

Britain's 'Chaps' Too (House) Proud To Party

By Media Relations Management

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18-24 year olds are Britain's most house-proud and cautious hosts, as financial concerns around home dramas turn people into paranoid party poopers, reveals Greenbee Home Insurance.

- 18-24 year olds are most likely to make visitors take their shoes off at the front door - almost double that of those aged 65+
- 65+ year olds are the most relaxed hosts - less than 1 in 10 worry about potential party mishaps
- The Midlands is Britain's most house-proud region
- 14% of Brits say they can't afford to replace damaged/broken items due to the credit crunch

Step aside Hyacinth Bucket. Turning stereotypes on their head, research reveals that 18-24 year olds are turning into a nation of CHAPS...that's Cautious Hosts Against Party Stress. Twenty-six per cent of the house-proud and overly cautious young hosts make guests remove their shoes to safeguard their floors, almost double that of those aged 65+ (14%) who may have been expected to be the most mishap-minded.

The survey of 2,014 adults from Greenbee Home Insurance (part of the John Lewis Partnership) finds almost a quarter (23%) of 18-24 year olds don't like entertaining at home for fear of potential party accidents - almost three times more than those aged 65+, with just 8% worrying about damage, and more than double 55-64 year olds (10%).

Across the UK it appears people don't trust their friends not to damage their property, with 14% on average saying they don't like hosting parties at home as they fear something will get damaged or broken if they do. Almost one in five (19%) is so keen to keep their houses spic-and-span they'll ensure guests remain shoe-less to avoid muddy carpets or high-heels scuffing their wooden floors.

The research also reveals that the Midlands takes the title of Britain's most house-proud region, with an above-average concern in all areas. Over a fifth (21%) of Midlanders will make their friends take their shoes off when visiting (compared to 15% of people in South East/London) and 16% don't like hosting house parties for fear of guests getting too much into the party spirit (compared to just 10% of Scots).

Financial fears turn Britain into a nation of paranoid party poopers

However the seeming paranoia around home dramas may well be justified, as 14% reveal they're more worried about household accidents or breakages than ever before as in the current economic climate they can't afford to replace any damaged items - rising to one in five (20%) of 45-54 year olds and 17% of women (compared to 11% of men).

With just 23% of those surveyed believing they're covered for any home accidents through insurance (yet only 13% of products on the market offering this cover as standard) and industry data revealing a significant increase in related claims this year*, it's clear that the financial implications of a potential sofa spillage or kitchen calamity should be front of mind.

James Furse, managing director, greenbee.com said: "It's no surprise that people, regardless of their age, are cautiously house-proud, particularly with financial concerns foremost in the thoughts of a significant proportion of people.

"While those without cover are understandably concerned about the cost of an unfortunate accident while

entertaining, even those with home insurance may want to consider checking their policy small print to make sure they're covered for all eventualities. Ensuring you have the right home cover in place may offer peace of mind, along with valuable protection.”

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Notes to Editors:

* Accidental damage/loss accounts for the largest number of claims on the AXA Home Insurance book (46%), with claims for Q1 2009 up 27% YOY. Source: AXA, Greenbee Home Insurance Underwriters.

Of 277 home contents products in the UK market, just 36 (13%) offer accidental damage/loss cover as standard. Source: Defaqto's Aequos database (June 11, 2009).

Home research was carried out by ICM Research on behalf of greenbee.com and surveyed 2,014 UK adults from 6-7 June 2009.

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