

2019

HOUZZ & HOME - AUSTRALIA

August 2019



Overview of Home Renovation in 2018 and 2019

Big Ideas

GROWTH IN KITCHEN RENOVATION SPEND

Spend on kitchen renovations grew by 16 percent in the past year to a median spend of \$20,000. Kitchens are the most popular room to renovate, followed by living rooms (26% and 23%, respectively). Bedrooms, bathrooms and laundries were all equally popular this year at 17%.

RENOVATION ACTIVITY REMAINS STEADY

Renovation activity remained strong through 2018. Half of homeowners on Houzz renovated an average of three rooms per project, at an overall median spend of \$20,000. Nearly half of renovating homeowners planned to continue or begin renovations in 2019 (47%).

RENOVATION ACTIVITY DRIVEN BY OLDER GENERATIONS

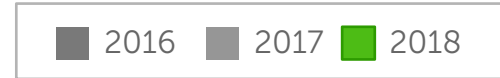
Baby Boomers (ages 55-74) and Gen Xers (ages 40-54) combined represent over three quarters of the renovation activity (79%), at a median spend of \$21,000 and \$23,000, respectively. 41% of Gen Xers and 35% of Baby Boomers anticipate new projects in 2019.

MOTIVATIONS FOR RENOVATING

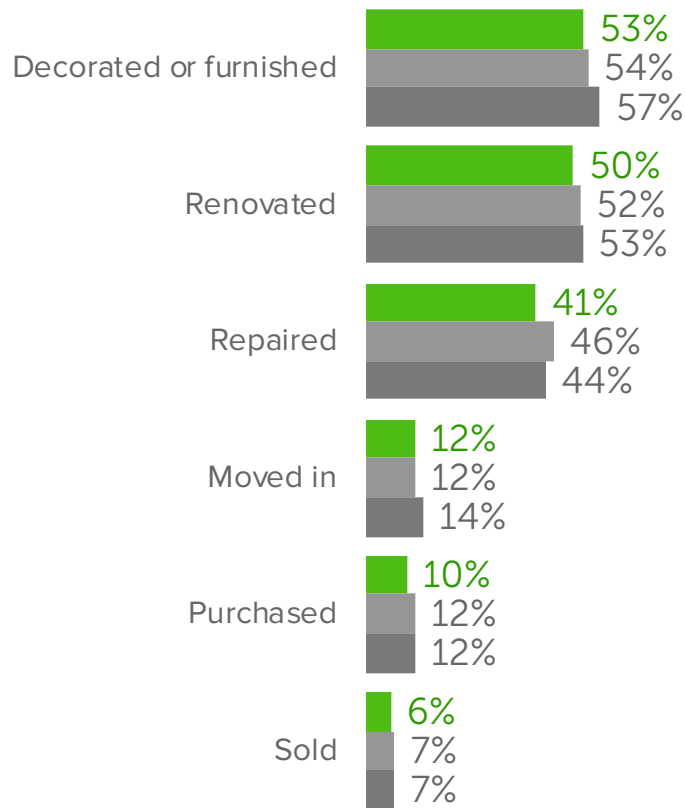
As homeowners consider whether to renovate their current home or to purchase a new home, the top two considerations for renovating are to stay in their current home or area, outranking return on investment. Wanting to stay in the current home is the biggest decision driver for Baby Boomers and Gen Xers,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



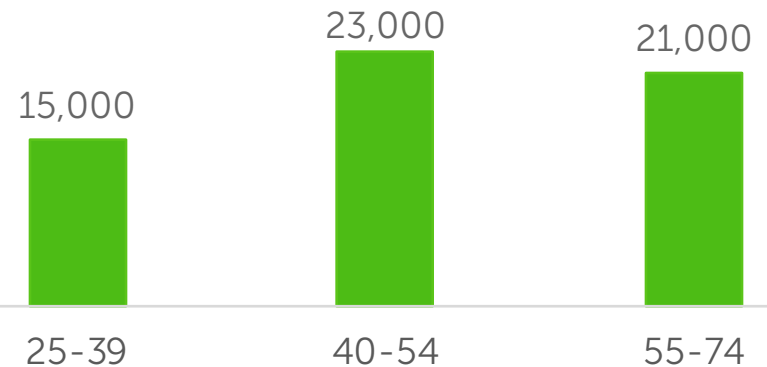
ACTIVITIES IN THE HOME BY YEAR



ANNUAL RENOVATION SPEND (AU\$)

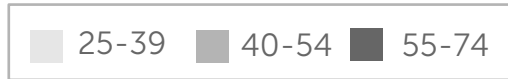
	2016	2017	2018
MEDIAN	23,000	25,000	20,000
90TH PERCENTILE	140,000	150,000	180,000

