

2016



HOUZZ BATHROOM TRENDS STUDY — CANADA



Big Ideas



HIGH-TECH UPDATES

12% of upgraded showers, 10% of upgraded bathtubs and 21% of upgraded toilets in renovated bathrooms are equipped with at least one high-tech feature.

TIME FOR TECH

More than half (57%) of renovating homeowners spend 30-60 minutes a day in their home bathrooms. This includes spending time on their mobile devices — 55% of renovating homeowners use their mobile devices in their bathrooms at least once a week, including checking email, texting and social media to listening to music and reading.

REACHING THE BREAKING POINT

Many homeowners are done with their dated, aging bathrooms – no longer being able to stand the old one is the top trigger for starting a bathroom renovation (48%). Nearly a third are also tackling a bathroom that is breaking down (38%).

SUPERSIZING THE SHOWER

While just one in five bathroom renovators are increasing their bathroom size (20%), more than half are increasing the size of their shower (60%)

PROFESSIONAL HIRING ON THE RISE

Nearly nine in ten homeowners enlisted or will enlist the help of a professional during their 2015-2016 bathroom projects, with over two thirds (69%) renovating homeowners upgrading bathrooms, previously renovated 16 years or more ago.

How We Use Our Bathrooms

Charts below show frequency of activities, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms, or are planning to renovate their bathrooms in the next 3 months

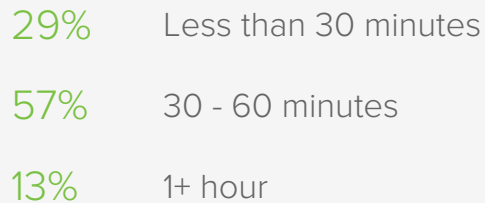
WEEKLY ACTIVITIES ON A MOBILE DEVICE IN BATHROOMS AT HOME



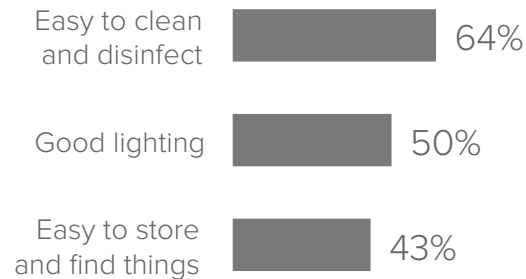
55%

USE A MOBILE DEVICE IN BATHROOM AT LEAST WEEKLY

TIME SPENT IN THE BATHROOM DAILY



TOP FUNCTIONAL PRIORITIES



27%

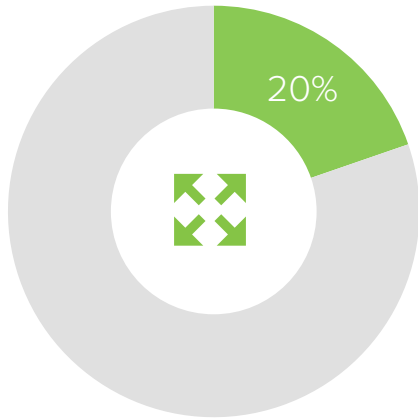


SOAK IN BATHTUB 1-2 TIMES PER MONTH

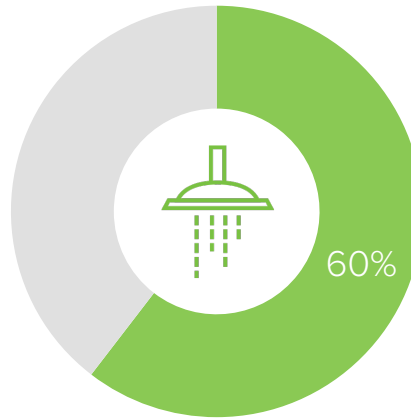
What We Are Updating in Our Bathrooms

Charts below show frequency of activities, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

