



Little
Black
Book.

HOME AND DIY
EDITION

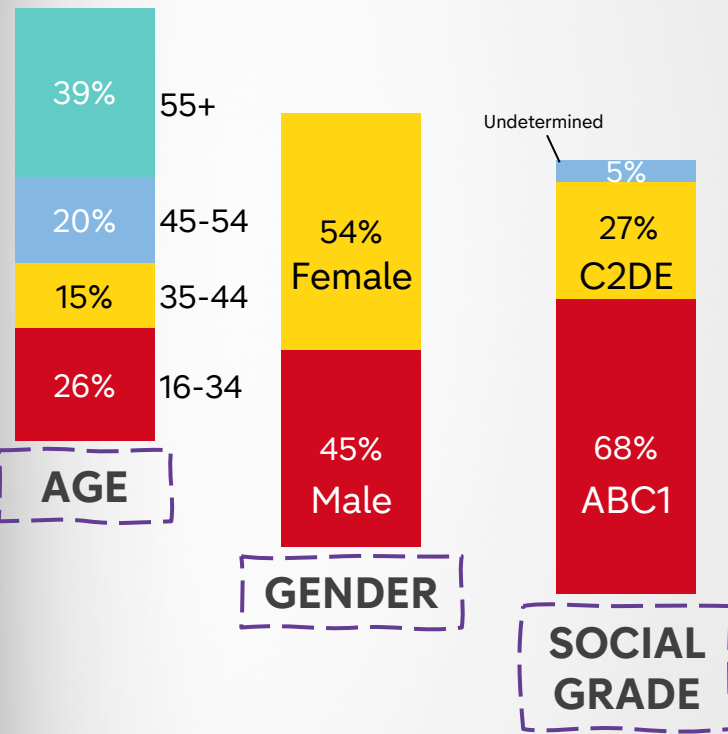


Methodology

We sent a survey to our **Core4** community, which is made up of a subset of our All 4 registered viewers and **4Youth**, our community of 16-24s. In total **we collected 1,020 responses.**

Respondents were asked questions about their **home, furniture and DIY purchasing habits**, their **attitudes** towards their home and their opinions towards **Channel 4's home programming.**

Our sample skews slightly older, more upmarket and more female



Contents



01

Househunting

02

DIY and Lockdown

03

Furniture

04

Spotlight on
Disability

05

Our Programming

06

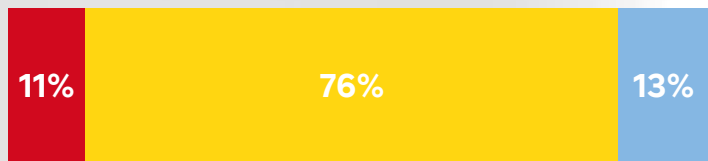
Our Channels

House hunting



Over 1 in 10 are planning to move house in the next year

Are you planning to move in the next twelve months?

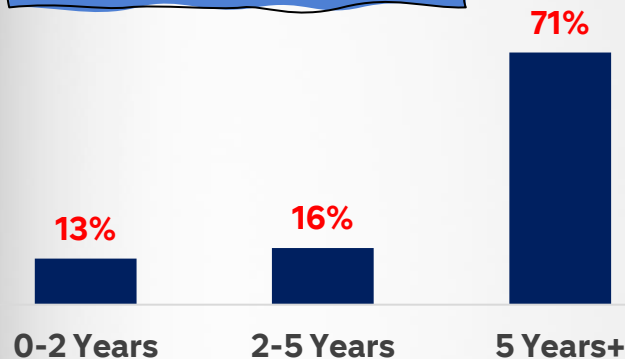


■ Yes ■ No ■ Not Sure

23% of 16-24s are planning to move



How long have you lived in your current home?



When searching for a new home...

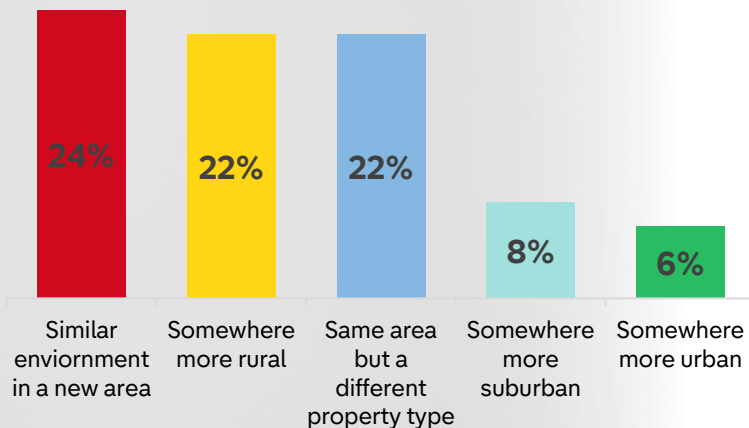
74% have used an **online estate agent**