MEDIAN ANNUAL RENOVATION SPEND (AU\$) BY GENERATION



How We Are Funding Our Home Renovations

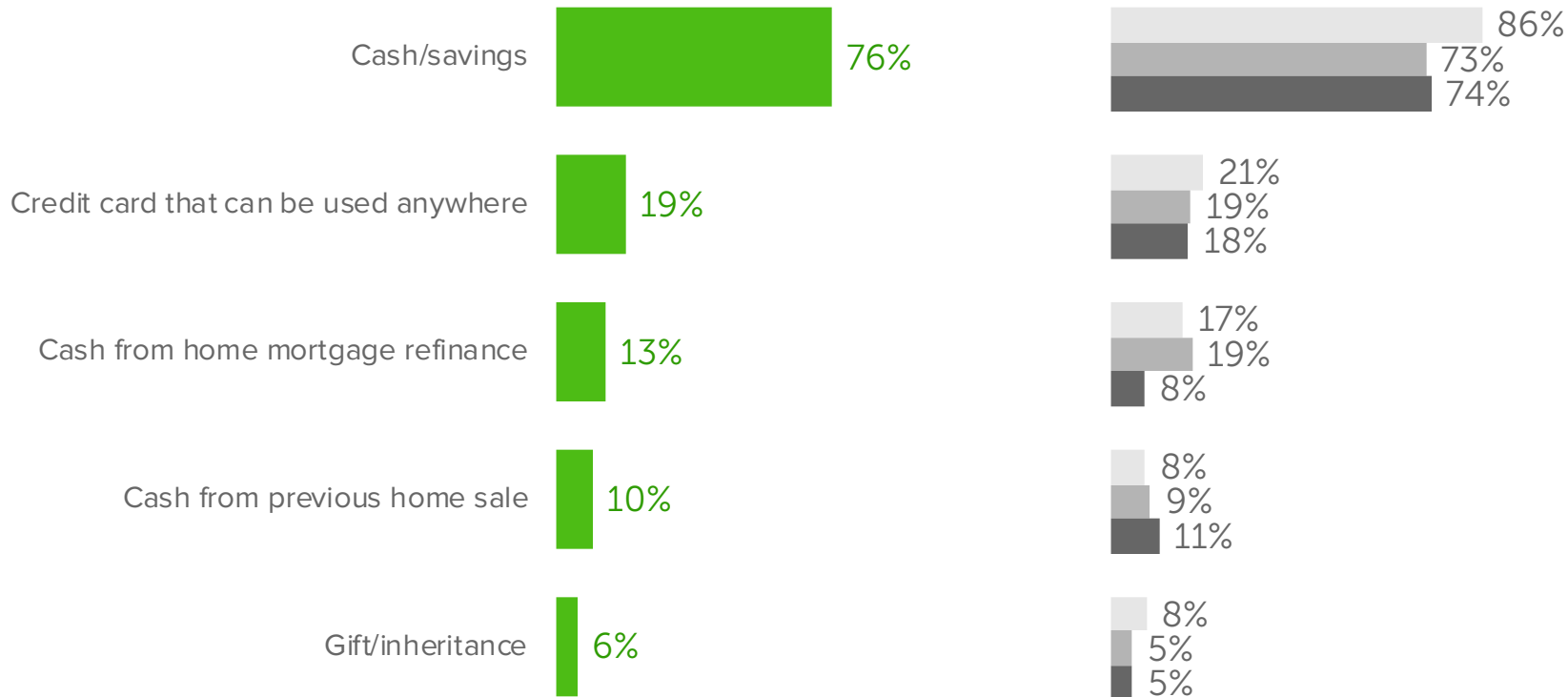
Charts below show the frequency of top five funding sources for home renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018. Year-over-year comparison are not possible due to a change in question wording.



TOP FIVE RENOVATION FUNDING SOURCES IN 2018

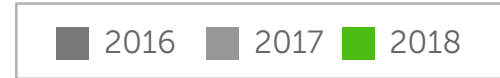
OVERALL

RENOVATING HOMEOWNERS BY AGE

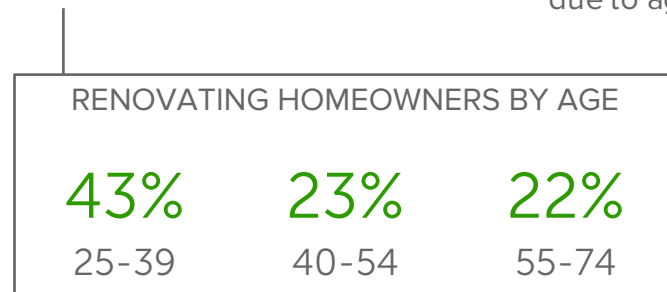
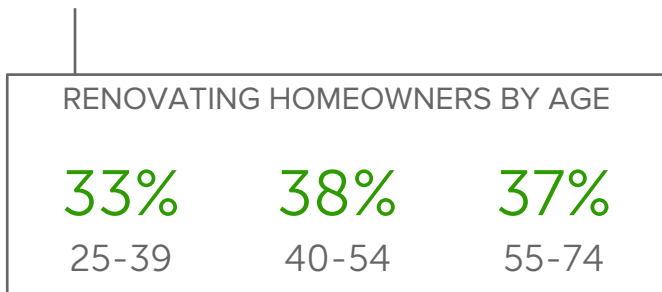
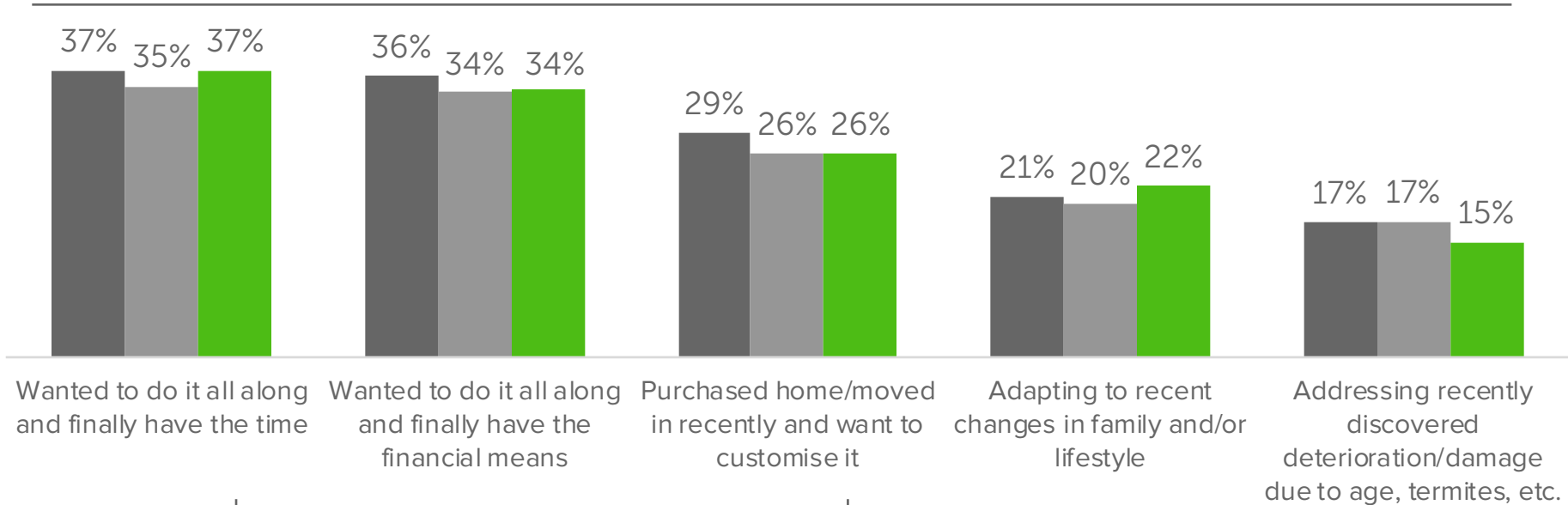


