

2019

HOUZZ & HOME - CANADA
August 2019



Overview of Home Renovation in 2018
and 2019

Big Ideas

REMODELING ACTIVITY REMAINS STEADY

Remodeling activity remained strong through 2018. More than half of homeowners on Houzz remodeled an average of three rooms per project, at an overall median spend of \$15,000. Similar to expectations from previous years, 50% of remodeling homeowners planned to continue or begin remodels in 2019.

REMODELING ACTIVITY DRIVEN BY OLDER GENERATIONS

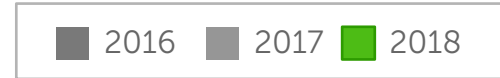
Baby Boomers (ages 55-74) and Gen Xers (ages 40-54) combined represent nearly nine in ten of the remodeling activity (86%), at a median spend of \$15,000, each. 33% of Gen Xers and 49% of Baby Boomers anticipate new projects in 2019.

MOTIVATIONS FOR REMODELING

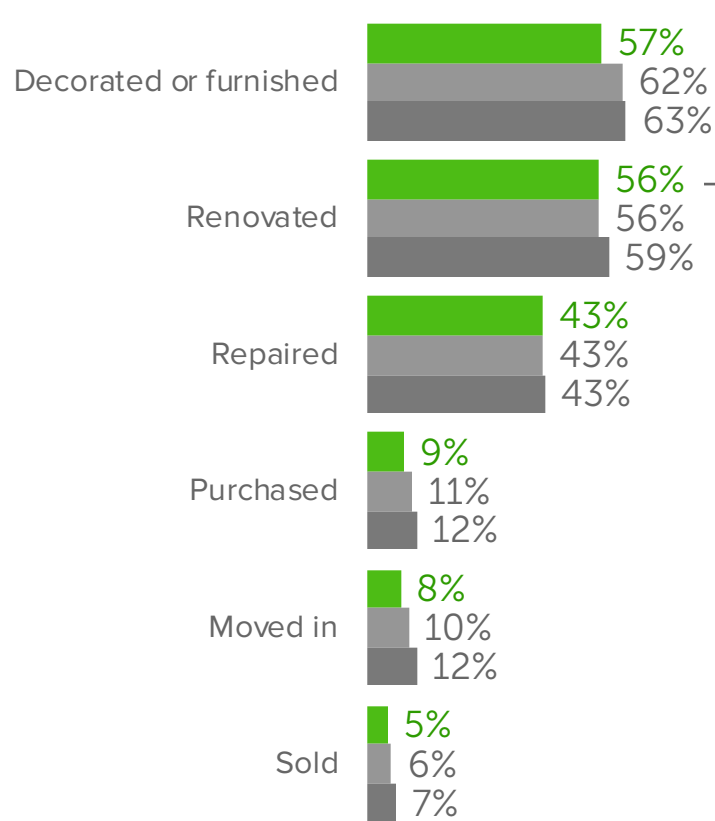
As homeowners consider whether to remodel their current home or to purchase a new home, the top two considerations for remodeling are to stay in their current home or area, outranking return on investment. Wanting to stay in the current home is the biggest decision driver for Baby Boomers and Gen Xers, 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 Canada.

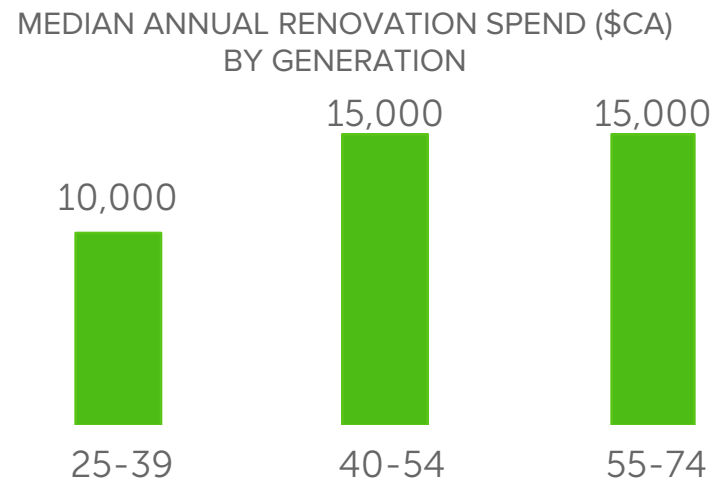


ACTIVITIES IN THE HOME BY YEAR



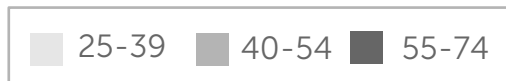
ANNUAL RENOVATION SPEND (\$CA)

