

# 2016



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## HOUZZ BATHROOM TRENDS STUDY — AUSTRALIA



# Big Ideas



## TIME FOR TECH

More than half (55%) of renovating homeowners spend 30-60 minutes a day in their home bathrooms. This includes spending time on their mobile devices — 42% 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 (32%). Nearly a third are also tackling a bathroom because it is breaking down (33%).

## SUPERSIZING THE SHOWER

While a third of bathroom renovators are increasing their bathroom size (32%), more than half are increasing the size of their shower (68%)

## HIGH-TECH UPDATES

6% of upgraded showers, 4% of upgraded bathtubs and 11% of upgraded toilets in renovated bathrooms are equipped with at least one high-tech feature.

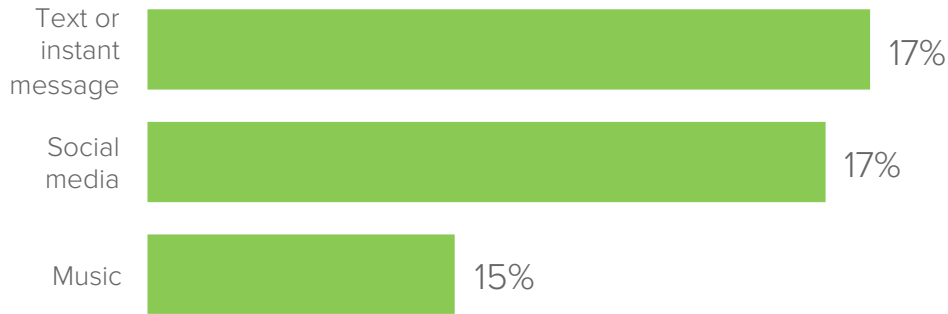
## PROFESSIONAL HIRING ON THE RISE

Nearly nine in ten homeowners enlisted or will enlist the help of a professional during their 2015-2016 bathroom projects, with nearly two thirds of renovating homeowners upgrading bathrooms that were previously renovated 16 years or more ago (64%).

