

2019

HOUZZ & HOME - UK
August 2019



Overview of Home Renovation in 2018
and 2019

Big Ideas

GROWTH IN KITCHEN RENOVATION SPEND

Kitchens were one of the most popular and most expensive rooms to renovate in 2018. In fact, financial investment in a typical (median) kitchen renovation grew 11% in 2018, to £10,000. Median spend on bathroom renovations also grew by 9%, to a median spend of £4,350 in 2018.

RENOVATING ACTIVITY REMAINS STEADY

Renovating activity remained strong through 2018. More than half of homeowners on Houzz renovated an average of three rooms per project, at an overall median spend of £18,000. Similar to expectations from previous years, 46% of renovating homeowners planned to continue or begin renovations in 2019.

RENOVATING ACTIVITY DRIVEN BY OLDER GENERATIONS

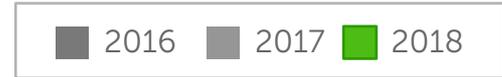
Baby Boomers (ages 55-74) and Gen Xers (ages 40-54) combined represent three quarters of the renovating activity (74%), at a median spend of £20,000, each. 42% of Gen Xers and 29% of Baby Boomers anticipate new projects in 2019.

MOTIVATIONS FOR RENOVATING

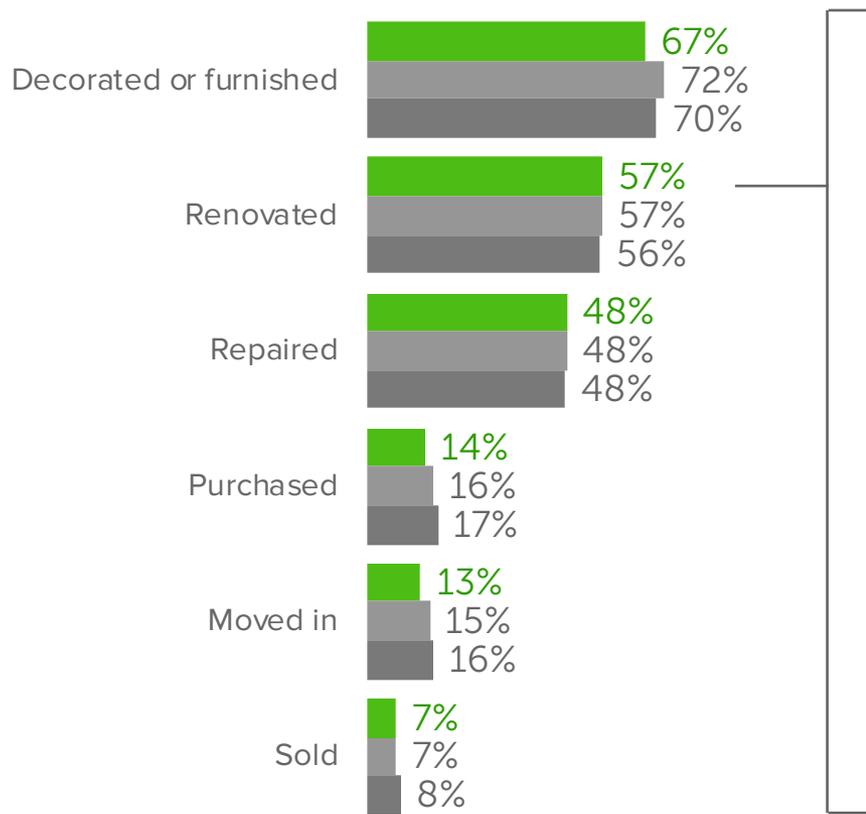
As homeowners consider whether to renovate their current home or to purchase a new home, the top two considerations for renovating are to stay in their current home or area, outranking return on investment. Wanting to stay in the current home is the biggest decision driver for Baby Boomers and Gen Xers, whereas Millennials (ages 25 to 39) chose to stay in their current home and renovate because it was more affordable than moving.

What We Are Doing in Our Homes

Charts below show the frequency of activities related to the primary home in 2016, 2017 and 2018, as well as the median renovation spend per renovating homeowner in 2016, 2017 and 2018, overall and by age, as reported by homeowners on Houzz UK.

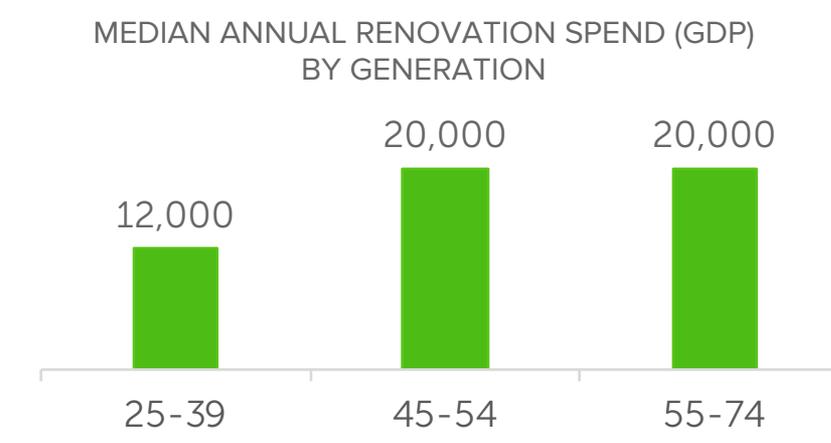


ACTIVITIES IN THE HOME BY YEAR



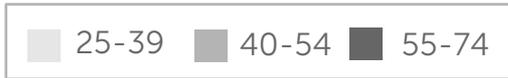
ANNUAL RENOVATION SPEND (GDP)