22% have gone to an estate agent in **person**

3% have used a **room or flatmate finding service** (e.g. Spareroom)



46% plan on moving to a similar environment or area to the one they live in already



Space and practicality was ranked as the most important factor when looking for a new home

Space and practicality **73%**



68% Peace and quiet

Value for money **66%**



60% Good transport links

Access to green spaces **59%**



57% Good amenities

Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1: Where do you plan on moving to? N=118

Q2: ...and if you were/were to move, what are your FIVE most important factors when looking for a new home? N=1020

DIY and Lockdown



30% make changes to their home at least once a year

A range of changes are being made...

Repainted the whole house, new kitchen and wooden flooring.

Altered bedroom to accommodate a new bed

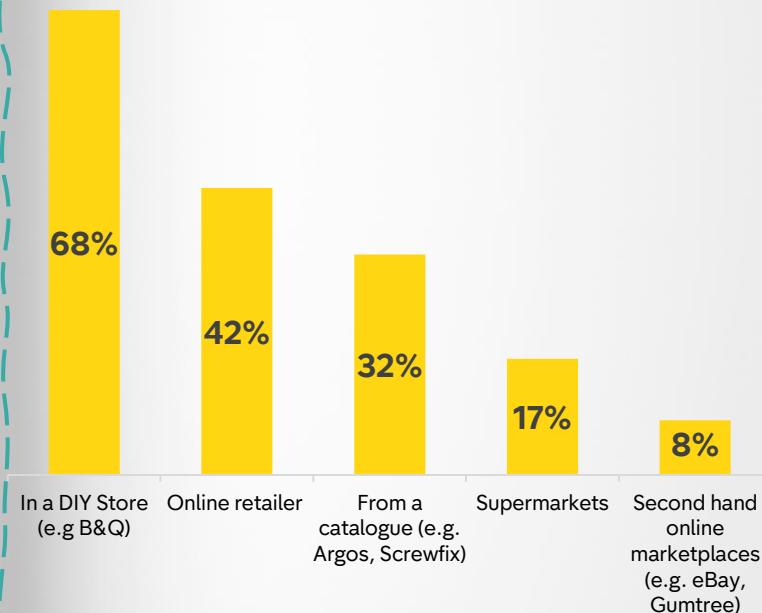
Repairing a garden wall

Roof replacement and decorating

"Complete refurb of whole house which had not been modernised for several decades

29% have bought tools in the past twelve months

Where are they usually bought from?



Some said DIY can be stressful...



65%

Agree DIY can be 'overly stressful'



48%

Agree DIY products are becoming too expensive



43%

Agree DIY is 'too time consuming to enjoy fully'

...but also economical and rewarding

63%

Agree DIY 'saves me a lot of money'



57%

Agree DIY 'helps me take pride in my home'



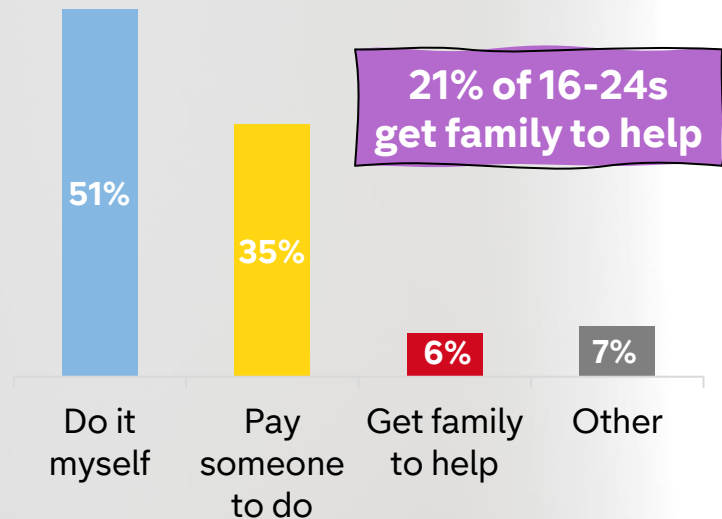
55%

Agree they find DIY 'to be a rewarding activity'



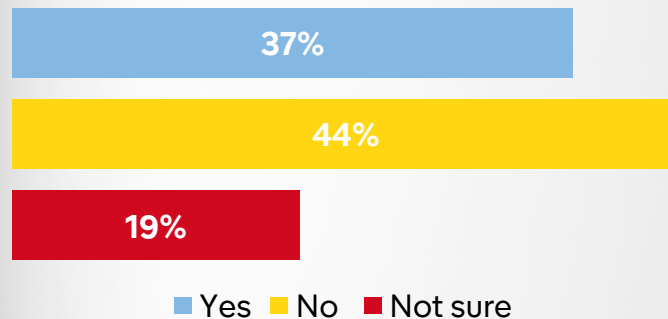
Over half of respondents say they do renovations themselves

When it comes to DIY or renovations, who usually does this?