Why We Are Renovating Now

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

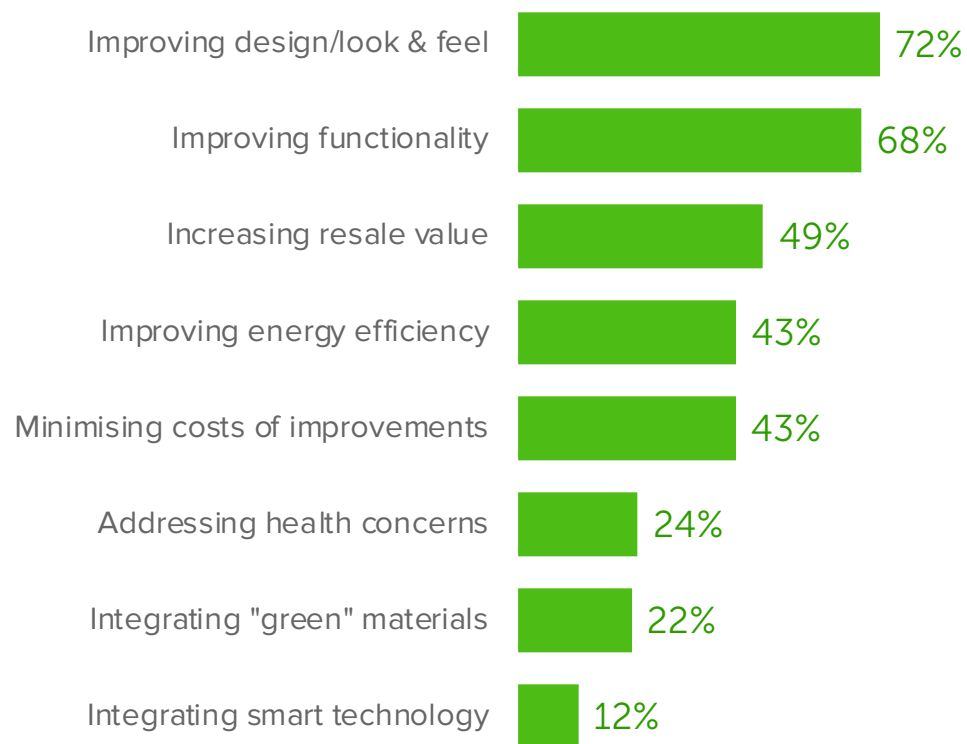


What We Prioritise During Renovations

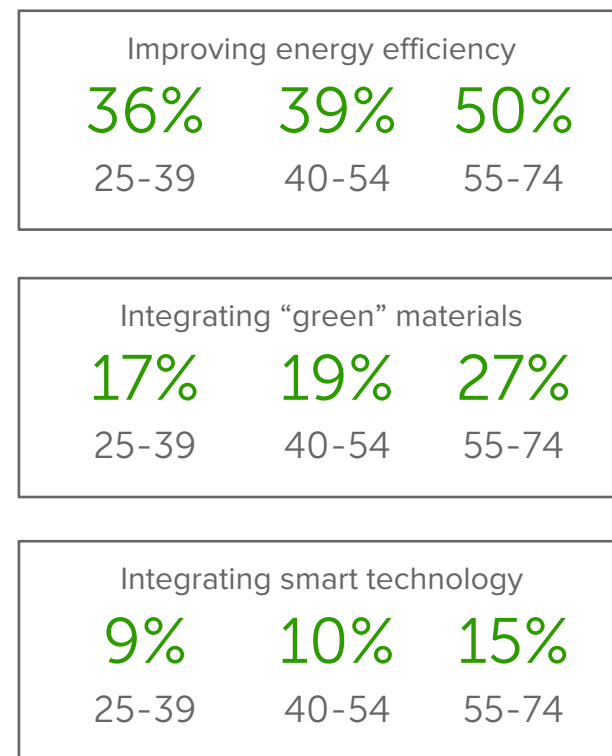
Chart below shows the frequency of priorities during renovations, overall and by age, as reported by homeowners who renovated their primary homes in 2018.

