

2017

HOUZZ & HOME INTERNATIONAL COMPARISON June 2017



Home Renovation Activity in 2016

Big Ideas

DECORATING IS POPULAR IN 2016 FOR HOMEOWNERS ON HOUZZ

In most surveyed countries,* nearly half of homeowners on Houzz opt for a decoration of their homes as part of home-related activities in 2016 (44%-70%), yet Japan is as not inclined towards décor as other countries, with only a third of homeowners choosing to decorate (35%). Similarly, the urge to renovate seems lower for Japanese homeowners (15% vs. 35%-60% for all other countries).

STAYING ON BUDGET IS A CHALLENGE

Across the globe, wanting to stay on budget is one of the top challenges while renovating a home. At least one in three renovating homeowner is struggling with staying on budget (30% to 43%) with half of renovating Italian homeowners challenged with this (50%).

NEW HOME, NEW RENOVATION

Many homeowners in countries across the globe opt to renovate following a newly purchased home. France is leading with nearly half of renovating homeowners commencing a renovation following a purchase of a home (46%), vs. 24% to 41% of renovating homeowners in other countries.

AWARDS GO TO....

Spain – for the most frequent bathroom renovations in 2016 (34% vs. 15%-32% for all other countries)

Russia – for the most frequent kitchen renovations in 2016 (39% vs. 18%-33% for all other countries)

Ireland – for the most frequent professional hiring during renovations in 2016 (94% vs. 78%-93% 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.

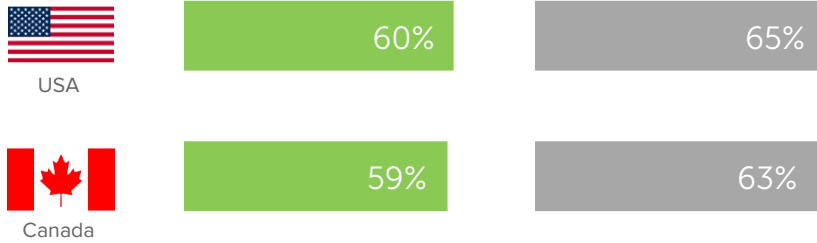


What We Are Doing in Our Homes

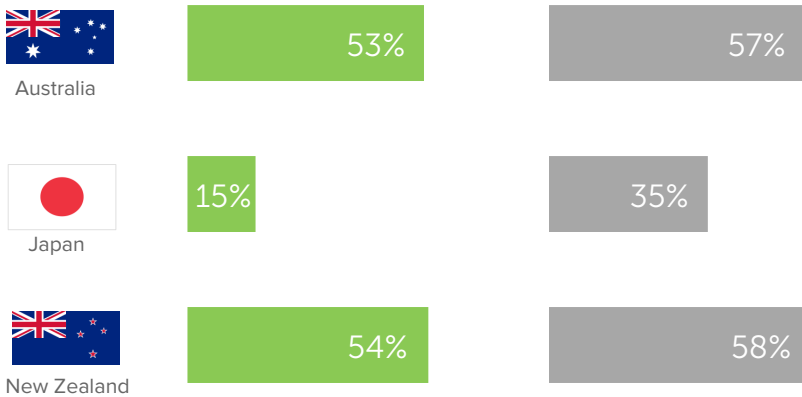
Charts below show the frequency of renovating and decorating activities in 2016, as reported by homeowners on Houzz.

