

Ho Ho Homely: 12 million Brits plan to spend holidays at 'home home' this year

- Psychological research by Ring reveals emotional connection to 'home home' and our desire to go for the holidays
- Findings show it's not about bricks and mortar, but being with loved ones, feeling nurtured and of course - cups of tea
- As 3 million can't go 'home home' this December, Ring reveals 10 ingredients to make your house more homely
- Radio presenter Arielle Free supports findings and reveals own personal connection with Scottish 'home home'

Tuesday 7th December 2021: After a tough few years, 12 million Brits are planning to spend the holidays at a place they call 'home home', new research* from Ring reveals. The home security company worked with a team of psychologists at Innovation Bubble to unearth our deep bond with somewhere that we don't live, but feel emotionally connected to. Ring's interview findings, paired with survey research of 2,000 adults, found almost half of Brits (49%) have a 'home home', referencing either a house they grew up in (29%) or the house where their parents currently live (25%).

The interviews found our 'home home' isn't just bricks and mortar, but a place we feel comfortable, secure, and have a childlike craving for. It's spending time with loved ones (36%) and trips down memory lane (23%) that we love most about 'home home'. But don't get too comfy if you're one of 12 million heading back for the holidays this year - it's best to keep your trip to two weeks. Ring's research found we're more likely to feel relaxed (73%) and secure (36%) if we keep our visit to this time.

Regardless of how long you're staying, food is a crucial part of feeling 'home home', especially for that all important holiday cheer. Home-cooked meals are a strong part of our love for 'home home' (19%), with psychological interviews also detailing vivid memories of eating together as a family, feeling nurtured through food and drink and the smell of cooking. While not considered traditionally festive by all, a full English breakfast (18%), fish and chips (16%) and curry (8%) were among the top tastes that reminded people of home.

Dr Simon Moore, Chartered Psychologist and CEO of Innovation Bubble, shared the real reason behind this: *"Food and sensory experiences are an important part of feeling 'home home'. This is because the strong psychological impact of taste and smell are a big trigger for nostalgia, especially those from our childhood home. Food represents a whole range of strong psychological needs in terms of security, comfort, nurturing and rewards."*

Sadly, not everyone is able to spend time at their beloved 'home home' this year. Three million Brits are not planning to go 'home home' during the holidays this year, but wished they could. Those in the psychological interviews echoed this despair, with the thought of being away as "unbearable".

Arielle Free, radio presenter & DJ, is collaborating with Ring to celebrate the nation's desire for that comforting home feeling and reflect on its importance in our lives. As one of the lucky ones planning to go 'home home' for the holidays, she commented:

"Despite leaving my childhood home many years ago, for me my home in Scotland is still "home home". Home is the place where I feel most safe and myself, there's no judgement and I feel secure surrounded by the people I love most. One of my favourite memories and feelings of home was the cinnamon candles we would put up every year on Christmas eve. I always go out my way to find cinnamon scented candles to make me feel at home and bring back those special memories wherever I am."

However, for the 20% that have never had a 'home home', the psychologists at Innovation Bubble reveal that "putting a stamp on the place we live" and making it "more aesthetically pleasing" is one way to build a stronger emotional connection to your home. To kick-start, Ring is revealing 10 key ingredients to create a homely feeling in your own place:

1. Place personal items around your home (52%)
2. Fill your kitchen with delicious smells of home cooked meals (45%)
3. Make a good cup of tea (37%)
4. Do some home baking (36%)
5. Put out pictures of loved ones (35%)
6. Have the radio or TV blaring (33%)
7. Cuddle your pets (32%)
8. Let in some natural light (24%)
9. Put fresh sheets on your bed (31%)
10. Light some candles (22%)

"Last year's holiday season wasn't the easiest to celebrate, as so many of us were unable to visit loved ones. It really drew attention to the emotional value that we place on our homes - somewhere we can feel our true selves, in a safe space, together with loved ones. Our research shines a light on this strong attachment, but also encourages those missing out on 'home home' to create a feeling of safety and security in their own personal way." **commented Dave Ward, Managing Director, Ring UK & EU.**

For more detail on the research findings and expert opinion from Dr Simon Moore, head to <https://en-uk.ring.com/blogs/alwayshome/home-home-for-the-holidays>

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Notes to Editors:

Consumer research commissioned by Ring and conducted by Opinium Research, who surveyed 2,000 nationally representative UK adults (18+) between 26-29 November 2021.

Psychological research conducted by Innovation Bubble chartered psychologists. Interviewed 18 nationally representative adults (18+).

About Ring

Since its founding in 2013, Ring has been on a mission to make neighbourhoods safer. From the video doorbell to the DIY Ring Alarm system, Ring's smart home security product line offers users affordable whole-home and neighbourhood security. At Ring, we are committed to making home and neighbourhood security accessible and effective for everyone – while working hard to bring communities together. Ring is an Amazon company. For more information, visit www.ring.com. With Ring, you're always home.