TOP RENOVATION PRIORITIES IN 2018

HIGH PRIORITY

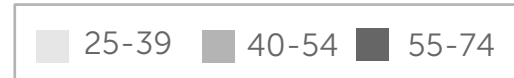


RENOVATING HOMEOWNERS BY AGE

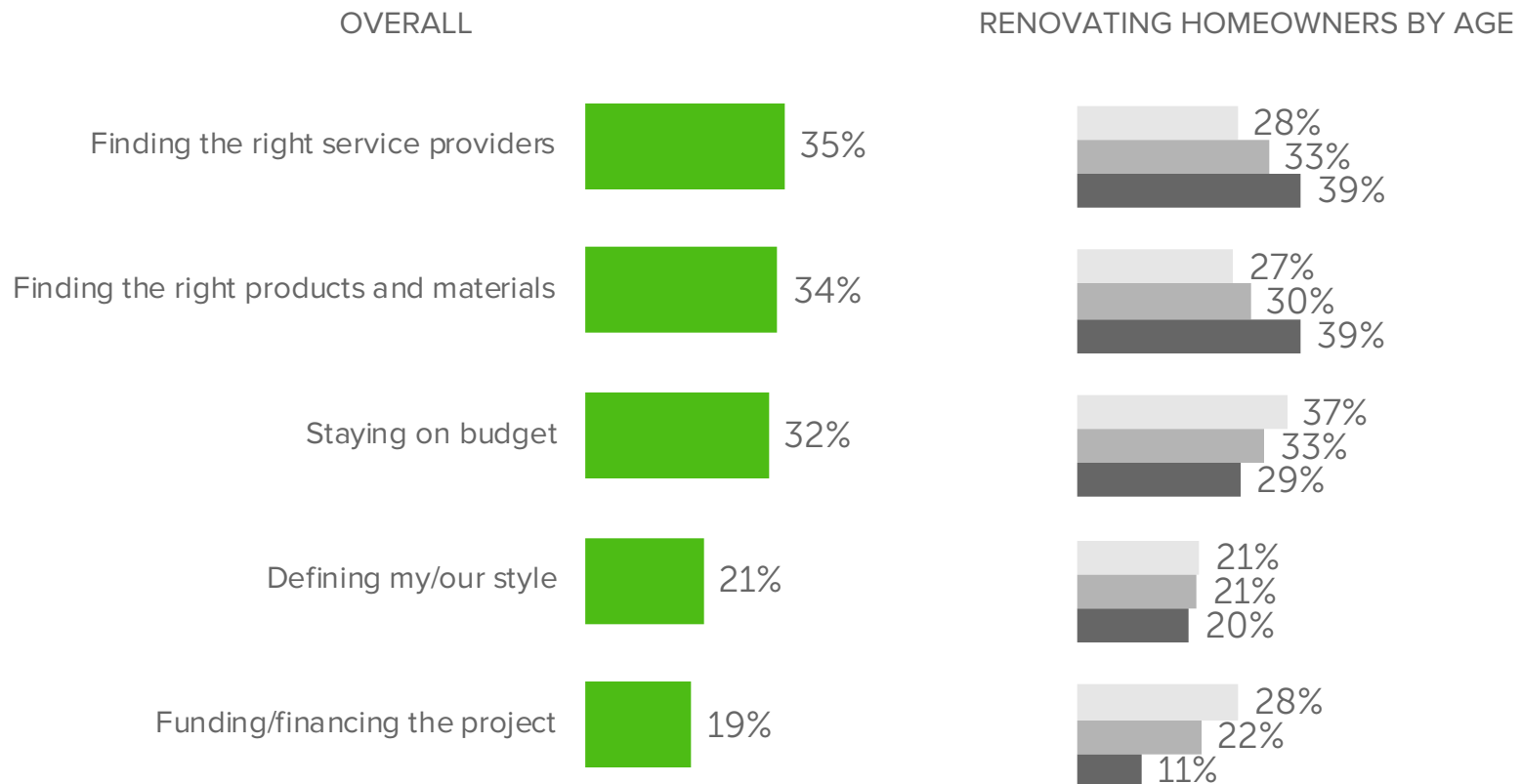


What Renovation Challenges We Face

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.

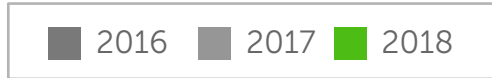


TOP FIVE RENOVATION CHALLENGES IN 2018

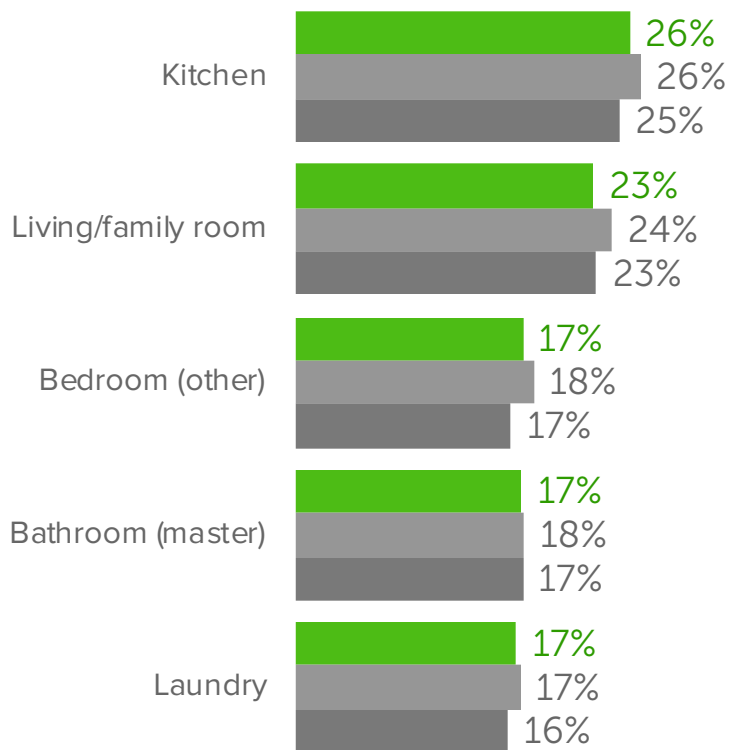


Where We Focus Our Efforts

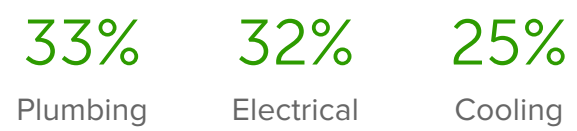
Charts and tables below show the frequency of most popular 2016, 2017 and 2018 renovations of interior rooms, as well as 2018 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.



