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Date: 28/09/12

Unique Daily Users: 17,000

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# Affari

## OFFICIAL: MEN BETTER AT FLATPACK FURNITURE!

By Craig Brothers — September 28, 2012

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### 4 million Brits lose a day to flat pack furniture building

Many young people will be moving out of the family home this month. However, if they're relying on IKEA to provide the fixtures for student accommodation, they may find themselves struggling as research from [RatedPeople.com](http://RatedPeople.com) has found that almost half (44%) of British adults are not able to build flat-pack furniture.



A further one in 10 (8%) Brits (approx. 4 million people) rather embarrassingly admitted to needing a whole day to build a single piece of flat pack furniture, and 26 per cent of adults said they dedicate half a day to the task.

The research also found that the ability to build flat pack furniture might be a matter of male pride as nearly three quarters of men (74%) said that they always build it themselves. This is in spite of the fact that four per cent of men, equivalent to almost a million (865,000) British adult men, confessed to having injured themselves while building flat pack furniture.

By comparison, 56 per cent of British women acknowledged that they can't build flat pack furniture, with 35 per cent of women relying on their partner should the need arise. Some 44 per cent of Brits shared that they never build flat pack furniture for themselves, while 14 per cent of 18-34 year olds still rely on their dad to be handy with an Allen key.

Some of the common complaints about building flat pack furniture included taking much longer than anticipated to do (28%), unclear instructions (21%) and ending up with 'spare' parts (9%) at the end of the build.

COMPLAINTS ABOUT FLATPACK FURNITUREUK TOTALMENWOMEN

It took significantly longer than expected	28%	26%	30%
I needed help to build it	21%	12%	28%
The instructions were unclear	21%	22%	21%
I ended up with spare bits left over	9%	9%	10%
It required tools which I did not have	6%	6%	6%
I was not able to build it properly	4%	3%	5%
I injured myself when building it	3%	4%	2%

The online trade recommendation service undertook the research into the view of 1,500 British adults, following the decision to add a **new flat pack furniture assembly category** to its website in response to customer demand. The research findings suggest that it could be a popular category as 89 per cent of British consumers have at least one piece of flat pack furniture in their home.

Three quarters (75%) of Brits would be happy to pay £25 for someone to build their flat pack furniture for them, while 8 per cent would happily pay someone £100 or more to take the chore off their hands.

**Tariq Dag Khan, CMO, RatedPeople.com** commented: "More and more people are coming to us for help building flat pack furniture, so it seemed sensible to offer this as a new category in itself on the website, to help match our customers with the right tradesmen.

"With many young adults returning to university and college this month, undoubtedly there will be numerous visits to IKEA to help make student digs more homely. The last thing mum and dad want is more pressure and stress and configuring flat pack furniture is exactly that. Not to mention that doing-it-yourself will probably take a whole lot longer than it really should.

"Then there's also the matter of what it looks like when you're finally done. Too often there's an extra bolt or screw left unused or even missing, or the frustration after hours of work that the chest of drawers you assembled don't quite open and shut as they should. We hope that by offering this new category we'll be helping make life that little bit easier."