■ Renovated in 2016 ■ Decorated in 2016

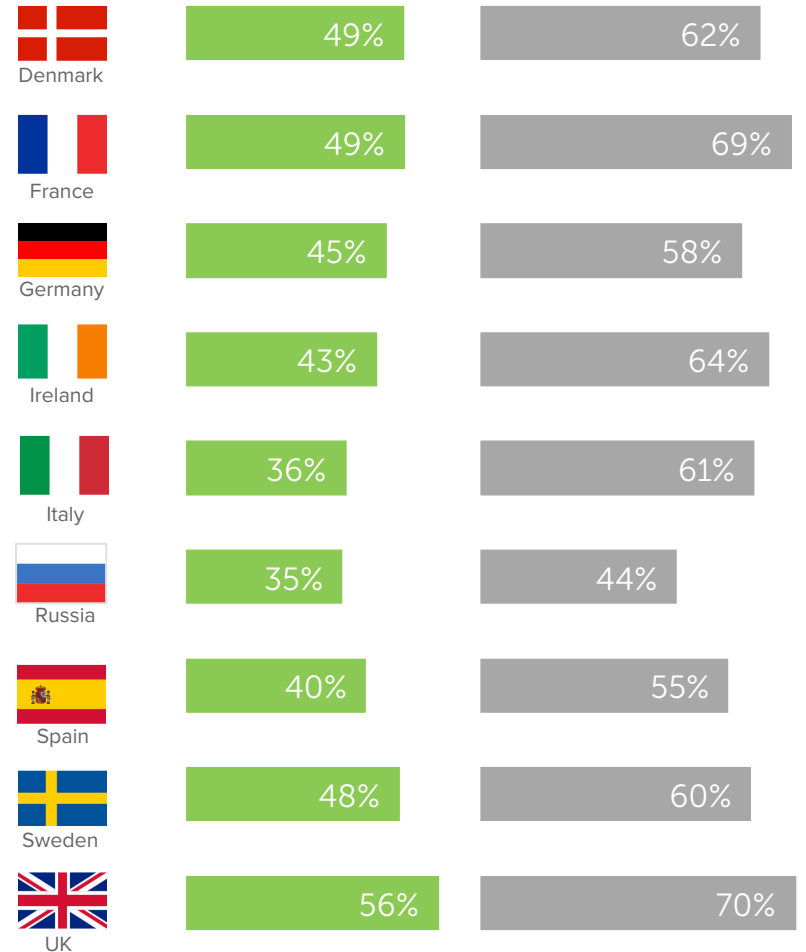
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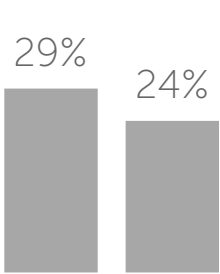
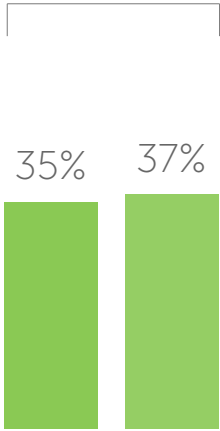


Where We Have Greatest Challenges During Renovations

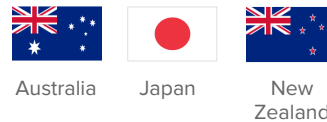
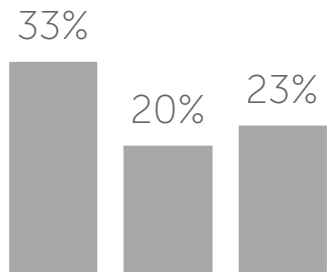
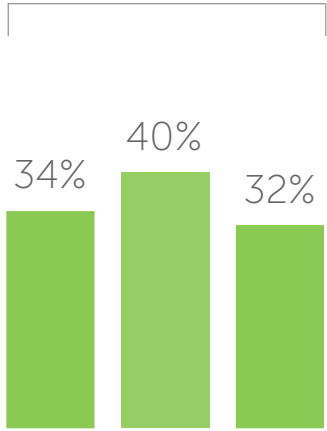
Charts below show the frequency of “staying on budget” and “finding professionals” as top challenges in renovating a home, as reported by homeowners who renovated their primary homes in 2016.

