



MEDIA BULLETIN

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HEY BIG SPENDERS: UK HOMEOWNERS SPLASH THE CASH ON CULINARY EQUIPMENT AND HI-TECH GADGETS

- **Increasing numbers of people own hi-tech items including coffee machines, exercise equipment and Bluetooth speakers, boosting the average value of contents in the home by over £2,900 in just one year**
- **Homeowners are investing in “hubs of the home”; the average value of contents in the kitchen is £6,206 and £5,358 in the living room**

Culinary equipment and high-tech gadgets have topped the UK’s most owned household items list, reveals new research from Lloyds Bank Insurance.

The Britain at Home report found that a wide variety of non-essential items are now found in the home, from cooking tools (the most popular item for homeowners is a food mixer, owned by 69% of people) to artwork (owned by 47%) and different types of exercise equipment (35% of people own either one or more fitness-related items).

Investment in these nice-to-have goods has seen the value of contents in the home rise by £2,900 over the last year. The communal areas saw the greatest levels of investment in 2016, with the average value of the living room increasing from £4,911 to £5,358 since 2015, and the kitchen up from £5,596 to £6,206 in the same period.

Most commonly-owned household items	
Food mixer	69%
Slow cooker	54%
Coffee machine	47%
Artwork	47%
Games console	36%
Juicer	31%
Bread maker	29%
Exercise home equipment	23%
Bluetooth speakers	23%
Exercise bike	19%

Five of the most popular household items are all found in the kitchen, as programmes such as the Great British Bake Off and MasterChef continue to dominate UK screens driving a nationwide interest in culinary pursuits. In addition to the two thirds of people who own a food mixer, significant numbers of homeowners have splashed out on a slow cooker (54%) and coffee machine (47%).

High-tech gadgets are also top of the list for Brits looking to spruce up their living space; more than a third (36%) of people own games consoles, whilst a quarter (23%) have Bluetooth speakers. Just falling outside of the Top 10, other popular items help people keep up with the great British tradition of gathering together to watch their favourite programmes, a sixth (15%) of homeowners have invested in a home cinema, whilst a tenth (11%) own an Ultra HD TV.

However, a number of the top ticket items are less relaxation-oriented. In the space of just a year, the popularity of home-based exercise equipment has more than doubled. While last year a fifth (19%) of people owned home gyms, in 2016, 35% of people said they keep fitness equipment or bikes in the home.



Tim Downes, senior claims manager, Lloyds Bank Insurance said: “Across the UK people are increasingly using their home as not only the centre of family life, but a place to spend time doing their favourite leisure activities. As part of this, homeowners are making the most of their space by investing in items that they can enjoy with friends and families.

“To make sure you can enjoy your hard-earned items worry-free, it’s important to ensure that your insurance policy continues to fully meet your needs, so take the time to check periodically that your cover is adequate. That way, you’ll be protected in the event of any issues, from accidental breakages, to theft and water damage.”

ENDS

Notes to editors:

About *Britain at Home*

Britain at Home is a bi-annual report commissioned by Lloyds Bank Insurance, designed to build a comprehensive picture of British home life and spending priorities by shining a light on the way we invest in and utilise our homes and gardens.

About Lloyds Bank Insurance

Lloyds Bank Home Insurance, Home Insurance Premier and Home Solutions are all underwritten by Lloyds Bank General Insurance Limited. Lloyds Bank Home Solutions has a 5 Star Defaqto rating.

Methodology

Research consisted of a nationally representative sample of 2,000 UK adults aged 18+ conducted online in September by Opinium Research on behalf of Lloyds Bank Insurance. The percentages of people who own particular contents are calculated through a questionnaire asking which of the listed items they have inside their current house, and working out the average.

The increasing percentages of value and ownership are calculated by comparing research examining the ownership levels and estimated value of contents for the year 2016 versus 2015 and last.

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