TOP INTERIOR ROOM RENOVATIONS BY YEAR



TOP HOME SYSTEM UPGRADES IN 2018



TOP EXTERIOR FEATURE UPGRADES IN 2018

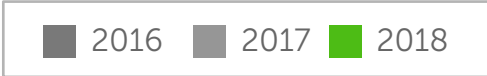


TOP OUTDOOR FEATURE UPGRADES IN 2018



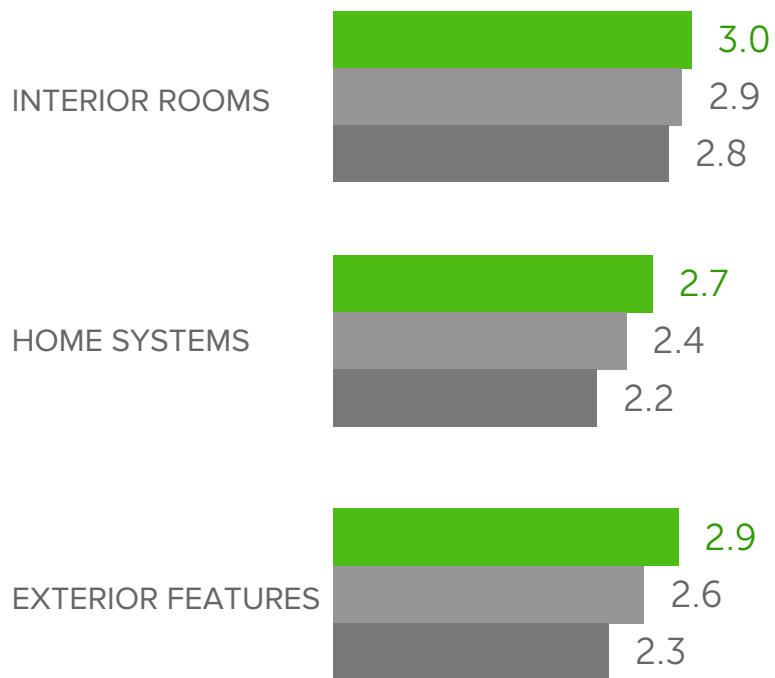
How Many Features We Upgrade

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.

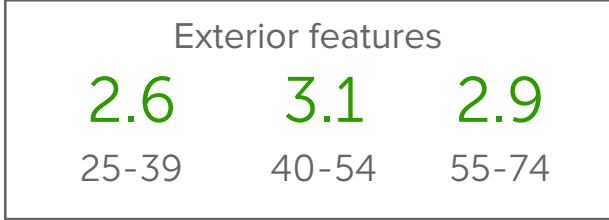
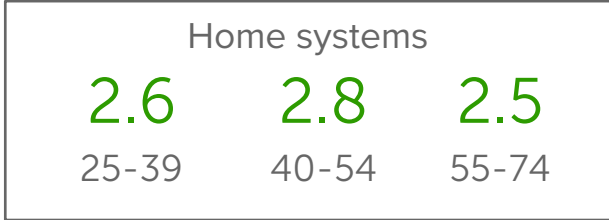