	2016	2017	2018
MEDIAN	15,000	16,000	15,000
90TH PERCENTILE	100,000	100,000	85,000

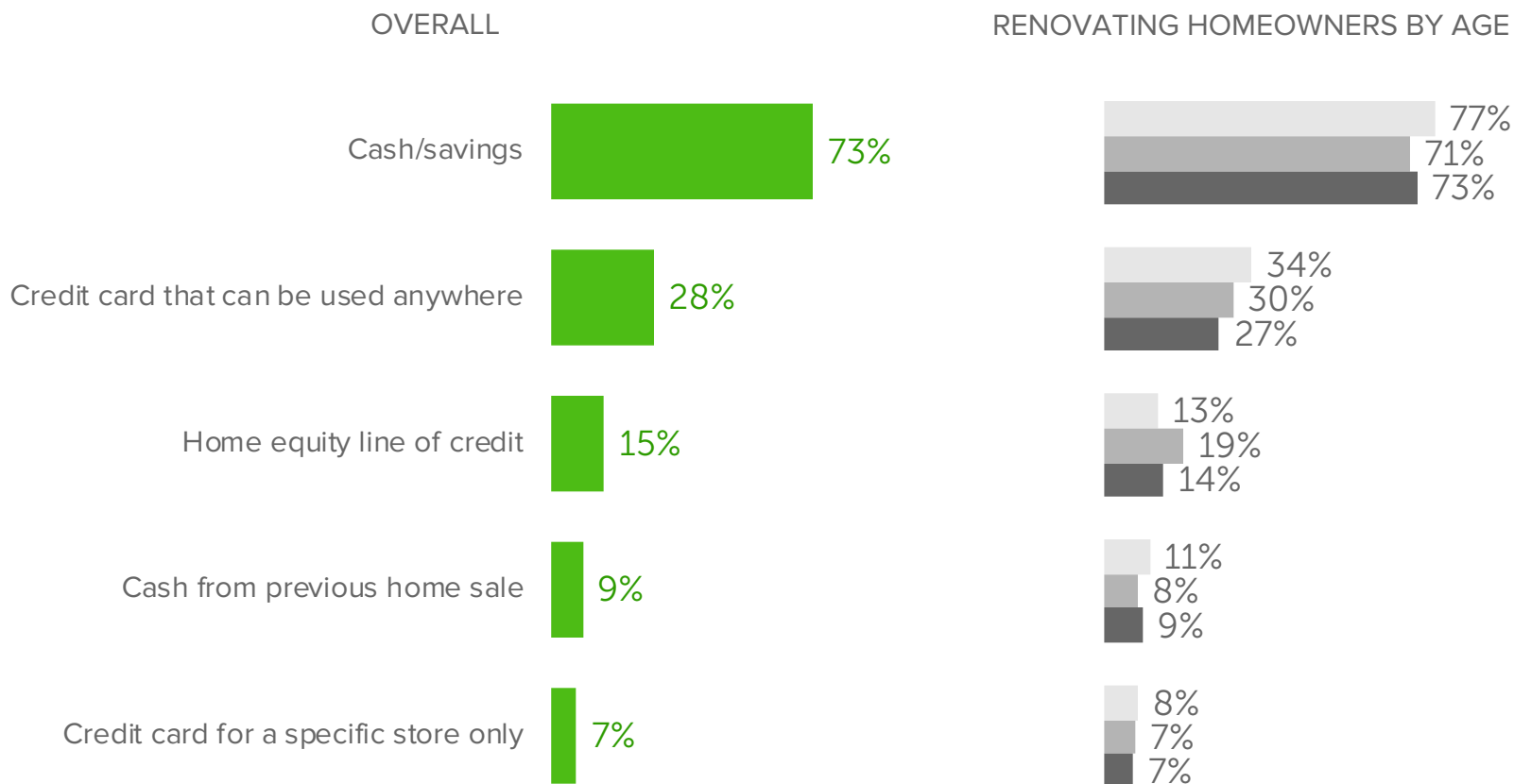


How We Are Funding Our Home Renovations

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 comparison are not possible due to a change in question wording.