And 37% are planning to do works in the next year

Are you planning any major DIY or decoration in the next twelve months?



Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

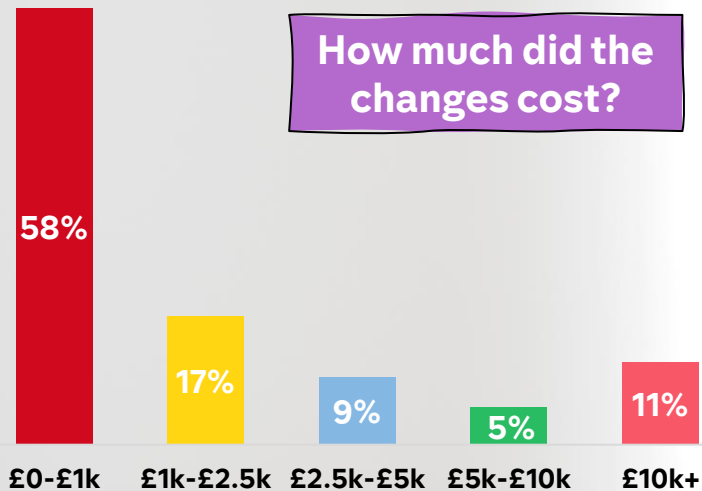
Q1: When it comes to doing DIY and/or renovations, who usually does this? ? N=862 (16-24 sample: 104)

Q2...and are you planning any major DIY or decoration to your home in the next 12 months? N=384

41% made changes to their home during lockdown

24% said they originally hadn't planned any work, while 11% had planned work that was impacted by lockdown

How much did the changes cost?



Some shared their upgrades with us...

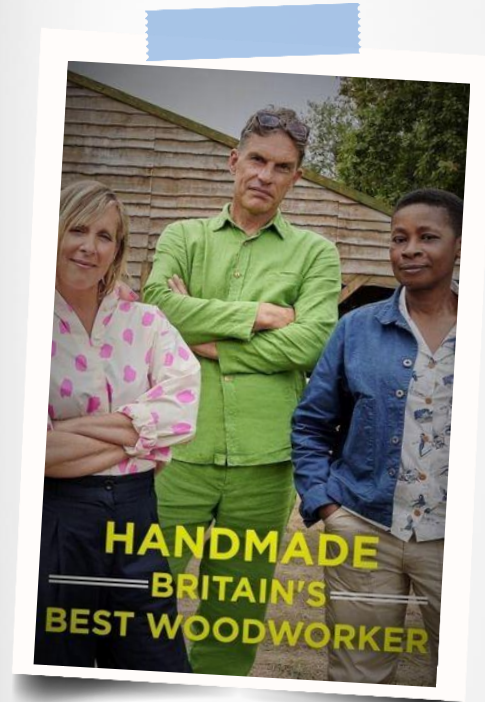


Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1: Final few questions! Thinking about the lockdowns of 2020 and 2021, did you make changes to your home during this period? This could include re-designing a room or having major work done.

Q2: How much would you say your project cost to do?