	2016	2017	2018
MEDIAN	15,000	15,000	18,000
90TH PERCENTILE	100,000	100,000	125,000

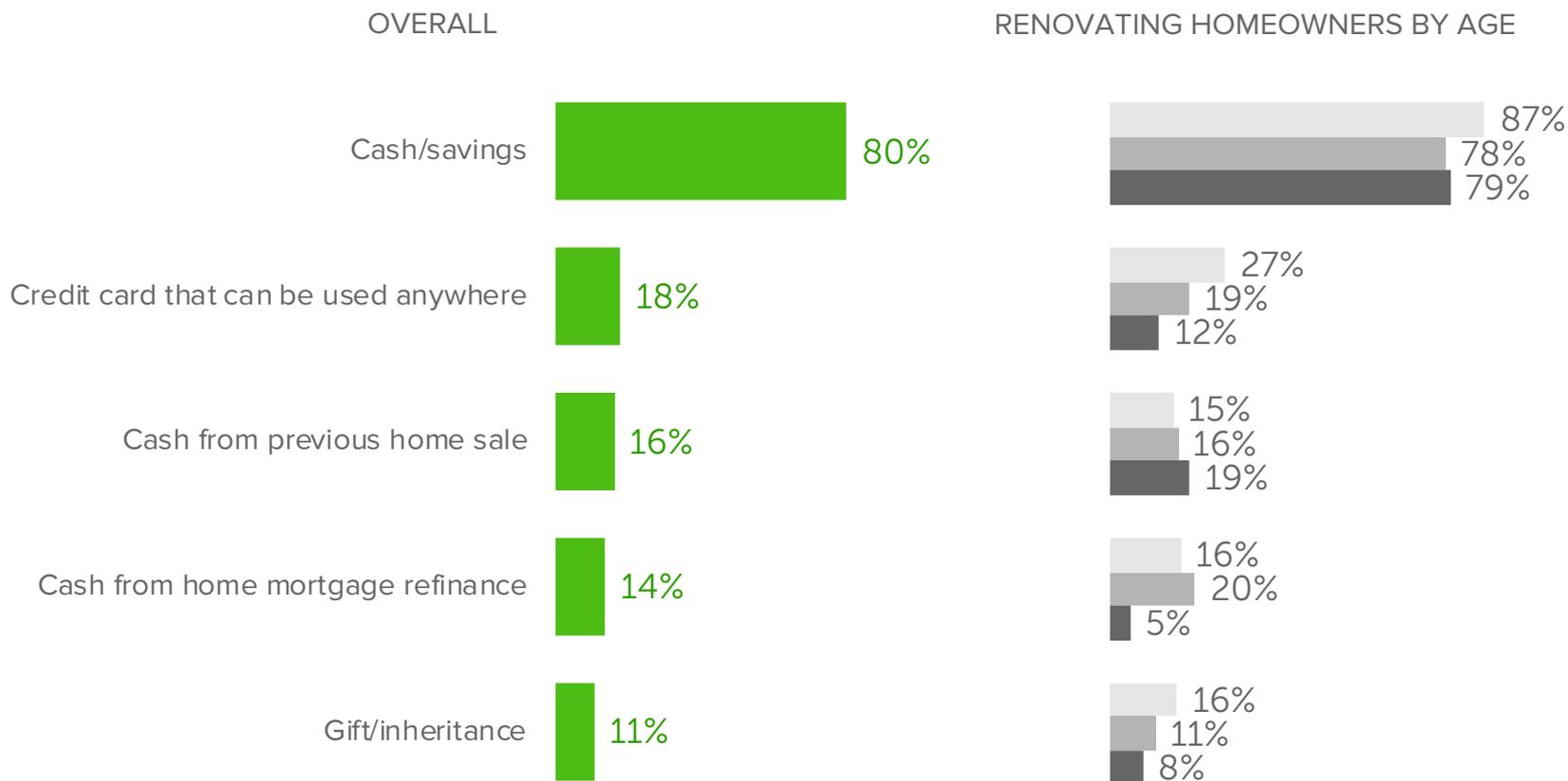


How We Are Funding Our Home Renovations

Charts below show the frequency of top five funding sources for home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018. Year-over-year comparisons are not possible due to a change in question wording.