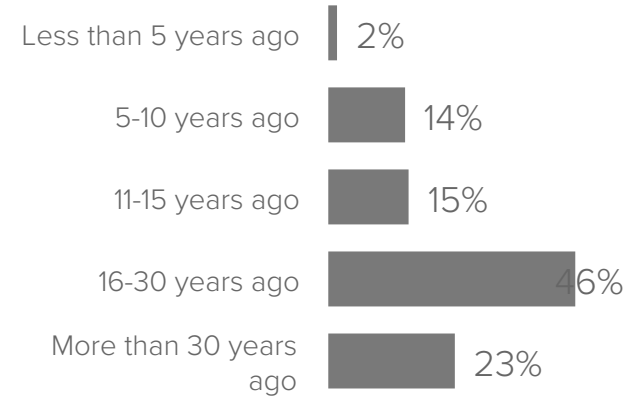
INCREASE IN BATHROOM SIZE



INCREASE IN SHOWER SIZE



TIMING OF LAST BATHROOM UPDATE

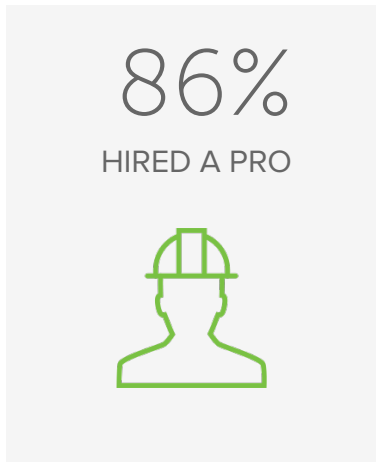


MOST POPULAR FEATURE UPGRADES

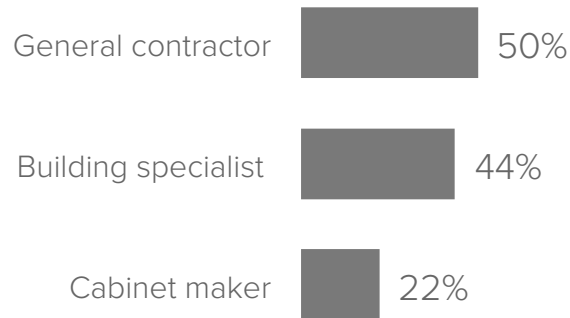


How & Why We Are Updating Our Bathrooms

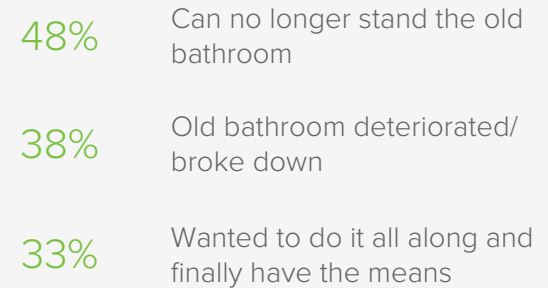
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TOP PROS HIRED



