

2023 Houzz & Home UK

Overview of Home Renovation
in 2022 and 2023



Big Ideas



UNDERTAKING ENERGY-EFFICIENT UPGRADES

The share of homeowners citing improving energy efficiency as highly important when completing home improvements has risen sharply since 2020 (46%, compared with 35% in 2020). Upgrades to windows, insulation and ventilation systems have also increased steadily since 2020 (30%, 22% and 11%, compared with 26%, 17% and 9%, respectively). Although purchases of solar power systems are relatively low (6%) there has been a rise in interest, increasing 4 percentage points since 2020 (2%).

KITCHEN AND BATHROOMS REMAIN A PRIORITY

Interior spaces are the most popular areas to renovate (78%), followed by improvements to outdoor areas and adding extensions (51% and 20%, respectively). Kitchen and bathroom projects remain a priority during renovations (37% and 33%, respectively) and command the highest median spend at £13,000 and £5,250, respectively.

AGING HOMES CALL FOR SYSTEMS UPGRADES

With almost half of the surveyed homeowners living in homes built in 1940 or earlier (47%), homeowners are focusing on home system improvements. More than a third of homeowners upgraded heating systems in 2022, closely followed by electrical and plumbing (38%, 37% and 36%, respectively).

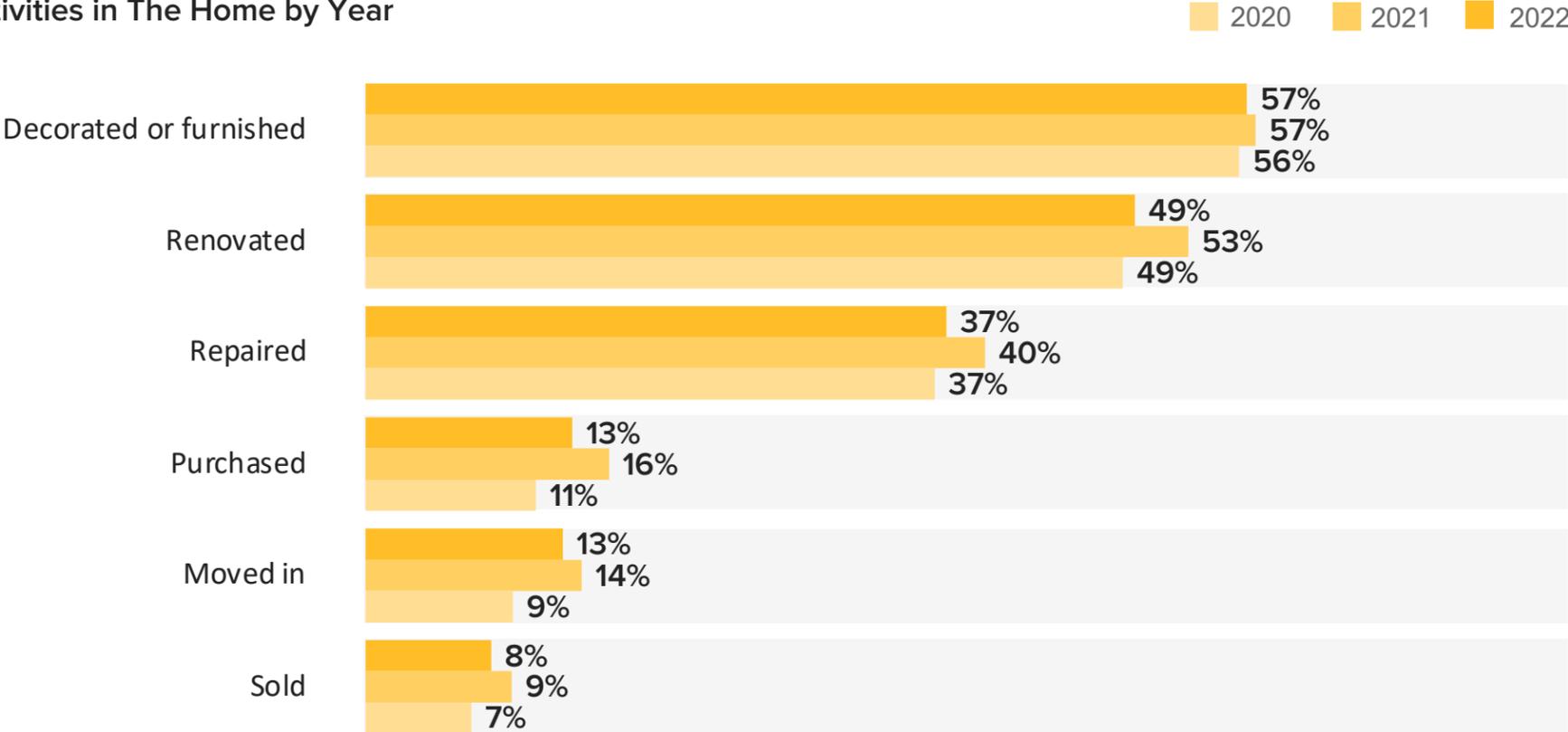
PROFESSIONAL DEMAND CONTINUES

Homeowner demand for professionals continues to grow (93%, compared with 88% in 2020). Among professionals hired, electricians, plumbers, carpet and flooring pros, and carpenters were the most common (60%, 48%, 42% and 37%, respectively). Design-related professionals, including kitchen designers, bathroom designers and interior designers, all saw an increase in demand during 2022 (25%, 18% and 7%, respectively, compared with 19%, 13% and 6%, respectively for 2021).

What We Are Doing in Our Homes

Charts and tables show the frequency of activities related to the primary home in 2020, 2021 and 2022, as well as the median renovation spend per renovating homeowner in 2020, 2021 and 2022, overall and by age, as reported by homeowners on Houzz UK.

