

2019 U.S. Houzz Bathroom Trends Study



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Big Ideas



Showers Reign in Master Bathrooms

Four in five homeowners upgrade the shower during a master bathroom renovation (83%) and over half increase the shower size (54%). For many renovators, this alleviates the pre-project pet peeve of a small shower (38%), which is second only to having an outdated space (59%). Fewer than a quarter of renovating homeowners choose to increase the bathroom size (22%).

Substantial Investment

Median spend on master bathroom remodels increased from \$7,000 in 2017 to \$8,000 in 2018 nationally. A major master bathroom remodel, defined as one with upgrades to the shower area, is 5 times more expensive than a minor remodel. Among the top 50 U.S. metropolitan areas by population, San Francisco and San Jose had the highest and second highest median spend, respectively.

A Relaxing Sanctuary

Nearly half of renovating homeowners report that they relax in their bathrooms (45%). Cleanliness and lack of clutter are key. Neutral tones help to further the spa-like feel, such as with white or wood vanities (34% and 29%, respectively), white counters (46%), gray or white flooring (31% and 19%, respectively), and gray or white walls (29% and 27%, respectively).

Styles Go Transitional, Modern

Among those who opt to change their master bathroom's style (89%), transitional and modern styles are gaining popularity, increasing to 21% and 20% in 2019, respectively (up 5 percentage points each versus 2018). In contrast, contemporary and traditional styles are falling out of favor, to 16% and 9%, respectively (down 4 and 5 points, respectively).

A Moment for Accents and Mirrors

More than a third of renovating homeowners add an accent wall (35%) that is distinct from other walls with patterns, materials or colors. New mirrors typically come in twos, with three in four homeowners installing new mirrors during upgrades (77%). Most of the upgraded medicine cabinets also have mirrors on the outside (67%).

Features on the Rise

The popularity of freestanding flat-bottom tubs grew from 41% in 2017 to 50% in 2019 among homeowners replacing or adding new tubs.

Toilets with high-tech features grew from 28% in 2018 to 34% in 2019.

Vinyl/resilient and engineered wood flooring collectively grew from 6% in 2017 to 10% in 2019.

Scope & Spend

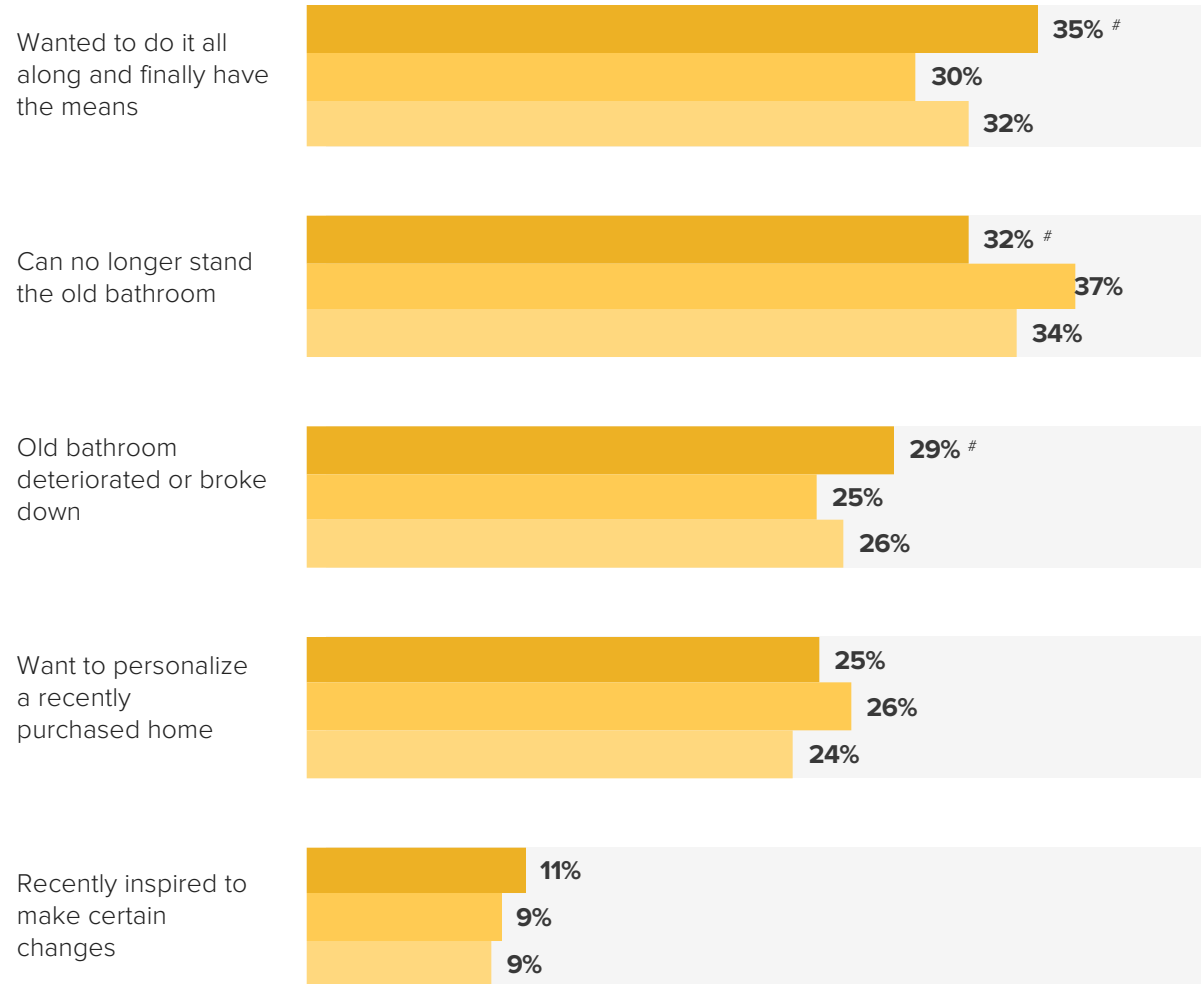


Most of Us Wait for the Right Time to Renovate

“Wanted to do it all along and finally have the means” has returned as the leading motivator for starting a master bathroom renovation (35%), up from last year (30%). Similar to previous years, this increase correlates with a greater share of homeowners citing that the bathroom broke down or deteriorated (29%), up from last year (25%).

Events Triggering Master Bathroom Renovations*

2017 2018 2019



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19, 2017-18 (2018 study) and 2016-17 (2017 study).

#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

Spend on Master Bathroom Remodels Increased in 2018

Median spend on master bathroom remodels increased from \$7,000 in 2017 to \$8,000 in 2018 nationally. Similarly, median spend increased for major remodels of master bathrooms, from \$10,100 to \$12,000, as well as for minor remodels, from \$2,000 to \$2,300. A major remodel, defined as one in which a homeowner upgrades at least the shower area, is 5 times more expensive than a minor remodel (i.e., one without a shower upgrade).

National Median Spend on Master Bathroom Remodel in 2017 and 2018*



National Median Spend on Major and Minor Master Bathroom Remodels in 2017 and 2018**



*Median spend on master bathroom remodels is from 2018 and 2019 Houzz & Home Studies.

**Major remodel of a master bathroom refers to a remodel in which at least the shower is upgraded. Minor remodel refers to all other remodels without a shower upgrade.

San Francisco and San Jose Are Top Spenders

Among the top 50 U.S. metropolitan areas by population*, San Francisco and San Jose had the highest and second-highest median spend on master bathroom remodels during 2017-18 (\$15,000 and \$13,000, respectively). These two metros command the highest spend among both major remodels of master bathrooms (\$20,000 each) and minor remodels (\$4,850 and \$4,500, respectively). In contrast, homeowners in the Orlando, Florida, metropolitan area report the lowest median spend on master bathroom remodels (\$3,760). (See appendix for median spend in the top 50 U.S. metropolitan areas by population.)

*Top 50 U.S. metropolitan areas by population are defined per the Cumulative Estimates of Resident Population in 2016 by the U.S. Census Bureau.

**Major remodel of a master bathroom refers to a remodel in which at least the shower is upgraded. Minor remodel refers to all other remodels without a shower upgrade.

***Median spend on master bathroom remodels in U.S. metropolitan areas with fewer than 30 combined responses from 2017 and 2018 surveys is omitted from the table.