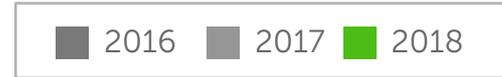


TOP FIVE RENOVATION FUNDING SOURCES IN 2018

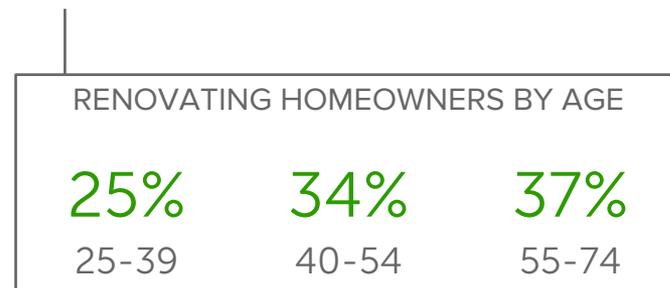
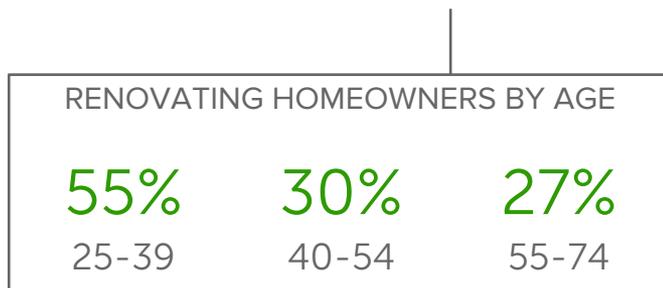
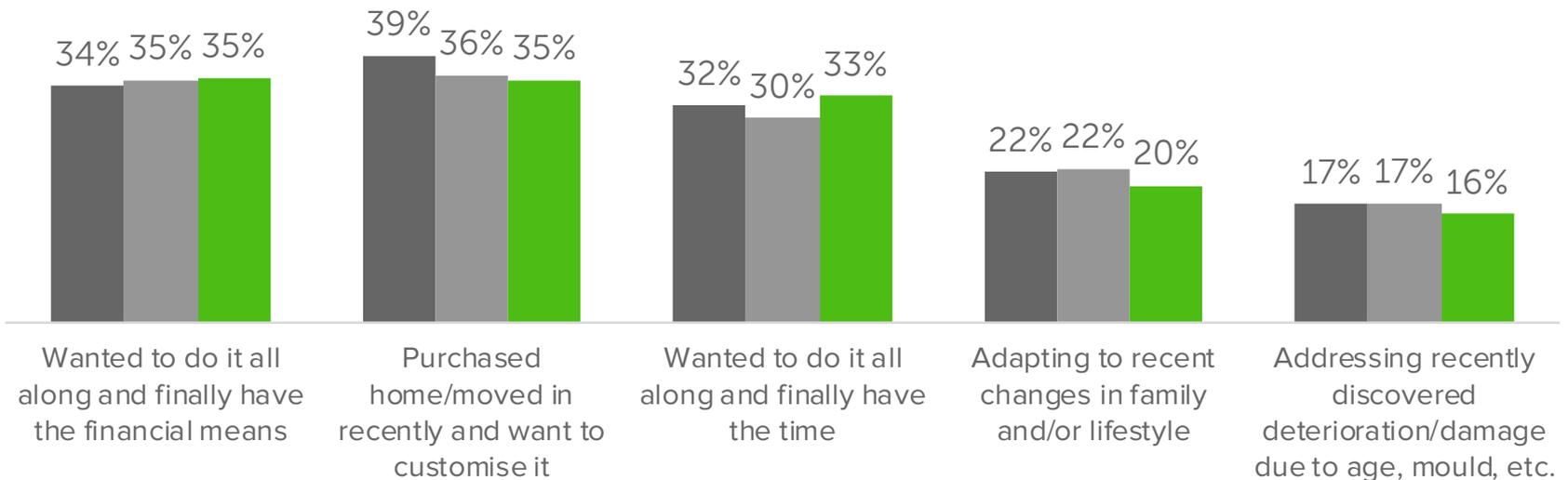


Why We Are Renovating Now

Chart below shows the frequency of top five reasons for starting renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2016, 2017 and 2018.