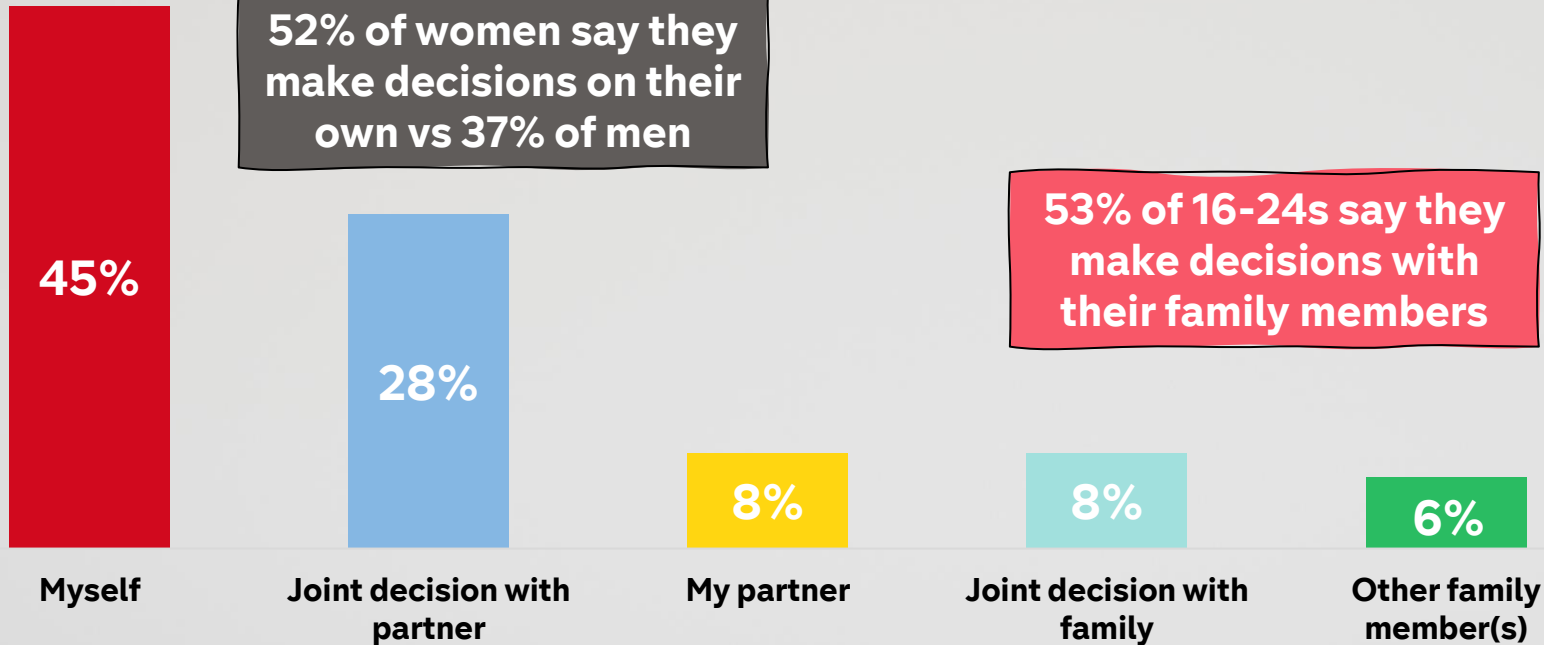
Furniture



45% make furniture purchasing decisions on their own

52% of women say they make decisions on their own vs 37% of men

53% of 16-24s say they make decisions with their family members



Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1: Who makes most of the home décor/furnishing decisions in your home? N=1020 (Female n= 554 / 16-24 n=104)

In-person shopping is the most popular way to find furniture

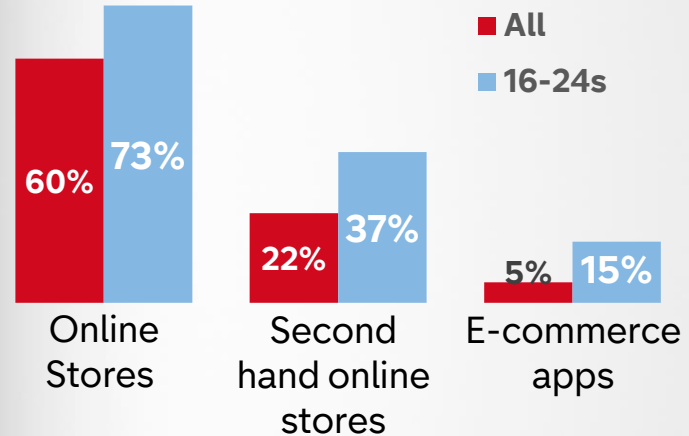


In terms of spending...

- **24%** spend **over £1000** on furniture in a normal year. **4%** spend over **£2500**.
- **43% disagree** with the statement "I only look for low price furniture".



The future is digital! 16-24s are more likely to shop for furniture online



Respondents want affordable furniture that doesn't compromise on quality

What five factors influence/inspire your choice of furniture most?



Some consumers are more eco conscious in their buying habits

26% consider energy efficiency (e.g. in new appliances)

16% consider the sustainability of materials

9% consider whether the item has been re/upcycled.