NUMBER OF UPGRADED FEATURES BY YEAR

OVERALL UPGRADED FEATURES



RENOVATING HOMEOWNERS BY AGE

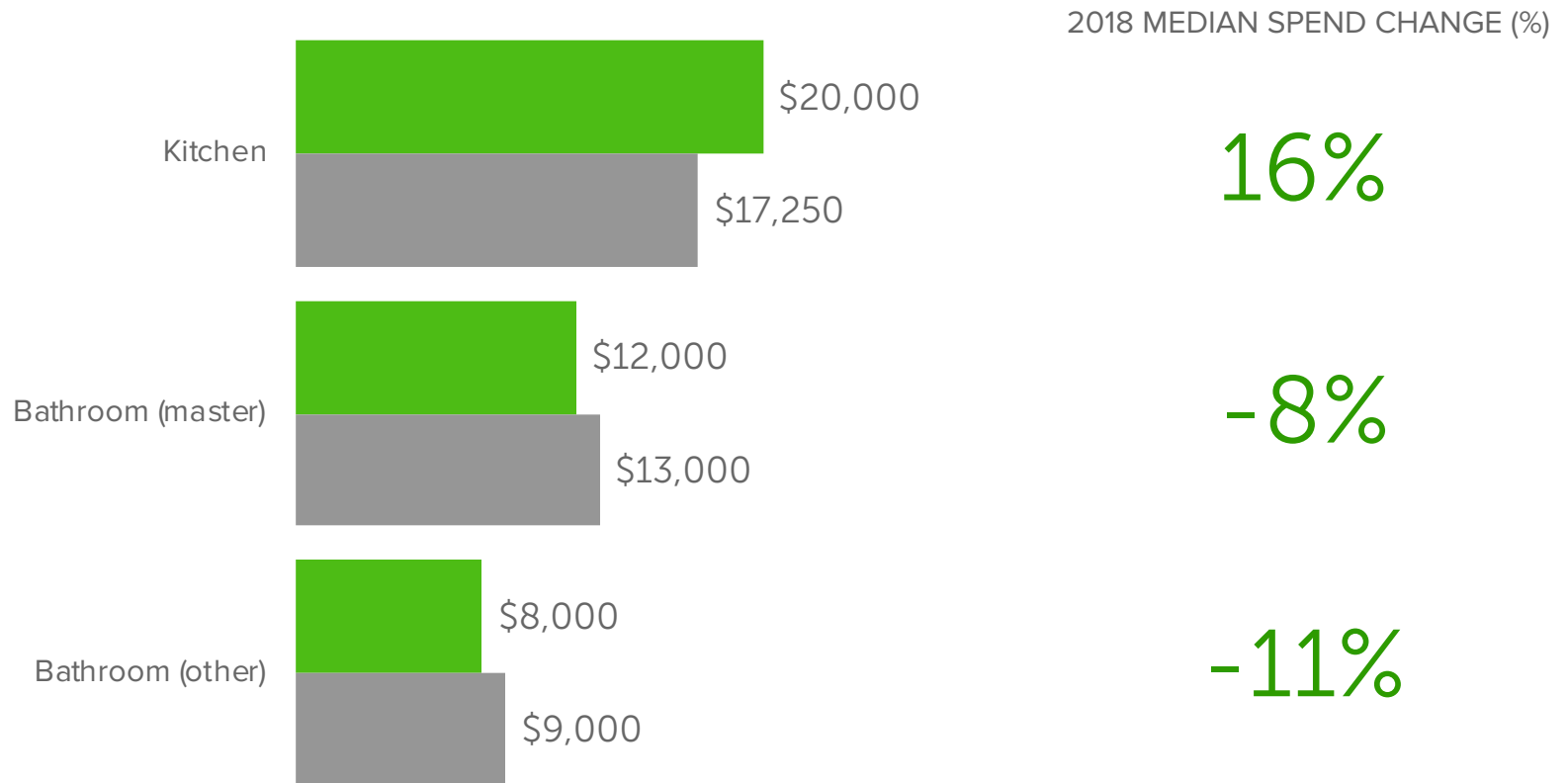


How Much We Spend on Interior Renovations

Charts below show the 2017 and 2018 median spend on interior room renovations, as well as the percentage change between 2017 and 2018, as reported by homeowners who renovated these interior spaces in their primary homes.

■ 2017 ■ 2018

MEDIAN SPEND ON INTERIOR ROOM RENOVATIONS BY YEAR



How We Plan Our Home Renovations

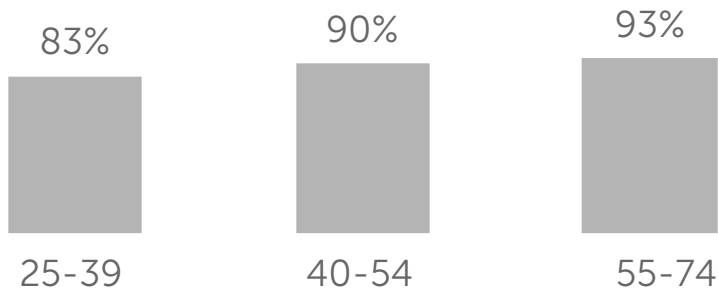
Charts and tables below show the frequency of professional hiring in 2016, 2017 and 2018, overall and by age, as reported by homeowners who renovated their primary homes.