Activities in The Home by Year



Annual Renovation Spend (GBP£)

	2020	2021	2022
MEDIAN	15,000	18,000	16,250
90TH PERCENTILE*	100,000	128,000	120,000

Median Annual Renovation Spend (GBP£) by Generation

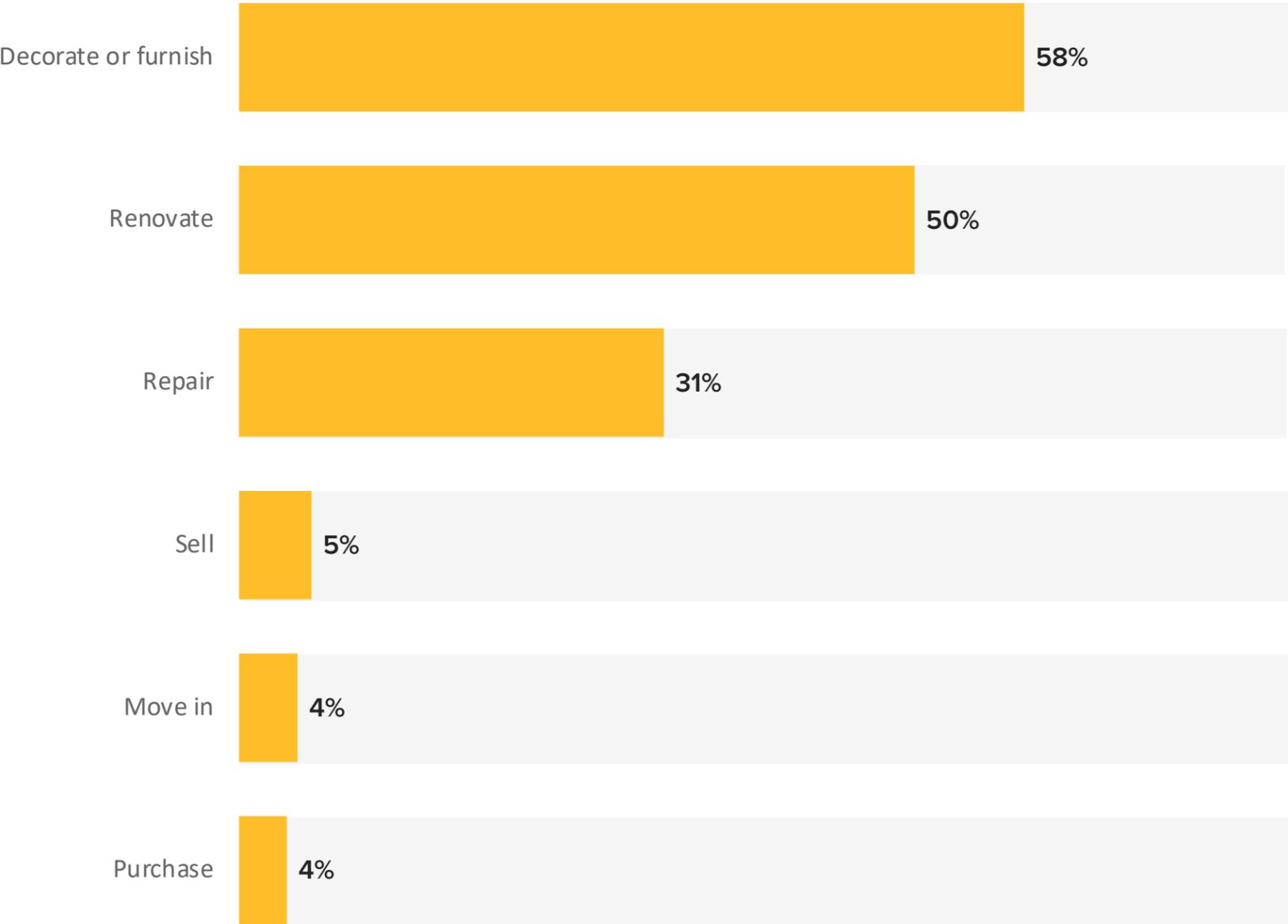


*The top 10 percent of home renovation projects by spend.

What We Are Planning for 2023

Chart shows the frequency of planned activities in 2023, related to the primary home, as reported by homeowners on Houzz UK.

