

2016

HOUZZ & HOME INTERNATIONAL COMPARISON August 2016



Overview of Home Renovation in 2015

Big Ideas

RENOVATING AS LEAD ACTIVITY FOR HOMEOWNERS ON HOUZZ

In most surveyed countries,* an average of half of homeowners on Houzz are opting for a renovation of their homes as part of home-related activities in 2015, yet Japan is showing a low frequency of renovation compared to other countries. (15% vs. 30%-61%).

WANTING TO STAY PUT

Across the globe, wanting to stay put in the current home is one of the top reasons for choosing to renovate and not buy a new home. However, only one in ten (11%) Danish renovating homeowners are interested in staying put, vs. most of the other countries ranging between 23% to 49%.

PAYING WITH SAVINGS

Many homeowners in countries across the globe opt to pay for their home renovations with their savings/personal finances. Approximately three in four or more (71%-91%) renovating homeowners have chosen this payment option fund their renovation.

AWARDS GO TO....

Ireland – for the most frequent pro hiring during home renovations (94% vs. 76%-92% for all other countries)
Denmark – for the most frequent renovations with no initial budget set (53% vs. 24%-40% for all other countries)
Russia – for the most frequent renovations that have gone over budget (48% vs. 20%-39% for all other countries).

*Houzz Research studies trends in the U.S.A., Canada, Australia, New Zealand, Japan, Denmark, France, Germany, Ireland, Italy, Russia, Spain, Sweden, and the United Kingdom.

What We Are Doing in Our Home: 2015 Activities of Homeowners on Houzz

Tables below show the frequency of home-related activities in 2015 including a breakdown of homeowners who renovated their primary residence, decorated or furnished their primary residence, and homeowners who built a new home as their primary residence.