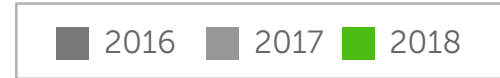


TOP FIVE RENOVATION FUNDING SOURCES IN 2018

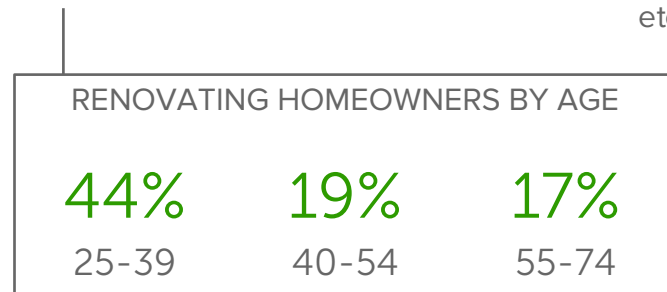
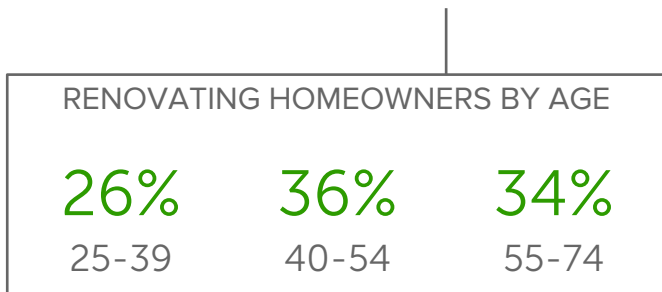
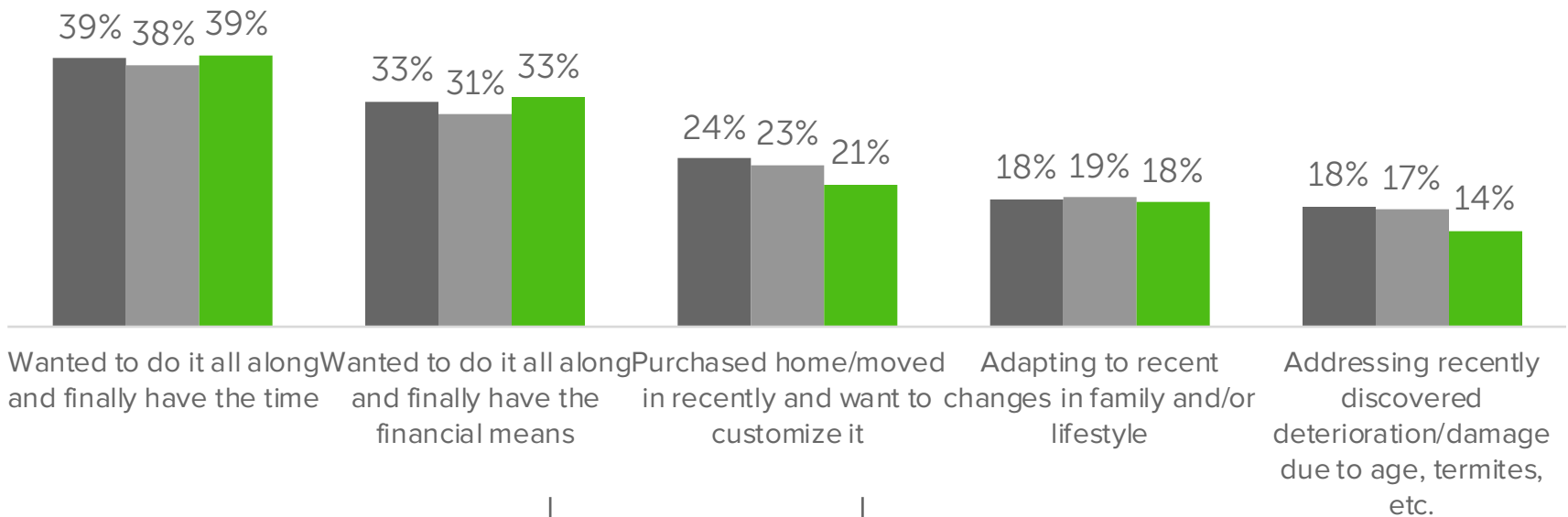


Why We Are Renovating Now

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

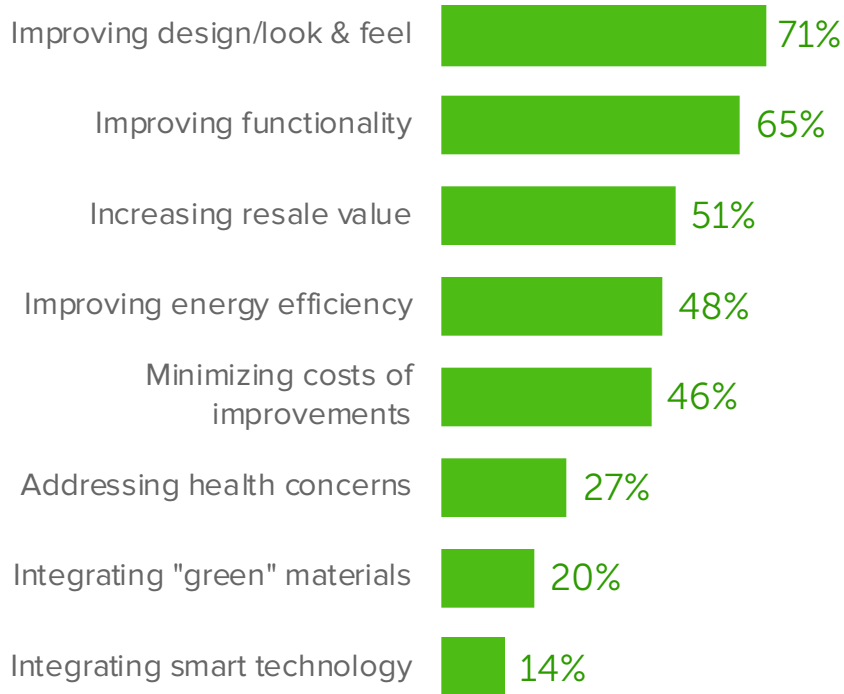


What We Prioritize During Renovations

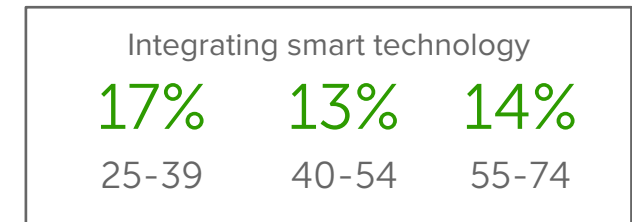
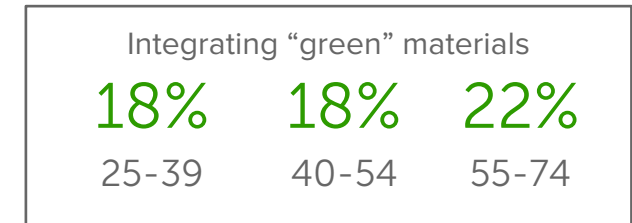
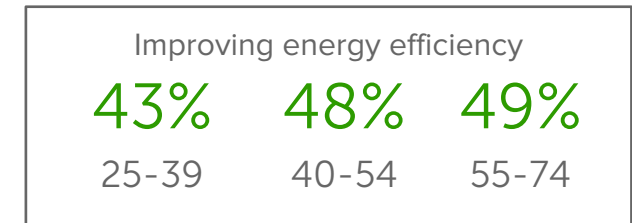
Chart below shows the frequency of priorities during renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