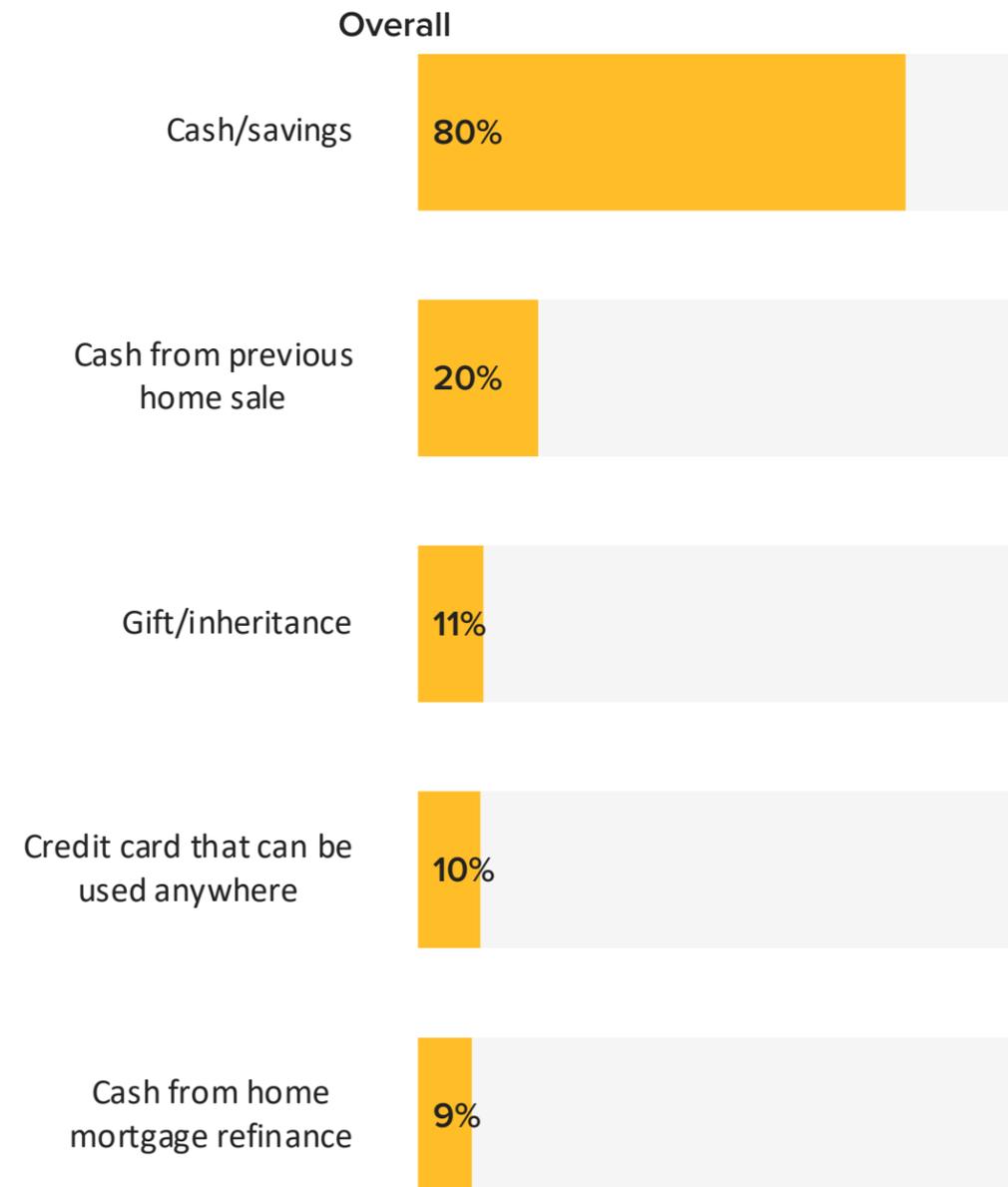
Planned Activities in The Home in 2023



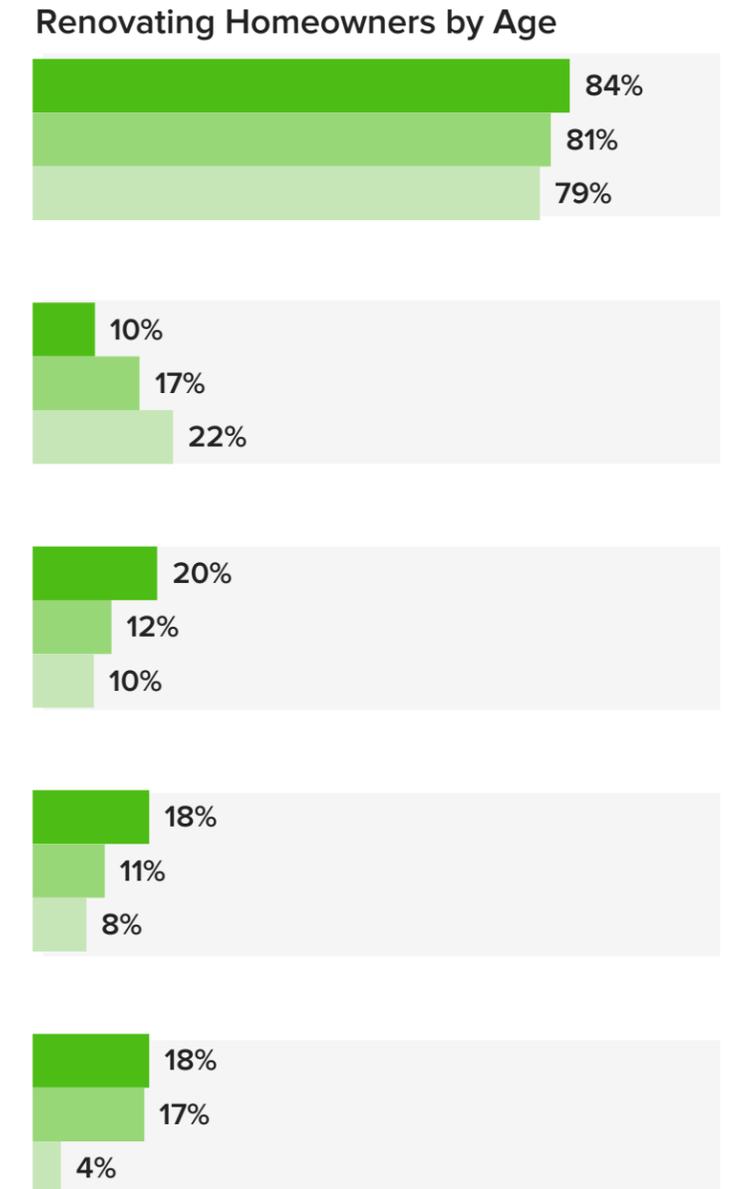
How We Are Funding Our Home Renovations

Charts 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 2022.

