



Tech driving tradition out of today's family home

Argos | Press release

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- New furniture brand, Heart of House, conducts biggest ever social media study to help paint a picture of today's British home
- Classic items put to new uses including cushions used as laptop stands
- TV cabinets and bookshelves are being banished from over one third of homes

Many modern homes are consigning TV cabinets (38 per cent), office desks (35 per cent) and even hostess trolleys (60 per cent) to the history books, according to the biggest ever social media study of UK home life¹.

Based on more than 16 million tweets from the last 12 months fused with consumer polling², the study by Heart of House, the new homewares and furniture brand available at Argos, found that some home staples are heading for extinction.

Thanks to innovations such as flat-screen TVs, some people are ditching cabinets in favour of wall mounted brackets, whilst the rise in e-reader and tablet ownership could signal the death of the bookshelf, which is now absent from 31 per cent of homes.

Many savvy Brits are even creating new uses for classic items, such as the kitchen table as a home office (18 per cent) and piles of cushions as a makeshift laptop stand (15 per cent). The sofa is even becoming a dog bed for the nation's pampered pooches (28 per cent).

With 60 per cent of homes no longer owning a hostess trolley, the Heart of House research also throws the spotlight onto how Brits are dining as a family. A third of people now eat their main meal in front of the TV and 23 per cent don't even sit down, preferring to eat standing.

Looking at other popular household items in the home, the humble bed comes out on top, dominating over half (55 per cent) of the Twitter conversations analysed. This was followed by the dining table (14 per cent), shower (10 per cent), armchair (nine per cent) and bath (seven per cent). The popularity of conversations around beds and bedtime on Twitter has even allowed the report to plot the average bedtime in the UK over the last 12 months as 22:33³.

The research also shows that the bathroom is not necessarily a tech-free zone, with five per cent of men surveyed admitting to posting tweets on the toilet, taking the meaning of being online 24/7 to a whole new level.