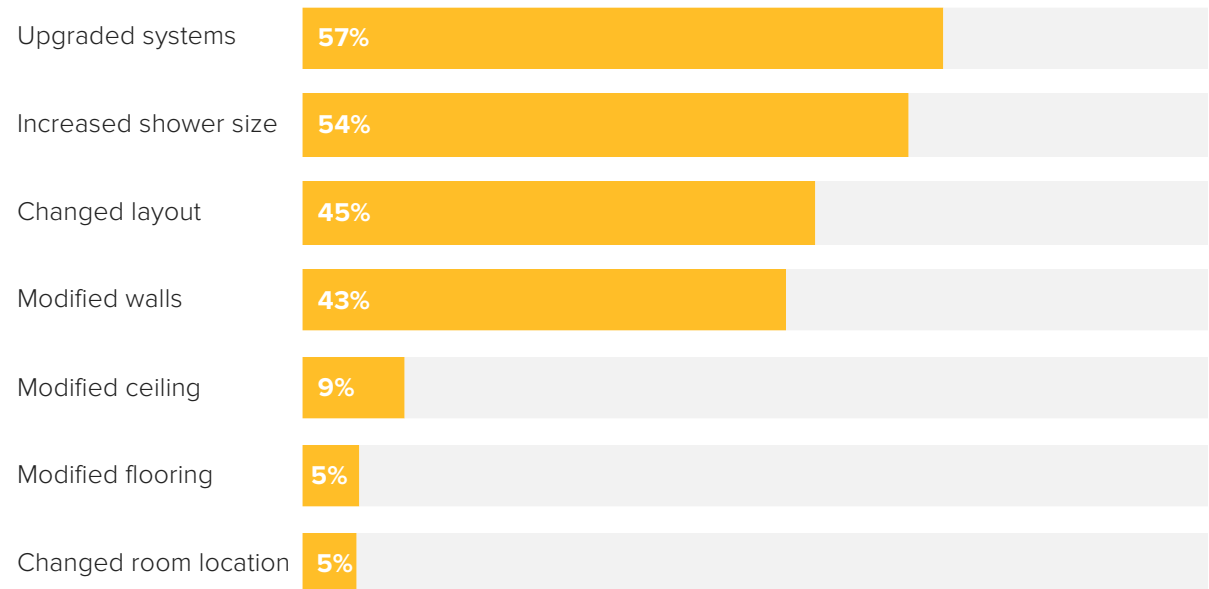
Top 20 U.S. Metropolitan Areas* by Median Spend on Master Bathroom Remodel (Combined 2017 and 2018)

Metropolitan Area	All Remodels	Major Remodels**	Minor Remodels**
San Francisco, CA	\$15,000	\$20,000	\$4,850
San Jose, CA	\$13,000	\$20,000	\$4,500
Boston, MA	\$12,000	\$15,000	\$3,600
Jacksonville, FL	\$10,000	\$12,500	NA***
Birmingham, AL	\$10,000	NA***	NA***
Memphis, TN	\$10,000	NA***	NA***
Pittsburgh, PA	\$10,000	\$15,000	NA***
Baltimore, MD	\$10,000	\$15,000	\$2,400
Los Angeles, CA	\$10,000	\$15,000	\$3,000
New York, NY	\$10,000	\$15,000	\$5,000
Washington, DC	\$10,000	\$15,000	\$3,000
Richmond, VA	\$9,000	\$15,500	NA***
Louisville, KY	\$9,000	\$11,400	NA***
Austin, TX	\$9,000	\$14,000	\$1,500
Philadelphia, PA	\$9,000	\$15,000	\$2,000
Chicago, IL	\$9,000	\$15,000	\$2,750
San Diego, CA	\$9,000	\$12,500	\$3,750
Sacramento, CA	\$9,000	\$15,000	NA***
Seattle, WA	\$9,000	\$18,000	\$2,350
Atlanta, GA	\$9,000	\$13,000	\$3,000

We Enlarge the Shower, Not the Room

Consistent with past years, homeowners renovating their master bathrooms are twice as likely to increase the size of their shower (54%) or change their bathroom layout (45%) as they are to increase their bathroom's size (22%). The limited expansion of bathrooms during upgrades might be explained by the fact that most master bathrooms are already relatively large, with two in five falling between 100 and 199 square feet (41%) and one in five at 200 square feet or larger (20%).

Major Changes During Master Bathroom Renovations*



Change in Size of Renovated Master Bathroom*

About the same	78%
Somewhat larger (up to 50%)	14%
Significantly larger (more than 50%)	8%

Final Size of Renovated Master Bathroom*

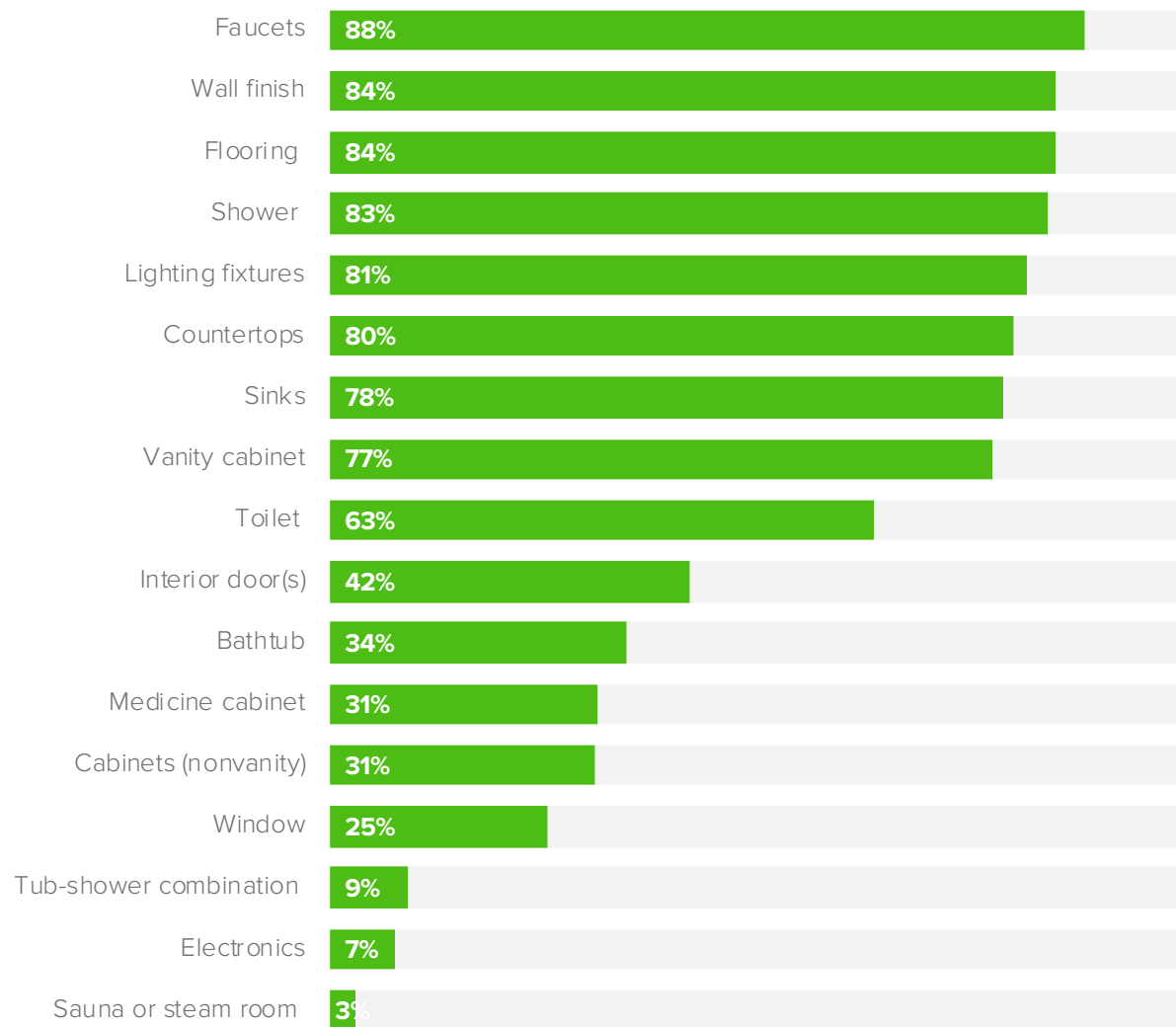
Less than 100 square feet	39%
100 to 199 square feet	41%
200 square feet or more	20%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

Cabinets Are in High Demand

A large majority of homeowners upgrade major features in their master bathrooms during renovation, such as faucets (88%) and toilets (63%). Storage is important to many, as reflected in the 77% who upgrade or install a vanity, 31% a medicine cabinet and 31% other cabinets.

