

# The Dream Homes Report

*A report for Standard Life Bank in the interests of all those who  
aspire to a celebrity-style home.*

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## *EXECUTIVE SUMMARY*

With the current media obsession on property development and buying houses, it's not surprising that 77% of people in the UK admit that owning a 'dream home' is an ambition of theirs, with one in four following a definite plan to make sure they achieve it. However, although they admit to spending time day-dreaming about it, 44% don't feel they're actually doing anything practical to help them reach their dream.

For some people, a dream home is closer than they might think as over a third feel they could probably transform their current home into a dreamy property, and over two thirds think they could manage to glamorise at least one room in their house. Not surprisingly though, most people feel that they are being held back from achieving their ideal home by a lack of ready funds, or just the limitations of their current, small, property. When asked at what age they think they would be most likely to achieve their dream home, most people felt that their fifties would be a realistic goal. However, the nearer they get to fifty, the less likely that seems!

Those who can see the dream home potential in their property are most likely to feel that adding a new kitchen or bedroom would make the biggest difference. Similarly, people who have already started transforming their houses into dream homes will probably have included a stylish new kitchen or a sumptuous luxury bathroom.

When looking for inspiration for decorating the perfect home, television programmes have a lot of influence. Nearly half of people in the UK would opt for the spacious and traditional kitchen designed for Bree van der Kamp from *Desperate Housewives* and the simple but sophisticated bathroom created for Samantha from *Sex in the City*. Celebrities who feature their homes in glossy magazines also feature highly - Mariah Carey's calm, neutral living room is very popular, along with the mix of modern and classic design featured in Robbie William's bedroom.

When asked to imagine their ideal dream home, people in the UK felt strongly that it wouldn't be perfect without a large stylish kitchen, sumptuous living room and a huge and luxurious bedroom. The setting is also very important, with over two thirds feeling their dream home wouldn't be complete without acres of beautifully laid-out gardens. The perfect garden would also be lushly planted and carefully landscaped, as demonstrated by the gardens of Pamela Anderson and the Osbournes, whose gardens are favourites.

The ideal holiday home has a few differences to the ideal everyday home, with beautiful views being the most important factor. No doubt people in the UK are hoping for a dream holiday home abroad, as a swimming pool features highly on the wish list! Absolute privacy would also be very important to over half of people in the UK, although many also feel that they would sacrifice some of that privacy for the presence of staff to cater to their every whim and keep their holiday home in dream condition.

*Jenna Johnson*

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