TOP FIVE REASONS FOR STARTING RENOVATIONS BY YEAR

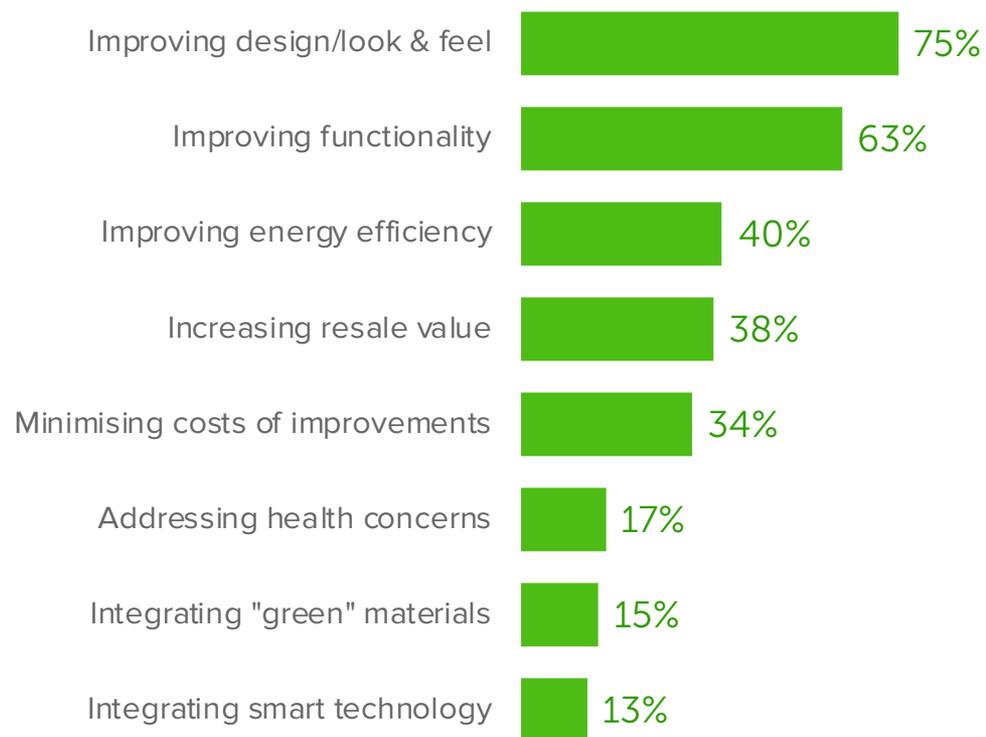


What We Prioritise During Renovations

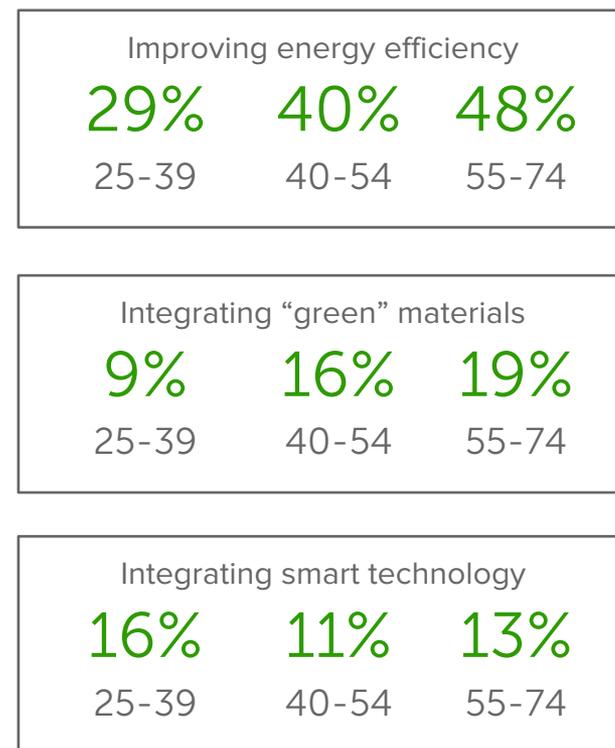
Chart below shows the frequency of priorities during renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

TOP RENOVATION PRIORITIES IN 2018

HIGH PRIORITY



RENOVATING HOMEOWNERS BY AGE

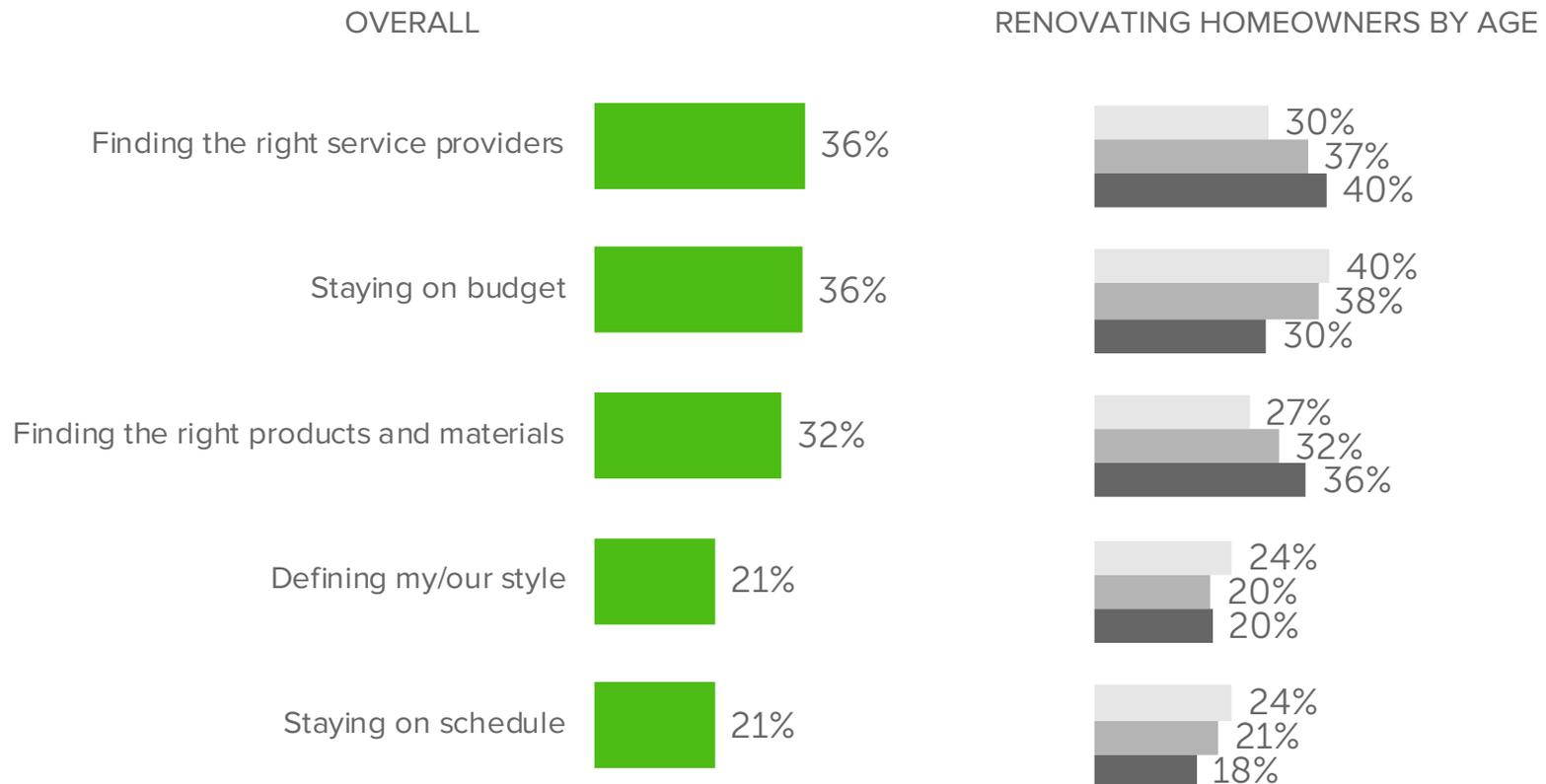


What Renovation Challenges We Face

Charts below show the frequency of top five challenges during home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