■ Staying on Budget ■ Finding Professionals

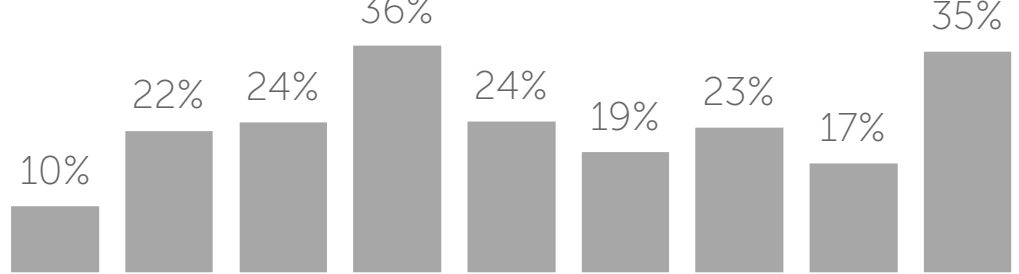
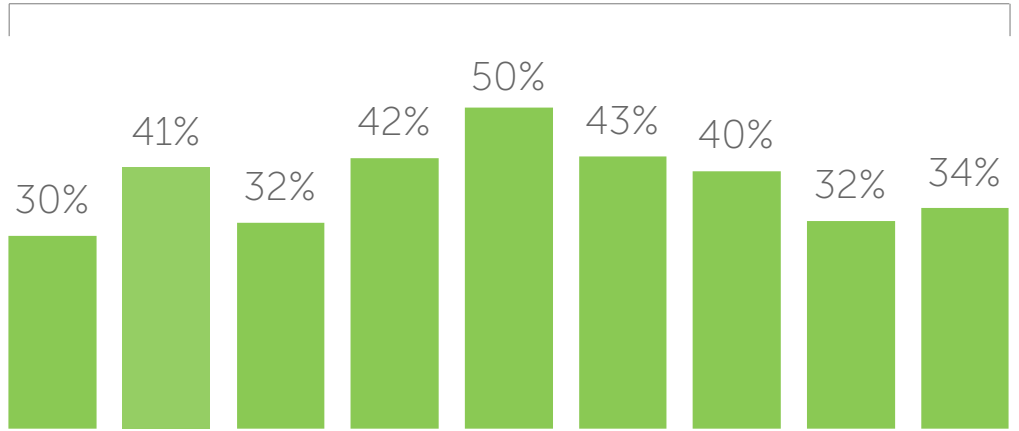
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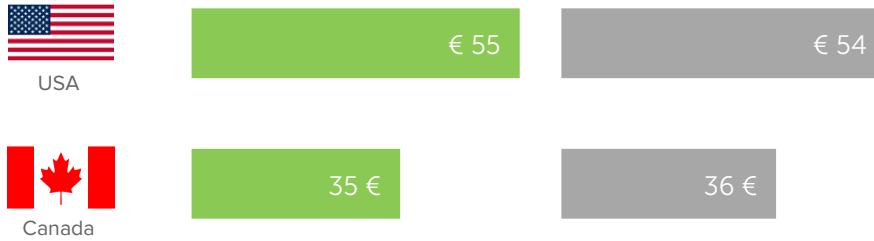


How Much We Spend on Home Renovations

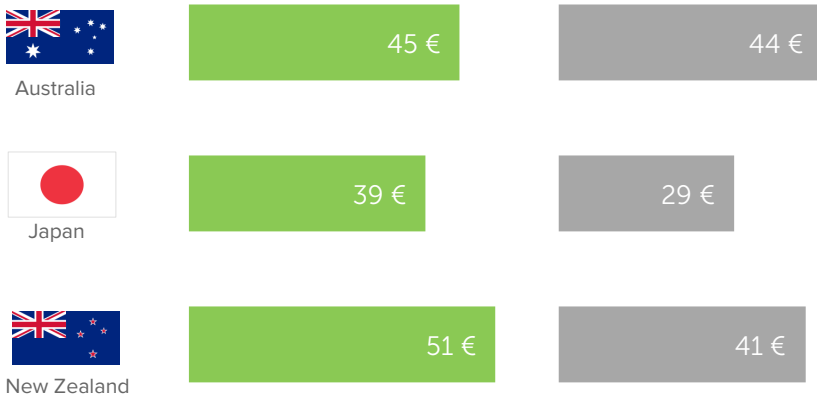
Charts below show the average total spend on home renovations (excluding additions), as reported by homeowners who renovated their primary homes in 2015 and 2016. Spend is converted from country currency to Euro (using average yearly exchange rates per [OFX](#)).