Upcycling is economically sound ... and can raise funds for charity

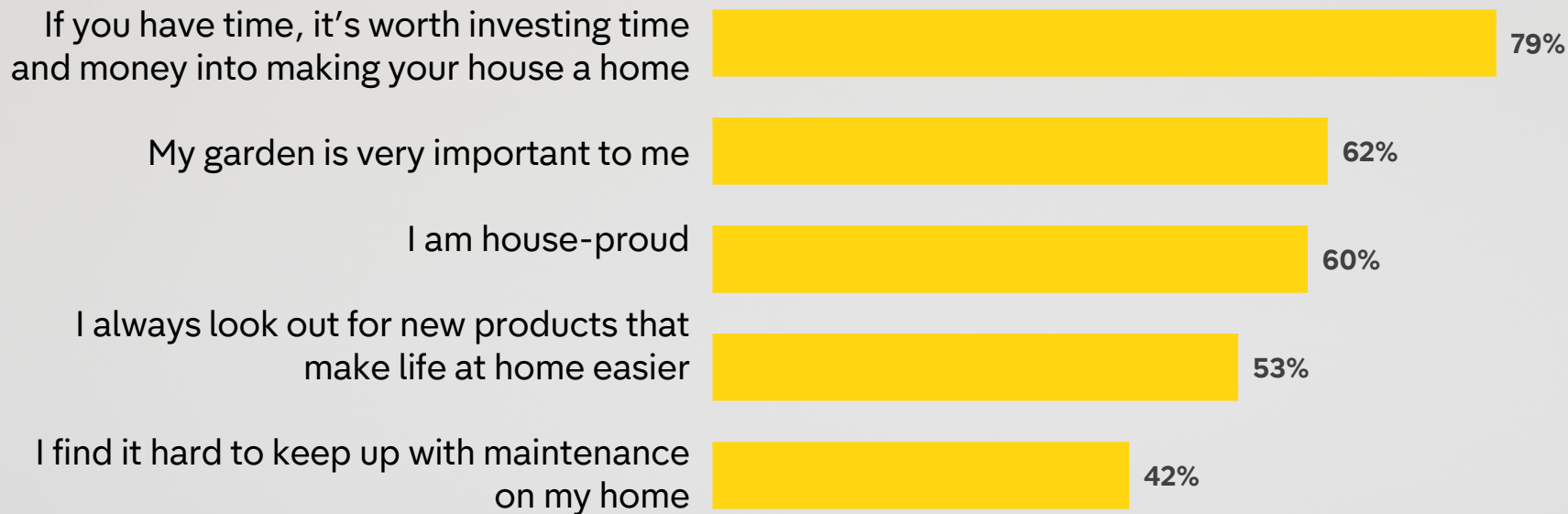
Far too many people change their furniture simply to keep up with trends. So much waste!

Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1 And what FIVE factors do you think influence and/or inspire your choice of furniture most? N= 1020

Q2: You said that sustainably sourced materials, upcycled/recycled and/or energy efficient were important factors when buying furniture. Could you please explain a little more about why you think this? N=415 (Open text)

79% agree it's worth 'making your house a home' through the furniture you buy



Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.
Q1: And to what extent to you agree/disagree with these statements? N=1020

Spotlight on Disability



Many have made changes to their home to adapt to specific needs

The most mentioned house/appliance alterations included...

Shower fit

31 mentions

Hand rails installed

31 mentions

Bathroom Access

30 mentions

Ground floor re-adjustments

17 mentions

Creating a wet room

12 mentions

Widened doors

6 mentions

What do you wish brands knew more about in terms of disability?

Affordability

I wish that aids and add-ons for disabled people weren't so expensive.

Affordability in general, things are just more expensive when they're 'accessible' and no one really challenges it.

Aesthetics and design

Make things more easy to use and easier to move around, and make sure they are safe and sturdy.

I think the main is to remember that yes things need to be practical and accessible ... but they also need to look as nice as possible.

Access and availability

Accessibility and ease of use is a major factor. More adjustable beds, seating, tables would be welcome.

I'd like to see more aids and gadgets sold in mainstream shops, both on the high street and online.

Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

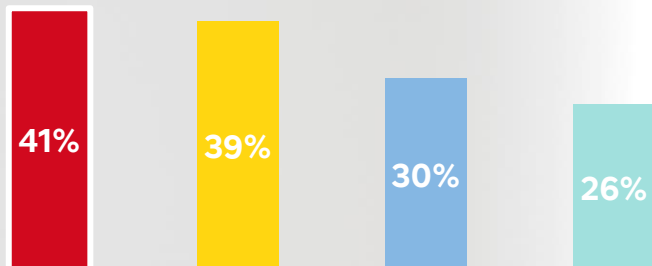
Q1: Have you made any changes to your home environment to support your own or others' needs? If so could you let us know what changes you made? N=234 (Open text)

Q2: Is there anything you wish furniture/homeware brands knew more about/did more about in terms of disability and accessibility? N=234 (Open text)

Our Programmes



41% take inspiration for their homes from TV programmes...