US & Canada



USA

61%
Renovated

65%
Decorated or
furnished

4%
Built a home



Canada

61%
Renovated

65%
Decorated or
furnished

4%
Built a home

Europe



Denmark

49%
Renovated

64%
Decorated or
furnished

4%
Built a home



France

51%
Renovated

69%
Decorated or
furnished

6%
Built a home



Germany

47%
Renovated

58%
Decorated or
furnished

10%
Built a home



Ireland

47%
Renovated

62%
Decorated or
furnished

5%
Built a home



Italy

30%
Renovated

45%
Decorated or
furnished

3%
Built a home



Russia

36%
Renovated

44%
Decorated or
furnished

7%
Built a home



Spain

41%
Renovated

56%
Decorated or
furnished

3%
Built a home



Sweden

45%
Renovated

60%
Decorated or
furnished

4%
Built a home



UK

57%
Renovated

71%
Decorated or
furnished

2%
Built a home

Asia - Pacific



Australia

56%
Renovated

59%
Decorated or
furnished

9%
Built a home



Japan

15%
Renovated

41%
Decorated or
furnished

8%
Built a home



New Zealand

55%
Renovated

63%
Decorated or
furnished

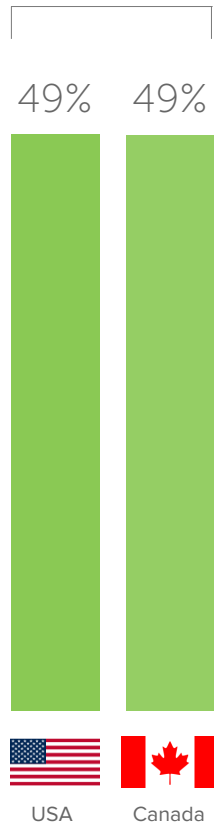
10%
Built a home

Why We Are Renovating vs. Buying a "Perfect" Home: *Wanting to Stay Put*

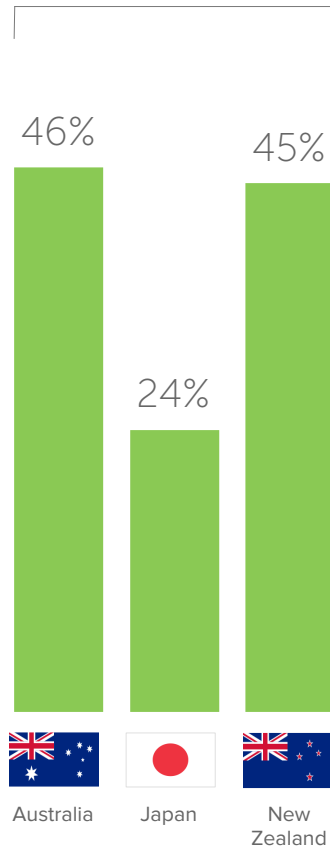
Charts below show the frequency of "wanted to stay in the current home or lot/land" as one of the top reasons for renovating a home vs. buying a home that is already suited for the needs of the homeowner, as reported by homeowners who renovated their primary homes in 2015.