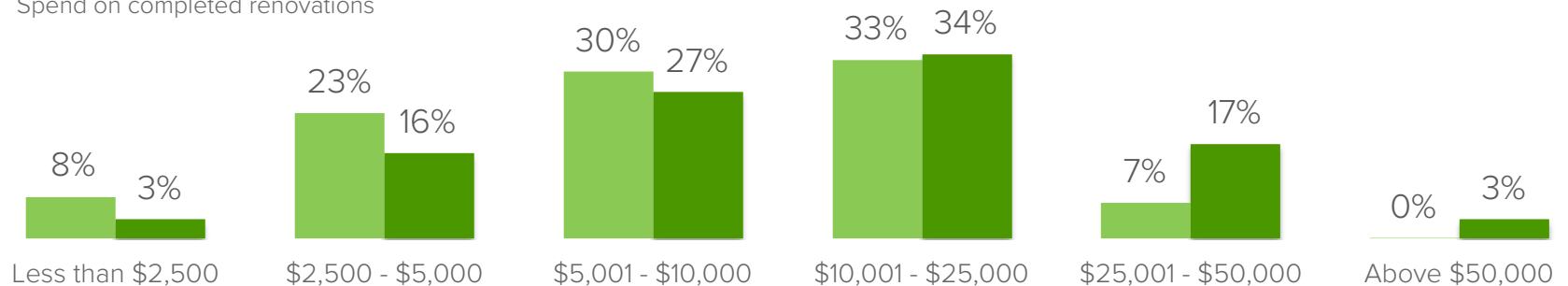
TOP REASONS FOR RENOVATING NOW



BUDGET VS. SPEND

Light green: Budgets for current/planned renovations

Dark green: Spend on completed renovations

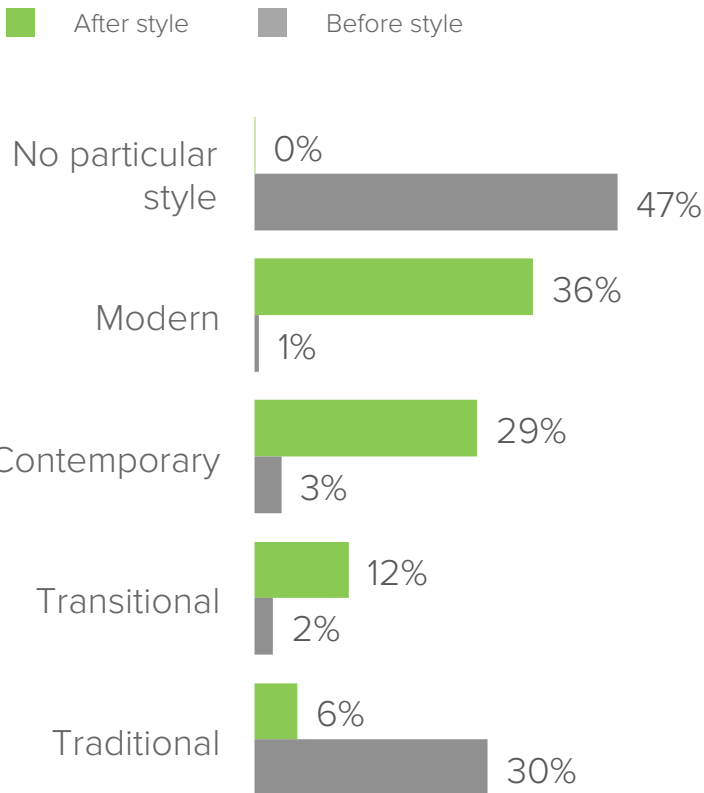


How We Design Our Bathrooms

Charts below show frequency of design-related activities, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

BEFORE VS. AFTER STYLE

Among the 87% of homeowners who update style



AREAS SEPERATED BY FULL OR PARTIAL WALLS

24% Shower area

22% Toilet area

TOP DESIGN PRIORITIES

79% Stylish and beautiful

56% Increasing resale value

TOP BATHROOM COLORS

WALL



Gray



White



Beige

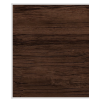
CABINETRY



White

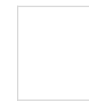


Medium wood



Dark wood

COUNTERS



White



Gray



Multiple

FLOORS



Gray



White



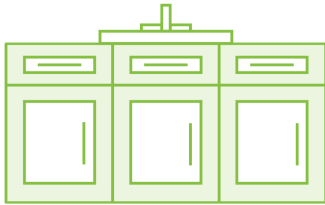
Beige

What Products & Materials We Install in Our Bathrooms

Charts below show frequency of products and materials, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months.