Feature Upgrades During Master Bathroom Renovations*

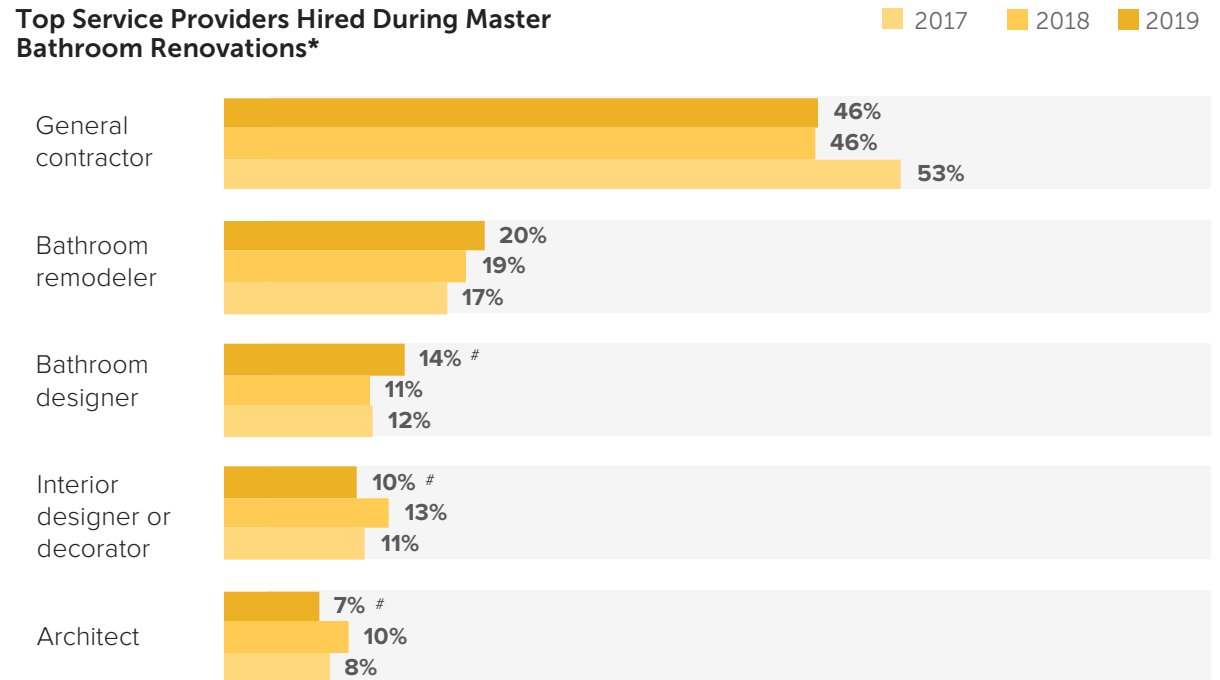


*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

We Increasingly Hire Bathroom Specialists

While overall hiring of professional help has remained stable over the last few years, a growing share of renovating homeowners are hiring remodelers and designers who specialize in bathroom upgrades. For example, the hiring of bathroom remodelers increased to 20% in 2019, compared with 17% in 2017. Similarly, 14% of renovating homeowners hired a bathroom designer in 2019, compared with 12% in 2017.

Top Service Providers Hired During Master Bathroom Renovations*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19, 2017-18 and 2016-17.

***Specialty service providers* refers to electricians, plumbers, tile specialists, cabinetmakers and other trades. *Project managers* refers to general contractors and remodelers.

#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

Overall Pro Hiring*

2019	83%
2018	83%
2017	84%

Hiring of Specialty Service Providers (Without a Project Manager)**

2019	19%
2018	17%
2017	16%

We Are Masters at Relaxing

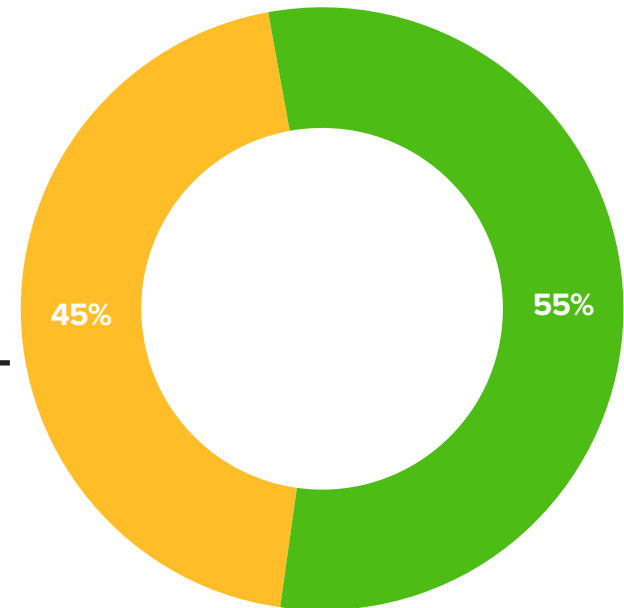
Nearly half of homeowners use their freshly renovated master bathrooms to unwind (45%). Cleanliness and lack of clutter are key to creating a relaxing sanctuary, and many use the tub or a long shower to reduce stress. Greenery and sound features are helpful for one in 10 homeowners each.

Use of Master Bathroom for Relaxation After Renovations*

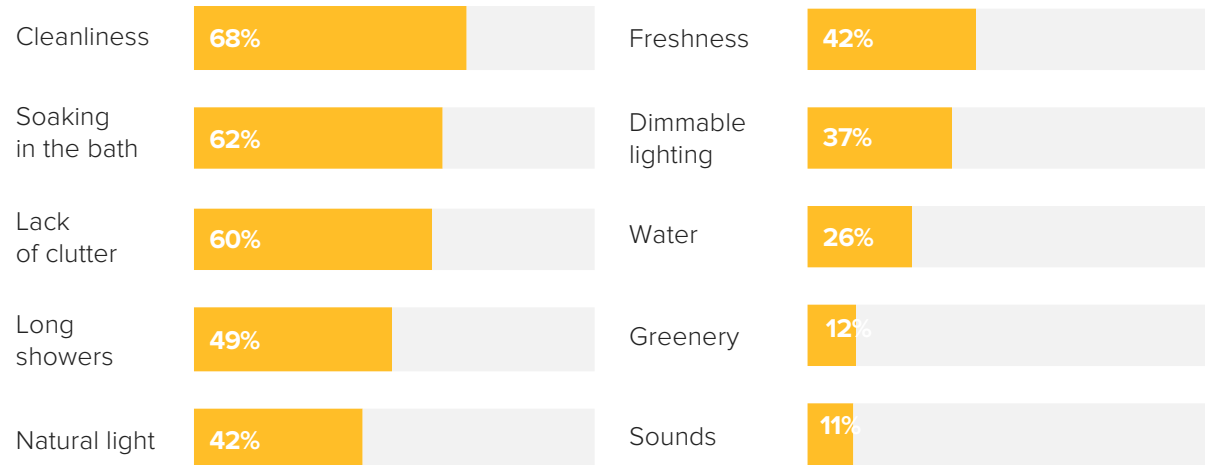
- Use bathroom to relax and rest
- Do not use bathroom to relax and rest

45%

Use the bathroom to relax and rest



Bathroom Features That Help With Relaxation**



*Percentages reflect the proportion of homeowners who have completed a master bathroom remodel, bathroom addition or bathroom decorating project during 2018-19.

**Percentages reflect the proportion of homeowners who reported that they use the bathroom to relax among those who have completed a master bathroom renovation during 2018-19.

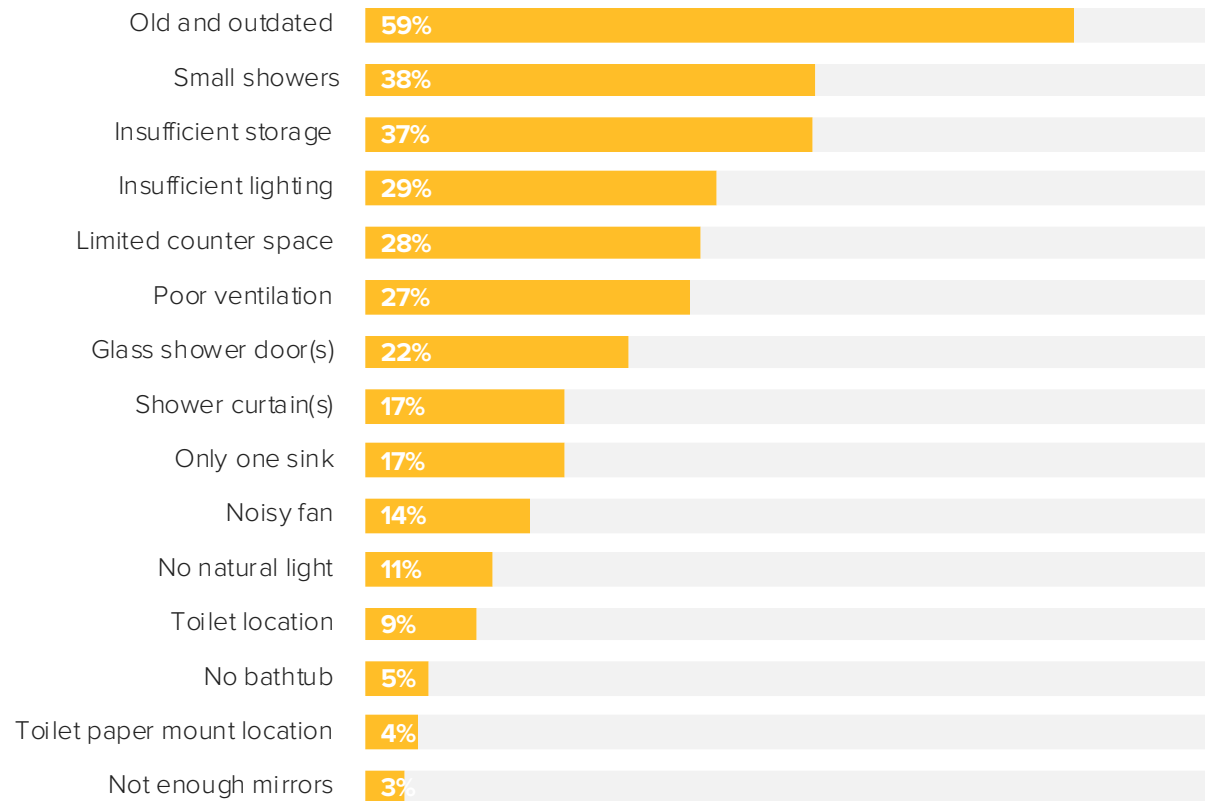
Look & Feel



We're Irked by Outdated Looks and Small Showers

While an outdated look is the top source of annoyance with master bathrooms prior to renovation (59%), followed by a host of functional limitations. Small showers (38%) and insufficient storage (37%) are the most commonly cited inconveniences, followed by insufficient lighting (29%), limited counter space (28%) and poor ventilation (27%). More than half of homeowners say they spend more time in the bathroom after renovations.