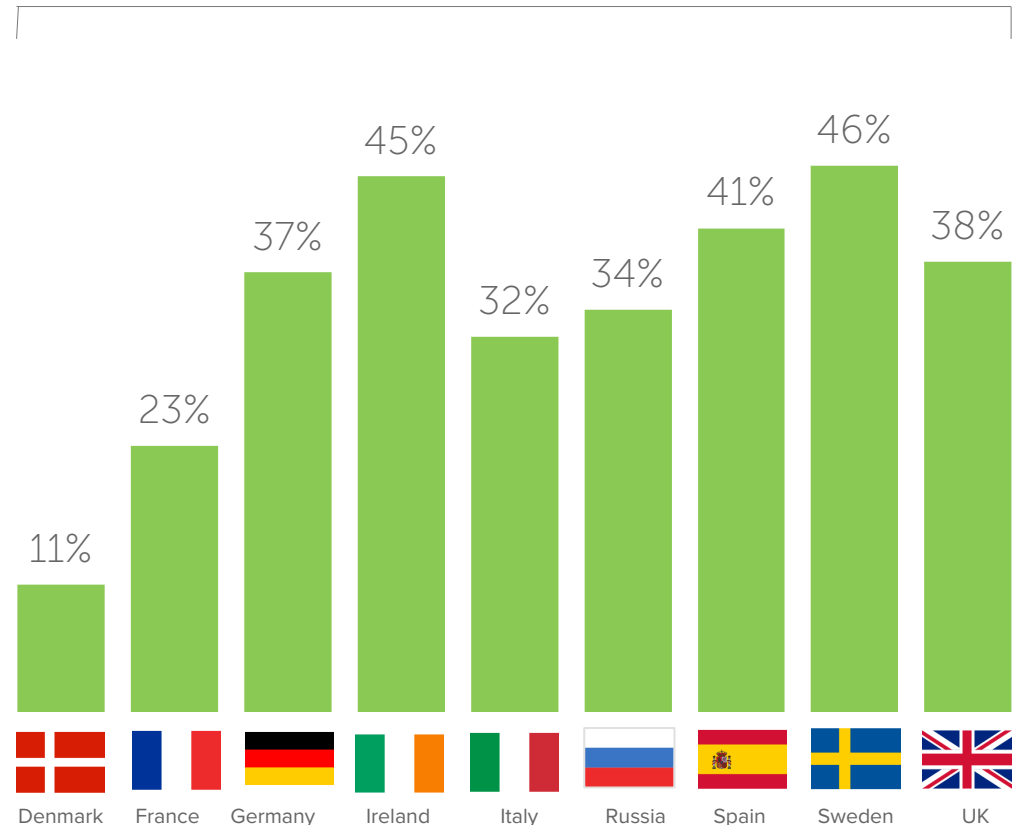
USA & Canada



Asia - Pacific



Europe



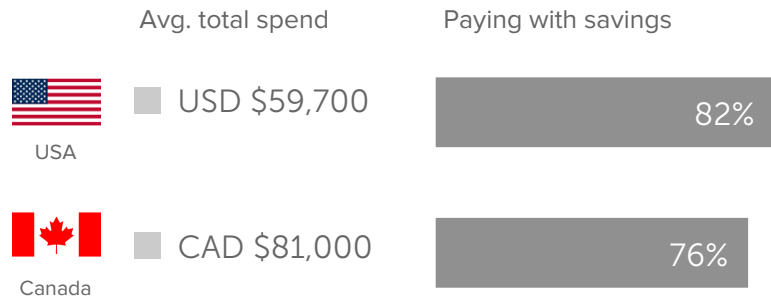
■ Wanted to stay in the current home or lot/land

What We Are Spending and How We are Paying

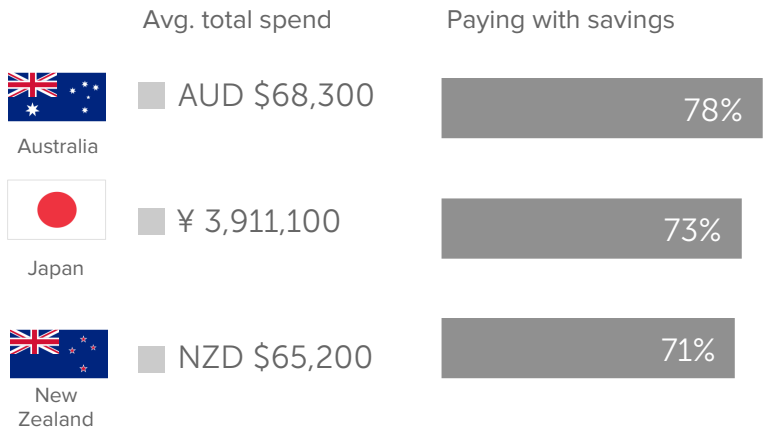


Charts below show the average total spend on home renovations in 2015 and the frequency of paying for renovations with savings/personal finances, as reported by homeowners who renovated their primary homes in 2015.