Top Five Renovation Funding Sources in 2022



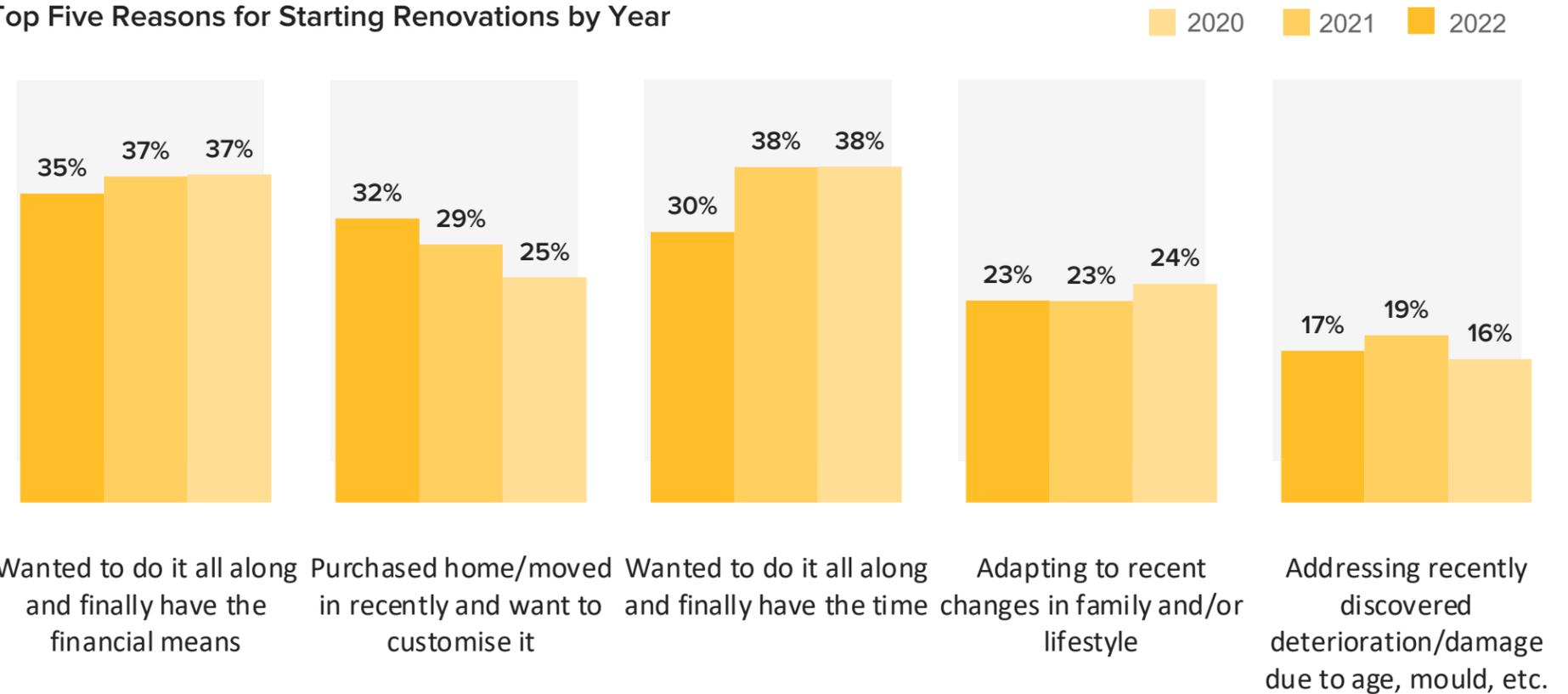
Renovating Homeowners by Age



Why We Are Renovating Now

Chart and tables show the frequency of top five reasons for starting renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2020, 2021 and 2022.

Top Five Reasons for Starting Renovations by Year



Wanted to do it all along and finally have the financial means

25-39	38%
40-54	47%
55-74	29%

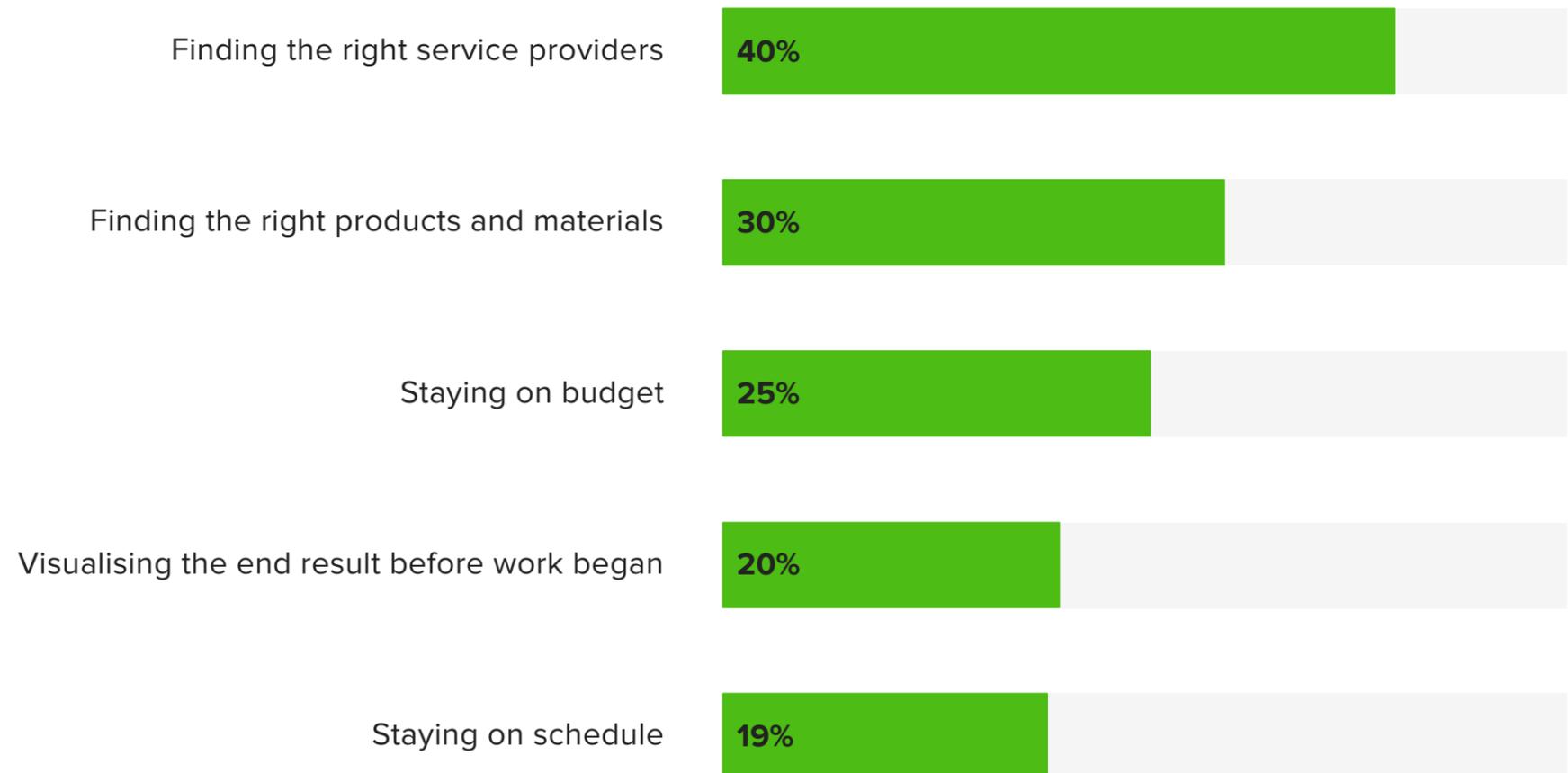
Wanted to do it all along and finally have the time