Pet Peeves in Master Bathrooms Prior to Renovations*



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom remodel, bathroom addition or bathroom decorating project during 2018-19.

**Percentages reflect the proportion of homeowners who have completed a master bathroom remodel, bathroom addition or bathroom decorating project during 2018-19.

Change in Time Spent in Master Bathroom After Upgrades**



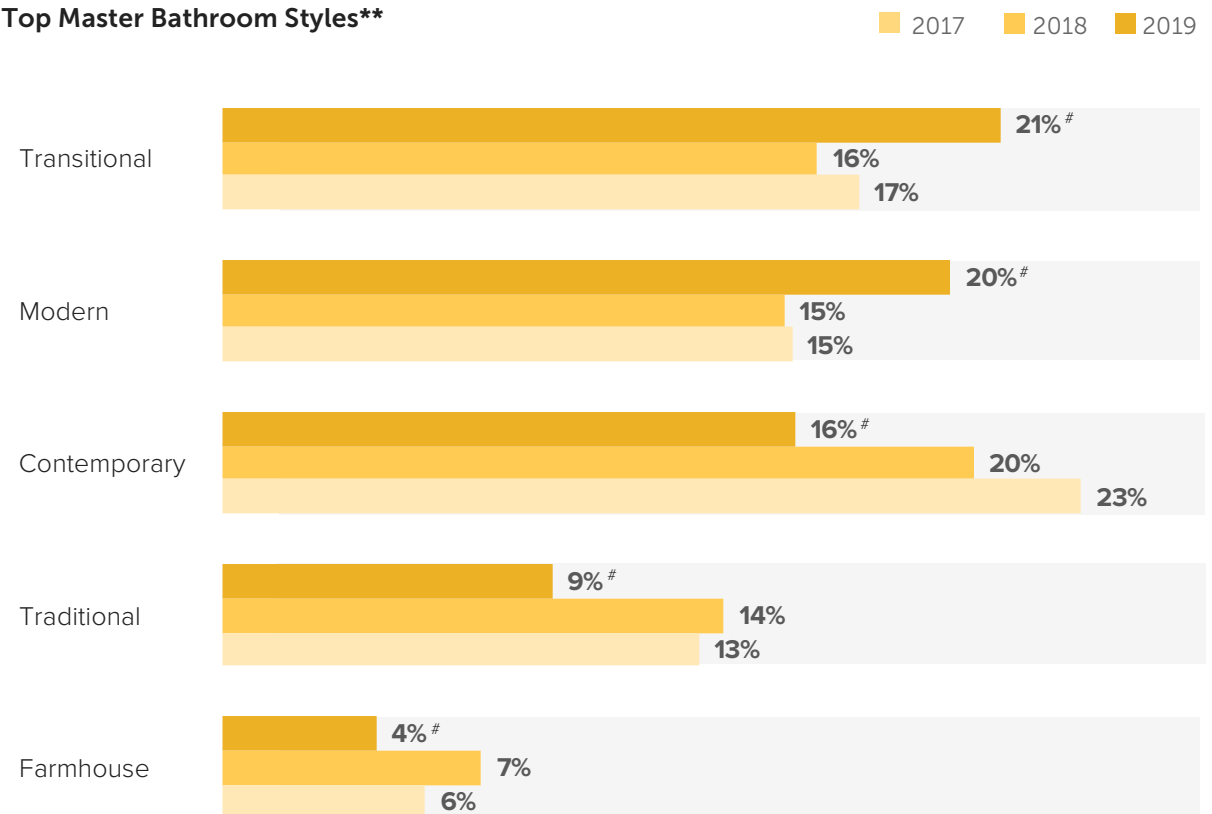
The Style Battle Rages On

Nine in 10 homeowners change the style of their master bathroom during a renovation. Transitional and modern styles are gaining popularity, both increasing to 21% and 20% in 2019, respectively (up five percentage points each versus 2018). In contrast, contemporary and traditional styles are falling out of favor to 16% and 9%, respectively (down four and five points, respectively). Similarly, farmhouse style appears to have lost steam after increases in 2017 to 2018. (See Appendix B for additional information on bathroom styles over time).

Style Change During Renovations*



Top Master Bathroom Styles**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19, 2017-18 and 2016-17.

**Percentages reflect proportion of homeowners who are changing the style as part of a completed, current or planned master bathroom renovation in 2018-19, 2017-18 and 2016-17.

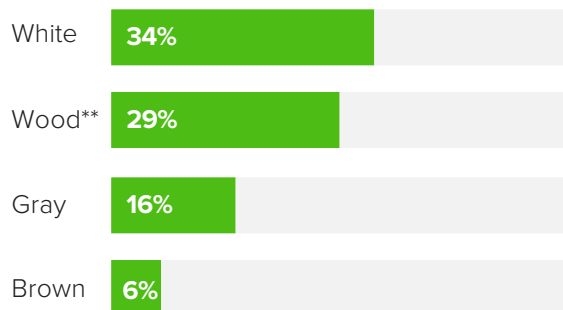
#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

White on White Is Increasingly Popular

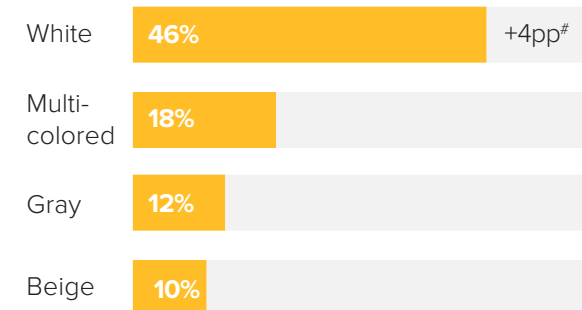
After a lull of several years, white has regained its popularity in master bathrooms. The percentage of renovators who opt for white flooring has risen from 14% in 2017 and 16% in 2018 to 19% in 2019. Similarly, white is increasingly used for countertops and nonshower walls. The majority of upgraded showers remain in neutral palettes of white (40%), gray (20%) and beige (14%). (See Appendix C for additional information on bathroom colors over time).

Top Colors*

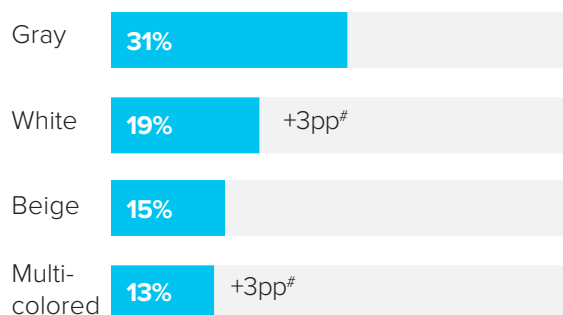
Vanity



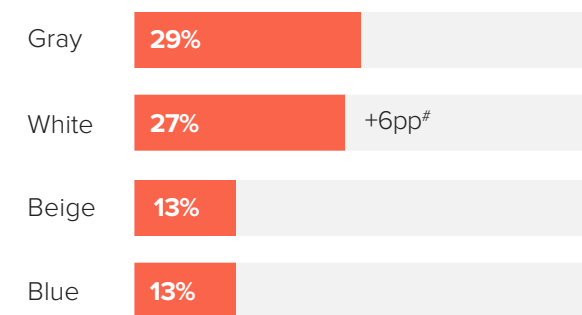
Countertops



Flooring (nonshower)



Walls (nonshower)



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

**Wood includes the tones of wood-light, wood-medium and wood-dark.

#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

Top Colors for Shower Walls*



A Third of Upgrades Feature an Accent Wall

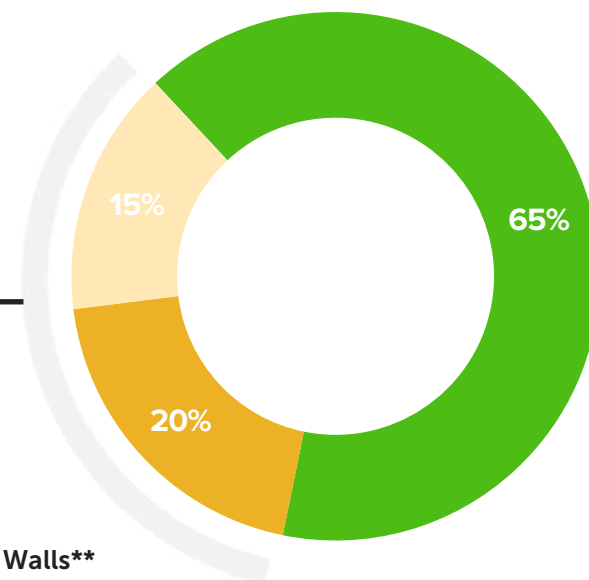
One in three homeowners adds or upgrades an accent wall during a master bathroom renovation (35%). Accent walls inside the shower are somewhat more common (20%) than those outside the shower (15%). Pattern is the most common distinguishing feature, followed by different surface materials, colors and textures. That said, more than a third of accent walls are in neutral palettes of gray (22%) or white (15%), in keeping with a spa-like aesthetic. Blue (16%) or multicolor (16%) accent walls are also common.

