The Brighter Britain Report

Understanding and exploring Britain’s perceptions of lighting in the home

Research Report by LedHut
2018
The humble light bulb has been a driving force behind technological innovation throughout modern history. Despite this, its role in our day to day lives - particularly in our homes - is often taken for granted.

In the following report, we aim to lift the lid on the nation’s understanding of the importance of lighting in everyday life, and understand how a seemingly ordinary piece of equipment can positively impact the quality of daily life (in a number of ways).

The report will explore the important role that lighting plays in the home, from allowing us to utilise and enjoy the available space to looking at how it makes us feel protected - we’ll also look at how lighting can positively impact wellbeing.

We surveyed 1,000 UK men and women aged 18 – 65. We asked respondents to consider their home lighting and answer questions on their choices, noting the impact of the types of lighting they had chosen - with some interesting findings. We hope you find the findings insightful.

Paul Garner
eCommerce & Marketing Director
Executive Summary

Brits spend an average of £350 on lighting their homes each year.

62% say that lighting creates a homely ambience in their household.

41% leave a lamp on in the home when they go out and 33% leave a lamp on even if no one is in the room.

38% believe we should all now be buying environmentally friendly bulbs.

1 in 5 are nervous of trespassers in their home if they are out for the evening.

97% use some form of lighting as a security measure in their home.

31% say lighting helps to create a relaxed atmosphere before bed.

34% say lighting is key for them to spend more time in their outdoor spaces at home.

44% believe using their outdoor space helps to boost their mood.

More than 1 in 5 (21%) believe they would become a more sociable person if they spent more time in their outside space.

Lighting topped the list of the most popular items we use to make our gardens homelier spaces (67%), including outdoor house lighting, candle lighting, and fairy lighting.
To understand the attitudes consumers have towards lighting, the role that lighting plays in our homes must be considered. Our research reveals that Brits spend £350 (on average) lighting their homes every year, showing that lighting is central to home life.

For more than half of those surveyed, this is about a sense of comfort as 62% said that lighting creates a homely ambiance in their household. In fact, 41% said they will even leave a lamp on in the home when they go out. This was followed by more than 1 in 3 (33%) who revealed they leave lights on even if no one is in the room.

29% say they leave a security light on outside and almost 1 in 4 (24%) of those we surveyed said they leave a light on for their pet to enable them to feel more secure and comfortable in the home.

Given just how much lighting gets used – even when we are not home - it is therefore perhaps unsurprising and encouraging to see that the nation is trying to make more conscious and environmentally friendly decisions when it comes to home lighting.

More than 1 in 3 (38%) believe that we should all now be purchasing environmentally friendly bulbs for the home. However, considering just how often lights are left on when no one is around, there is clearly room for improvement. Being more responsible in this way is also having a positive impact on shoppers’ mindsets, as 32% said they feel good when they choose bulbs that help the environment.

These findings paint a clear picture that lighting most certainly has an important impact on our home life.

In fact, consumers are so reliant on home lighting, there is undoubtedly need for consumers to consider making more ethical decisions to reflect this.
Lighting can allow us to get more enjoyment from our homes

As the research has already highlighted, lighting plays a significant role in our homes. But what the data also shows is how lighting can enable us to enjoy different areas of our homes, from making rooms feel cosier to opening up spaces in our homes that we don’t spend as much time in (and in particular allowing greater use of outdoor spaces throughout the year).

Lighting is in fact one of the most common things we use to make our outdoor spaces homely. British consumers spend an average of £227 per year on lighting areas such as balconies, gardens, and yards.

In fact, different forms of lighting topped the list of the most popular items we use to make our gardens homelier spaces (67%), from an outdoor house light to candle lighting and fairy lighting.

Which of the following do you or your friends and family have in their garden?

<table>
<thead>
<tr>
<th>Item</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Outdoor house light</td>
<td>47%</td>
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<tr>
<td>A patio/decking area, louvre roof, or canopy</td>
<td>36%</td>
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<tr>
<td>Multiple strings of festoon and fairy lighting</td>
<td>25%</td>
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<tr>
<td>A firepit, chiminea or log burner</td>
<td>25%</td>
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<tr>
<td>Weatherproof soft furnishings</td>
<td>22%</td>
</tr>
<tr>
<td>Candle lighting</td>
<td>20%</td>
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<tr>
<td>Patio heaters</td>
<td>13%</td>
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<tr>
<td>A hot tub</td>
<td>8%</td>
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</tbody>
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Interestingly, spending money on outdoor lighting isn’t isolated to the summer months. Given that the UK uses daylight savings to maximise daylight, it is natural that we are more likely to invest in items for our garden in winter than summer. More than 1 in 4 (28%) said they are likely to do this as more of us look to extend the enjoyment of our outdoor spaces throughout the darker months.