# 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



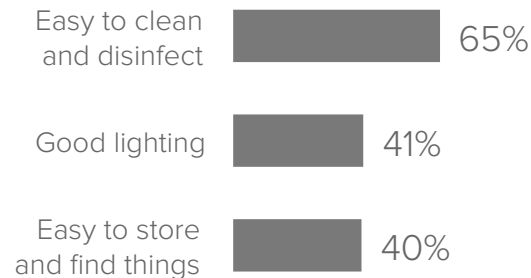
42%

USE A MOBILE DEVICE IN BATHROOM AT LEAST WEEKLY

## TIME SPENT IN THE BATHROOM DAILY



## TOP FUNCTIONAL PRIORITIES



31%

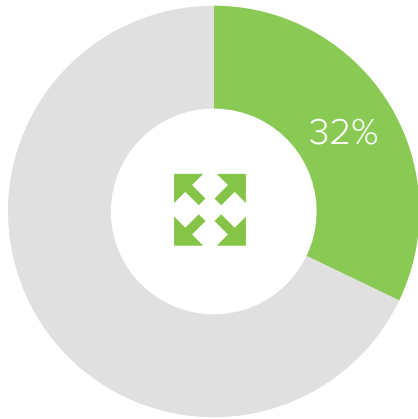


SOAK IN BATHTUB 1-2 TIMES PER MONTH

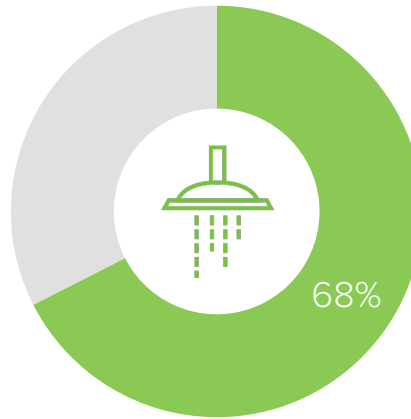
# What We Are Updating in Our Bathrooms

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

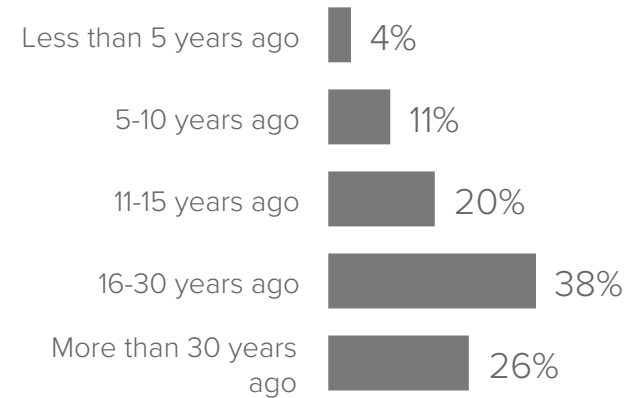
## INCREASE IN BATHROOM SIZE



## INCREASE IN SHOWER SIZE



## TIMING OF LAST BATHROOM UPDATE

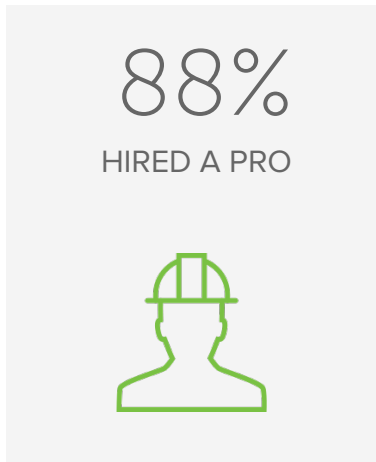


## MOST POPULAR FEATURE UPGRADES

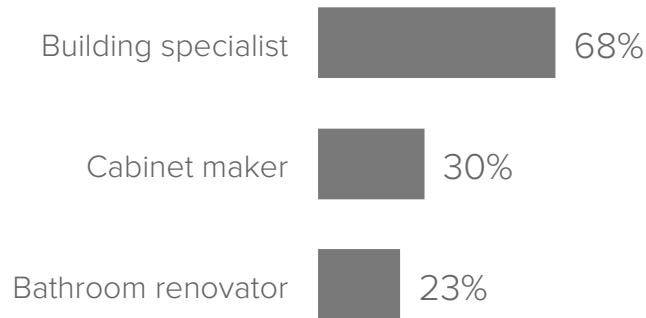


# How & Why We Are Updating Our Bathrooms

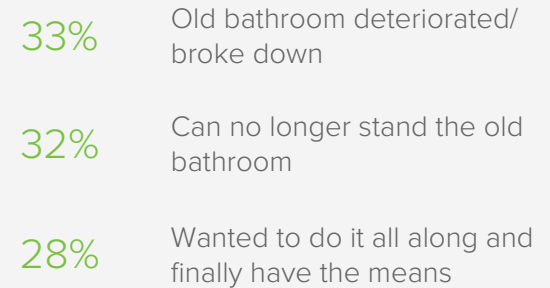
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## TOP PROS HIRED

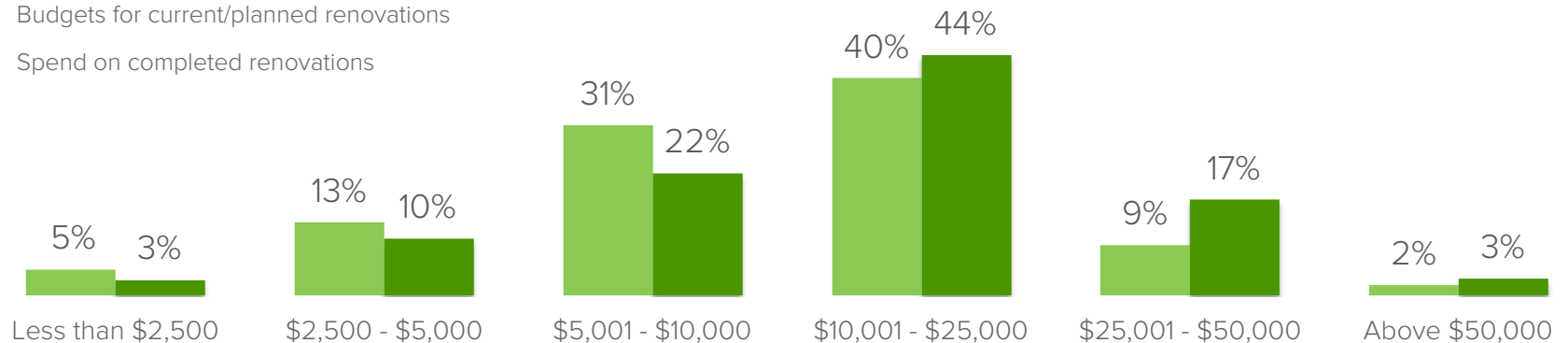


## TOP REASONS FOR RENOVATING NOW



## BUDGET VS. SPEND

- Budgets for current/planned renovations
- Spend on completed renovations

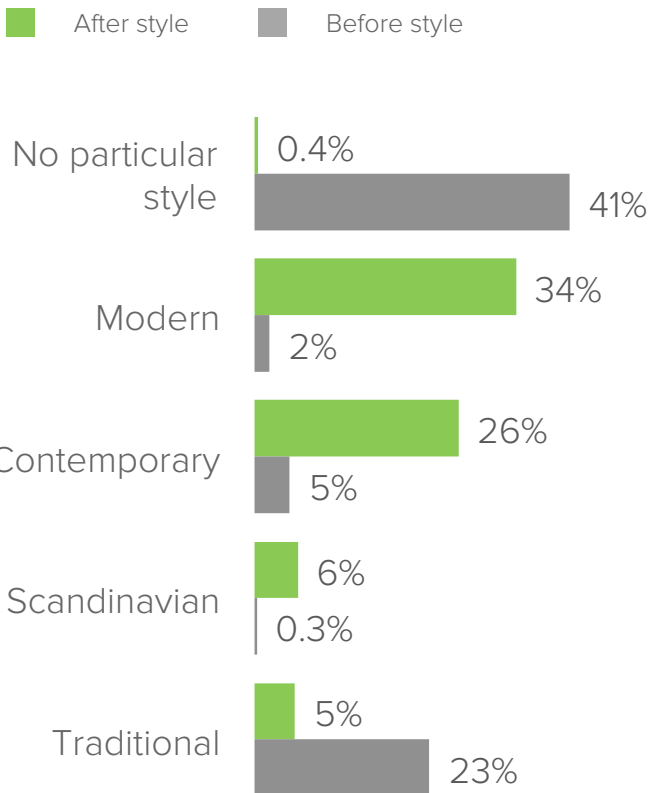


# How We Design Our Bathrooms

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 92% of homeowners who update style