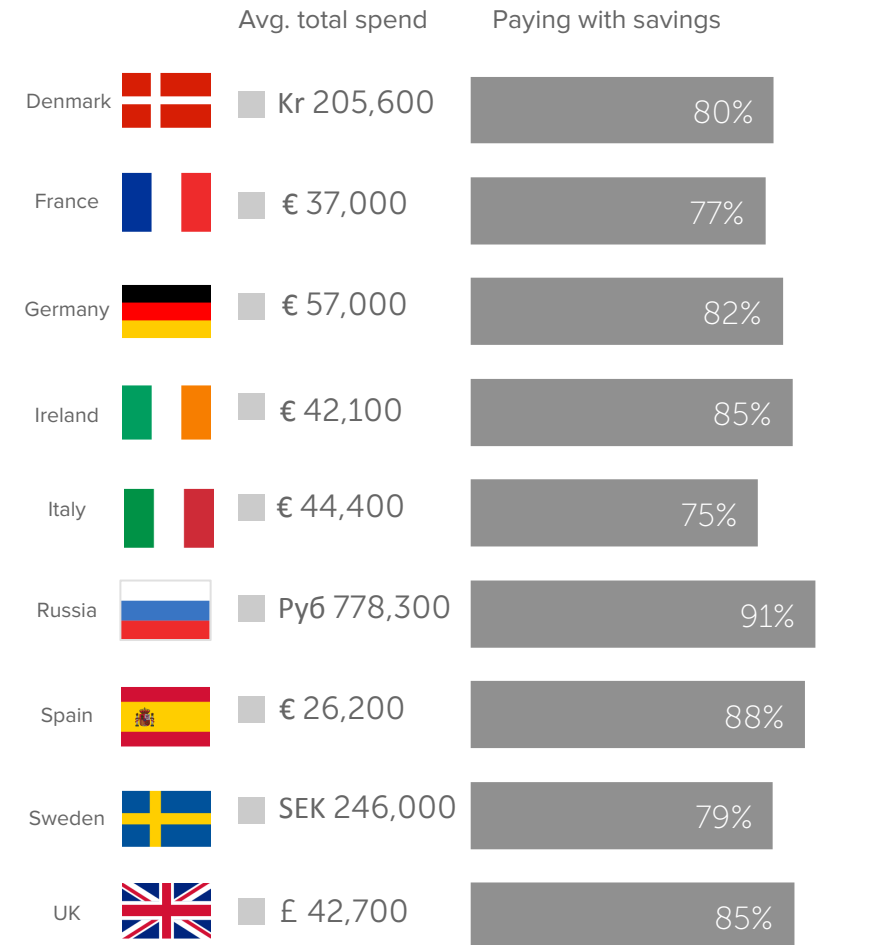
USA & Canada



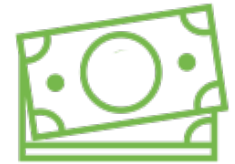
Asia - Pacific



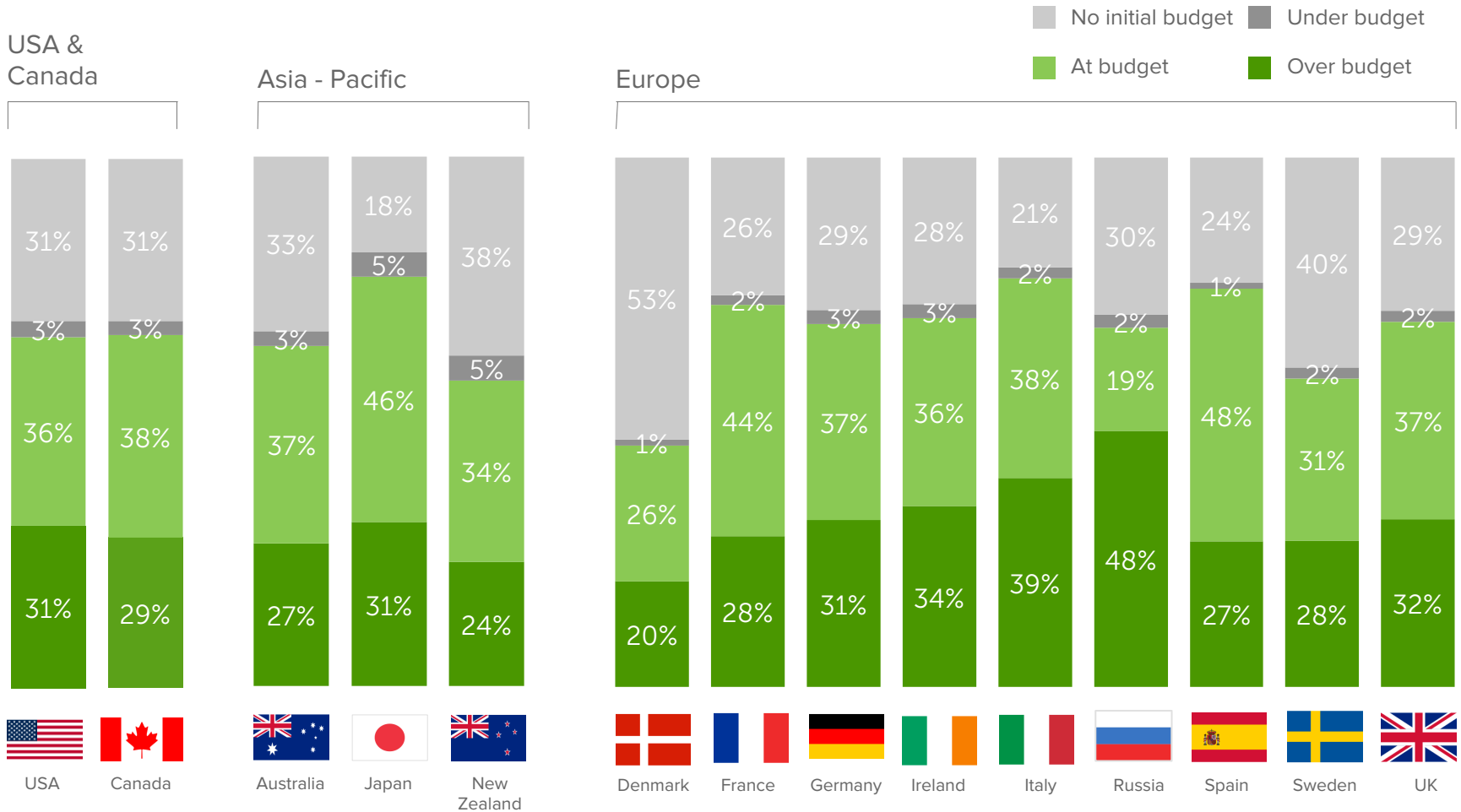
Europe



How We Are Meeting Our Budget Goals



Charts below show the frequency of renovations exceeding, staying at, and coming below the initial budget, as reported by homeowners who renovated their primary homes in 2015.



Where We Focus Our Renovation Priorities: *Top 3 Interior Spaces*

Tables below show the frequency of top three interior space upgrades, as reported homeowners who renovated their primary homes in 2015.



US & Canada



USA

29% Kitchen
24% Bathroom (non-master)
22% Living/family room



Canada

29% Kitchen
25% Bathroom (non-master)
23% Living/family room

Europe