Accent Wall Upgrades During Renovations*

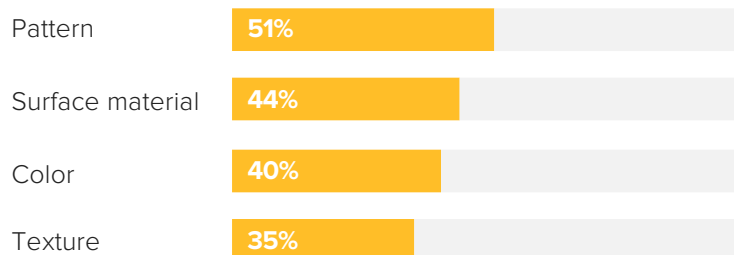
- No accent wall
- Upgrading accent wall inside the shower area
- Upgrading accent wall outside the shower area

35%

Adding an accent wall in or outside the shower area



Top Distinguishing Feature of Upgraded Accent Walls**



Top Colors for Accent Walls**



*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

**Percentages reflect the proportion of homeowners who added or updated an accent wall in or out of the shower area as part of a completed, current or planned 2018-19 master bathroom renovation.

Products & Features

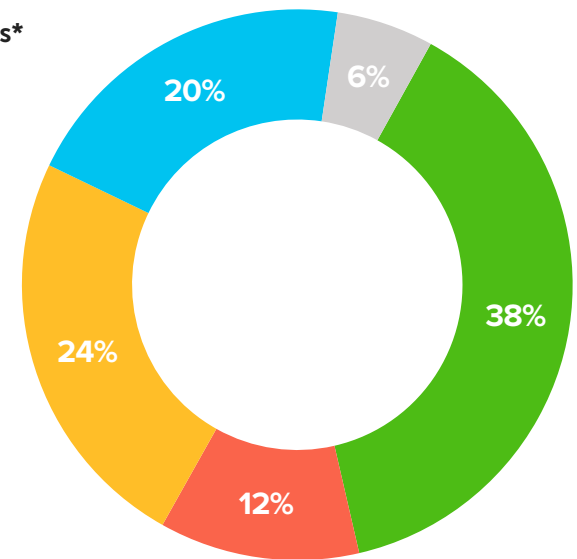


We're Pulling the Plug on Bathtubs

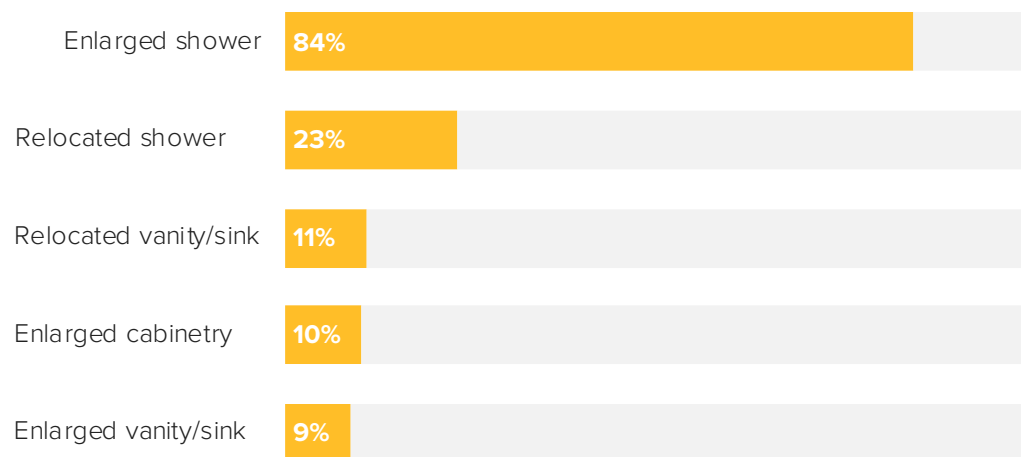
Nearly half of renovated master bathrooms are without a bathtub, either because they didn't have one prior to upgrade (20%) or it was purposely removed during a renovation (24%). When removing the tub, more than four in five homeowners choose to enlarge the shower (84%).

Bathtub Status After Master Bathroom Renovations*

- Upgraded
- Kept unchanged
- Removed
- None (no tub)
- Other



Elements Added After a Bathtub Removal**



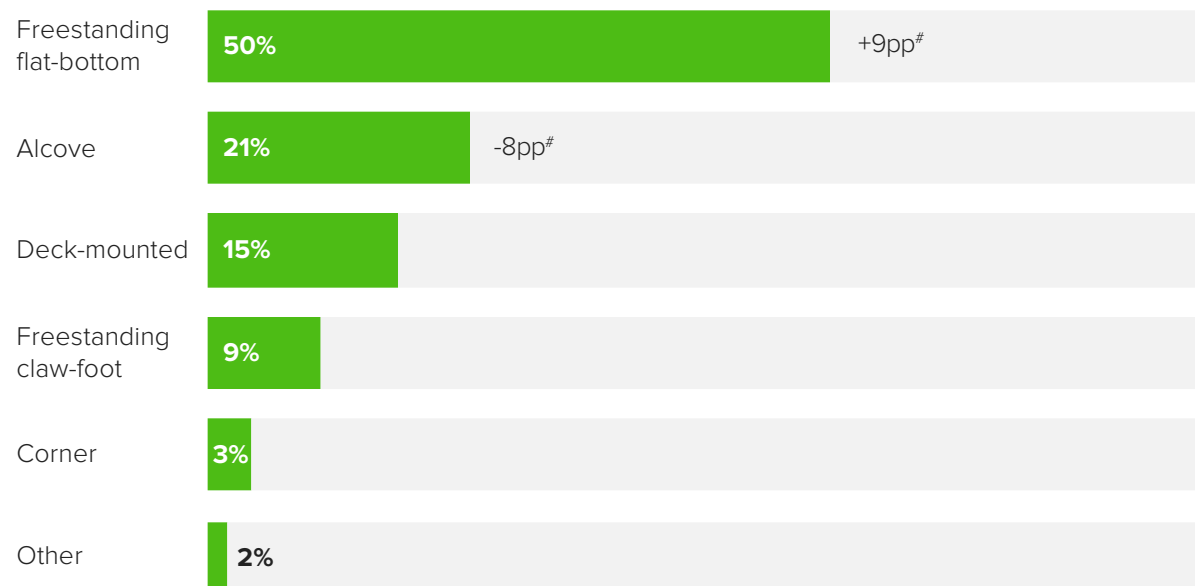
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

**Percentages reflect the proportion of homeowners who remove a bathtub altogether as part of a completed, current or planned master bathroom renovation during 2018-19.

If We Have a Tub, We Prefer It Freestanding

Among the 38% of homeowners who added or replaced a bathtub during a master bathroom renovation, the clear favorite was a freestanding flat-bottom tub, which grew in popularity from 41% in 2017 to 50% in 2019. Most tubs accommodate soaking (70%) and acrylic is still the dominant tub material (56%).

Top Shapes for Upgraded Bathtubs*



Top Materials for Upgraded Bathtubs*

Acrylic	56%
Fiberglass	20%
Enameled cast iron	13%

Top Types for Upgraded Bathtubs*

Soaking	70%
Standard	14%
Walk-in	2%

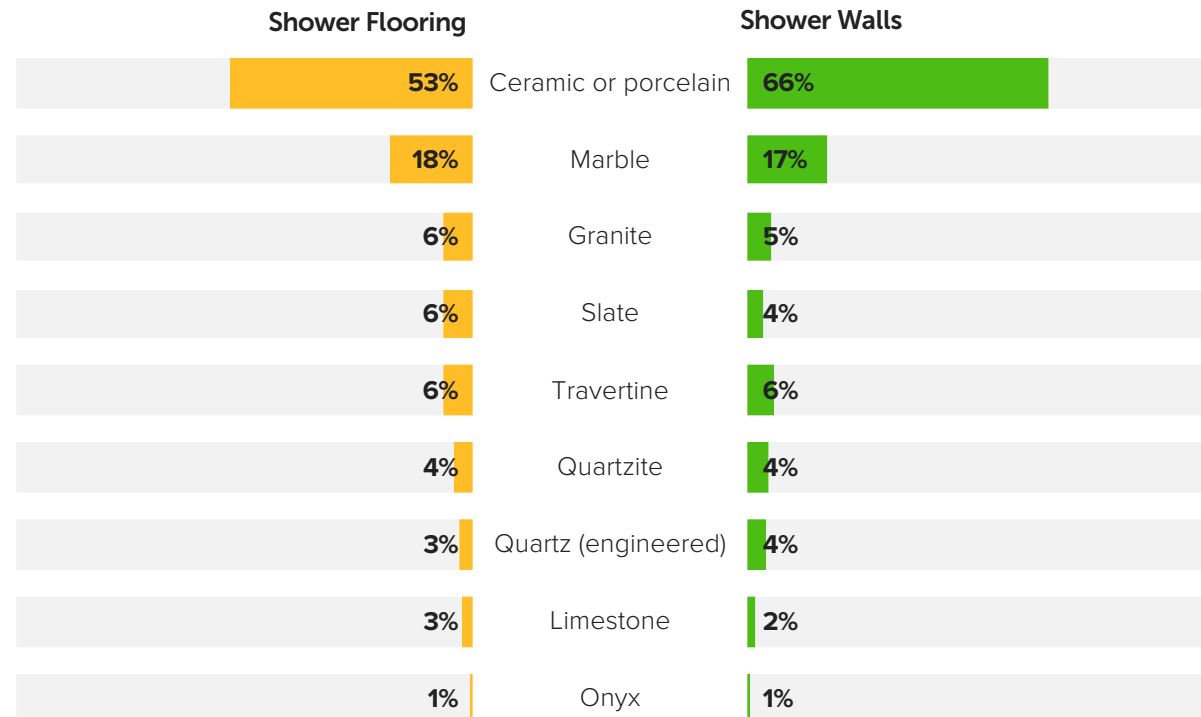
*Percentages reflect the proportion of homeowners who are adding a new bathtub or replacing an existing bathtub as part of their completed, current or planned 2018-19 master bathroom renovation.