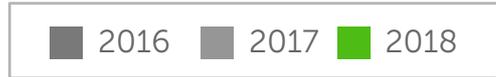


TOP FIVE RENOVATION CHALLENGES IN 2018

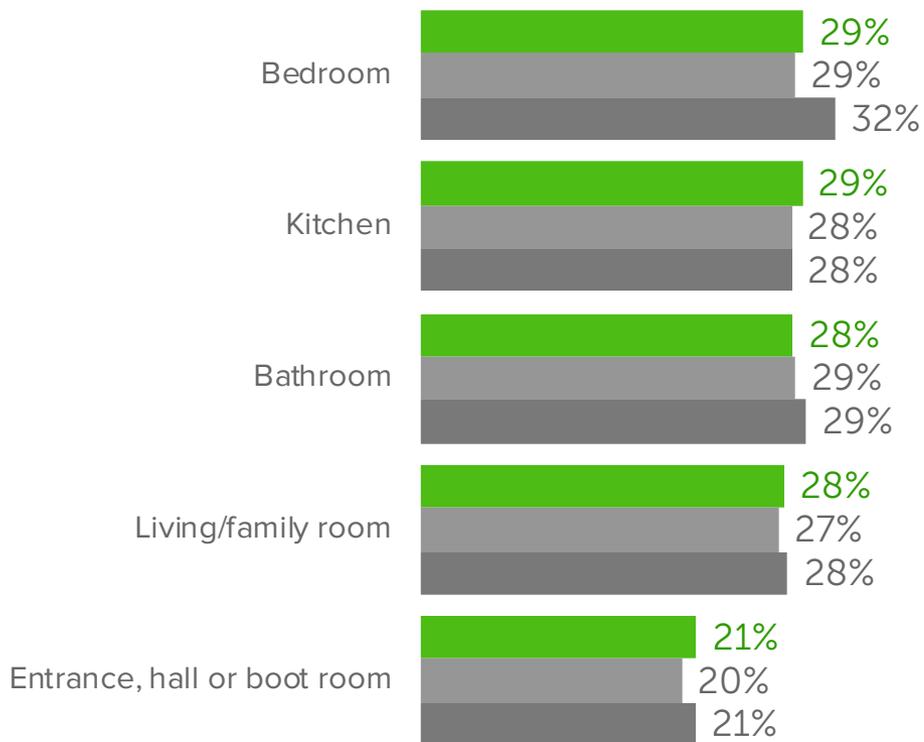


Where We Focus Our Efforts

Charts and tables below show the frequency of most popular 2016, 2017 and 2018 renovations of interior rooms, as well as 2018 upgrades of home systems, exterior building features, and outdoor features, as reported by homeowners who renovated their primary homes.



TOP INTERIOR ROOM RENOVATIONS BY YEAR



TOP HOME SYSTEM UPGRADES IN 2018



TOP EXTERIOR FEATURE UPGRADES IN 2018

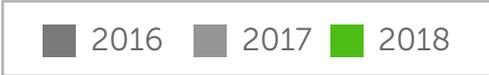


TOP OUTDOOR FEATURE UPGRADES IN 2018



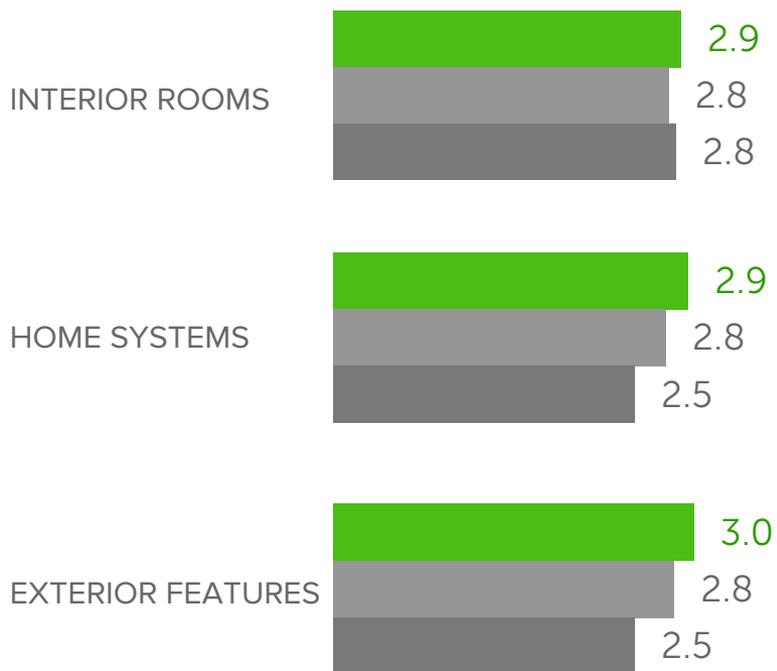
How Many Features We Upgrade

Charts and tables below show the average number of upgrades during home renovations in 2016, 2017 and 2018, and frequency of these upgrades by age, as reported by homeowners who renovated their primary homes.