TV Programmes Friends and Family Magazines Social Media



...and Grand Designs is their most-watched programme

% who watch

80%



76%



63%



Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1: When deciding to upgrade your home, where do you take design inspiration from? Select all that apply N=1020

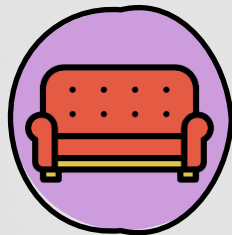
Q2: Now thinking about TV (our favourite), have you watched any of these programmes before? N=444

Channel 4's home programming is very well received



87%

Agree Channel 4 is a 'good fit' for home brands



76%

Say they notice home décor in TV shows



74%

Take inspiration from C4 home improvement shows



54%

Say they associate C4 with home programming



40%

Look for home brands they've seen on TV

21% recalled ads by home brands, such as...



Source: Core4 Survey, July 2022. Sample weighted to reflect avg. C4 viewer profile.

Q1: And to what extent do you agree/disagree with these statements? N=444

Q2: Do you remember any particular TV ads from home and/or DIY brands? If you do, let us know which! N=444

Our Channels



Channel 4 Viewers



House/Furniture Habits:

N=681

75%

Want **space and practicality** in a new home

89%*

Want **quality** from furniture purchases

20%

Spend over £1k per year on furniture

DIY

N=611

27%

Make changes to their home at least once a year

52%

Do house upgrades themselves

44%

Get home inspiration from TV shows

Sustainability

N=681

36%

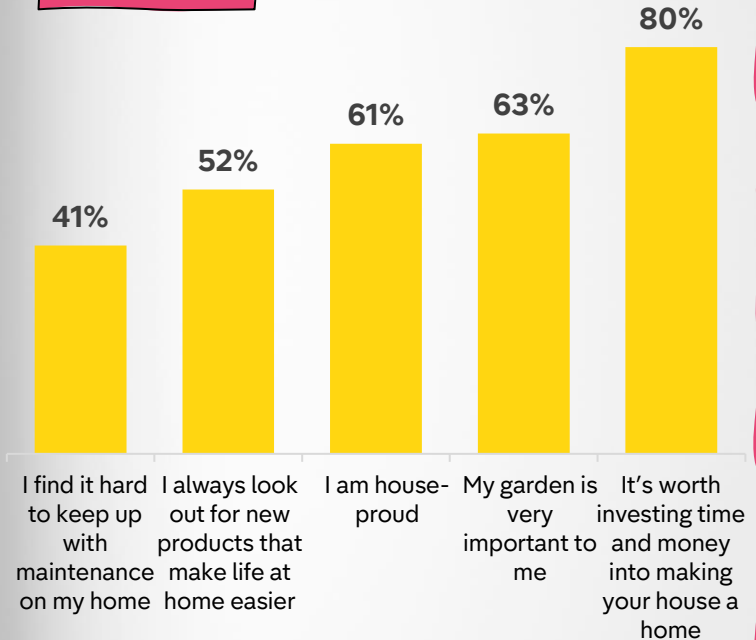
Prefer to purchase sustainable furniture

27%

Want energy efficient products

% Agree

N=681



E4 Viewers



House/Furniture Habits:

N=269

76%*

Want **space and practicality** in a new home

90%*

Want **good prices** from furniture purchases

10%

Spend over £1k per year on furniture

DIY

N=238

31%

Make changes to their home at least once a year

55%

Do house upgrades themselves

44%

Get home inspiration from TV shows

Sustainability

N=269

39%

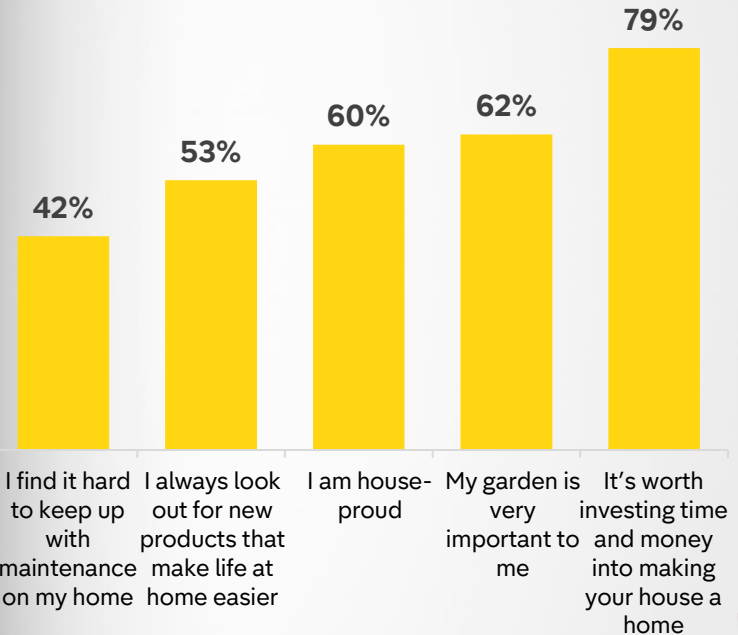
Prefer to purchase sustainable furniture