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We Favor Premium Finishes in Showers

Among the 83% of homeowners tackling the shower during a master bathroom renovation, ceramic/porcelain tile and natural stone tile/slabs are the top surface materials chosen. Ceramic/porcelain tile is more likely to appear in shower walls than in shower floors (66% versus 53%, respectively), while natural stone is more likely to appear in shower flooring than walls (39% versus 35%, respectively). Marble is a universally preferred choice for natural stone**, but granite, travertine and slate are significant alternatives.

Top Materials in Upgraded Showers*



*Percentages reflect the proportion of homeowners who are updating showers as part of their completed, current or planned 2018-19 master bathroom renovation.

**Natural stone in shower flooring or walls refers to marble, granite, travertine, slate, quartzite, limestone and onyx.

Natural Stone** in Upgraded Showers*

Shower Flooring

39%

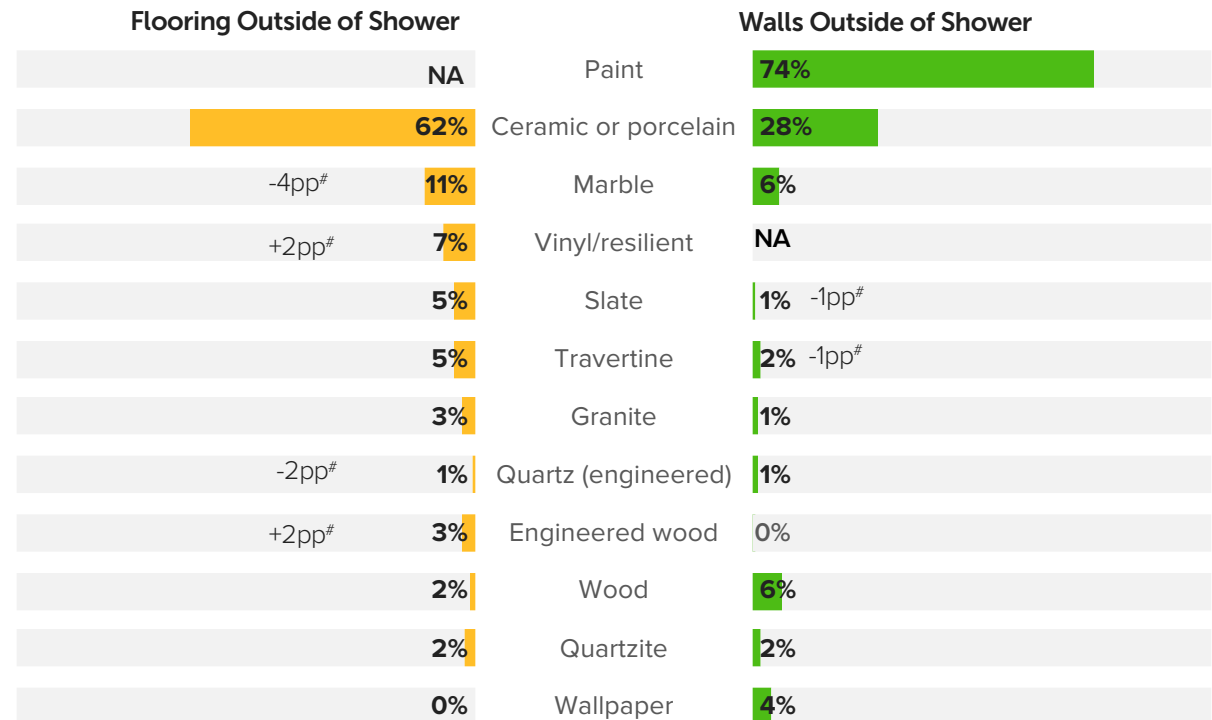
Shower Walls

35%

Alternative Flooring Materials Are on the Rise

More than eight in 10 renovating homeowners replace flooring and wall finishes outside of the shower area during a master bathroom renovation (84% and 84%, respectively). As with showers, ceramic/porcelain tile continues to be the most popular material for flooring outside of the shower (62%). The popularity of natural stone for flooring is on the decline (25% in 2019 versus 30% in 2017). Instead, materials such as vinyl/resilient flooring and engineered wood are on the rise (a combined 10% in 2019 versus 6% in 2017). Painted walls continue to be the most common look outside of the shower (74%).

New Flooring and Wall Finishes Outside of Shower*



*Percentages reflect the proportion of homeowners who are updating flooring and wall finishes outside of the shower as part of their completed, current or planned 2018-19 master bathroom renovation.

**Natural stone in shower flooring or walls refers to marble, granite, travertine, slate, quartzite, onyx and limestone.

#Percentage point difference between 2019 and 2017 study findings; shows only statistically significant differences at 90% confidence levels.

Natural Stone** Outside of Showers*

Flooring

25%
(vs. 30% in 2017#)

Walls

12%

We Like to Customize Our Vanities

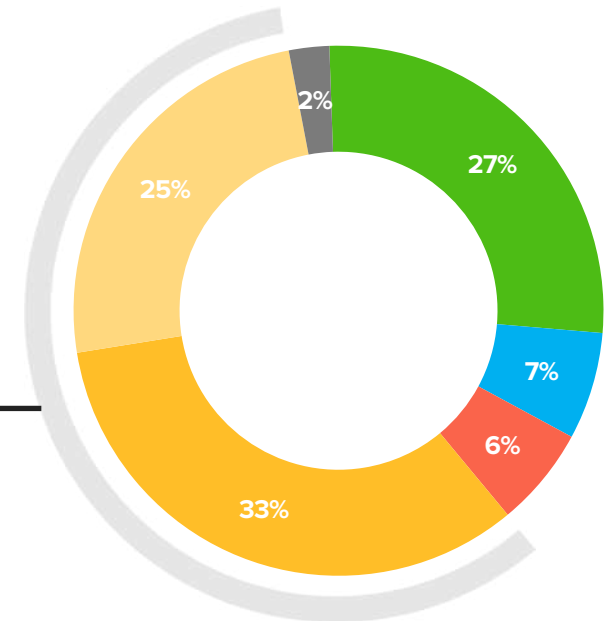
Among the 77% of renovating homeowners who upgrade their vanity cabinets during a master bathroom renovation, the majority choose a custom or semicustom vanity (58%). The custom approach explains why vanity cabinets are twice as likely to be built-in (58%) as they are to be freestanding (30%). More than one in 10 vanities are floating (11%). Finally, while Shaker-style doors are the most popular look for vanities, raised-panel and flat-panel door styles are strong contenders (25% and 23%, respectively).

Make of Upgraded Vanities*

- Stock
- Ready-to-assemble
- Repurposed
- Custom
- Semicustom
- Other

58%

Upgrade to custom or semicustom vanity



Top Door Styles for Upgraded Vanities*

Shaker	47%
Raised-panel	25%
Flat-panel	23%

Top Mounting Styles for Upgraded Vanities*

Built-in	58%
Freestanding	30%
Floating	11%

*Percentages reflect proportion of homeowners who are updating vanities as part of their completed, current or planned master bathroom renovation during 2018-19.

Medicine Cabinets Are Feature-Packed

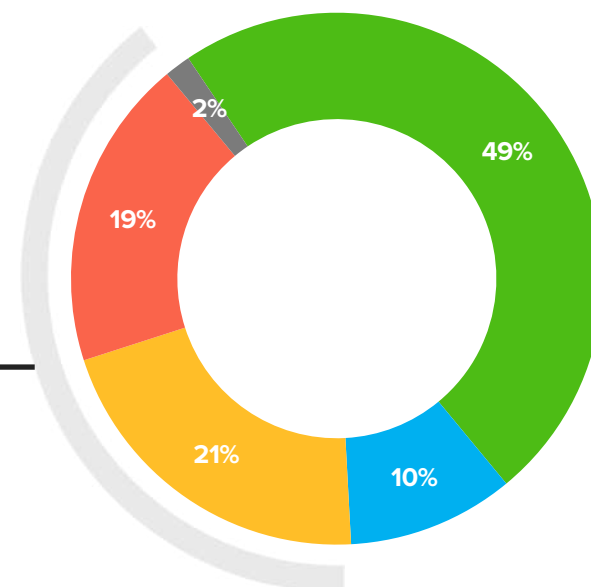
Among the 31% of renovating homeowners upgrading their medicine cabinets, two in five opt for a custom or semicustom cabinet (40%) and a majority recess the cabinet into the wall (68%). Many medicine cabinets boast premium features such as mirrors and lighting on the inside and outside. Other features include hidden plugs (17%) and anti-fog systems (12%).