25-39	35%
40-54	31%
55-74	31%

What Renovation Challenges We Face

Chart and tables show the frequency of challenges during home renovations, as reported by homeowners who renovated their primary homes in 2022*.

Top 5 Challenges that come up during renovation



No Challenges

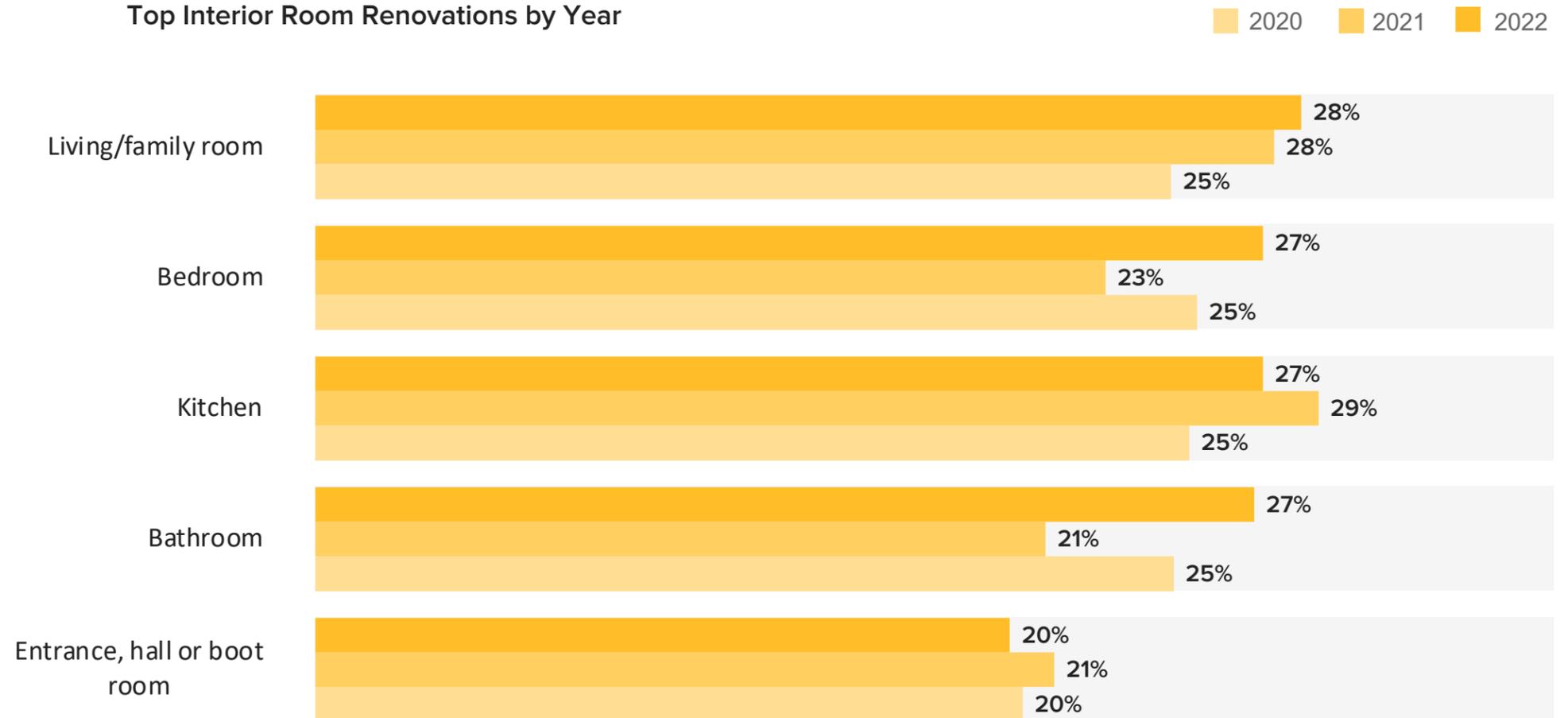
2022	6%
2020	10%

*Multiple responses (up to three) were allowed.

Where We Focus Our Efforts

Charts and tables show the frequency of most popular interior room renovations in 2020, 2021 and 2022, as well as 2022 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 2022