This data highlights just how much lighting can positively impact us. Lighting is a vital component of enjoying outdoor spaces, especially when it comes to spending time in our outdoor spaces throughout all seasons.
Lighting can make us feel safer and more comfortable in our homes

Safeguarding our homes has never been more important, as new research from POLICE.UK has revealed that homes with no security measures are five times more likely to be burgled than those with even the most basic provisions when it comes to home security.

In fact, lighting dominates the top measures people take to make their home more secure and put off intruders.

Lighting ranked higher than any other type of security measure and included things such as having an outdoor security light (40%), leaving the lights on (27%) and leaving the lights on a timer (31%). This shows the central role that lighting plays in our home security.

97% say they use some form of lighting as a security measure in their home.

With this in mind, it is little wonder that so many are turning to lighting to deter intruders and provide comfort when they are home alone.

Which of the following security measures do you take in your home when you leave?

- Locking all windows: 69%
- Ensure curtains or blinds are closed: 43%
- I have an outdoor security light: 40%
- Leave the lights on a timer: 31%
- Leave the lights on: 27%
- I have and always set a burglar alarm when I leave: 21%
- I have CCTV in my property: 15%
- I ask a neighbour to park on the drive, to make the house look occupied: 13%
- I have a security company on hand who are alerted if somebody enters my property: 4%
Our study highlights the concerns we share about home security. Despite the Government increasing police funding by £450 million in 2018, 1 in 5 (20%) fail to be reassured or even notice it as they feel that there have been cuts to government budgets and increased crime rates in their area.

It is therefore perhaps unsurprising to see that as many as 1 in 5 (21%) British adults feel nervous or insecure in their own property when home alone.

And 1 in 4 (25%) even feel nervous about the security of their property if they are out for the evening or away from home.

Other stories we hear of people being broken into also has an impression on us -

1 in 11 know friends or family who have been burgled which has led them to feel nervous in their home.
“Wellbeing – the state of being comfortable, happy, or healthy”

Oxford Dictionary

We have seen from our study that lighting - both natural and artificial - can play a crucial role in how people feel, encouraging feelings of comfort, security, and happiness. As such, lighting can be said to have a direct impact on our wellbeing.

But there are also ways in which lighting can have a secondary impact on how we feel, encouraging us to spend more time entertaining guests and socialising in the home – something which is psychologically beneficial.

More than 1 in 3 (34%) said that artificial lighting is key to spending more time in their homely outdoor spaces during the darker seasons and nearly half (44%) revealed that their outdoor space helps to hugely improve their mood.

According to the data, being able to use our gardens throughout the year (rather than only during the warmer months) doesn’t just boost our mood, but also has a lasting impact on our social skills.

More than 1 in 6 (18%) said they would spend more quality time together with friends and family if they had a comfortable outside space in which to entertain guests during autumn/winter.

Lighting can be applied to tackle wellbeing issues
The way lighting can help towards tackling wellbeing issues doesn’t end with our outdoor area at home - it can similarly have an impact when it comes to helping our moods within the home, too.

Virtually 1 in 3 (31%) believe lighting is important to create a relaxed and calm atmosphere before going to bed in the evening, which can assist with sleeping problems.

Meanwhile, lighting in the room during the morning can also allow us to feel alert and energised ready for the day ahead (38%).

Considering how important natural light is to generating vitamin D and even assisting the circadian rhythms which govern our natural sleeping patterns, the potential lighting has to improve our wellbeing in a number of ways is clear.

And the positive implications on our wellbeing continue, as more than 1 in 5 (21%) said outdoor lighting would enable them to become a more sociable person if they spent time in their outdoor space in autumn and winter (rather than sitting inside and watching the TV).
Conclusion

According to the research, it’s clear that lighting plays a subtle but hugely integral role in our lives. From helping us to enjoy different areas of our homes throughout the year, making us feel more protected and even positively impacting our overall wellbeing, lighting really does light up our lives in a number of different ways.

Given this significant reliance on lighting, it is encouraging to see that more environmentally friendly options have made it more cost-effective than ever - and less harmful for the environment - to reap the benefits of lighting.

Using these findings, we’d encourage more people to turn to lighting to bring beneficial illumination into their homes and lives.
About LedHut

LedHut Ltd supplies LED products to customers throughout Europe. The Led Hut headquarters is located in Manchester, where we stock and distribute a wide range of products with next day delivery options.

LedHut started trading in March 2011 and was quick to establish itself as the UK’s leading provider of LED lighting. Offering competitively priced products, strong guarantees, the right certifications and a great delivery service, LedHut is the preferred supplier of LED products for many customers.

LedHut operates a dedicated call centre, with customer service representatives able to assist in LED queries and with dedicated Trade Account Managers providing business to business support for wholesale customers.

Over the past year, LedHut has replaced over 900,000 standard lights with Energy Saving LED Lights.

This has resulted in total customer savings of over £3,500,000 - which has led to the reduction of over 3000 tonnes of Carbon Emissions.

In 2016, the company was acquired by Clive Brown and Simon Boyle, bringing ownership back to the UK.

Find out more about LedHut, please visit: www.ledhut.co.uk