PRO HIRING

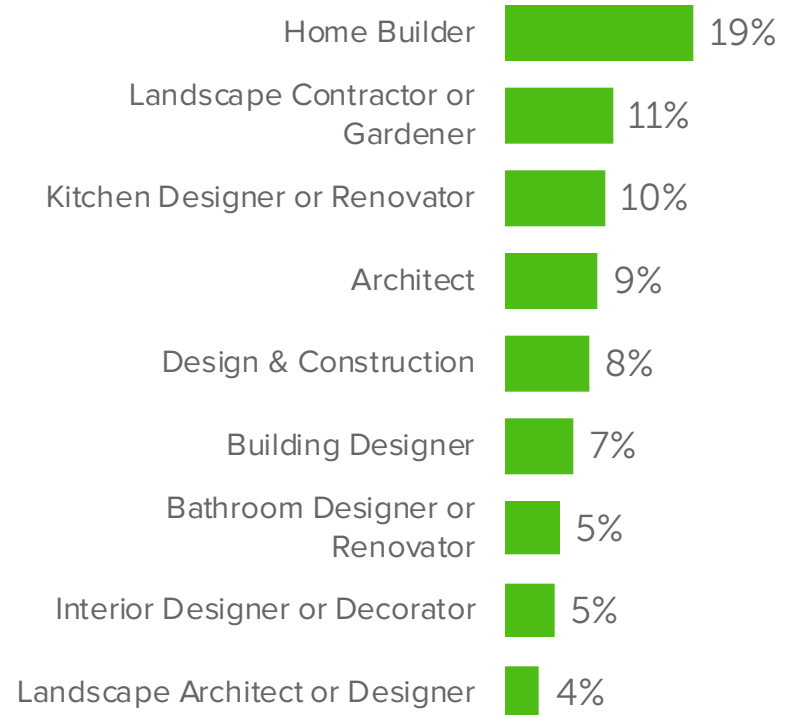
OVERALL PRO HIRING



PRO HIRING BY AGE



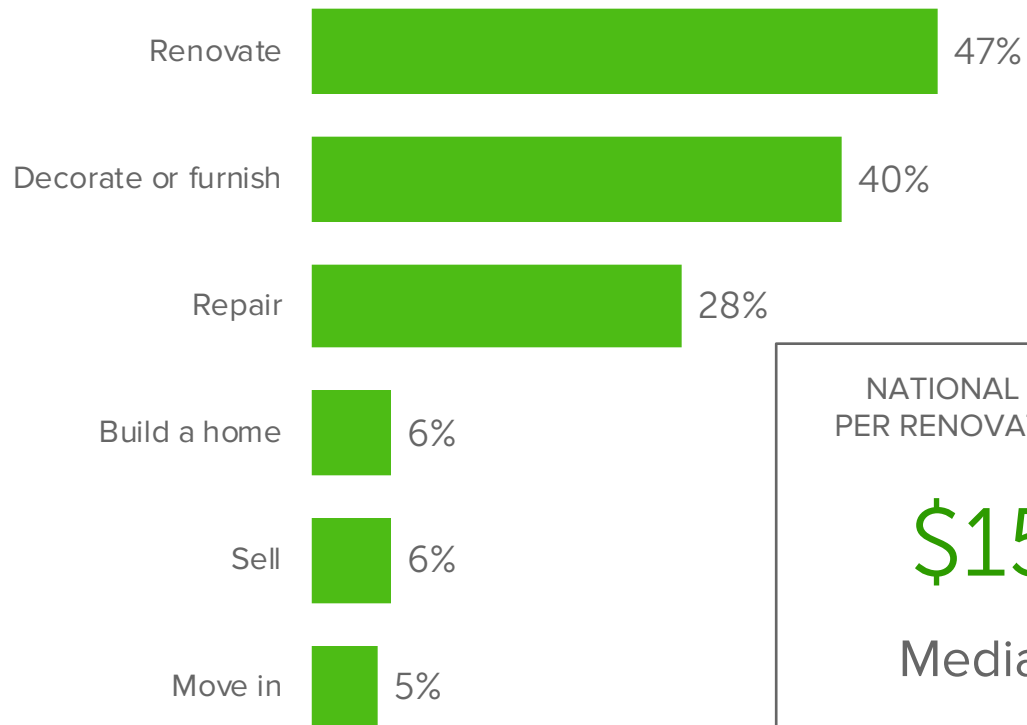
SPECIFIC PRO HIRING IN 2018



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 Australia.

PLANNED ACTIVITIES FOR 2019



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

\$15

Median

\$200

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 8,861 respondents in Australia. The current report relies on a subset of responses, i.e., Australian homeowners on Houzz (n=7,824) and Australian homeowners on Houzz who renovated their primary residence in 2018 (n=3,784).

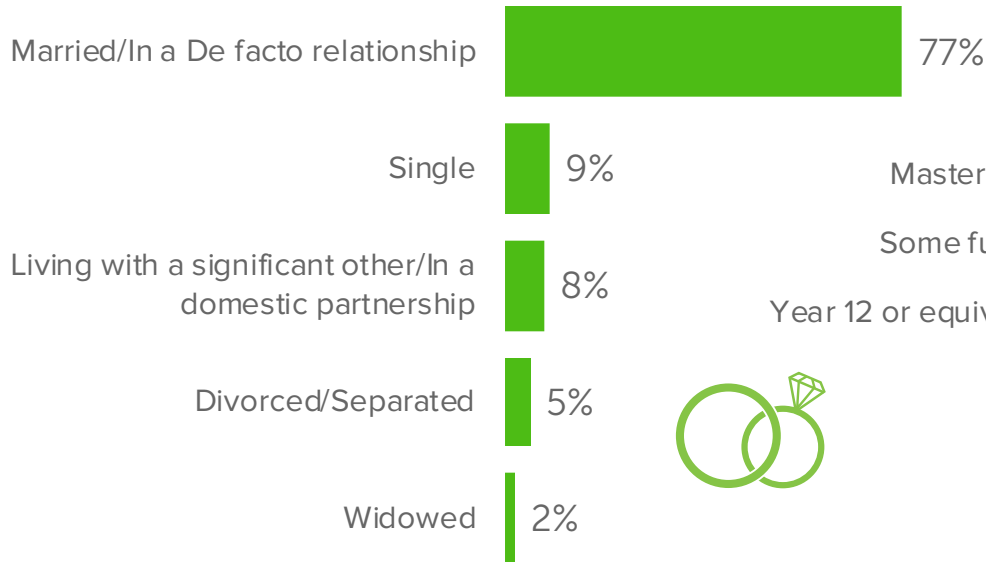
SAMPLING AND WEIGHTING

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.

