

Brits' secret love affair with hygge revealed

Submitted by: Jacqui Green Marketing

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A secret British passion for yet another aspect of Scandinavian culture is revealed today.

After flat-pack furniture, meatballs and dark crime thrillers, it turns out we share a powerful love of 'hygge' too.

New research shows that while many of us may be unfamiliar with the meaning of the Danish word hygge – less than a quarter (22 per cent) of those surveyed said they understood it – the Brits really do grasp the concept, even if they don't realise it.

Hygge centres on the simple things that make us feel cosy and content. Although there is no English translation, UK homeowners are more tuned in than they know, with almost all respondents (98 per cent) saying that they feel their home has an impact on their sense of wellbeing.

The survey by Everest Home Improvements shows that the simple things work well for us too. More than a third of those questioned (38 per cent) say that nice scents create a feeling of hygge in their homes, while two out of five (40 per cent) say natural light is important.

More than half (58 per cent) say they feel content simply spending time with family, friends or partners, and 43 per cent say the simple act of locking their doors and windows gives them a sense of wellbeing.

In true Scandinavian style, nearly a quarter of respondents (23 per cent) light a fire or log burner to help them feel contented, while around half (52 per cent) draw the curtains and almost a third (32 per cent) opt for the intimate appeal of candlelight. Bringing natural elements into the house such as flowers and pine cones creates hygge for three in ten of us (29 per cent).

Bottom of the list for bringing hygge into the home was communication with the outside world, with only one in ten (11 per cent) saying their devices helped them feel content.

TV psychologist Emma Kenny explains the importance of wellbeing in the home: "Human beings crave feelings of security and belonging, two attributes that happy homes offer, and the Danish term 'hygge' encapsulates this feeling of cosiness and contentment, which can only be achieved when we are fully at ease and feel warm and safe.

"Our homes are not simply bricks and mortar; they are the foundation and embodiment of personal sanctuary, a space where we truly feel ourselves.

"Making our homes a little piece of personal perfection is really good for improving wellbeing and there are numerous studies that have evidenced how the way we organise and look after our homes can make us feel really positive about our personal worlds. In fact, taking time to add those extra special features can really enhance the way we feel about the spaces we inhabit, and in return enhance our lives."

The survey was conducted by Everest to coincide with the recent launch of its advanced GrabLock window locks.

Everest's Marketing Director, Martin Troughton, said: "We know from talking to British homeowners – something Everest has been doing for more than 50 years – that security and warmth are top of their list of requirements, both of which are intrinsically linked to feeling happy and content in our homes, creating that sense of hygge. You're not going to feel cosy and relaxed in your home if you're not secure and warm, so getting the basics right allows you to really make the most of your environment. The introduction of virtually impenetrable locks such as GrabLock, for instance, takes home security to a whole new level, providing greater reassurance and peace of mind.

"What was more of a surprise though was finding out quite how in tune we already are with the concept of hygge, which it turns out is much more of a British phenomenon than previously thought – even if we don't have a name for it."

Designed and developed exclusively with Yale, GrabLock has three times more contact area along the locking mechanism than an average window lock. It has been rigorously tested for strength and security, and has achieved the Secured by Design seal of approval – a police initiative to 'design out crime' with physical security.

10 British Hygge Habits

1. Spending time with partner / family / friends in the house (58 per cent)
2. Drawing the curtains/closing the blinds (52 per cent)
3. Making the bed up with fresh sheets (52 per cent)
4. Turning up the heating (44 per cent)
5. Locking the doors and windows (43 per cent)
6. Cooking / baking (42 per cent)
7. Enjoying the view from my window (34 per cent)
8. Lighting candles (32 per cent)
9. Decluttering (30 per cent)
10. Bringing elements of nature into the home (29 per cent)

Ends

Notes to editors:

The research:

The research for Everest was carried out online by Opinion Matters between 20/03/2017 and 23/03/2017 amongst a panel resulting in 1,003 UK homeowners including 503 who have been burgled. All research conducted adheres to the MRS Codes of Conduct (2010) in the UK and ICC/ESOMAR World Research Guidelines. Opinion Matters is registered with the Information Commissioner's Office and is fully compliant with the Data Protection Act (1998).

About Everest:

Everest has been at the forefront of innovation in the home improvement industry for over 50 years, offering an impressive range of high quality windows and doors in UPVC, aluminium and timber, as well as conservatories, orangeries and other home improvement products. With factories in Wales and South-East England, each Everest window is custom made and fitted to the exact millimetre. Its products are continuously tested to the latest security standards as well as a number of bespoke tests demonstrating thermal efficiency, strength and more, ensuring that the homes of Everest customers are some of the warmest, safest and most secure in the country.

www.everest.co.uk

About Emma Kenny:

Emma Kenny is a highly experienced presenter and professional, with psychological and counselling qualifications recognised by the British Association of Counselling and Psychotherapy and the British Psychological Society. She is a resident expert on ITV's This Morning and also appears regularly on Good Morning Britain.

- Hi-res photo of Emma Kenny available upon request
- Emma will be speaking about 'home hygge' and the importance of wellbeing in the home at This Morning Live from 18-21 May at the NEC, Birmingham. For more details, visit: www.thismorninglive.co.uk

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