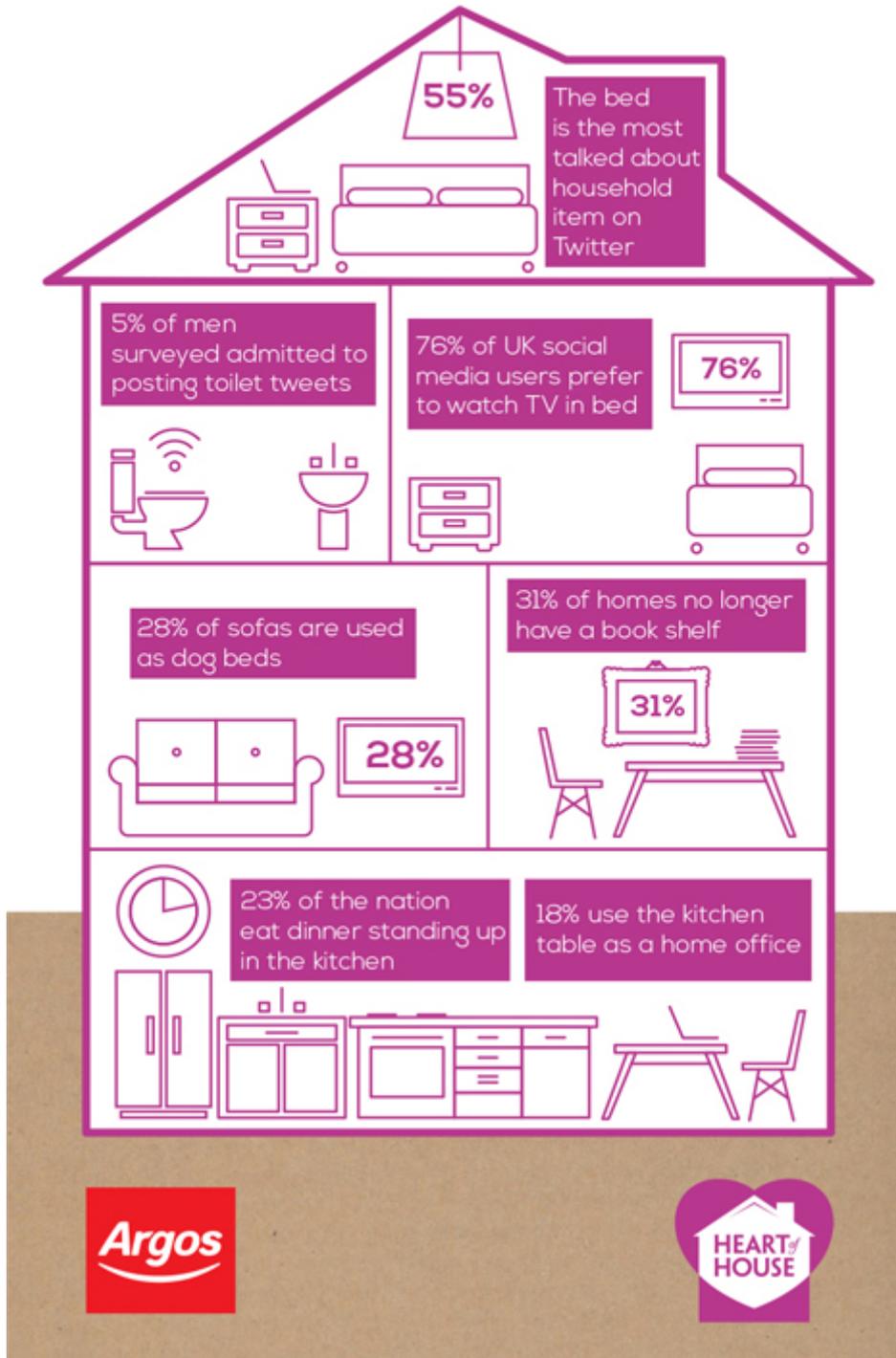
Jack Wallace, Brand Controller for Heart of House, said: "Thanks to the ever-growing popularity of Facebook and Twitter, we felt that social media was a rich source to gain some real insights into typical family home life. Homes have changed dramatically over the last decade through the introduction and popularisation of technology in every section of the house. Heart of House is all about offering furniture and homewares that truly fit the needs of modern families and this research really underlines how we see customers using these items in the home."

Taking into account, price (78 per cent), quality (60 per cent) and style (52 per cent) as key factors when purchasing homewares and furniture, Heart of House offers a range of 1,200 practical and stylish products that gives everyday essentials a special touch.



TECH DRIVING TRADITION OUT OF TODAY'S FAMILY HOME

Heart of House paints a picture of the modern British home



¹ Heart of House British Family Home Social Media Report, August 2014 analysed over 16 million tweets from the last 12 months (period between 12 August 2013 and 12 August 2014).



² Survey of 2,000 UK adults carried out by Opinion Matters on behalf of Argos and Heart of House between Wednesday 13 August and Tuesday 19 August 2014.

³ Of the bedtime conversations analysed, 52%, 4,655,768 tweets, were about going to bed. The average bedtime was calculated by sorting the tweets by timestamp from earliest to latest and working out the median time.

For more information, please contact the Heart of House Press Office on 020 7260 2770 or email: heartofhouse@thisisurname.com.

About Heart of House

Heart of House is a new homewares and furniture brand designed to meet the needs of real family life and homes. It offers a wide range of homewares and furniture with more than 1,200 practical, stylish products that look great and are made to withstand the knocks, bumps and demands of daily family life.

Heart of House products are available through Argos' websites and apps. Customers can take advantage of Argos' convenient Check & Reserve service available at 734 stores across the UK and Republic of Ireland.

The launch of Heart of House is part of Argos' drive to increase its appeal amongst broader customer groups, which supports its transformation strategy to become a digital retail leader. Argos is committed to developing and growing its own brands to become a £1.5bn business which represents a third of its total sales by 2018.

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