



**CENSUSWIDE**

THE SURVEY CONSULTANTS

**CW6646c Executive Summary**

**Aviva**

**10.02.2021 - 12.02.2021**

## CW6646c EXECUTIVE SUMMARY

PREPARED FOR: Aviva

Aviva

2,013 Nat rep consumers

10.02.2021 - 12.02.2021

### QUESTION 1

**Q1. What changes, if any, have you made to your home since the start of the Covid-19 pandemic (e.g. renovations / decorating / upcycling etc.)? (Tick all that apply)**

- A quarter (25%) of respondents have decorated room(s) (painting/wallpapering) in their home since the start of the Covid-19 pandemic.
- Almost a fifth (18%) of respondents have done home maintenance e.g. fixing loose tiles, wobbly floorboards, outside guttering etc. in their home since the start of the Covid-19 pandemic.
- Just over 1 in 6 (17%) respondents have done garden renovations in their home since the start of the Covid-19 pandemic.
- 1 in 8 (12%) respondents have done storage solutions e.g. putting up shelves, bench with storage in their home since the start of the Covid-19 pandemic.
- 1 in 9 (11%) respondents have upcycled household items e.g. painting furniture, re-using discarded items in their home since the start of the Covid-19 pandemic.
- 3 in 10 (30%) respondents aged 35-44 have decorated room(s) (painting/wallpapering) in their home since the start of the Covid-19 pandemic, whilst a fifth (20%) of respondents aged 16-24 said the same.
- Over a quarter (27%) of respondents in Northern Ireland have done home maintenance e.g. fixing loose tiles, wobbly floorboards, outside guttering etc. in their home since the start of the Covid-19 pandemic, compared to 1 in 10 (10%) respondents in the North East who said the same.

### QUESTION 2

**Q2. Of the changes that you have made to your home since the start of the Covid-19 pandemic, which, if any, were/are you unhappy with or do you regret? (Tick all that apply)**

*Respondents who have made changes to their home since the start of lockdown.*

The top changes respondents have made to their homes since the start of the Covid-19 pandemic, that they were/are unhappy with or regret are:

1. Decorating room(s) (painting / wallpapering) (10%)
2. Home maintenance e.g. fixing loose tiles, wobbly floorboards, outside guttering etc. (6%)
3. Upcycling household items e.g. painting furniture, re-using discarded items. (6%)
4. Changing the use of a room e.g. bedroom to office, dining room to gym. (6%)
5. Storage solutions e.g. putting up shelves, bench with storage (5%)



- 1 in 12 (8%) male respondents were/are unhappy with the house maintenance e.g. fixing loose tiles, wobbly floorboards, outside guttering etc. they made to their home since the start of the Covid-19 pandemic, whereas 1 in 25 (4%) female respondents said the same.
- 1 in 7 (14%) respondents aged 35-44 were/are unhappy with the decorating room(s) (painting / wallpapering) they made to their home since the start of the Covid-19 pandemic, whilst 1 in 16 (6%) respondents aged 45-54 said the same.

### QUESTION 3

#### Q3. Thinking about the changes you were/are unhappy with or that you regret, roughly how much did they cost to have done?

*Respondents who have made changes to their home since the start of lockdown and are unhappy with them.*

- Over a fifth (23%) of respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £50-£100 to have done.
- Almost a fifth (18%) of respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £101-£250 to have done.
- Just over 1 in 6 (17%) respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £251-£500 to have done.
- 1 in 10 (10%) respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £501-£1,000 to have done.
- 1 in 12 (8%) respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £1,001-£2,000 to have done.
- On average, respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £676 to have done.
- On average, male respondents said thinking about the changes they were/are unhappy with or that they regret, they cost £697 to have done, compared to female respondents who said they cost £644.
- On average, respondents aged 16-24 said thinking about the changes they were/are unhappy with or that they regret, they cost £814 to have done, whereas respondents aged 55+ said they cost £510.

### QUESTION 4

#### Q4. Why were/are you unhappy or do you regret the changes that you made to your home since the start of the Covid-19 pandemic? (Tick all that apply)

*Respondents who have made changes to their home since the start of lockdown and are unhappy with them.*

The top reasons why respondents were/are unhappy or regret the changes that they made to their home since the start of the Covid-19 pandemic are:

1. It took longer / more work than I expected (25%)
2. The quality of work doesn't look good enough (19%)
3. There were significant problems during the project e.g. drilled through a pipe, someone got injured etc. (18%)
4. A project was started but hasn't been completed (18%)
5. It was more expensive than I was expecting (17%)
6. I'm already bored with the changes that I made (17%)



- Almost a third (32%) of respondents aged 55+ said they were/are unhappy or regret the changes that they made to their home since the start of the Covid-19 pandemic because it took longer/more work than they expected, whereas under a fifth (18%) of respondents aged 25-34 said the same.
- Just over a fifth (21%) of respondents aged 16-24 said they were/are unhappy or regret the changes that they made to their home since the start of the Covid-19 pandemic because a project was started but hasn't been completed, whereas 1 in 11 (9%) respondents aged 55+ said the same.

## QUESTION 5

### Q5. Do you intend to undo / put right any/all of the changes you made to your home since the start of the Covid-19 pandemic, that you regret or were/are unhappy with?

*Respondents who have made changes to their home since the start of lockdown and are unhappy with them.*

- Almost 3 in 5 (58%) respondents said they do intend to undo/put right any/all of the changes they made to their home since the start of the Covid-19 pandemic, that they regret or were /are unhappy with.
- Over 2 in 5 (42%) respondents said they do not intend to undo/put right any/all of the changes they made to their home since the start of the Covid-19 pandemic, that they regret or were /are unhappy with.
- Over two thirds (67%) of respondents aged 16-24 intend to undo/put right any/all of the changes they made to their home since the start of the Covid-19 pandemic, that they regret or were /are unhappy with, whereas under 3 in 10 (29%) respondents aged 55+ said the same.