#1 NEW SINK STYLE

Among the 89% of homeowners who update sinks



55% UNDERMOUNT

#1 NEW FAUCET FINISH

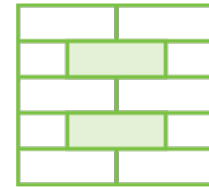
Among the 96% of homeowners who update faucets



61% POLISHED CHROME

#1 NEW WALL FINISH

Among the 95% of homeowners who update wall finish



68% PAINT

#1 NEW LIGHTING

Among the 87% of homeowners who update lighting



64% WALL LIGHTS

#1 NEW TUB STYLE

Among the 32% of homeowners who update bathtubs



60% ALCOVE BATHTUB

#1 NEW FLOOR FINISH

Among the 91% of homeowners who update flooring



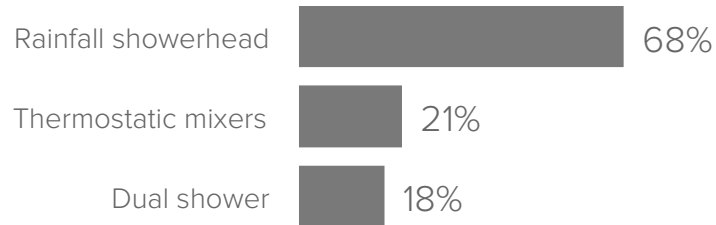
69% CERAMIC OR PORCELAIN TILE

What Features We Choose in Our Bathrooms

Charts below show frequency of bathroom features, as reported by homeowners who renovated their bathrooms in the past 12 months, are currently renovating their bathrooms or are planning to renovate their bathrooms in the next 3 months

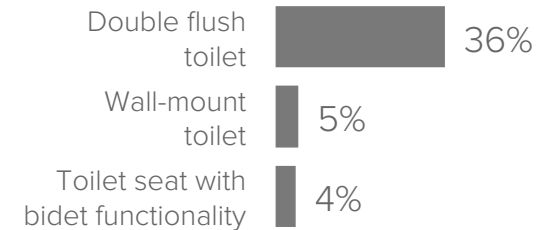
SHOWER FEATURES

Among the 71% of homeowners who update showers



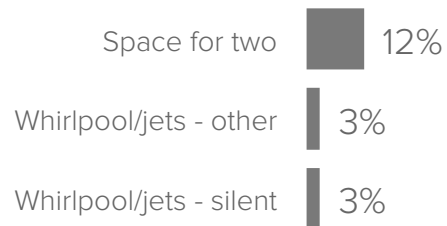
TOILET FEATURES

Among the 79% of homeowners who update toilets



BATHTUBS FEATURES

Among the 32% of homeowners who update bathtubs



HIGH-TECH IN BATHROOMS



Methodology

The survey was sent to registered Houzz users in Canada, and fielded in September 2016. Homeowners who completed a bathroom renovation project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=217.

Links to Resources on Houzz

Houzz is the easiest way for people to find inspiration, get advice, buy products, and hire the professionals they need to help turn their ideas into reality.

PHOTOS	FIND PROS	BROWSE PRODUCTS	ARTICLES
Bathroom	Architects & Building Designers	Bathroom Vanities	Bathroom Workbook
Powder Room	Cabinets and Cabinetry	Bathroom Vanity Lighting	Bathroom Makeovers
¾ Bath	Design-Build Firms	Tile	Bathroom Color
Kids' Bath	General Contractors	Showers	Half Baths
Master Bath	Home Builders	Bathtubs	Bathtubs
Contemporary Bath	Interior Designers and Decorators	Bathroom Faucets	Showers
Modern Bath	Kitchen & Bath Designers	Bathroom Sinks	Bathroom Sinks
Transitional Bath	Kitchen & Bath Remodelers	Bathroom Accessories	Bathroom Storage
		Medicine Cabinets	Bathroom Vanities
		Bathroom Cabinets and Shelves	Bathroom Tile
		Bath Linens	
		Toilets	
		Bidets	
		Urinals	
		Bathroom Fixture Parts	
		Cabinet & Drawer Hardware	