TOP RENOVATION PRIORITIES IN 2018

HIGH PRIORITY

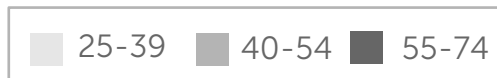


RENOVATING HOMEOWNERS BY AGE



What Renovation Challenges We Face

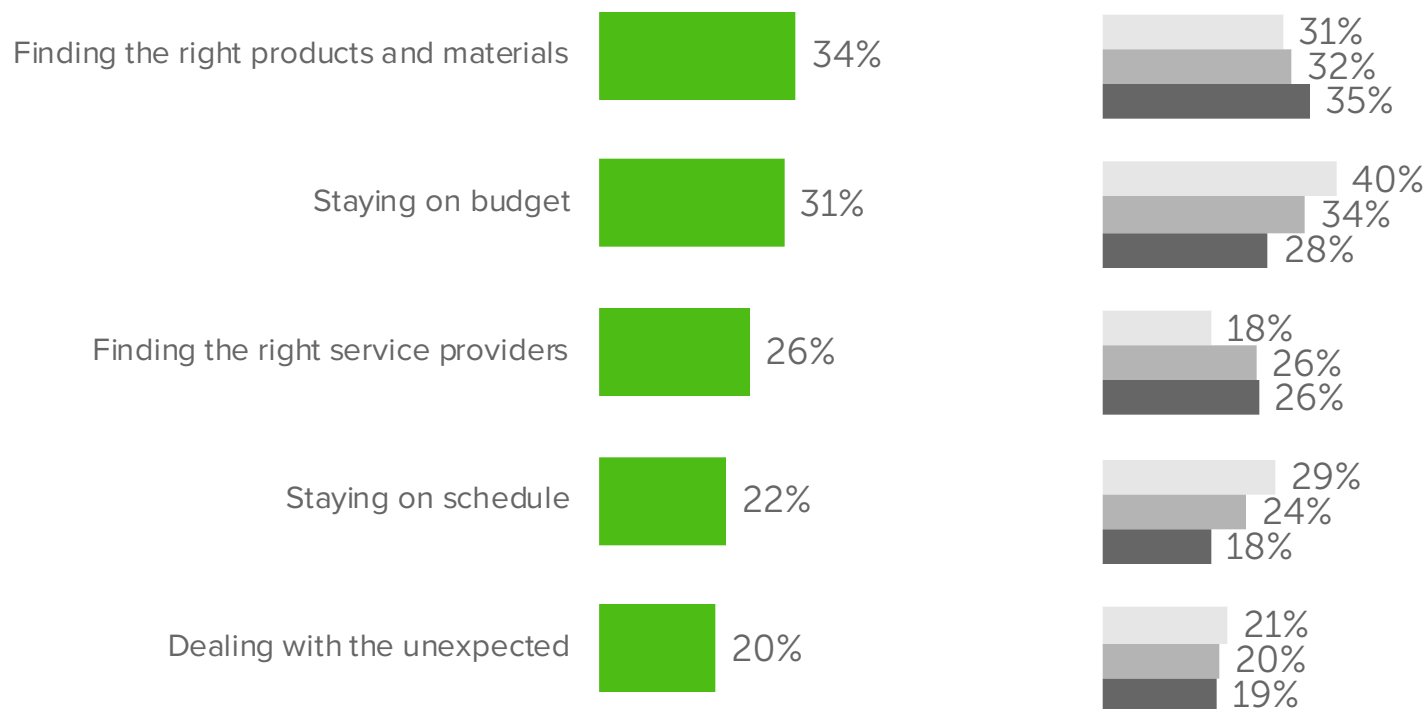
Charts below show the frequency of top five challenges during home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.