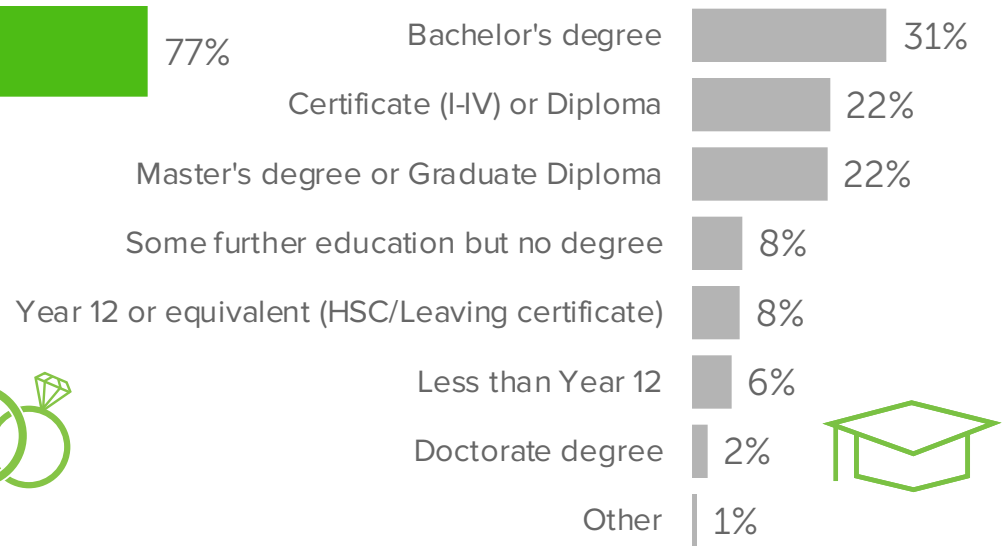
APPENDIX

A. 2018 Renovating Homeowner Demographics

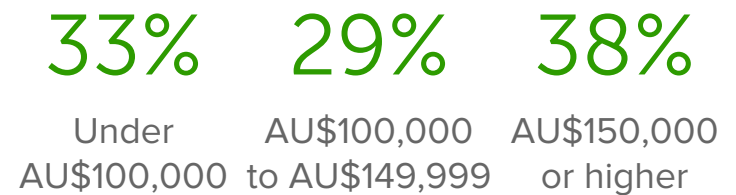
MARITAL STATUS



EDUCATION



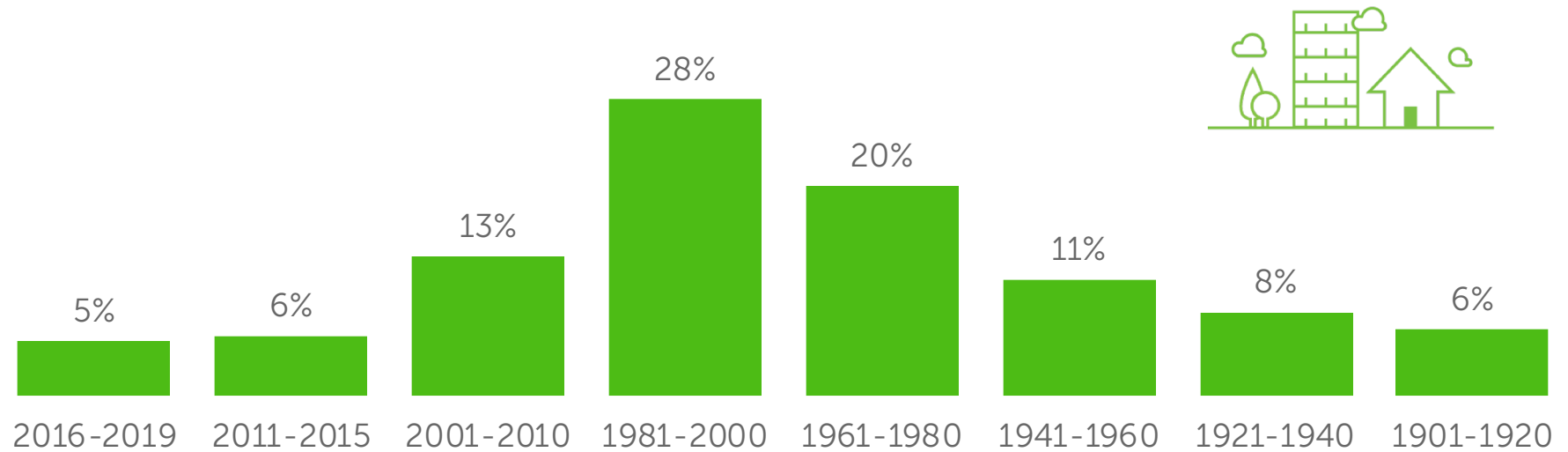
ANNUAL HOUSEHOLD INCOME



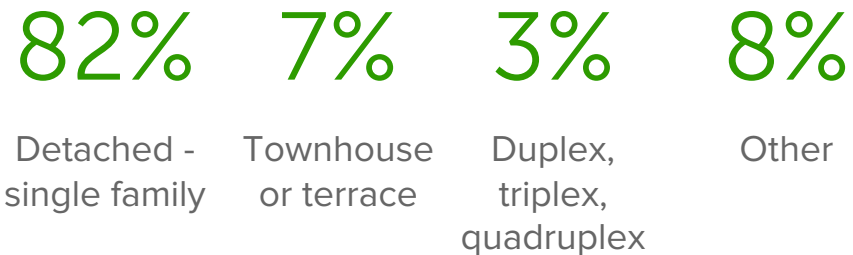
49% Have child(ren) living with them

B. Characteristics of Homes Renovated in 2018

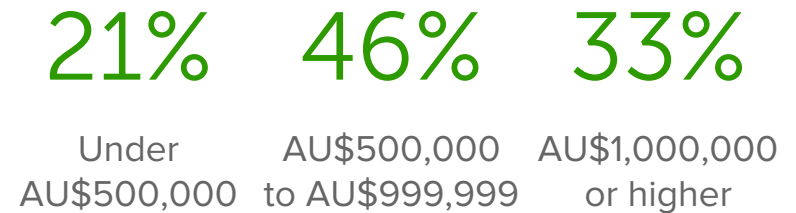
YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz Australia

PHOTOS	FIND PROS	PRODUCTS	STORIES
Kitchen	Architects	Furniture	Most Popular
Bathroom	Building Designers	Lighting	Houzz Tours
Bedroom	Home Builders	Kitchen & Dining	Kitchen
Living	Interior Designers & Decorators	Bathroom	Bathrooms
Dining	Design & Construction	Bedroom	Living Rooms
Outdoor	Kitchen Designers & Renovators	Storage & Organisation	Bedrooms
Baby & kids	Bathroom Designers & Renovators	Outdoor	More Rooms
Home Office	Landscape Architects & Landscape Designers	Home Improvement	Decorating
Storage & Wardrobe	Joinery & Cabinet Makers	Baby & kids	Outdoor Living
Exterior			Renovation