■ 2016 Spend (in 1,000s Euros) ■ 2015 Spend (in 1,000s Euros)

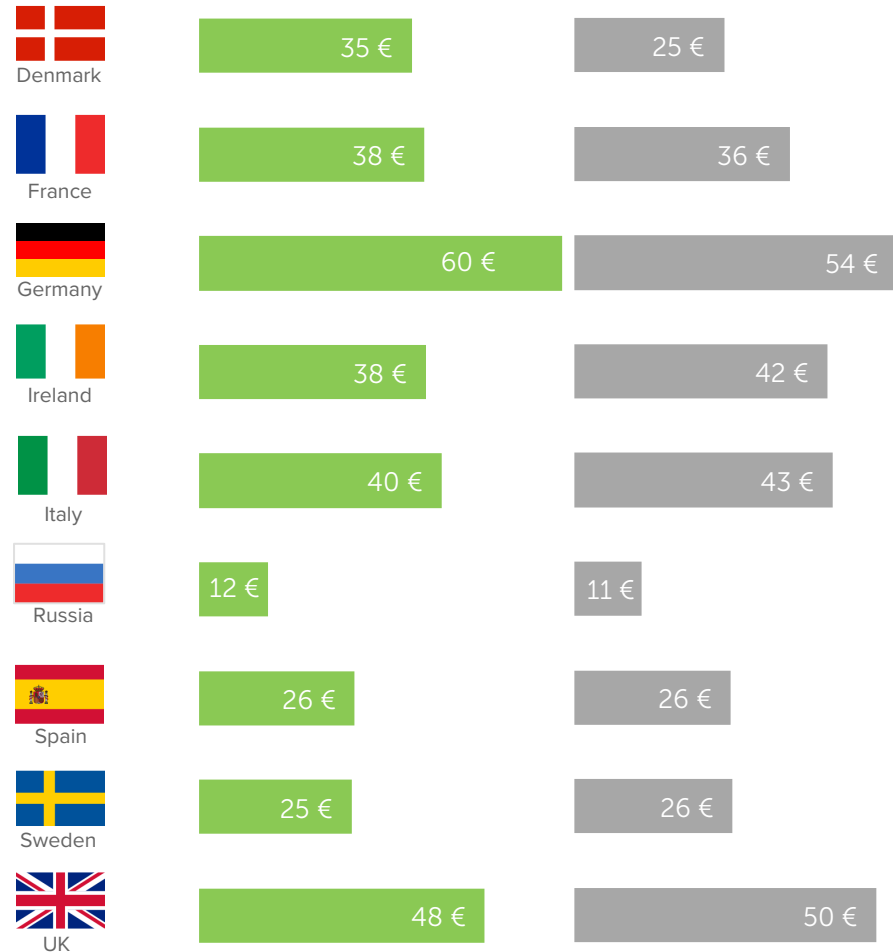
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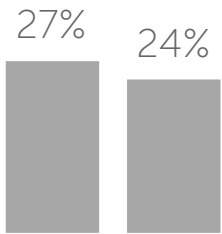
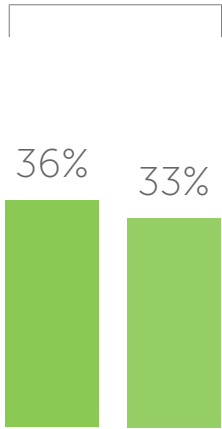