TOP FIVE RENOVATION CHALLENGES IN 2018

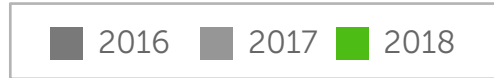
OVERALL

RENOVATING HOMEOWNERS BY AGE

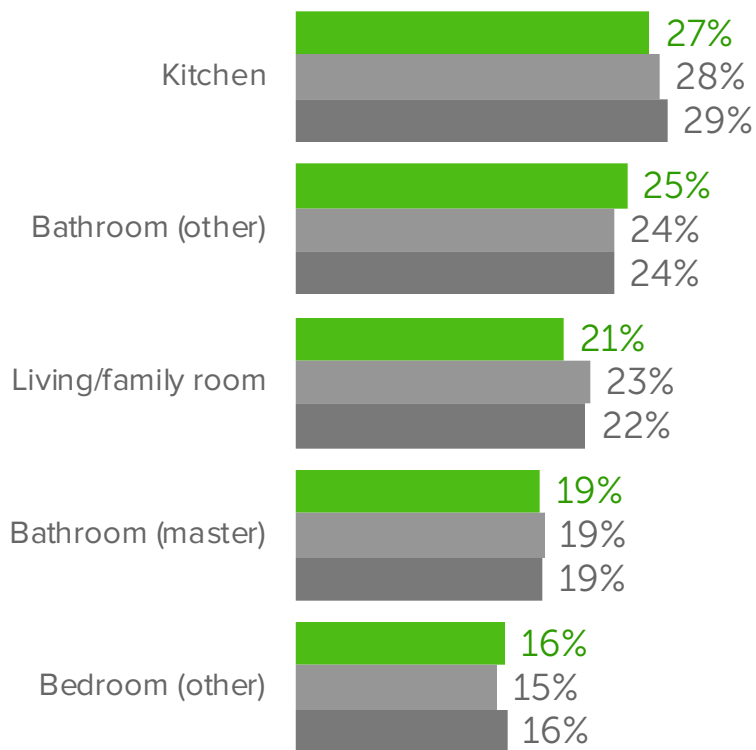


Where We Focus Our Efforts

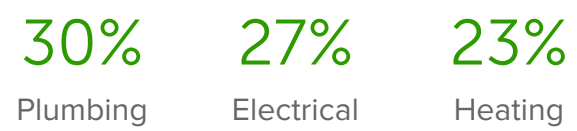
Charts and tables below show the frequency of most popular 2016, 2017 and 2018 renovations of interior rooms, as well as 2018 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.



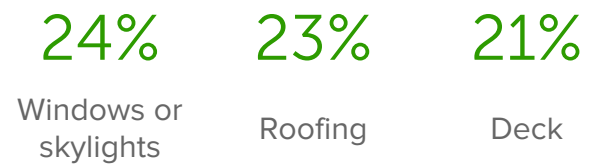
TOP INTERIOR ROOM RENOVATIONS BY YEAR



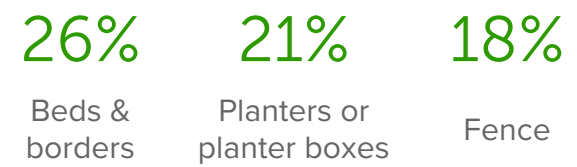
TOP HOME SYSTEM UPGRADES IN 2018



TOP EXTERIOR FEATURE UPGRADES IN 2018

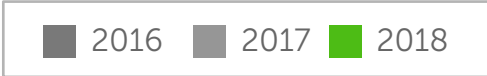


TOP OUTDOOR FEATURE UPGRADES IN 2018



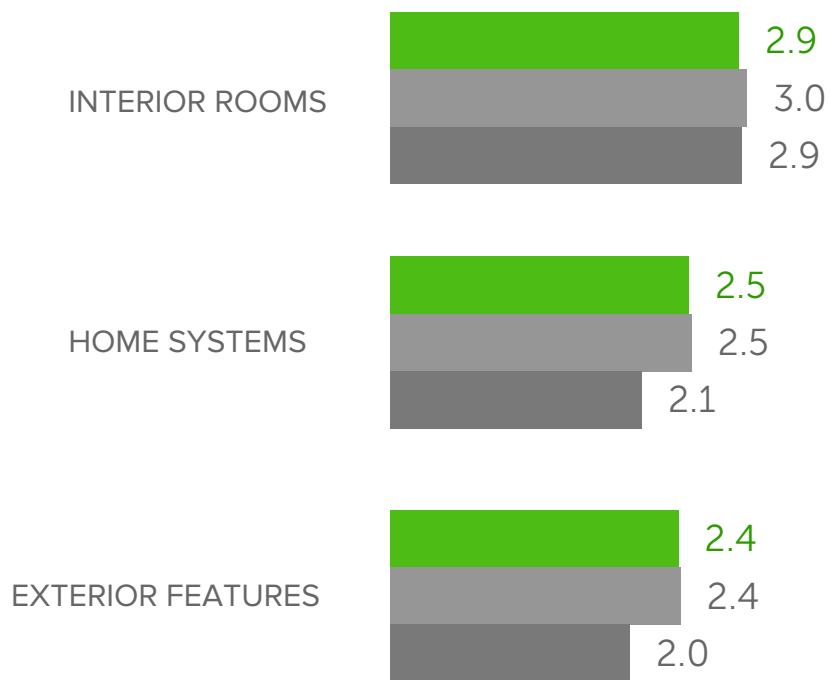
How Many Features We Upgrade

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 homeowners who renovated their primary homes.