Heating	38%
Electrical	37%
Plumbing	36%

Top Exterior Feature Upgrades in 2022

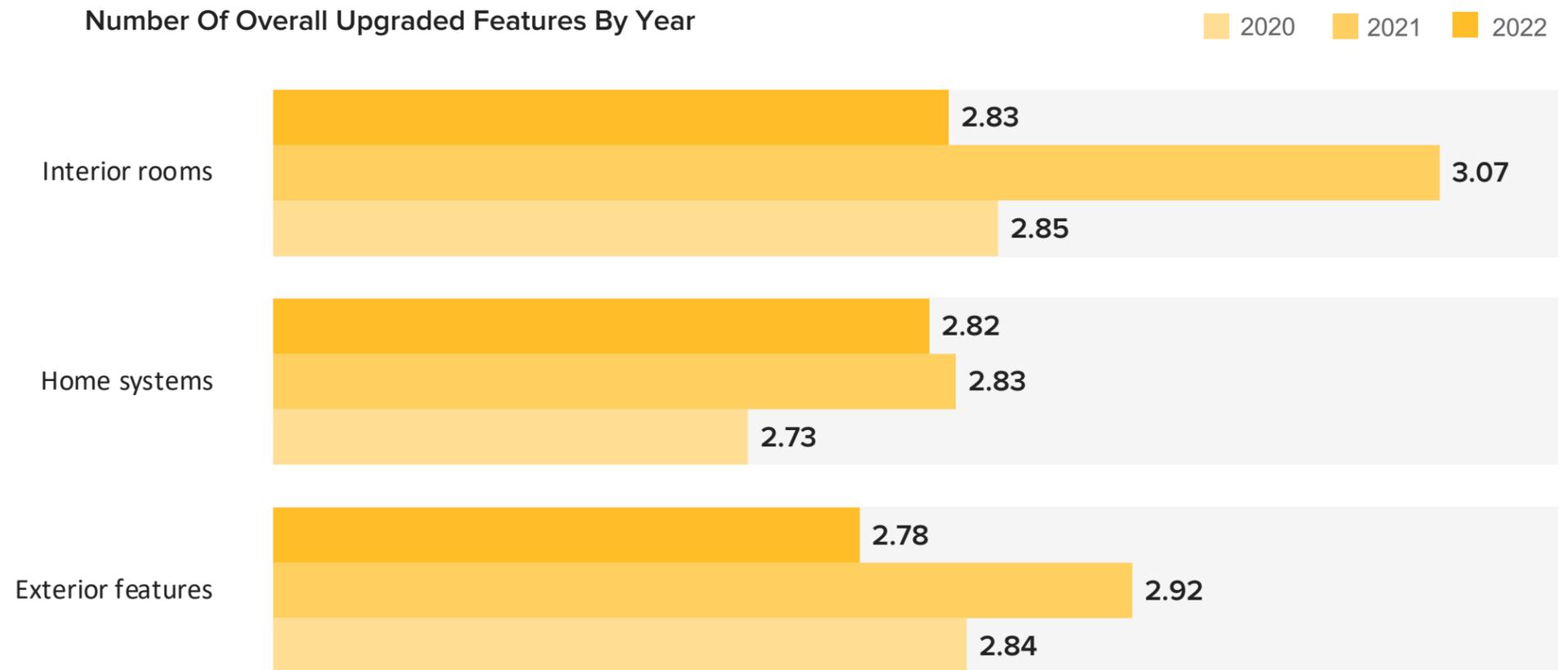
Windows or skylights	30%
Gutters/downpipes	25%
Exterior doors	24%

Top Outdoor Feature Upgrade in 2022

Beds & borders	31%
Patio or terrace	24%
Planters or planter boxes	24%

How Many Features We Upgrade

Charts and tables show the average number of upgrades during home renovations in 2020, 2021 and 2022, as reported homeowners who renovated their primary homes.



Renovating Homeowners By Age

Interior rooms

25-39	3.1
40-54	3.0
55-74	2.8

Home systems

25-39	3.0
40-54	2.9
55-74	2.8

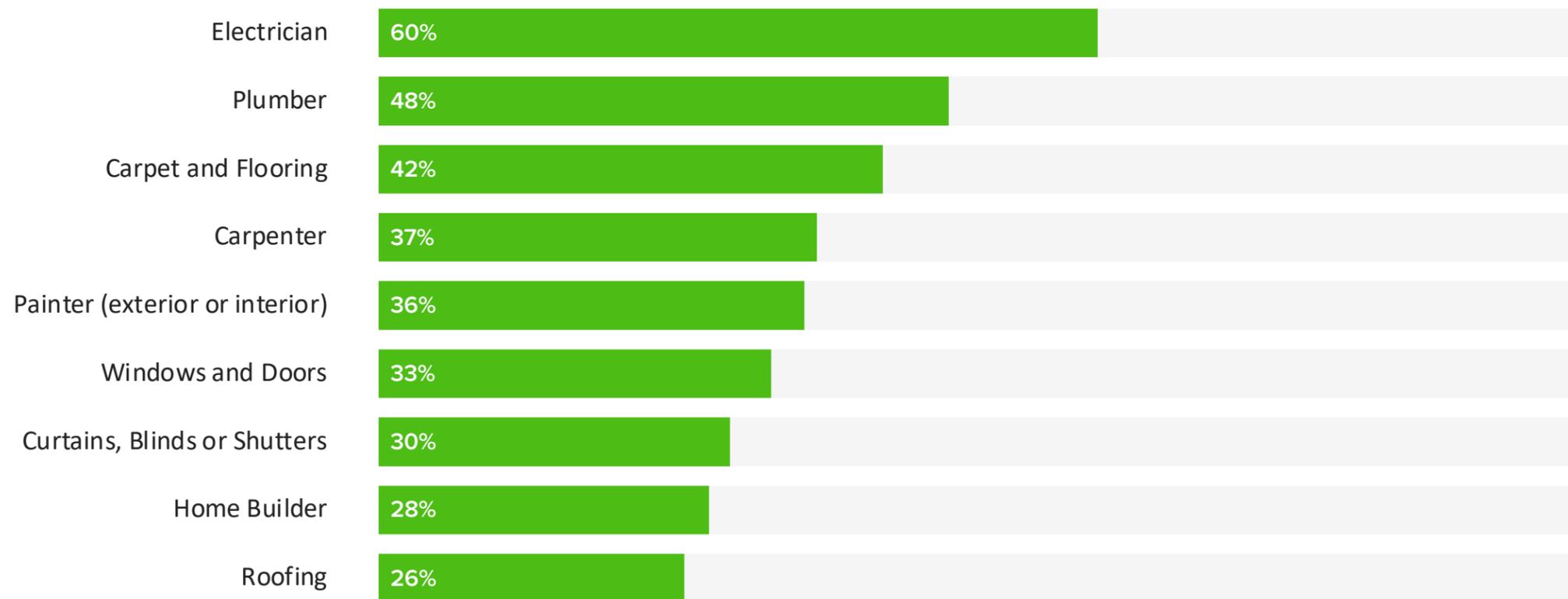
Exterior features

25-39	2.6
40-54	2.8
55-74	2.8

How We Plan Our Home Renovations

Charts and tables show the frequency of professional hiring in 2020, 2021 and 2022, overall and by age, as reported by homeowners who renovated their primary homes.