What Motivates Us to Renovate

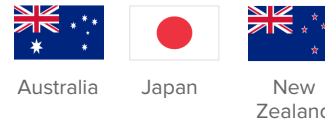
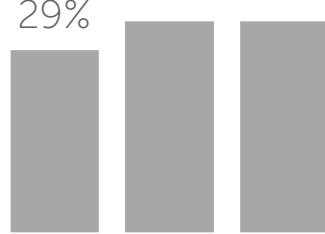
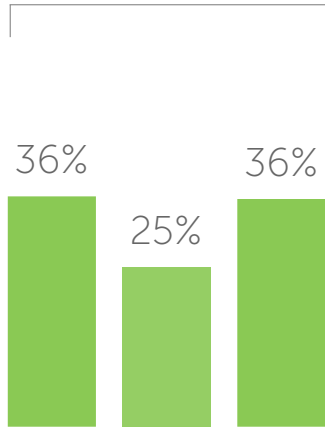
Charts below show the frequency of “finally having the means” and “recent home purchase” as top triggers in renovating a home, as reported by homeowners who renovated their primary homes in 2016.

■ Finally Having the Means ■ Recent Home Purchase

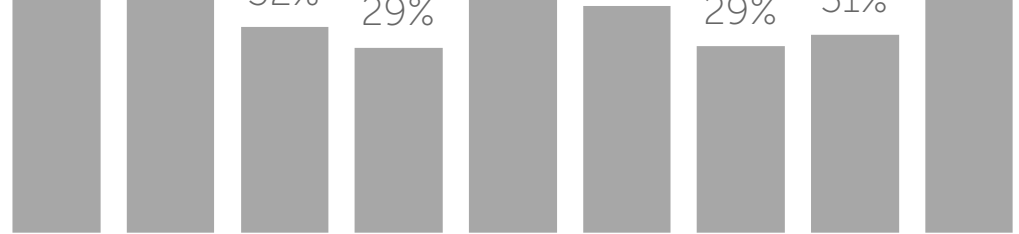
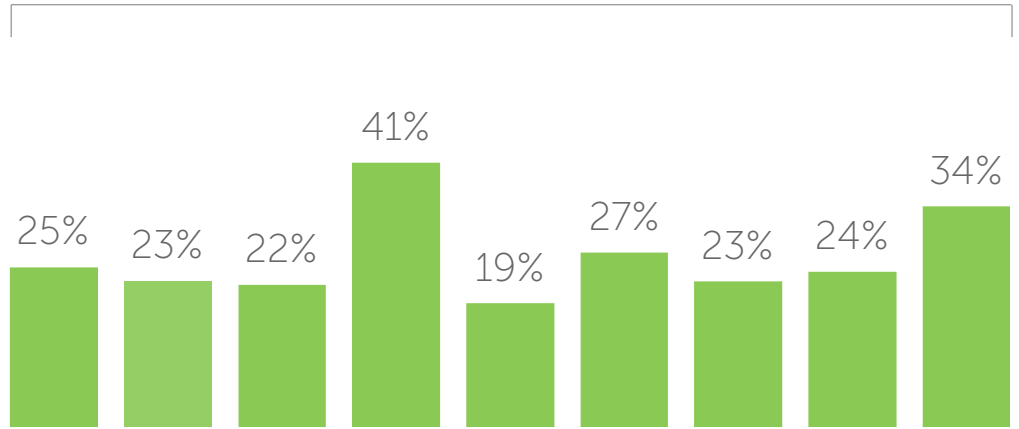
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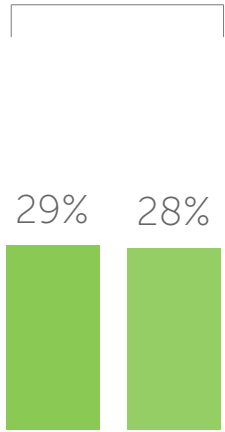