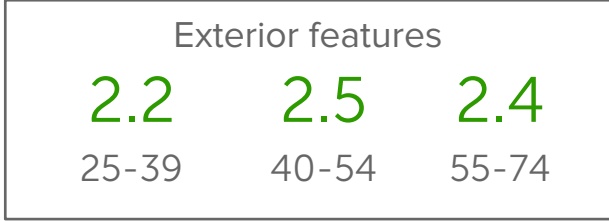
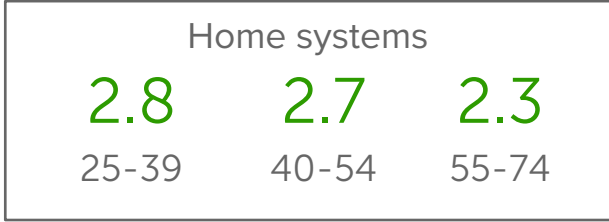
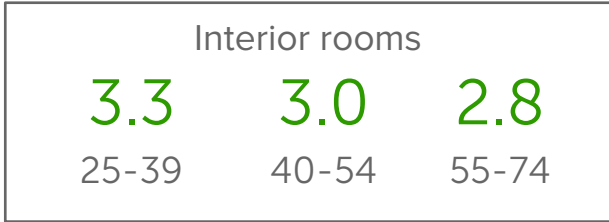


NUMBER OF UPGRADED FEATURES BY YEAR

OVERALL UPGRADED FEATURES



RENOVATING HOMEOWNERS BY AGE



How We Plan Our Home Renovations

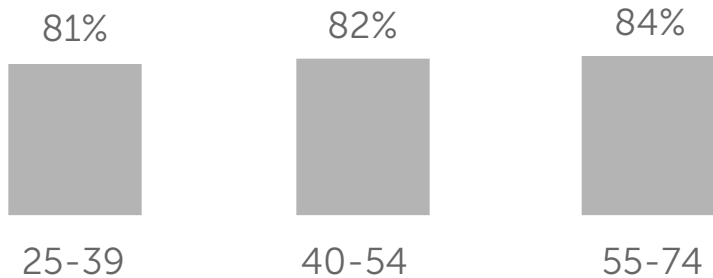
Charts and tables below show the frequency of professional hiring in 2016, 2017 and 2018, overall and by age, as reported by homeowners who renovated their primary homes.