Specific Pro Hiring In 2022



Overall Pro Hiring

2022	93%
2021	92%
2020	88%

Overall Pro Hiring By Age

25-39	95%
40-54	90%
55-74	93%

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 December 2022 and March 2023. 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 2022, 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 2023.

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 2,549 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=2,445) and UK homeowners on Houzz who renovated their primary residence in 2022 (n=1,191).

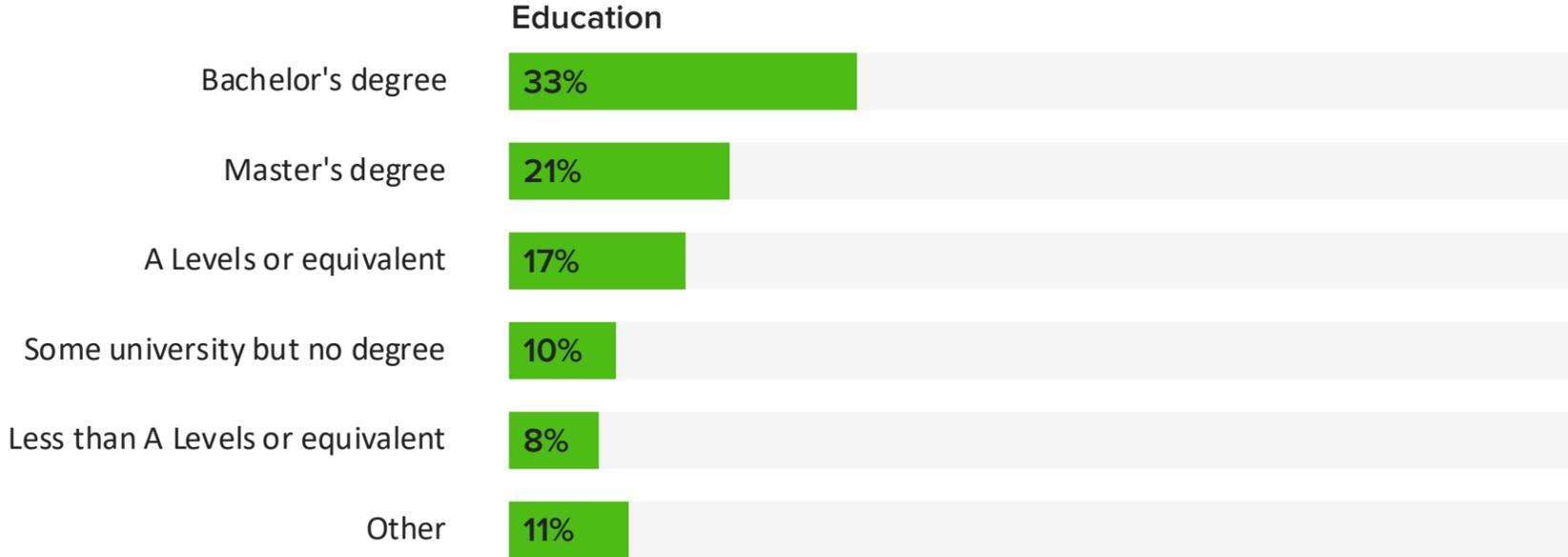
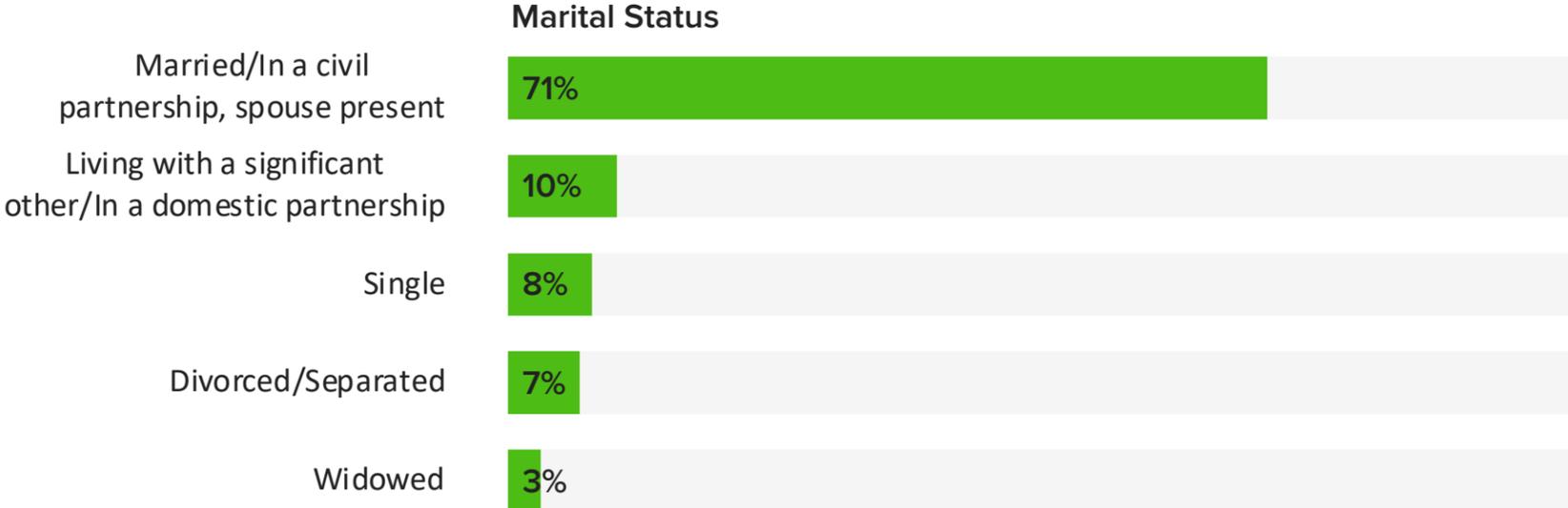
SAMPLING AND WEIGHTING

Data was 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 was reviewed to ensure representation of the Houzz user populations.