## AREAS SEPERATED BY FULL OR PARTIAL WALLS

46% Toilet area

42% Shower area

## TOP DESIGN PRIORITIES

77% Stylish and beautiful

45% Filled with natural light

## TOP BATHROOM COLOURS

### WALL



White



Grey

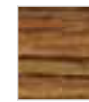


Beige

### CABINETRY



White



Medium wood



Light wood

### COUNTERS



White



Grey

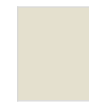


Medium wood

### FLOORS



Grey



Beige



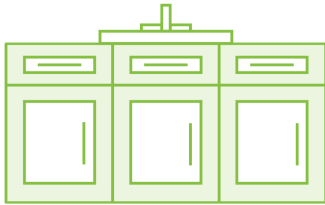
White

# 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 78% of homeowners who update sinks



24% DROP-IN

## #1 NEW TAP FINISH

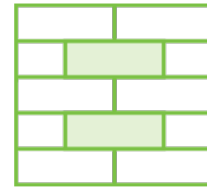
Among the 91% of homeowners who update taps



55% POLISHED CHROME

## #1 NEW WALL FINISH

Among the 90% of homeowners who update wall finish



82% CERAMIC OR PORCELAIN TILE

## #1 NEW LIGHTING

Among the 78% of homeowners who update lighting



43% RECESSED LIGHTING

## #1 NEW TUB STYLE

Among the 46% of homeowners who update bathtubs



41% FREESTANDING  
FLATBOTTOM BATH

## #1 NEW FLOOR FINISH

Among the 85% of homeowners who update flooring



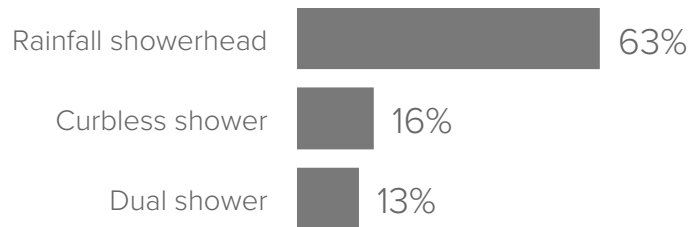
75% CERAMIC OR  
PORCELAIN TILE

# 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

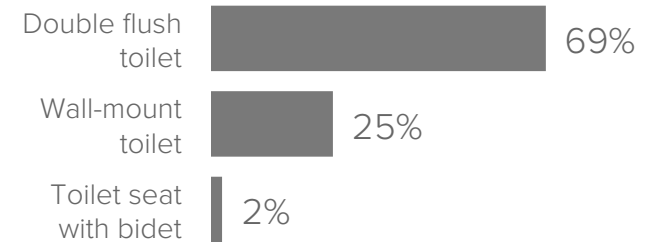
## SHOWER FEATURES

Among the 71% of homeowners who update showers



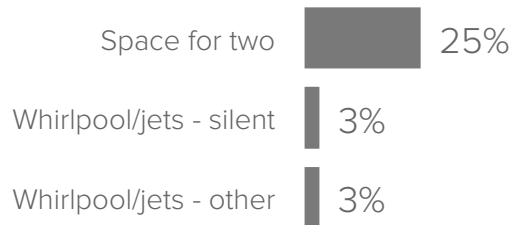
## TOILET FEATURES

Among the 79% of homeowners who update toilets



## BATHTUB FEATURES

Among the 32% of homeowners who update bathtubs



### HIGH-TECH IN BATHROOMS





# Methodology

The survey was sent to registered Houzz users in Australia, 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=2336.

# Links to Resources on Houzz Australia

PHOTOS	FIND PROS	PRODUCTS	STORIES
Bathroom	Architects	Bathroom Storage	Bathroom Ideas
Powder Room	Building Designers	Bathroom Vanities	Bathroom Styles
Kids' Bathroom	Joinery & Cabinet Makers	Bathroom Fixture Parts	Bathroom Features
Master Bathroom	Design & Construction	Bidets	Showers
Contemporary Bathroom	Home Builders	Urinals	Small Bathrooms
Modern Bathroom	Interior Designers and Decorators	Cabinet & Drawer Hardware	
Eclectic Bathroom	Bathroom Designers & Renovators	Bathroom Lighting	
Scandinavian Bathroom	Bedding & Bath	Bathtubs	
		Showers	
		Toilets	
		Bathroom Sinks	
		Bathroom Taps & Shower Heads	
		Medicine Cabinets	
		Bath & Spa Accessories	
		Bath Linens	
		Tile	