Denmark

27% Kitchen
24% Living/family room
22% Bathroom



France

40% Bedroom
32% Kitchen
31% Bathroom



Germany

24% All interior spaces
23% Bathroom
22% Living/family room



Ireland

30% Bedroom
29% Living/family room
29% Kitchen



Italy

32% All Interior spaces
24% Bathroom
19% Kitchen



Russia

38% Kitchen
31% Bedroom
31% Bathroom



Spain

29% Bathroom
29% Bedroom
27% Kitchen



Sweden

30% Bedroom
28% Kitchen
24% Living/family room



UK

34% Bedroom
32% Bathroom
29% Living/family room

Asia - Pacific



Australia

26% Kitchen
25% Living/family room
20% Bathroom (other)



Japan

30% Kitchen
30% Living/family room
29% Bathroom



New Zealand

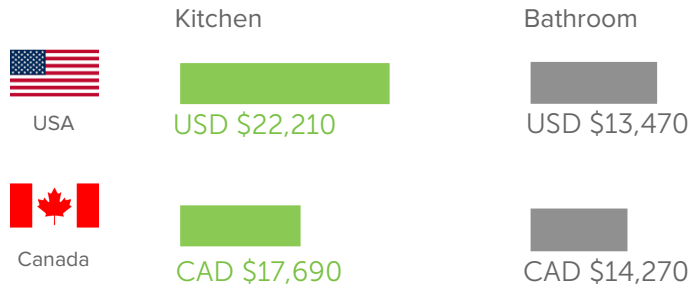
29% Kitchen
26% Living/family room
22% Bedroom (other)