23%

Want energy efficient products

% Agree

N=269



More4 Viewers



House/Furniture Habits:

N=265

78%*

Want **peace and quiet** in a new home

91%*

Want **quality** from furniture purchases

12%

Spend over £1k per year on furniture

DIY

N=235

27%

Make changes to their home at least once a year

54%

Do house upgrades themselves

49%

Get home inspiration from TV shows

Sustainability

N=265

39%

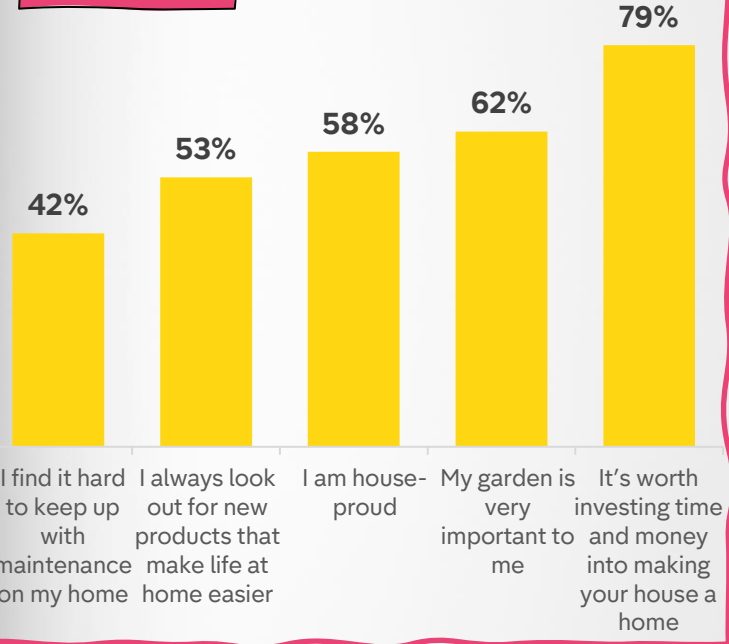
Prefer to purchase sustainable furniture

24%

Want energy efficient products

% Agree

N=265



Film4 Viewers



House/Furniture Habits:

N=237

73%*

Want **peace and quiet** in a new home

90%*

Want **quality** from furniture purchases

12%

Spend over £1k per year on furniture

DIY

N=213

29%

Make changes to their home at least once a year

54%

Do house upgrades themselves

45%

Get home inspiration from TV shows

Sustainability

N=237

37%

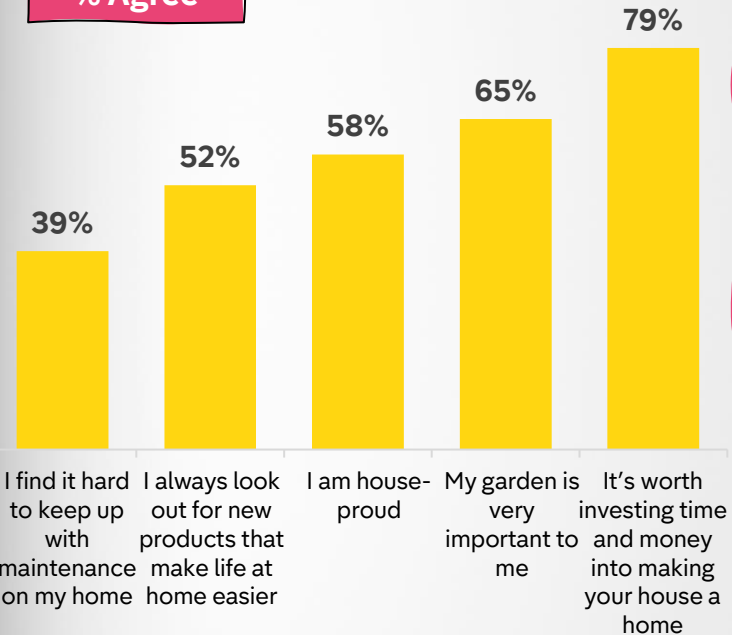
Prefer to purchase sustainable furniture