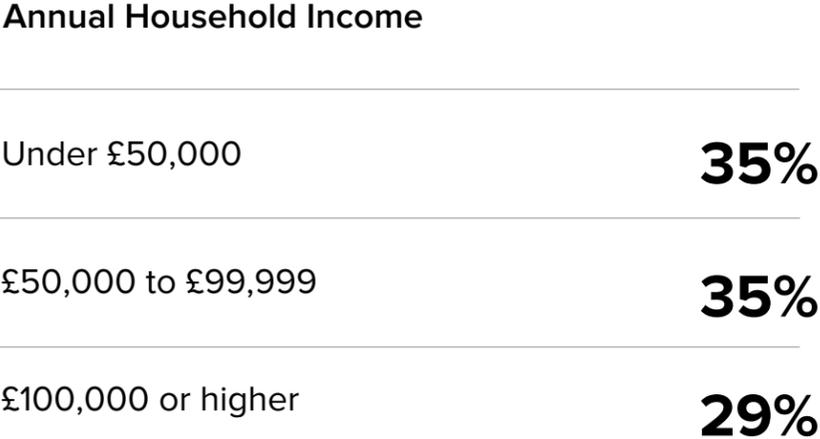
Appendix



A. 2022 Renovating Homeowner Demographics

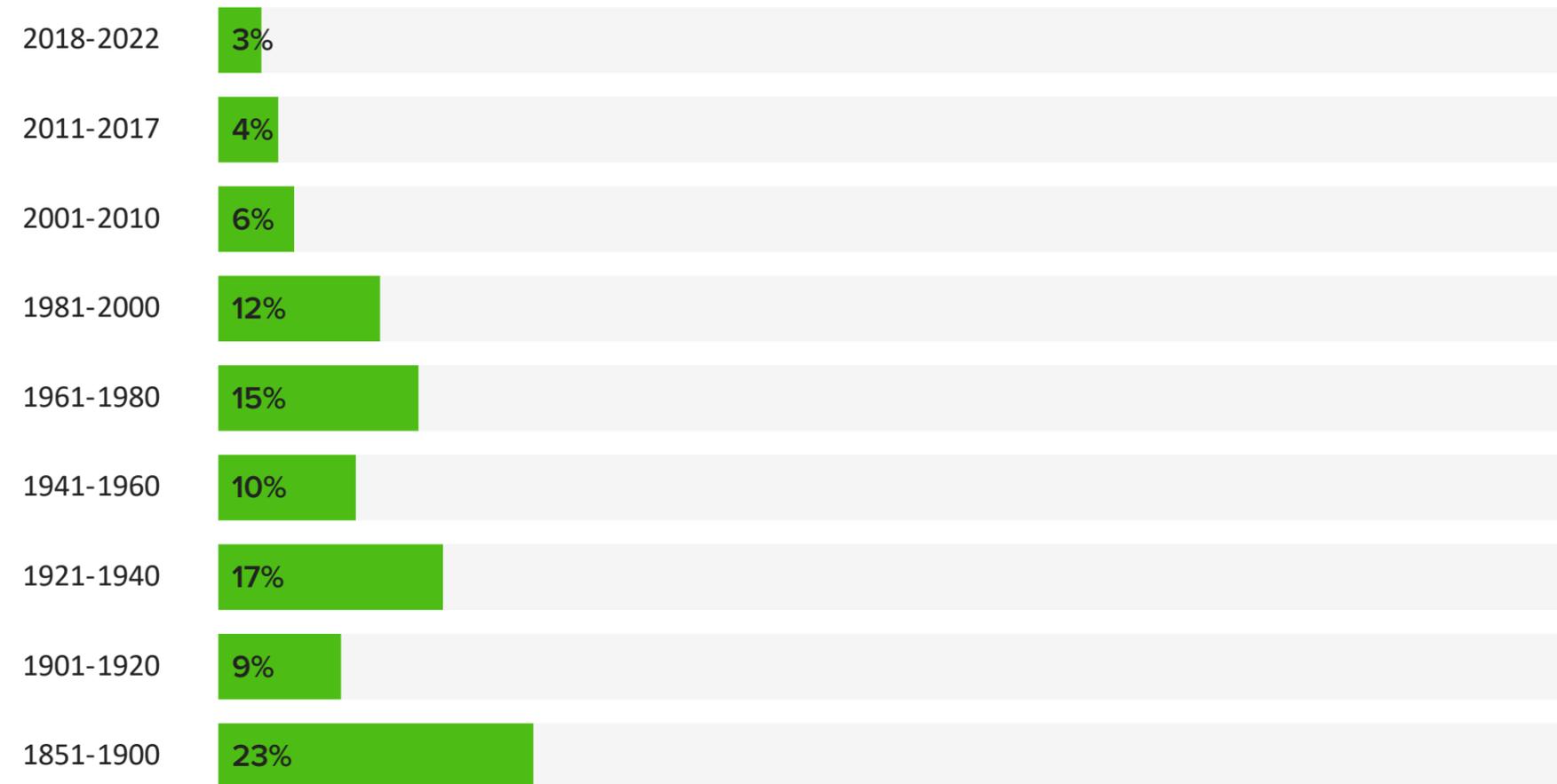


Have child(ren) living with them **33%**



B. Characteristics of Homes Renovated in 2021

Year Built



Home Type

Detached house	49%
Semi-detached house	25%
Terraced house	16%
Other	10%

Owner-reported Home Value

Under £300,000	17%
£300,000 to £499,999	30%
£500,000 or higher	53%