Where We Focus Our Interior Renovations

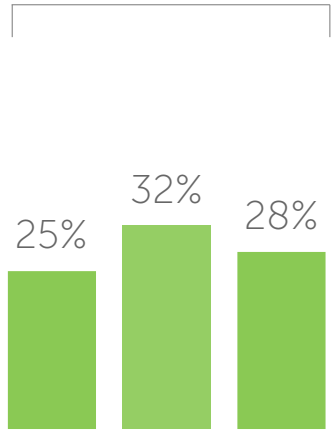
Charts below show the frequency of kitchen and bathroom (non-master bathroom) renovations, as reported homeowners who renovated their primary homes in 2016.

■ Kitchen ■ Bathroom

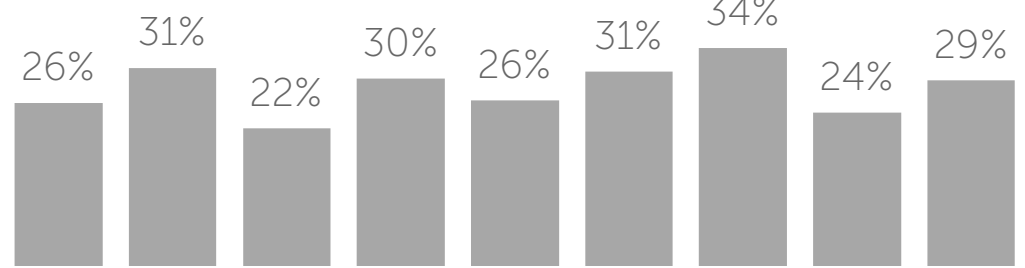
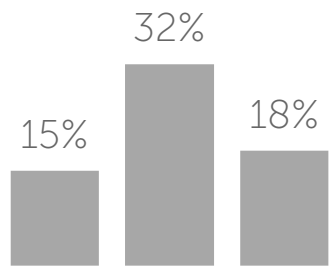
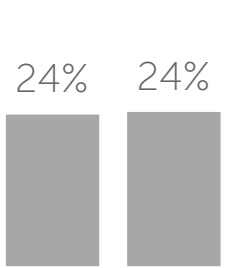
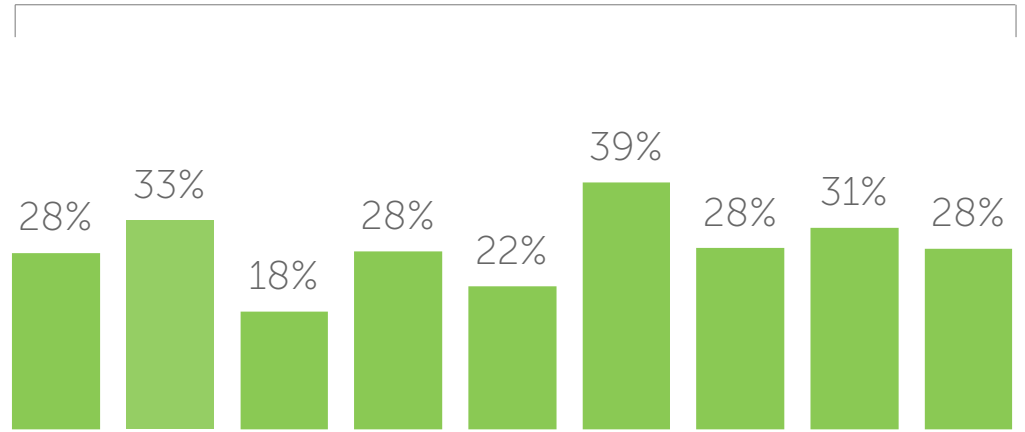
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USA Canada