NUMBER OF UPGRADED FEATURES BY YEAR

OVERALL UPGRADED FEATURES



RENOVATING HOMEOWNERS BY AGE

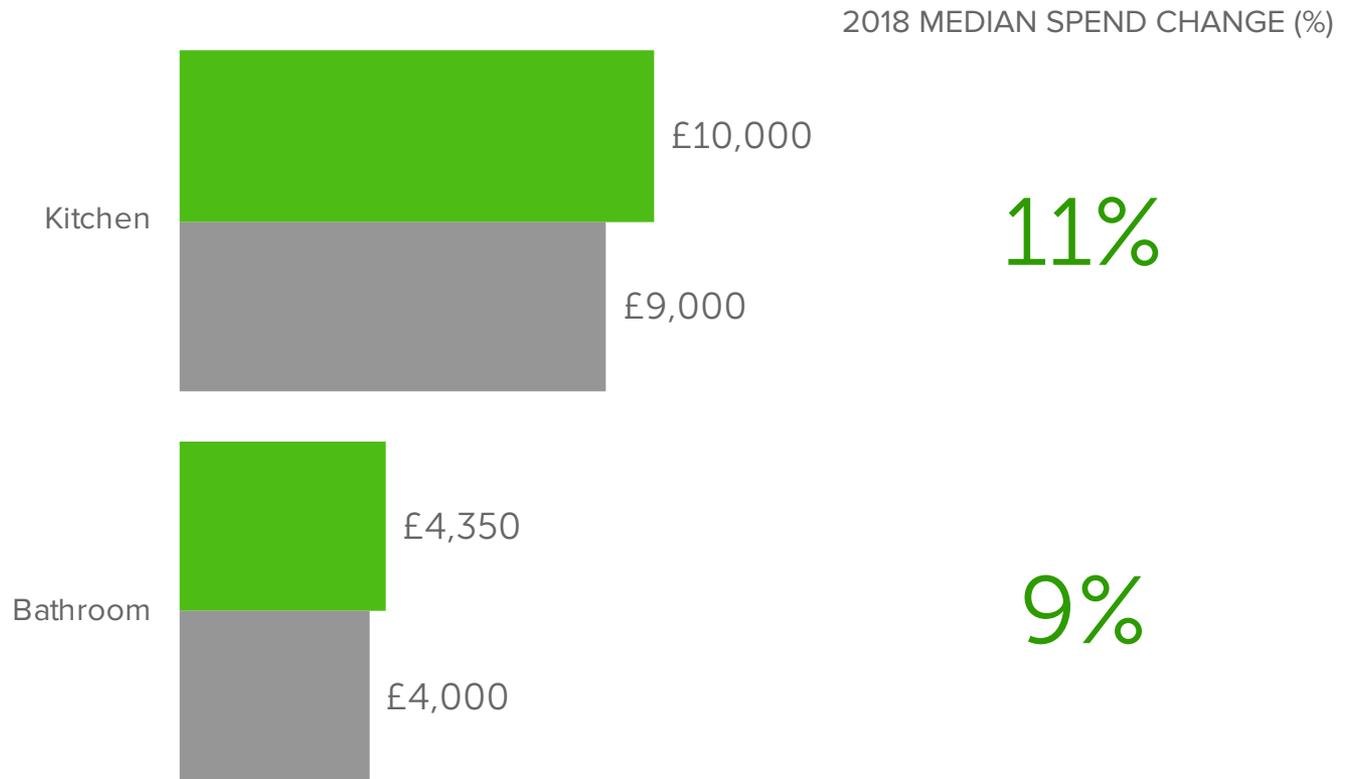


How Much We Spend on Interior Renovations

Charts below show the 2017 and 2018 median spend on interior room renovations, as well as the percentage change between 2017 and 2018, as reported by homeowners who renovated these interior spaces in their primary homes.

■ 2017 ■ 2018

MEDIAN SPEND ON INTERIOR ROOM RENOVATIONS BY YEAR



How We Plan Our Home Renovations

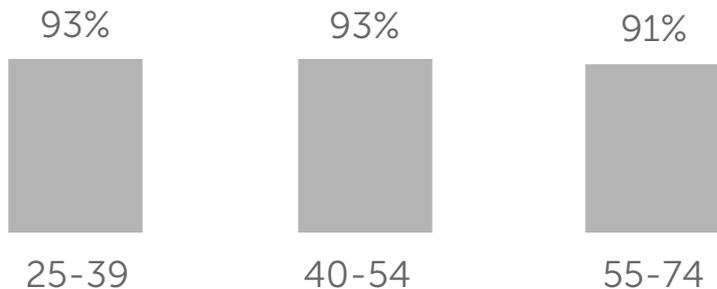
Charts and tables below show the frequency of professional hiring in 2016, 2017 and 2018, overall and by age, as reported by homeowners who renovated their primary homes.