Make of Upgraded Medicine Cabinets*

- Stock
- Ready-to-assemble
- Custom
- Semicustom
- Other

40%

Upgrade to custom or semicustom medicine cabinet



Mirrors in Upgraded Medicine Cabinets*

On the outside **67%**

On the inside **34%**

Lighting in Upgraded Medicine Cabinets*

On the outside **18%**

On the inside **13%**

Top Features of Upgraded Medicine Cabinets*

Hidden plugs **17%**

Anti-fog system **12%**

Mounting Style of Upgraded Medicine Cabinets*

Recessed **68%**

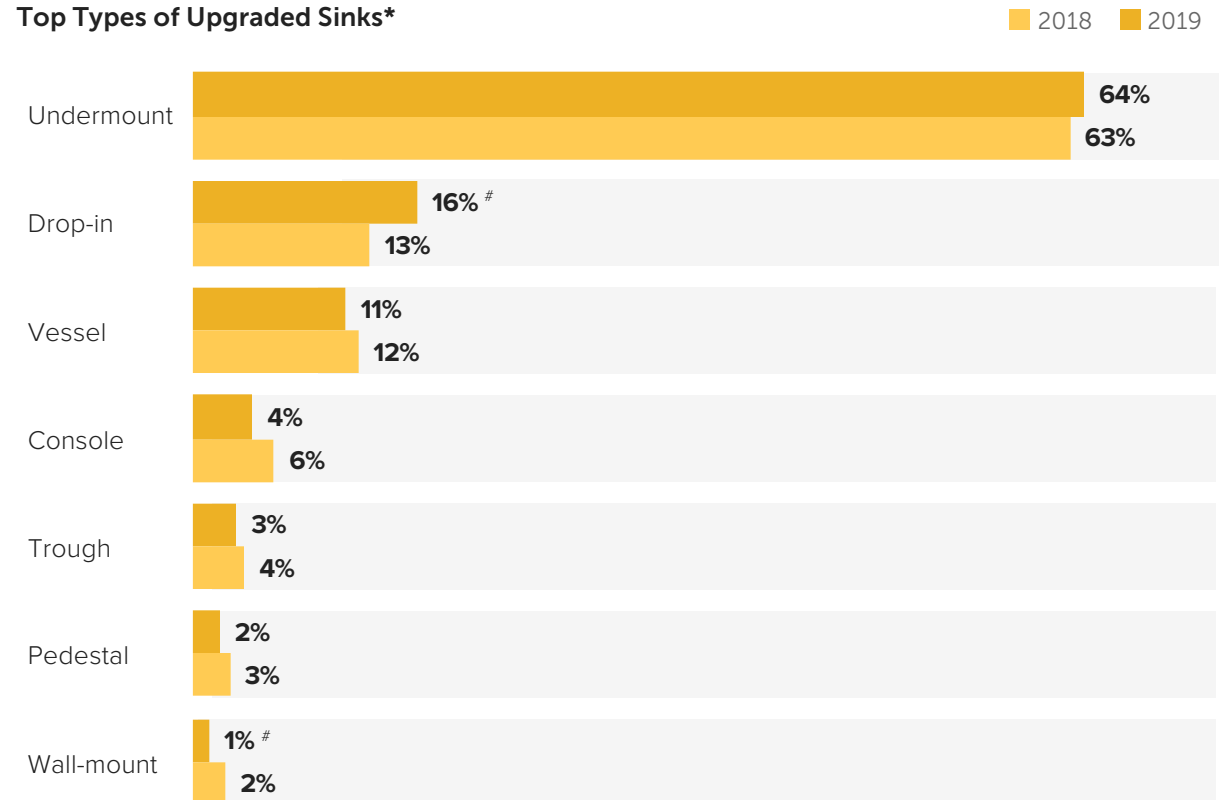
Surface **32%**

*Percentages reflect proportion of homeowners who are updating medicine cabinets as part of their completed, current or planned 2018-19 master bathroom renovation.

Two Sinks Are Increasingly Popular

Among the 78% of renovating homeowners updating their master bathroom sinks, an increasing number are choosing a double-sink setup (69% in 2019 versus 66% in 2018). Undermount sinks continue to be the most popular, with drop-in and vessel sinks a distant second and third (16% and 11%, respectively).

Top Types of Upgraded Sinks*



*Percentages reflect the proportion of homeowners who are updating sinks as part of their completed, current or planned 2018-19 and 2017-18 master bathroom renovation.

**Percentages reflect the proportion of homeowners who are updating sinks as part of their completed, current or planned 2018-19, 2017-18 and 2016-17 master bathroom renovation.

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Double Sinks**

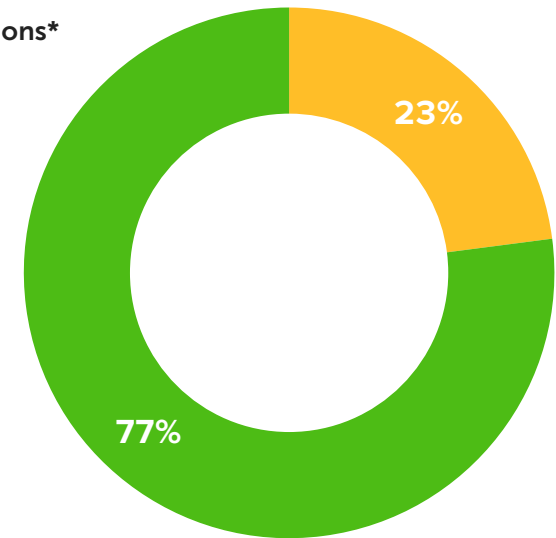


Two Mirrors Follow a Two-Sink Setup

Three in four homeowners upgrade mirrors during a master bathroom renovation (77%), with most opting for two mirrors (54%), most likely to match the increasingly common two sinks. New mirrors boast a variety of advanced features, such as anti-fog systems (15%), LED lighting (14%) and hidden plugs (6%).

Mirror Upgrades During Master Bathroom Renovations*

- Not installing mirrors
- Installing mirrors



Number of Upgraded Mirrors**



Top Features in Upgraded Mirrors**



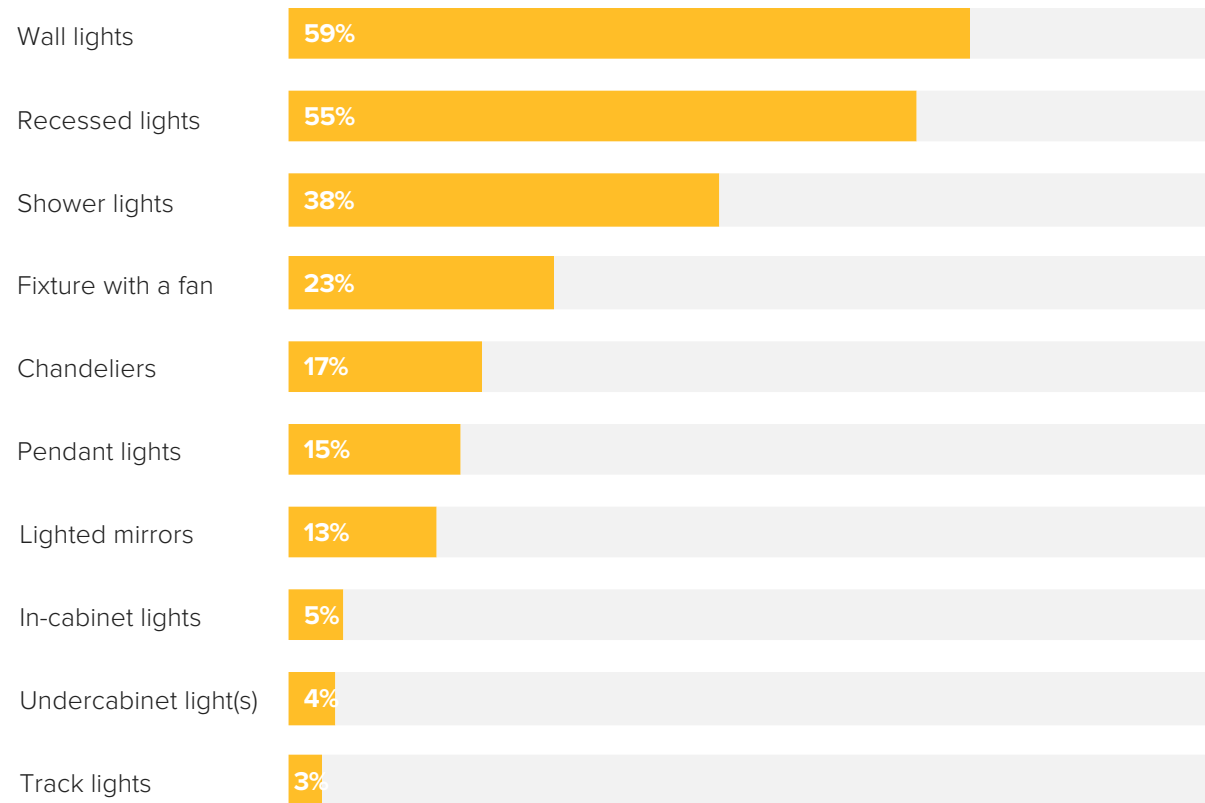
*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

**Percentages reflect the proportion of homeowners who are installing mirrors as part of their planned, completed or current master bathroom renovation during 2018-19.

An Abundance of Lighting Is Key

Among the 81% of renovating homeowners who are updating light fixtures during a master bathroom renovation, a majority opt for wall lights (59%) or recessed lights (55%). Chandeliers, pendant lights and lighted mirrors are also popular (17%, 15% and 13%, respectively). Light fixtures that balance metals with glass are the leading look today (70%), although one in five renovators opts for all-metal fixtures (19%).