Australia Japan New Zealand



Denmark France Germany Ireland Italy Russia Spain Sweden UK



How Much We Spend on Interior Renovations

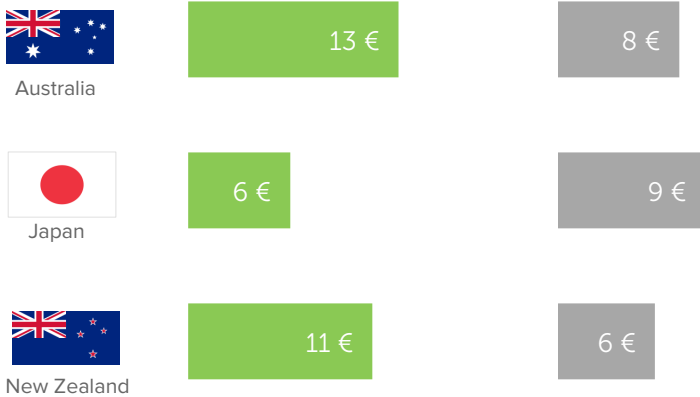
Charts below show the average spend on kitchen and bathroom (non-master bathroom) renovations (excluding additions), as reported by homeowners who renovated their primary homes in 2015 and 2016. Spend is converted from country currency to Euro (using average yearly exchange rates per OFX).

■ Kitchen Spend (in 1,000s Euros) ■ Bathroom Spend (in 1,000s Euros)