PRO HIRING

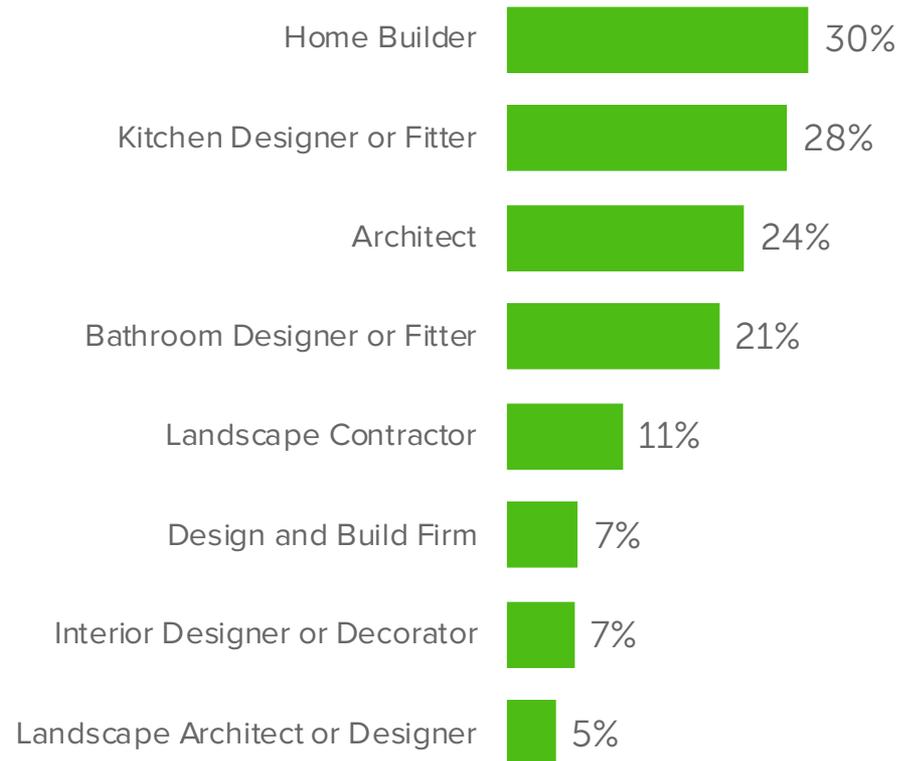
OVERALL PRO HIRING



PRO HIRING BY AGE



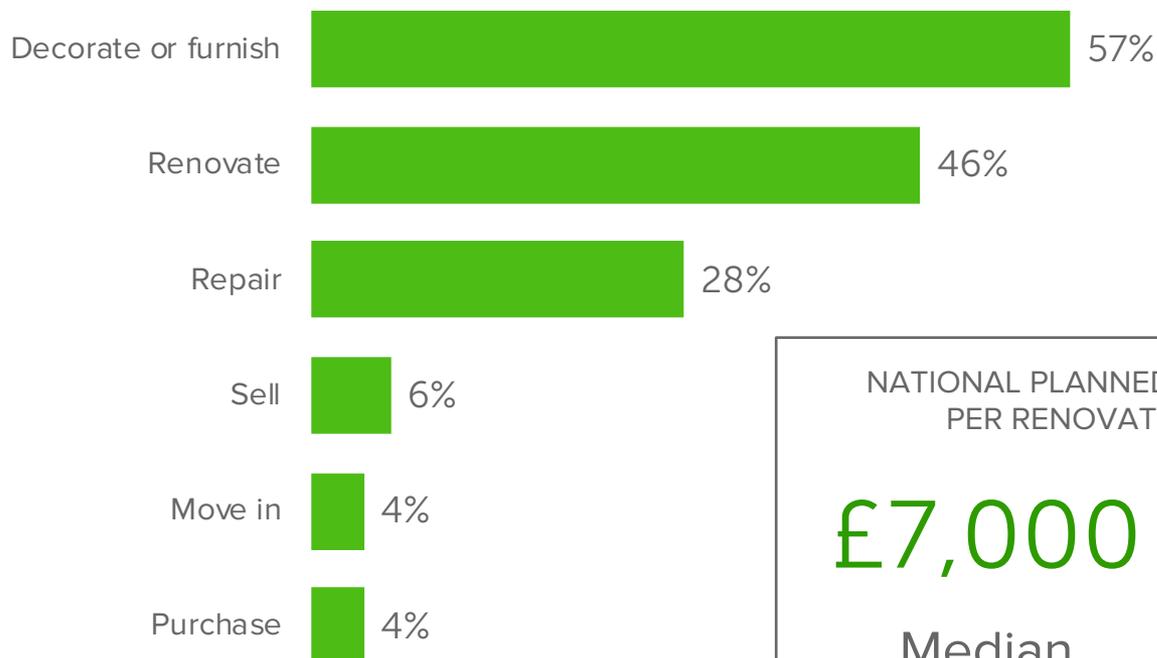
SPECIFIC PRO HIRING IN 2018



What We Are Planning for 2019

Chart below shows the frequency of planned activities and planned spend in 2019, related to the primary home, as reported by homeowners on Houzz UK.

PLANNED ACTIVITIES FOR 2019



NATIONAL PLANNED RENOVATION SPEND
PER RENOVATING HOUSEHOLD

£7,000 £72,000

Median

90th Percentile

Methodology

APPROACH

Houzz is an all-in-one resource for homeowners working on a home renovation or decorating project. Our large and engaged user community is able to provide unprecedented insights on the latest market trends based on users' home improvement activity. We aggregate and share these insights with the community to give people greater confidence in the choices they make for their homes, and to give home professionals greater insights into their clients' wants and needs. With these goals in mind, Houzz conducted an online quantitative survey of registered Houzz users regarding trends in home improvement and design, fielded between 3rd April, 2019 and 30th April, 2019. The annual Houzz & Home study is the largest survey of residential renovating, building and decorating activity conducted. This survey covers every aspect of home renovation in 2018, from interior renovations and extensions to home systems, exterior upgrades and outdoor projects. This includes the historical and planned spends, professional involvement and motivations behind these projects, as well as activities planned for 2019.

COMPLETES AND QUALIFICATIONS

The 160-question survey gathered information from Houzz users who identified themselves as 18 years old or older and homeowners. The final sample consists of 7,770 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=6,972) and UK homeowners on Houzz who renovated their primary residence in 2018 (n=3,862).

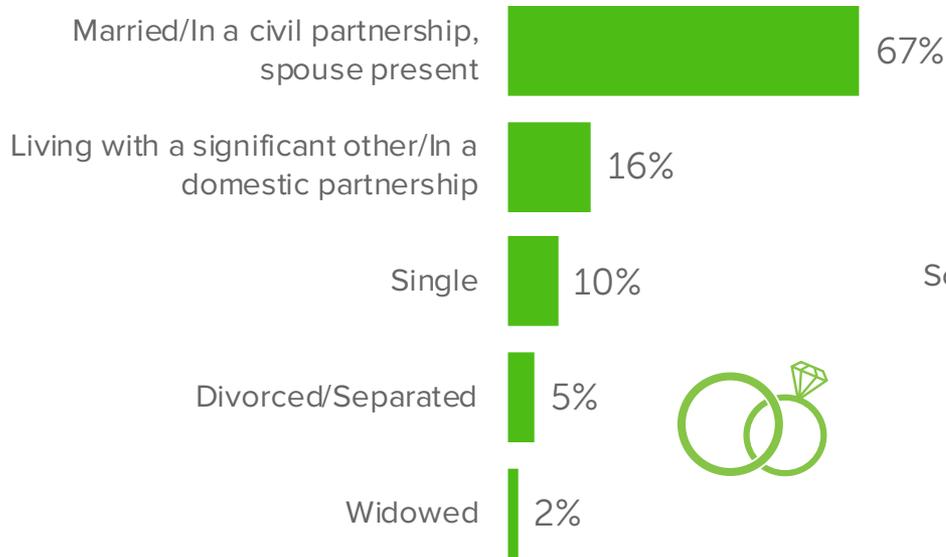
SAMPLING AND WEIGHTING

Data were gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data were reviewed to ensure representation of the Houzz user populations.

