



## Press Release

### **New research on home calls for a reality check Denny publishes findings of national 'home is' survey**

- **65% of Irish people now spending “more time at home” compared to a year ago**
- **44% believe that home is “a feeling”, rather than a place**
- **28% think of their nearest and dearest when they think of home**
- **22% say Barack Obama is most desired house guest in Ireland**
- **15% say home is their animal, dogs being most popular**
- **‘A house is where you live, a home is where you love’**

*Monday 18<sup>th</sup> January, 2010:* Irish society’s thoughts towards home have changed significantly over the past few years, according to new findings by popular household brand, Denny.

Denny surveyed over 3,500 people in the past few months as part of their search to find real people to feature in their new TV ads (which air from today), in one of the largest research campaigns ever undertaken on the island of Ireland and the first ever such study of its kind. It resulted in six different groups and families from around the country inviting them to film their taste of home.

During their search, Denny recorded substantial data on what home means to Irish society today, most notably that family life is more important now than it was considered a few years ago. According to the research, it does not matter where you live, once you are happy, with those you love, and somewhere homely. The general consensus was that too much emphasis has been put on bricks and mortar over the past decade, and the nation has turned its back on traditional values. There was widespread agreement that the country needs to revert to old values in order to find its way again.

Over the past few years, as family sizes shrunk, houses turned to mansions, people borrowed more than they could afford, and the need to be seen as upwardly mobile rocketed, the majority of Irish families got in over their head, a fact that 85% are now willing to admit. The public are seeing the consequences of the Celtic Tiger and reminiscing about the 'good old days' when family and a simple happy home life were all that mattered, and life was much less stressful. The newfound importance on home and family is reflected in the new stats which show that 65% of people are now spending more time at home and with their families than at the start of the downturn.

An overwhelming majority of people referred to home as a sanctuary with a staggering 44% of people stating that home is a feeling, rather than a place (0.5%), which certainly points to a change in attitude from the building boom when size was all that mattered. 28% of people think of their nearest and dearest when they think of home, and 22% think of an object, with bed and couch being the firm favorites. 20% see home as a place of comfort and relaxation, and somewhere to shelter from the stresses of modern day society.

**Regional variances** also came out strong in the research:

- Family was most important to the people of Dublin and least important in Sligo.
- Friends were most important in Cork and least important in Belfast.
- Dublin and Waterford are the biggest food lovers.
- The people of Limerick love their couch more than any other county.
- Donegal is the most content county

**Other interesting facts** that came from Denny's research included:

- Barack Obama is the most desired house guest, after Michael Jackson (if he was still alive), and 1% would invite Brian Cowen.
- 6.7% think of food when asked what home is to them.
- Over 1% of those surveyed associate home with a smell.
- 1% think of their bed when they think of home.
- Surprisingly less than 1% believe home is the place where memories are made.
- Although family came out strong, siblings did not seem to enter people's minds when they thought of home.
- Dogs are by far the most popular household pet.
- 8% are romantics and think of love when they think of home.

Tricia Burke, marketing manager, Denny comments, “The Denny brand is present in 9 out of 10 households in Ireland and as part of the recent ‘home is’ campaign we wanted to find out what home means to the people of Ireland today. Over the past few months, we have been travelling the length and breadth of the country in our search, and were also recruiting people to feature their homes and special moments in our new ads, which go live today. We joined people for some of the most important milestones in their lives and filmed these documentary style without scripts, so it was quite an insight in the real Ireland.

“We filmed children on their first day of school, a bride on the morning of her wedding, a father and son at the races, a group of friends at the All Ireland, and a band. To coincide with the new TV ads the Denny packaging has also been relaunched, so from today there will be brand new Denny packs in store.”

For the past five months Denny partnered with the Simon Communities of Ireland, making a contribution of €1 on behalf of each person who shared their thoughts on home.

“We found that the public is really aware of homelessness, and appreciate having a roof over their head more so now than ever before and a friendly face to meet them at the end of the day. The support for Simon was overwhelming and much deserved, as they work with some of the most vulnerable people in Irish society - people who don’t have a home to call their own.”

**Some lighter quotes which emerged from Denny’s research:**

- Jim, Limerick: ‘Home is...a warm hug at the end of the day’
- Veronica, Waterford: ‘Home is the nicest spot in the world’.
- Letterkenny: ‘A house is where you live, a home is where your loved!’
- Olivia Smith, Carlow: ‘Home is where Santa visits, the tooth fairy drops by, and where you can live in your pj's’.
- Dualta Carrie:... ‘Home is where you can do what you want and Mummy and Daddy will still love you.’
- Alyssa Kid: ‘Home is where there is a chef, a nurse, a teacher, a counsellor, a taxi driver, a life coach, and a best friend always waiting. Her official title is mother’.
- Eileen Culleton: ‘Definition of home to me...it’s not where you live, it’s how you live!!!’
- Brian Kenny from Letterkenny: ‘Home is where you're comfortable in your knickers.’

- Mary from Waterford: 'Home is a feeling....It's not always the same person or same place...but it's always the same feeling...complete contentment'
- Jane Parkinson from Cork: 'Home is where your always accepted, no matter how weird you are'.
- Kevin Galvin: 'Home is the only place left where parking is free'.
- Deirdre Sullivan: 'Home is where I want to be now more than every before'.

The results come from a number of sources over the past five months, including online research on [www.homeis.ie](http://www.homeis.ie) where the public were encouraged to post what home means to them, a nationwide tour with face to face research, questionnaires, postcards that were delivered to people's homes, comments on Facebook and Twitter, texts, and various promotions. A total of 12,000 were surveyed with collaborated results from over 3,500.

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**Notes to Editor:**

- Denny's "Home Is" campaign has been running since September 2009 and is now finished.
- New packs will be on shelf in retailers nationwide during W/c 18<sup>th</sup> January
- Denny has a three year commitment to Simon.
- Denny, part of the Kerry Food Group, is the No. 1 brand in Ireland in sausages, rashers, cooked meats and sausage rolls. Denny's extended portfolio also includes shepherd's pie, cottage pie, frankfurters and pastry pies. The Denny name and its association with meat go back a long way to 1820.
- [www.homeis.ie](http://www.homeis.ie)

**The Simon Communities of Ireland**

- The Simon Communities of Ireland is an affiliation of local Communities in Cork, Dublin, Dundalk, Galway, the Midlands, the Mid West, the North West and the South East. In addition, the National Office performs a coordinating role in terms of campaigning in the areas of housing/homeless policy and the wider poverty and social inclusion agenda; best practice in service delivery and working with people who are homeless; and in the area of full time volunteering promoting excellence and providing accredited training.
- The Simon Communities throughout Ireland provide the best possible care, accommodation and support for people experiencing homelessness and those at risk. Together, with people who are homeless, we tackle the root causes, promote innovative responses and urge the government to fulfil their commitments.
- Simon delivers support and service to almost 5,000 people who are homeless – or are at risk of – homelessness every year.