

THE HOME IS OUR SANCTUARY MORE THAN EVER

2020 changed our relationship with the home. Australians are rethinking and reshaping how we live our life around the home and what we spend our time doing. Whether it's our approach to work, life, celebrating, learning, entertaining, or connecting. We are spending more time in the home and we now rely on it as a comfortable space to do more, and provide solutions to new challenges we face.

The way we have viewed home has changed:

- 1** We've become more social in the home and with our household.
- 2** We're upgrading to make home more comfortable.
- 3** Technology is unlocking support functions we need in the home.
- 4** 2020 has brought generations together.

**AUSTRALIANS
@ HOME
BY SAMSUNG**



Baby Boomers flocked online to socialise through platforms like House Party and Zoom, switched to banking and grocery shopping online, downloaded apps. At the same time, Millennials and Gen Z found peace and enjoyment from preparing meals and nesting at home – cleaning, reorganising, and making their living spaces their sanctuaries.

This is the third Australians@HOME study by Samsung, and this most recent study uncovers more consumer insights about our lives at home, and the role technology plays in helping make Australians' lives easier.

Tech as the home entertainer.

AUSTRALIANS
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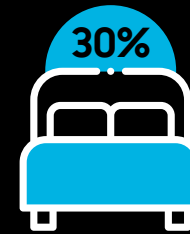
In 2020 we danced, cried, binged, worked and learned, through the technology in our home. The TV was at the heart of this as it became part of our refuge and escape from stresses and gave Aussie households an opportunity to come together around the 'box' more than ever.

WATCHING TV SHOWS HAS BECOME
A MORE COMMUNAL EXPERIENCE



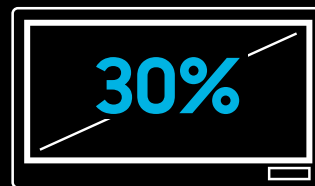
say their households
have been watching TV shows
together more often.

To support this entertainment hub, on
average Aussie households now average

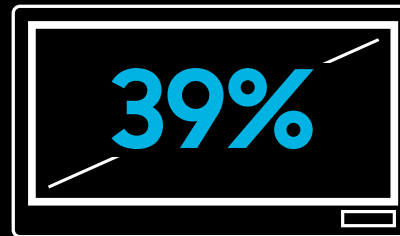


30%
OF ALL TV'S
ARE IN THE
BEDROOM

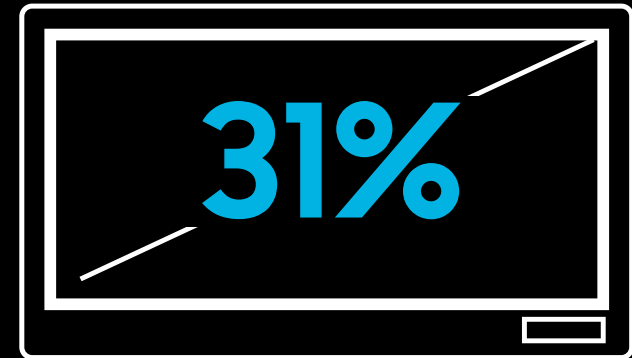
AND IT SEEMS **SIZE** DOES MATTER
WITH OVER 70% OF AUSSIES' MAIN TV OVER 50 INCH



<50 INCH



50-59 INCH



>60 INCH

Australians spend
37 hrs/wk

in front of a TV - live tv, streaming services
and watching sport the most popular;



**The Australians@HOME study by Samsung was conducted in November, 2020 (sample: n=1000 nationally representative among people aged 18-75)

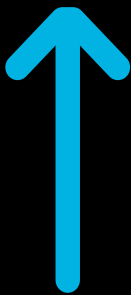
Aussies turn to cooking.

In 2020, many Aussies turned to the kitchen as a hub for in-home entertainment. We revitalised old baking and cooking hobbies, used food and meal prep to switch off from life/ work, and utilised the extra time on our hands to prepare good quality food for families and ourselves.

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AUSTRALIAN
DINING HABITS
HAVE CHANGED



44%

are cooking from scratch more.

TURNING TO THE KITCHEN
MOST TO COOK MORE ARE:



58%

YOUNG FAMILIES



49%

MILLENNIALS



50%

RENTERS

AUSTRALIANS ARE
EATING MORE MEALS
TOGETHER.

29% OF
AUSTRALIANS

eat more meals together

THIS IS HIGHER FOR
YOUNG FAMILIES (44%)
AND THOSE IN
VICTORIA (38%).



While not just a new hobby and a passer of time, meal-time became a time to come together... winding the clock-back on family dinner time as more Aussies came together around meals.

Hygiene in the home.

2020 saw a huge increase in de-cluttering and cleaning. It was a literal time to get our homes and lives in order. People were 'feeling' their spaces a lot more and wanting to get rid of clutter and unnecessary things to make way for items that would make their environments feel more purposeful in this new world.

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IN 2020, AUSTRALIANS SPENT



With more time being spent at home, half of Australians are now feeling on top of their chores.



Working from home allowed them to catch up on chores; this was especially true amongst **Young Families (53%), and Males 18-24 (66%)**

YOUNG AUSSIES PUT THEIR EXTRA TIME TO GOOD USE, SWAPPING CLUBBING FOR CLEANING....

Over a quarter of Australians (27%) are doing a deep clean weekly. This is more frequent amongst:

18-24
» 40% WEEKLY

25-39
» 33% WEEKLY

55-75
» 16% WEEKLY



18-24 and 25-39 year olds are more concerned about the cleanliness of their homes and clothes, compared with the older generations.

81% OF AUSSIES

are concerned about keeping dust and mould out of their home
HIGHEST AMONGST 18-24 (86%), 25-39 (87%)

79% OF AUSSIES

are concerned about keeping surfaces clean (benchtops, floors);