PRO HIRING

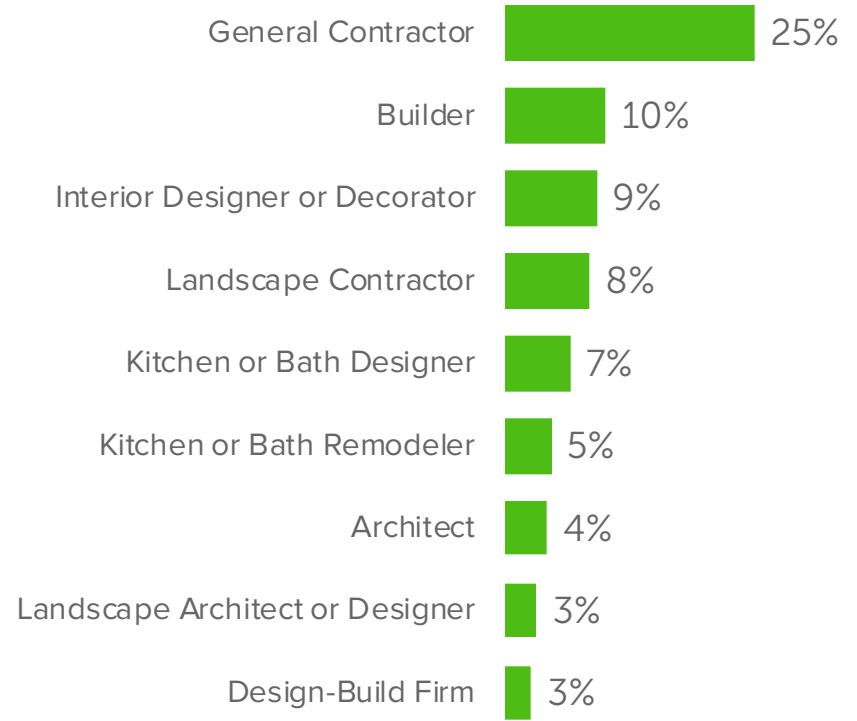
OVERALL PRO HIRING



PRO HIRING BY AGE



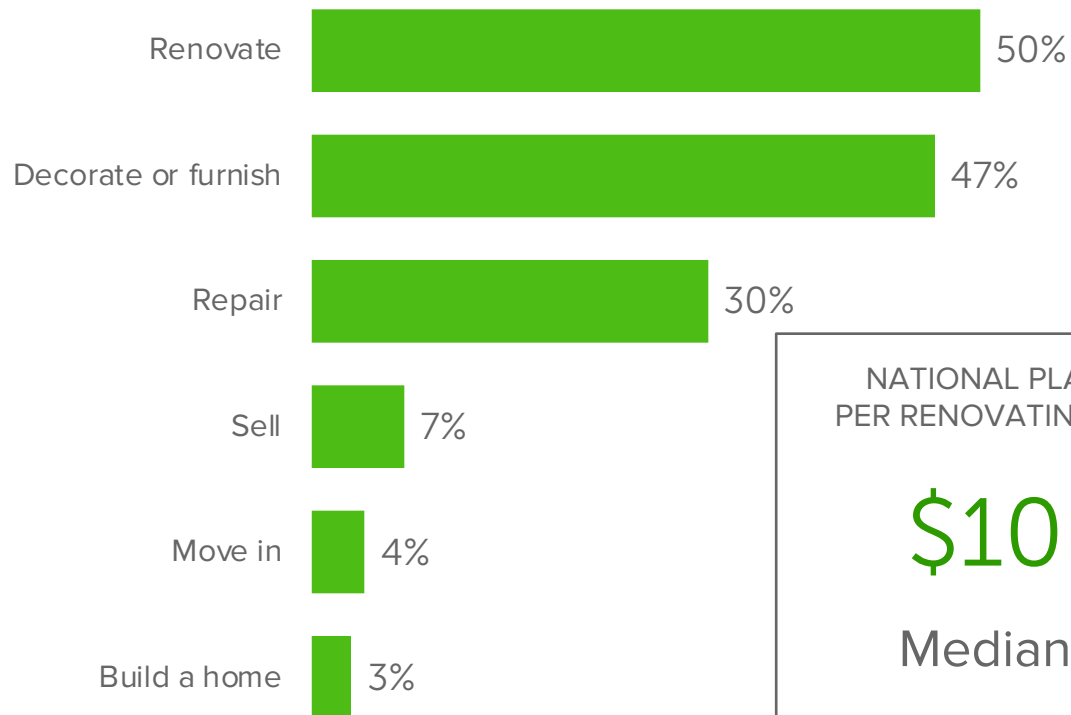
SPECIFIC PRO HIRING IN 2018



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 Canada.

PLANNED ACTIVITIES FOR 2019



NATIONAL PLANNED RENOVATION SPEND
PER RENOVATING HOUSEHOLD (IN CA\$1,000S)

\$10

Median

\$70

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 April 3, 2019 and April 30th, 2019. 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 2018, from interior remodels and additions 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 17,431 respondents in Canada. The current report relies on a subset of responses, i.e., Canada homeowners on Houzz (n=16,020) and Canada homeowners on Houzz who renovated their primary residence in 2018 (n=8,068).

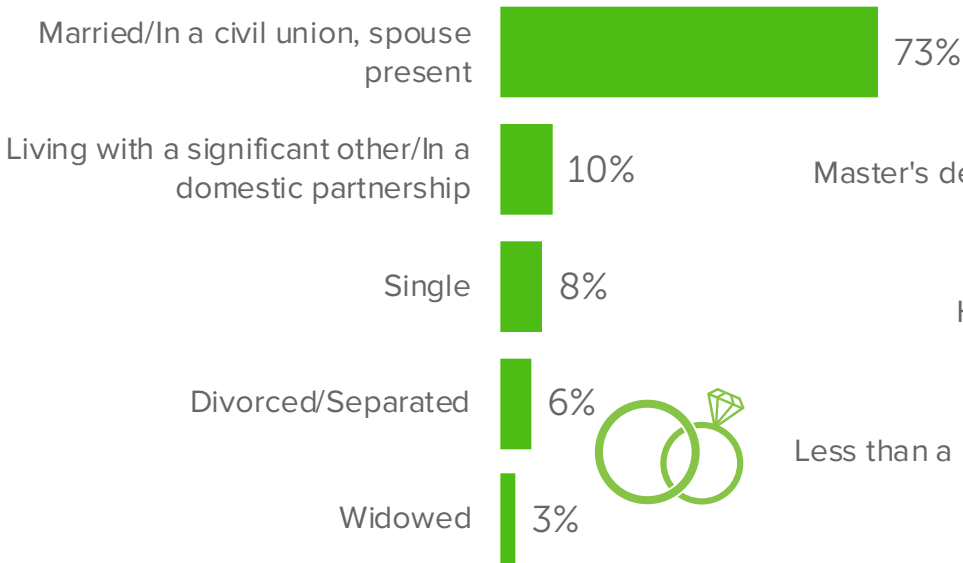
SAMPLING AND WEIGHTING

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.