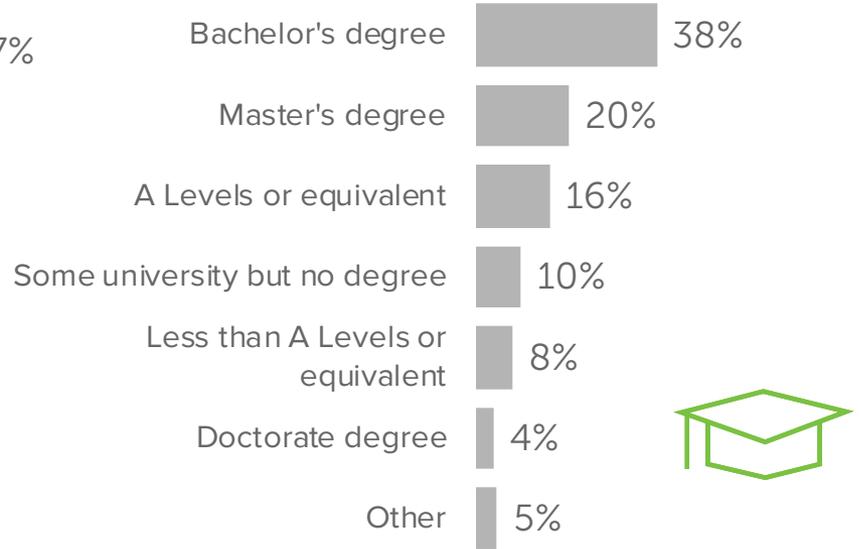
APPENDIX

A. 2018 Renovating Homeowner Demographics

MARITAL STATUS



EDUCATION



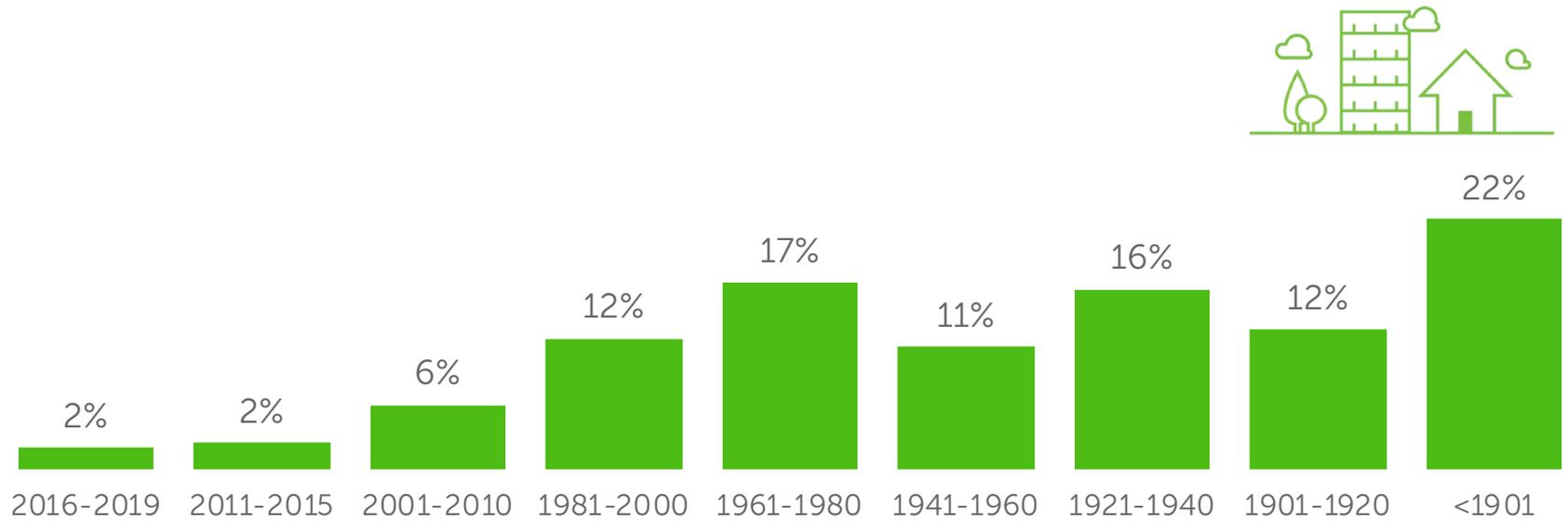
ANNUAL HOUSEHOLD INCOME



47% Have child(ren) living with them

B. Characteristics of Homes Renovated in 2018

YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz United Kingdom

PHOTOS	FIND PROS	PRODUCTS	ARTICLES
Kitchen	Architects & Building Designers	Furniture	Houzz Tours
Bathroom & Cloakroom	Design & Build	Lighting	Kitchens
Bedroom	Home Builders	Home Decor	Bathrooms
Living	Interior Designers	Kitchen & Dining	Living Rooms
Dining Room	Kitchen Designers & Fitters	Bathroom	Bedrooms
Garden & Outdoor	Bathroom Designers & Fitters	Bedroom	Kids' Rooms
Kids' Room & Nursery	Landscape Architects & Garden Designers	Storage & Organisation	More Rooms
Home Office & Library	Furniture & Home Accessories	Garden	Outdoors
Wardrobe	Tiles & Worktops	Home Improvement	Decorating
Exterior		Baby & Kids	Craft