How Much Kitchens and Bathrooms Cost to Renovate

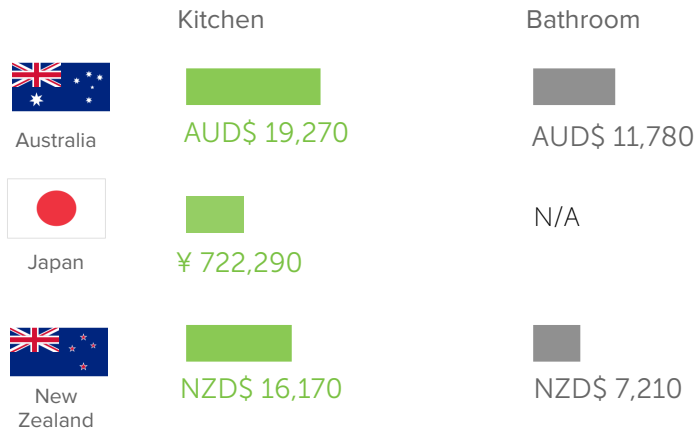
Charts below show the average spend on kitchen and bathroom renovations (excluding additions), as reported by homeowners who renovated their primary homes in 2015. Average spend is reported in both the country currency and in U.S. Dollars (at exchange rate as of Dec. 31, 2015). Bathroom spend for U.S., Canada, and Australia refer to master bathroom spend.



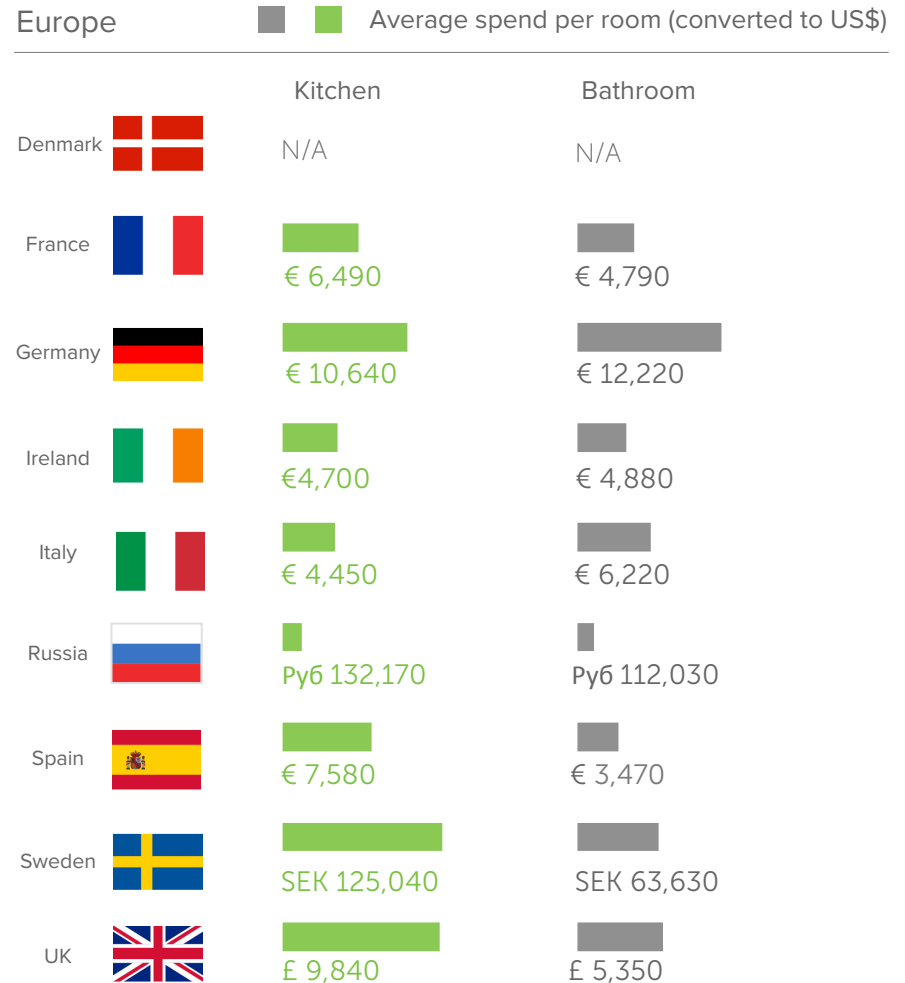
USA & Canada



Asia - Pacific



Europe



Getting Help During Renovation

Charts below show the frequency of overall professional hiring during renovations, as reported by homeowners who renovated their primary homes in 2015.