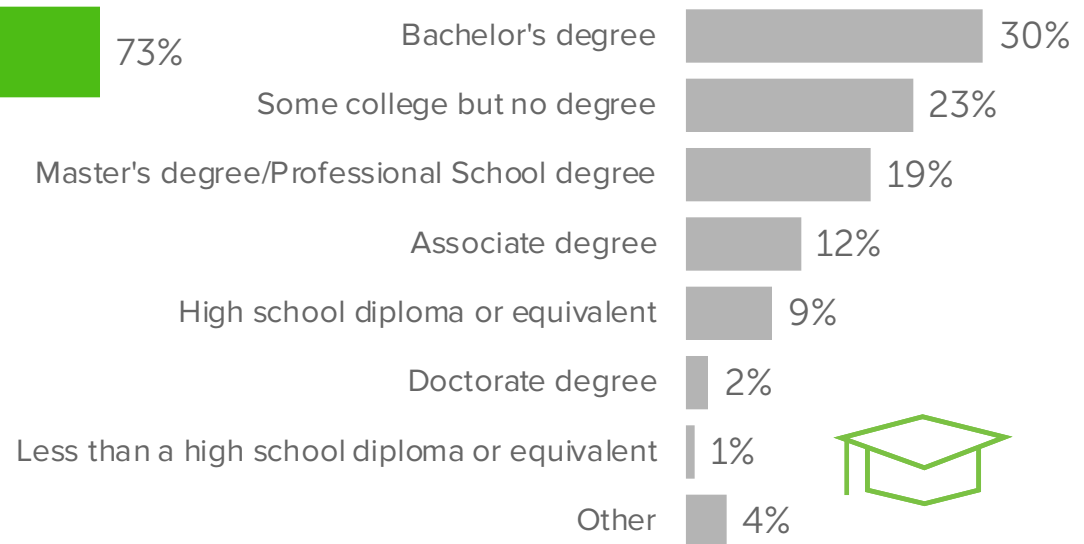
APPENDIX

A. 2018 Renovating Homeowner Demographics

MARITAL STATUS



EDUCATION



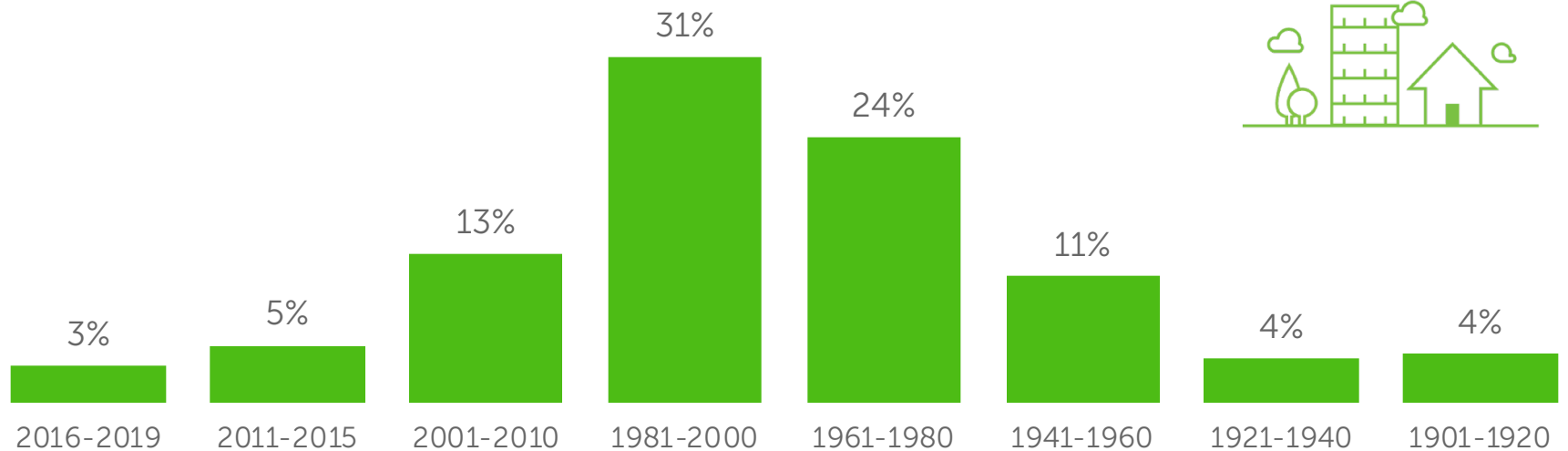
ANNUAL HOUSEHOLD INCOME



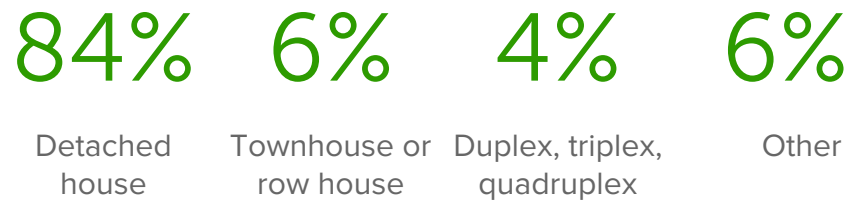
38% Have child(ren) living with them

B. Characteristics of Homes Renovated in 2018

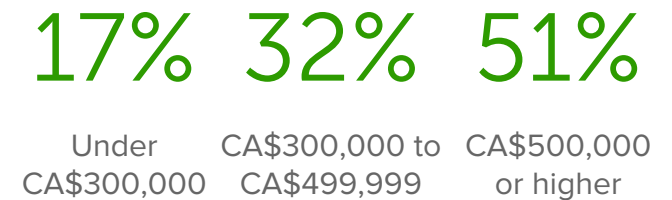
YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz Canada

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Kitchen	Architects and Building Designers	Furniture	Most Popular
Bath	Design-Build firms	Lighting	Houzz Tours
Bedroom	General Contractors	Kitchen & Dining	Kitchen Guides
Living	Home Builders	Bath	More Rooms
Dining	Interior designers	Home Decor	Decorating Guides
Home office	Kitchen & Bath	Bedroom	Bathroom Guides
Baby & kids	Kitchen & Bath Remodelers	Storage & Organization	Remodeling
Entry	Landscape Architects & Landscape Designers	Home Improvement	Architecture
Hall	Landscape Contractors	Outdoor	Landscape Design
Staircase	Pools and Spas	Baby & Kids	Garden Guides
		Housekeeping	Fun Houzz
		Pet Supplies	Life