24%

Want energy efficient products

% Agree

N=237



I find it hard to keep up with maintenance on my home

I always look out for new products that make life at home easier

I am house-proud

My garden is very important to me

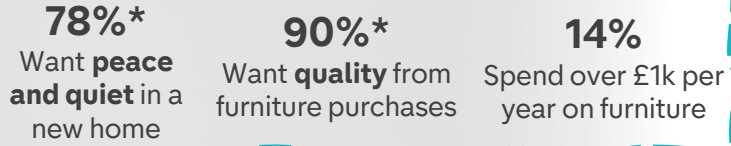
It's worth investing time and money into making your house a home

All4 Viewers



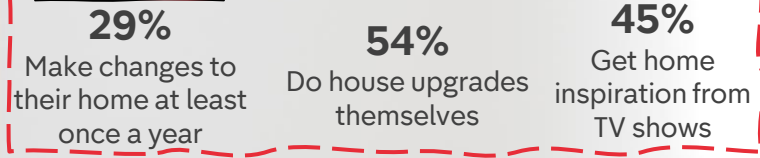
House/Furniture Habits:

N=382



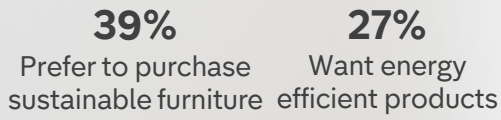
DIY

N=335



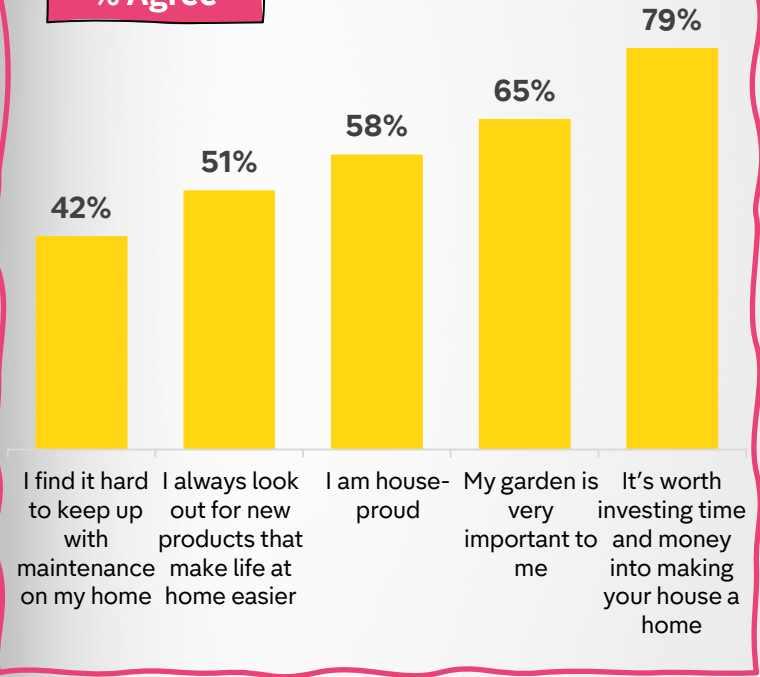
Sustainability

N=382



% Agree

N=382



ABC1 Adults

House/Furniture Habits:

N=694

72%*

Want **space and practicality** in a new home

88%*

Want **quality** from furniture purchases

16%

Spend over £1k per year on furniture

DIY

N=608

29%

Make changes to their home at least once a year

54%

Do house upgrades themselves

45%

Get home inspiration from TV shows

Sustainability

N=694

37%

Prefer to purchase sustainable furniture

26%

Want energy efficient products

% Agree

N=694

44%



I find it hard to keep up with maintenance on my home

53%



I always look out for new products that make life at home easier

63%



I am house-proud

63%



My garden is very important to me

82%



It's worth investing time and money into making your house a home

16-34s

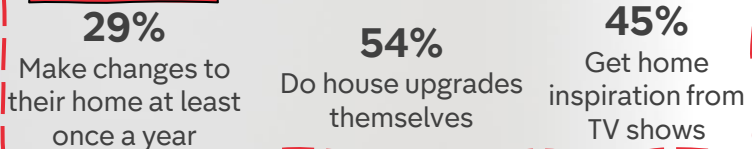
House/Furniture Habits:

N=163



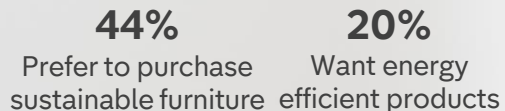
DIY

N=105



Sustainability

N=163



% Agree

N=163

