



Homes Barometer

Background

- The Homes Barometer provides a regular insight into how **attitudes and behaviour** are changing **throughout the course of the recession**, enabling us to identify **trends** and highlight potential **signs of recovery**
- It provides insight into the **premium nature of its home interest audience**, their attitudes & behaviour in relation to their homes, and the impact of the credit crunch
- Five minute online survey conducted by IPC Insight



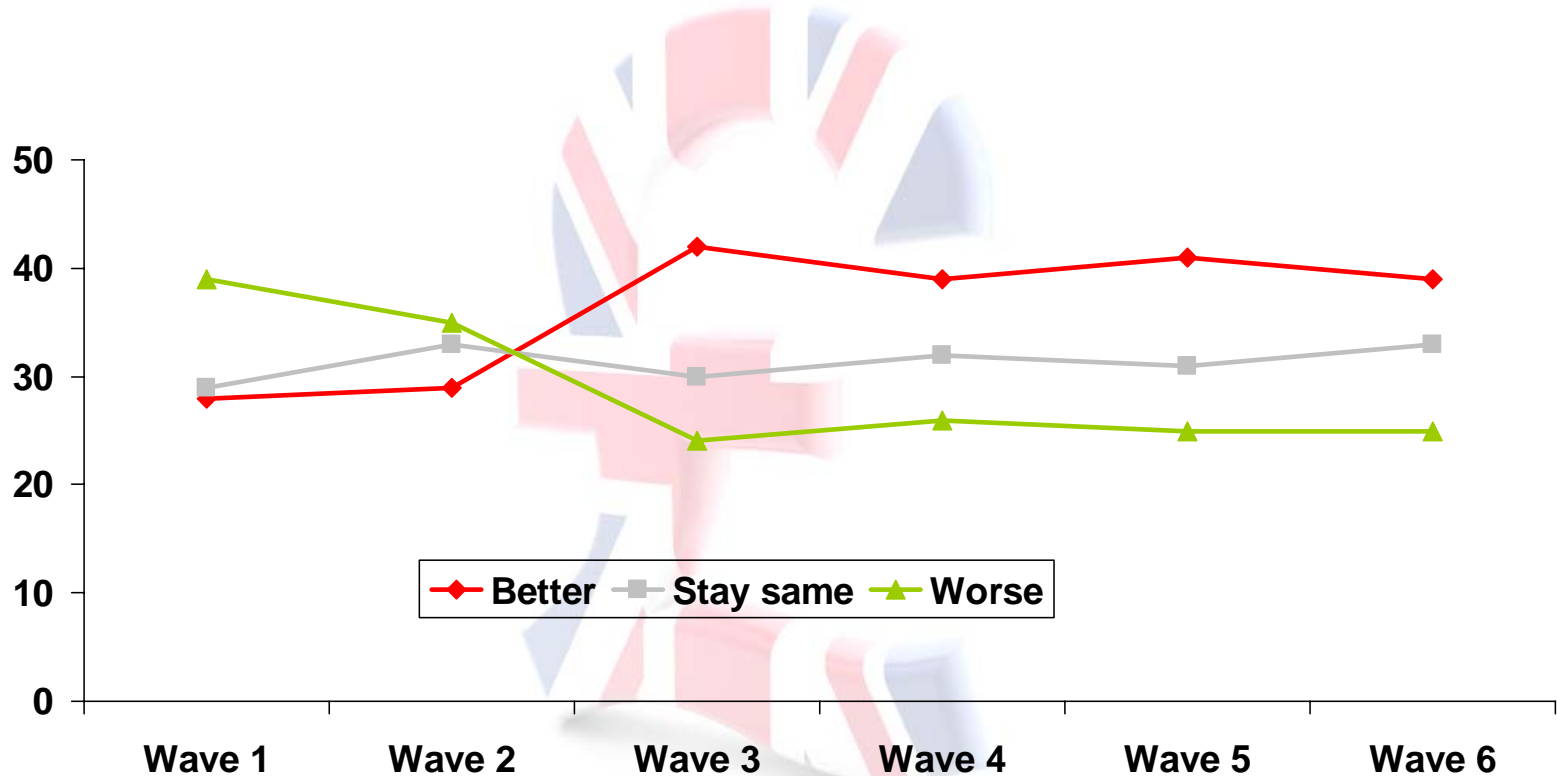


4 key findings



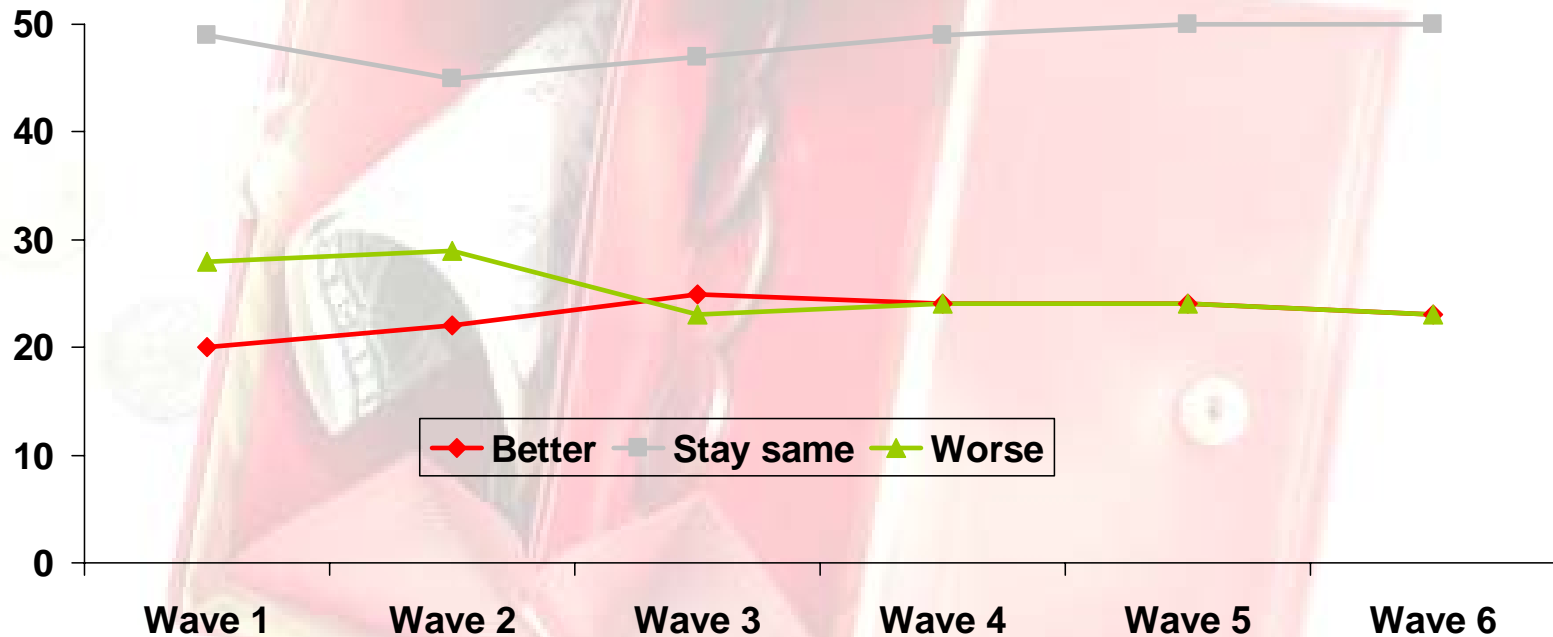
1. Confidence in the economy is growing

Confidence in the economy is growing - over the next 6 months 39% are expecting improvements in the economy – up 11 pp since Wave 1



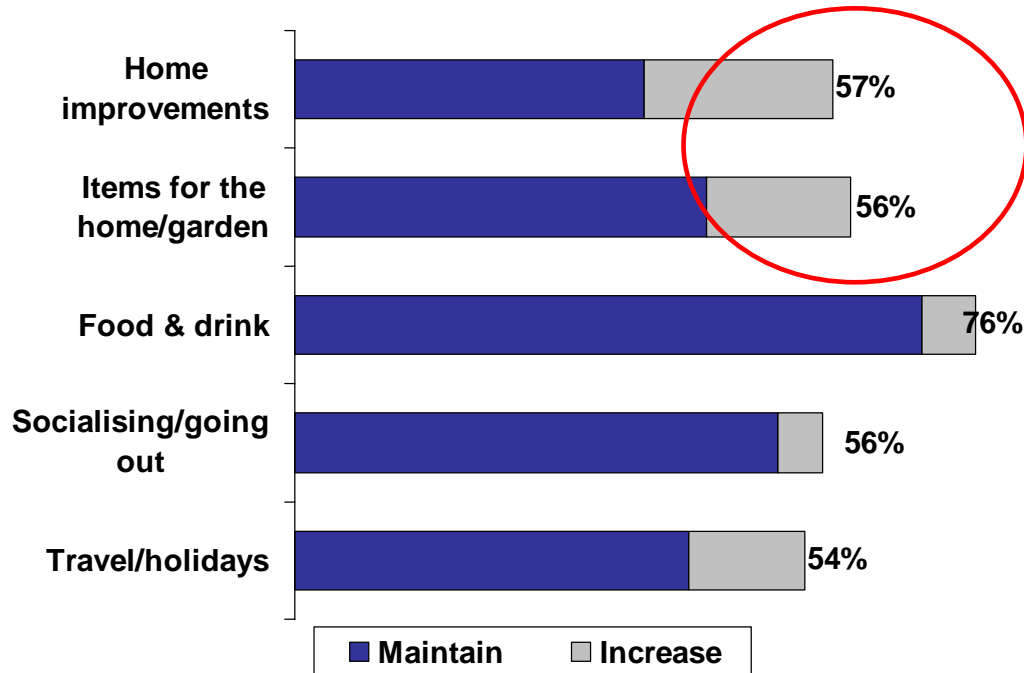
2. Increasing confidence in their own financial situation

Confidence in their own personal situation over the next 6 months is now split equally between those expecting things to get better and those expecting things to get worse, although half expect no change at all



3. Spending priorities are on the increase

Respondents plan to increase or maintain their spend over the next six months in the following areas:



The home remains a key priority, being the area where a planned increased in expenditure is most likely. Regular readers of Southbank Home Interest titles are more likely than the average respondent to be planning on increasing their spend on home improvements and items for the home garden in the next 6 months

4. Quality remains a priority

When it comes to things for their home, quality remains a priority despite the credit crunch:

- **56%** are now going ahead with projects compared to 50% in Wave 1
- **20%** claim that the credit crunch has not impacted on plans for their home and are going ahead with projects as originally planned
- **74%** would prefer to buy fewer products but maintain the quality that they're used to – rising to **84%** for regular readers of Southbank Home Interest titles

However , the credit crunch HAS had an impact on their purchase behaviour:

- **Over 8 in 10** now consider products for their home more carefully
- **9 in 10** are more likely to shop around and compare prices before making a big outlay

There has been little change in these attitudes since Wave 1 suggesting that this focus on quality and increased attention to purchase decisions could be longer term trends

This is a summary of findings from the Home Barometer research.

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