## QUESTION 6

### Q6. Why do you not intend to undo/put right any/all of the changes you made to your home since the start of the Covid-19 pandemic, that you regret or were/are unhappy with? (Tick all that apply)

*Respondents who have made changes to their home since the start of lockdown, are unhappy with them and don't intend to undo/put right.*

The top reasons why respondents do not intend to undo/put right any/all of the changes they made to their home since the start of the Covid-19 pandemic, that they regret or were /are unhappy with are:

1. I can't be bothered to change things again (25%)
  2. The issues don't bother me enough – I can live with them (22%)
  3. I will make further changes in the future – just not yet (21%)
  4. I can't afford to make more changes (19%)
  5. Another person / other people in the home like the changes (16%)
- A quarter (25%) of male respondents do not intend to undo/put right any/all of the changes they made to their home since the start of the Covid-19 pandemic, that they regret or were /are unhappy with because the issues don't bother them enough- they can live with them, whereas under a fifth (18%) of female respondents said the same.



## QUESTION 7

**Q7. You previously noted that you do intend to undo/put right any/all of the changes you made to your home since the start of the Covid-19 pandemic, that you regret or were/are unhappy with. Roughly how much do you expect this to cost?**

*Respondents who have made changes to their home since the start of lockdown, are unhappy with them and intend to undo/put right.*

- Just under a fifth (19%) of respondents expect this to cost £50-£100.
- Just over 1 in 6 (17%) respondents expect this to cost £101-£250.
- Just under a fifth (19%) of respondents expect this to cost £251-£500.
- 1 in 8 (12%) respondents expect this to cost £501-£1,000.
- On average, respondents expect this to cost £716.
- Over a fifth (23%) of female respondents expect this to cost £50-£100, whilst just over 1 in 6 (17%) male respondents said the same.
- On average, respondents aged 16-24 expect this to cost £764, compared to respondents aged 35-44 who expect this to cost £635.

## QUESTION 8

**Q8. You previously noted that you were/are unhappy or regret the changes that you made to your home since the start of the Covid-19 pandemic. Does this put you off making changes to your home in the future?**

*Respondents who have made changes to their home since the start of lockdown and are unhappy with them.*

- Over half (54%) of respondents said this does put them off making changes to their home in the future.
- Over 2 in 5 (46%) respondents said this does not put them off making changes to their home in the future.
- Almost 7 in 10 (68%) respondents aged 16-24 said this does put them off making changes to their home in the future, whereas over a fifth (23%) of respondents aged 55+ said the same.

## QUESTION 8a

**Q8a. You previously noted that being unhappy or regretting the changes that you made to your home since the start of the Covid-19 pandemic has put you off making changes to your home in the future. Why is this? (Tick all that apply)**

*Respondents who have made changes to their home since the start of lockdown, are unhappy with them and has put them off making changes in the future.*

- Just under 3 in 10 (29%) respondents said they would use a professional tradesperson for more skilled jobs e.g. plumbing, plastering, electrical changes.
- Almost 3 in 10 (28%) respondents said they would ask friends / family to help them, so they weren't trying to do everything themselves.
- Over a quarter (27%) of respondents said they would be less impulsive and research their ideas more thoroughly before starting in future.



- Over a fifth (22%) of respondents said they would tone down their ideas and do something less wacky / bold.
- Just under a fifth (19%) of respondents said they would take more time to do a 'proper' job in the future.
- Almost a fifth (18%) of respondents said they would use a professional tradesperson for decorating.
- Almost a fifth (18%) of respondents said they would use better tools and materials to get the right finish.
- Just over a fifth (21%) of male respondents said they would use better tools and materials to get the right finish, whereas 1 in 8 (12%) female respondents said the same.
- Just over a fifth (21%) of male respondents said they would use a professional tradesperson for decorating, whereas just over 1 in 8 (13%) female respondents said the same.
- A quarter (25%) of respondents aged 16-24 said they would tone down their ideas and do something less wacky / bold, whilst 1 in 9 (11%) respondents aged 35-44 said the same.



# CENSUSWIDE

## THE SURVEY CONSULTANTS

CENSUSWIDE SPECIALISES IN ROBUST, HIGH QUALITY MARKET RESEARCH FOR THE GLOBAL COMMUNICATIONS INDUSTRY. OFFERING BOTH QUANTITATIVE AND QUALITATIVE METHODOLOGY OUR QUICK TURNAROUND SURVEYS DELIVER ACCURATE RESULTS IN LINE WITH OUR CLIENTS BRAND MESSAGE AND TRUSTED BY MEDIA.

WE ARE PROUD TO HAVE AN IMPRESSIVE REACH WITH A DEPTH OF NETWORK FROM C-SUITE TO FULL TIME PARENTS ACROSS 65 MARKETS AT A COMPETITIVE RATE IN TERRITORY OR WORLDWIDE.

CENSUSWIDE IS A MEMBER OF ESOMAR - A GLOBAL ASSOCIATION AND VOICE OF THE DATA, RESEARCH AND INSIGHTS INDUSTRY. WE COMPLY WITH THE MRS CODE OF CONDUCT BASED ON THE ESOMAR PRINCIPLES.

---

12-14 BERRY STREET, LONDON, EC1V 0AU

0207 251 9955

[INFO@CENSUSWIDE.COM](mailto:INFO@CENSUSWIDE.COM)

FOR FURTHER DETAILS ON THIS REPORT, CONTACT:

NAME: Lucy Stewart

EMAIL: [lucy@censuswide.com](mailto:lucy@censuswide.com)

NUMBER: 02072519955