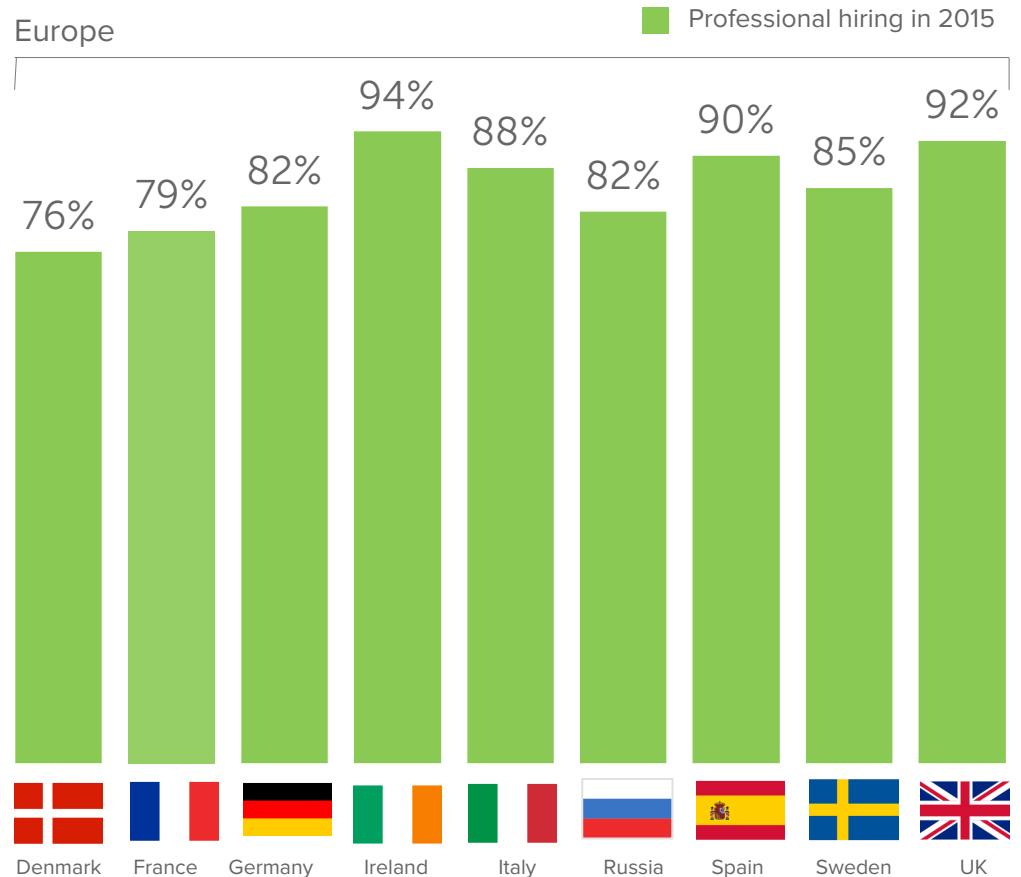
USA & Canada



Asia - Pacific



Europe



Methodology

The annual Houzz & Home study is the largest survey of residential remodeling, building, and decorating activity conducted. This survey covers every aspect of home renovation in 2015, from interior remodels and additions to home systems, exterior upgrades, and outdoor projects. This includes historical and planned spends, professional involvement, and motivations and challenges behind these projects, as well as planned activities for 2016. The 2016 Houzz & Home survey gathered information from 229,541 respondents worldwide, representing the activity of the more than 40 million monthly unique Houzz users.

The Houzz & Home survey was sent via email to registered users of Houzz and fielded in March – June 2016. The Farnsworth Group, an independent market research firm, conducted the survey. The current report relies on responses from 14 countries of homeowners on Houzz (n=187,757) and homeowners on Houzz who renovated in 2015 (n=105,075).