

2018 HOME TREND REPORT: OUTDOORS IS THE NEW INDOORS

Consumers are using their outdoor rooms for everything they can do indoors and are enjoying it even more.

70% enjoy spending time in their outdoor space more than indoors.

How we use tech out-of-doors:

cell phone - **68%** computer - **37%**
TV - **25%**

How we spend time in our backyards:

Relaxing - **79%**
Eating - **35%**
Entertaining - **35%**
Exercising - **10%**
Working - **7%**

40%

would spend even more time outdoors if their space was more COMFORTABLE.

Our top outdoor furnishings inspiration sources:

Magazines, newspapers - **42%**
Websites, blogs, social media - **40%**
Television or film - **31%**
Retailers - **30%**
Friends - **29%**
Family - **28%**

56% Number of U.S. households planning to purchase furnishings for their outdoor space this year.

Top purchases for 2018:

dining sets lighting
lounge chairs fire pits

An online survey to 1,000 nationally representative U.S. adults, ages 18+ between February 14 and 21, 2018 – conducted on behalf of International Casual Furnishings Association and American Home Furnishings Alliance by Wakefield Research.

10 years
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