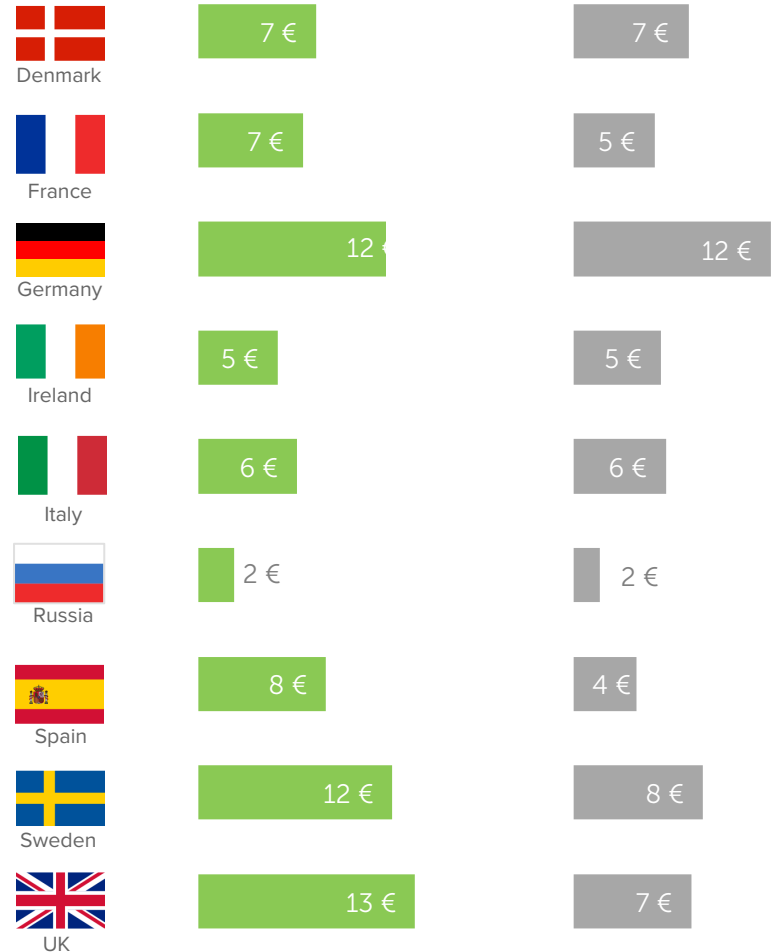
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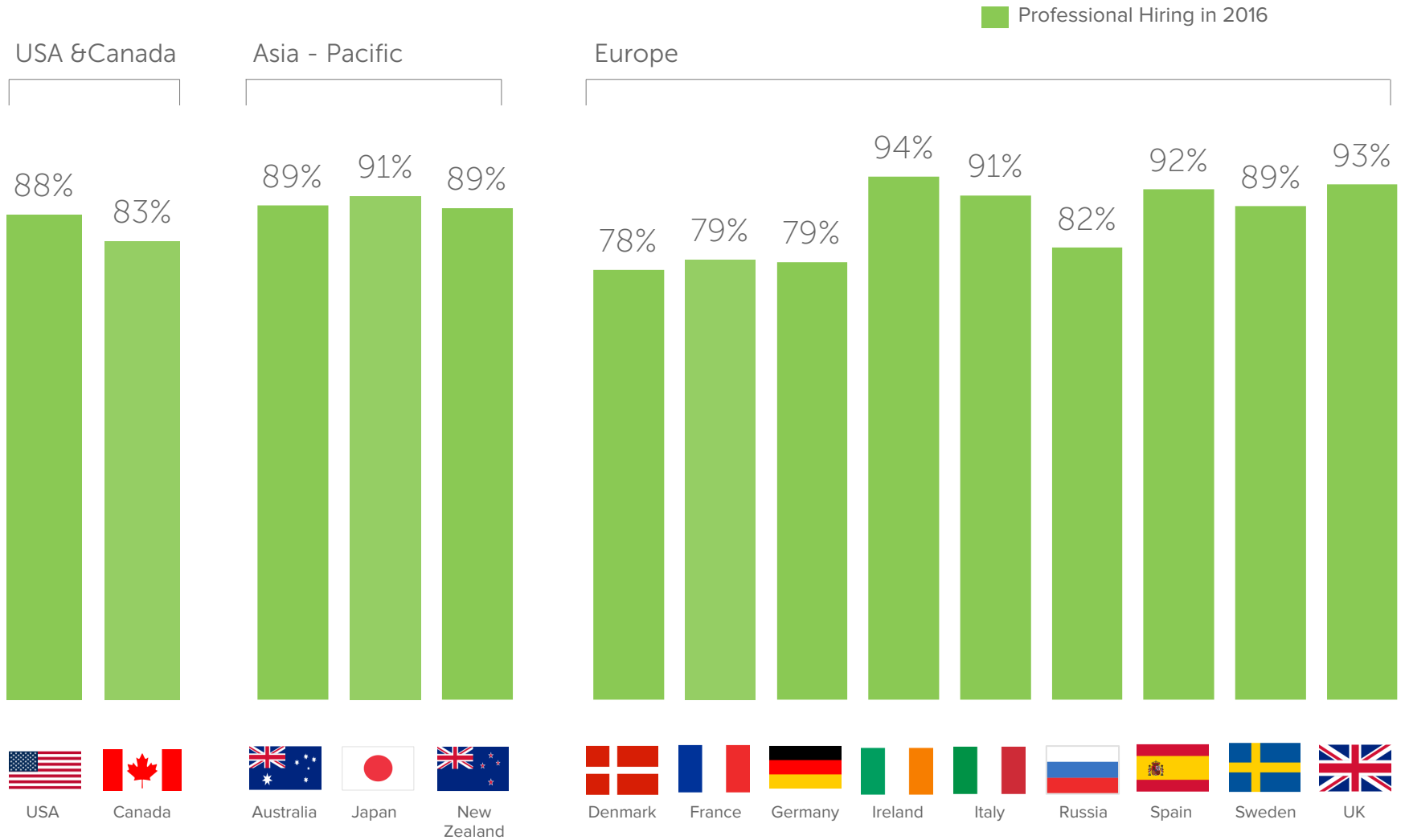
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Getting Help During Renovation

Charts below show the frequency of overall professional hiring during renovations, as reported by homeowners who renovated their primary homes in 2016.



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 2016, 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 2017. The 2017 Houzz & Home survey gathered information from 187,328 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 – April 2017. 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=152,989) and homeowners on Houzz who renovated in 2016 (n=83,188). Individual country reports can be found on info.houzz.com/research.