Top Types of Upgraded Light Fixtures*



Top Materials for Upgraded Light Fixtures*



*Percentages reflect the proportion of homeowners who are updating light fixtures as part of their completed, current or planned 2018-19 master bathroom renovation.

We Splurge on Premium Features Throughout

Upgraded toilets, showers and bathtubs continue to come with a wide variety of premium features. One-piece toilets and rainfall shower heads are the consistent darlings, while the popularity of silent whirlpools in bathtubs grew (11% in 2019 compared with 9% in 2018 and 7% in 2017).

Premium Features in Upgraded Toilets, Showers and Bathtubs*

In Toilets		In Showers		In Bathtubs	
44%		75%		82%	
Premium Features		Premium Features		Premium Features	
One-piece toilet	27%	Rainfall shower head	58%	Soaking tub	70%
Double-flush toilet	18%	Dual shower	23% ^{-5pp#}	Space for two	22%
Wall-mount toilet	4%	Body sprayer	16%	Silent whirlpool	11%
		Thermostatic mixer	12%	Standard whirlpool	7%
		Steam shower	3%		

*Percentages reflect the proportion of homeowners who are updating their showers, bathtubs and/or toilets as part of a completed, current or planned 2018-19 master bathroom renovation.

#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

High-Tech Toilets Grow in Popularity

The popularity of high-tech toilets took off in 2019 (34% this year versus 28% in 2018). One in three upgraded toilets now boasts technologies such as self-cleaning, seats with a bidet or a heating element and overflow protection. Faucets are another contender for the most teched-out feature in the bathroom, with 16% of upgraded faucets boasting no-fingerprint coatings and 3% having touch-only or touch-free activation.

High-Tech Features in Master Bathroom Toilets, Showers and Bathtubs*

In Toilets		In Showers		In Bathtubs	
34%	+6pp#	12%		12%	
High-Tech Features		High-Tech Features		High-Tech Features	
Self-cleaning	13%	Mood lighting	5%	Built-in lighting	9%
Seat with bidet	13%	Digital controls	5%	Built-in heated backrest	6%
Seat with heating	10%	Shower head with LED	2%	Built-in scented mist dispenser	2%
Overflow protection	9% +3pp#	Built-in sound	2%	Built-in sound and vibration	1%
Built-in night light	8%	Shower head with speakers	1%		
Motion-activated seat	7%				
Self-deodorizer	7%				

High-Tech Features in Faucets*

Water efficient	33%	No fingerprints	16%	Touch/ touch free activation	3%
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*Percentages reflect the proportion of homeowners who are updating their showers, faucets, toilets and/or adding a new bathtub or replacing an existing bathtub as part of a completed, current or planned 2018-19 master bathroom renovation.

#Percentage point difference between 2019 and 2018 study findings; shows only statistically significant differences at 90% confidence levels.

Bathroom Bestsellers

Here are the top five bathroom categories in the Houzz Shop in 2018, including a bestseller for each.

Bathroom Vanities



Bathroom Mirrors



Bathtubs



Bathroom Faucets



Bathroom Vanity Lighting



Links to the products, clockwise from left: [Kendall Blue Bathroom Vanity](#), [Kent LED Mirror With Touch Sensor](#), [Delta Trinsic Single Handle Bathroom Faucet](#), [3-Light Bath Bar](#), [Luxier FSB-002 Luxury Contemporary Freestanding Acrylic Bathtub](#)

Methodology & Appendixes

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 bathroom renovation projects, fielded between June 19 and July 2, 2019.

COMPLETES AND QUALIFICATIONS

The 56-question survey gathered information from a total of 1,360 users, who reported to be 18 years old or older, to be homeowners, to have completed a master bathroom remodel or addition project in the past 12 months or to be currently working on one or planning to start one in the next three months.

SAMPLING AND WEIGHTING

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their bathroom project details, and people who did not meet the qualification criteria were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

Appendix A

Median Spend on Master Bathroom in Top 50 Metropolitan Areas*, 2017-18

Metropolitan Area	Overall Remodel	Major Scope Remodel**	Minor Scope Remodel**	Metropolitan Area	Overall Remodel	Major Scope Remodel**	Minor Scope Remodel**
San Francisco, CA	\$15,000	\$20,000	\$4,850	Miami, FL	\$8,000	\$10,000	\$5,000
San Jose, CA	\$13,000	\$20,000	\$4,500	Houston, TX	\$8,000	\$11,000	\$4,500
Boston, MA	\$12,000	\$15,000	\$3,600	Dallas, TX	\$8,000	\$12,000	\$2,000
Jacksonville, FL	\$10,000	\$12,500	NA***	Riverside, CA	\$8,000	\$12,900	\$3,000
Birmingham, AL	\$10,000	NA***	NA***	Portland, OR	\$7,750	\$13,000	\$2,450
Memphis, TN	\$10,000	NA***	NA***	Cleveland, OH	\$7,500	\$10,000	NA***
Pittsburgh, PA	\$10,000	\$15,000	NA***	Hartford, CT	\$7,500	\$10,000	NA***
Baltimore, MD	\$10,000	\$15,000	\$2,400	Denver, CO	\$7,500	\$12,000	\$2,000
Los Angeles, CA	\$10,000	\$15,000	\$3,000	Charlotte, NC	\$7,000	\$13,000	\$2,000
New York, NY	\$10,000	\$15,000	\$5,000	Tampa, FL	\$7,000	\$9,500	\$2,000
Washington, DC	\$10,000	\$15,000	\$3,000	New Orleans, LA	\$7,000	NA***	NA***
Richmond, VA	\$9,000	\$15,500	NA***	Milwaukee, WI	\$7,000	\$12,500	NA***
Louisville, KY	\$9,000	\$11,400	NA***	Virginia Beach, VA	\$7,000	\$13,000	NA***
Austin, TX	\$9,000	\$14,000	\$1,500	Indianapolis, IN	\$7,000	\$12,000	NA***
Philadelphia, PA	\$9,000	\$15,000	\$2,000	St. Louis, MO-IL	\$7,000	\$10,000	\$2,250
Chicago, IL	\$9,000	\$15,000	\$2,750	San Antonio, TX	\$6,800	\$10,000	NA***
San Diego, CA	\$9,000	\$12,500	\$3,750	Columbus, OH	\$6,000	\$15,000	\$1,000
Sacramento, CA	\$9,000	\$15,000	NA***	Cincinnati, OH	\$6,000	\$12,000	\$1,750
Seattle, WA	\$9,000	\$18,000	\$2,350	Detroit, MI	\$6,000	\$10,250	\$2,650
Atlanta, GA	\$9,000	\$13,000	\$3,000	Kansas City, MO-KS	\$5,500	\$10,000	NA***
Minneapolis - St. Paul, MN	\$8,500	\$15,000	\$2,000	Nashville, TN	\$5,000	\$10,000	NA***
Raleigh, NC	\$8,000	\$11,000	NA***	Las Vegas, NV	\$5,000	\$10,000	NA***
Buffalo, NY	\$8,000	NA***	NA***	Oklahoma City, OK	\$5,000	NA***	NA***
Providence, RI	\$8,000	NA***	NA***	Salt Lake City, UT	\$4,000	NA***	NA***
Phoenix, AZ	\$8,000	\$10,000	\$2,200	Orlando, FL	\$3,760	\$6,500	\$1,100

*Top 50 U.S. metropolitan areas by population are defined per the Cumulative Estimates of Resident Population in 2016 by the U.S. Census Bureau.

**Major scope master bathroom remodel refers to a remodel in which at least the shower is upgraded. Minor scope master bathroom remodel refers to all other remodels during which shower is not upgraded.

***Median spend on master bathroom remodels in U.S. metropolitan areas with fewer than 30 responses is omitted from the table.

Appendix B

Master Bathroom Styles After Renovation*

	2016	2017	2018	2019
Transitional	17%	17%	16%	21%
Modern	17%	15%	15%	20%
Contemporary	26%	23%	20%	16%
Traditional	15%	13%	14%	9%
No particular style	1%	2%	5%	5%
Farmhouse	3%	6%	7%	4%
Beach	4%	3%	3%	4%
Eclectic	4%	4%	4%	3%
Craftsman	3%	3%	3%	3%
Rustic	2%	2%	1%	3%
Mediterranean	3%	2%	2%	2%
Midcentury	0%	1%	1%	2%
Other	4%	8%	7%	9%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19, 2017-18 (2018 study), 2016-17 (2017 study) and 2015-16 (2016 study).

Appendix C

Master Bathroom Colors After Renovation*

	Walls – Shower	Walls – Nonshower	Walls – Accent	Flooring – Nonshower	Countertop	Vanity
White	40%	27%	15%	19%	46%	34%
Gray	20%	29%	22%	31%	12%	16%
Beige	14%	13%	8%	15%	10%	4%
Multicolored	12%	3%	16%	13%	18%	2%
Blue	3%	13%	16%	1%	1%	3%
Brown	3%	1%	4%	4%	2%	6%
Green	1%	6%	4%	0%	1%	1%
Wood**	2%	1%	5%	10%	3%	29%
Black	1%	0%	2%	3%	5%	4%
Other	5%	7%	8%	4%	4%	2%

*Percentages reflect the proportion of homeowners who have completed, are currently working on or are planning a master bathroom renovation during 2018-19.

**Wood includes the tones of wood-light, wood-medium and wood-dark