GAINS**

**HOME OWNERS**
- Property value has doubled on average during the time they have owned it
- 75% say owning property makes me feel financially secure

**FOREVER RENTERS**
- Property value has doubled on average during the time they have owned it
- 75% say owning property makes me feel financially secure

**THE GREAT AUSTRALIAN DREAM?**
- 7 in 10 are concerned about how future generations will afford to buy a home
- 1 in 5 will rent forever

**HOW WE LIVE – ON THE RISE**
- Single person household
- Shift to apartment living
- More multi-generational homes

- 60% resentful renter
- 40% empowered renter
**KEY THEMES**

**MY hoME** - FOR ME, BY ME - MY HOME, MY WAY

**HAPPY HOME ALONE** - WE ARE SEEKING MORE TIME HOME ALONE

**MY HOME IS MY CAFÉ** - WE ARE ENTERTAINING DIFFERENTLY... MORE FREQUENTLY & MORE CASUALLY

**RE-ZONING** - WE ARE CREATING DEDICATED ‘ZONES’

**SMART LIVING** - HOME LIFE ENHANCED