

# 2017

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HOUZZ & HOME - AUSTRALIA  
June 2017



Overview of Home Renovation in 2016  
and 2017

# Big Ideas

## RECENT HOMEBUYERS DRIVE RENOVATION ACTIVITY

Recent Australian home buyers are taking on larger scope projects than all other home renovators. They are nearly twice as likely to renovate all of their interior spaces than the average renovator (15% vs. 8%, respectively).

## KITCHEN RENOVATIONS PREVAIL

When considering priorities, kitchen projects top the list for recent buyers (31 percent versus 25 percent for the average renovating homeowner), followed by living rooms (32 percent versus 23 percent) and bathrooms (22 percent versus 17 percent).

## BIGGER BUDGETS

The top challenge facing renovating homeowners in 2016 was staying on budget (34 percent). Australian homeowners on Houzz are also spending more on their renovations (\$66,900 in 2016 versus \$64,600 in 2015).

## ENERGY EFFICIENT AND HEALTHY HOMES

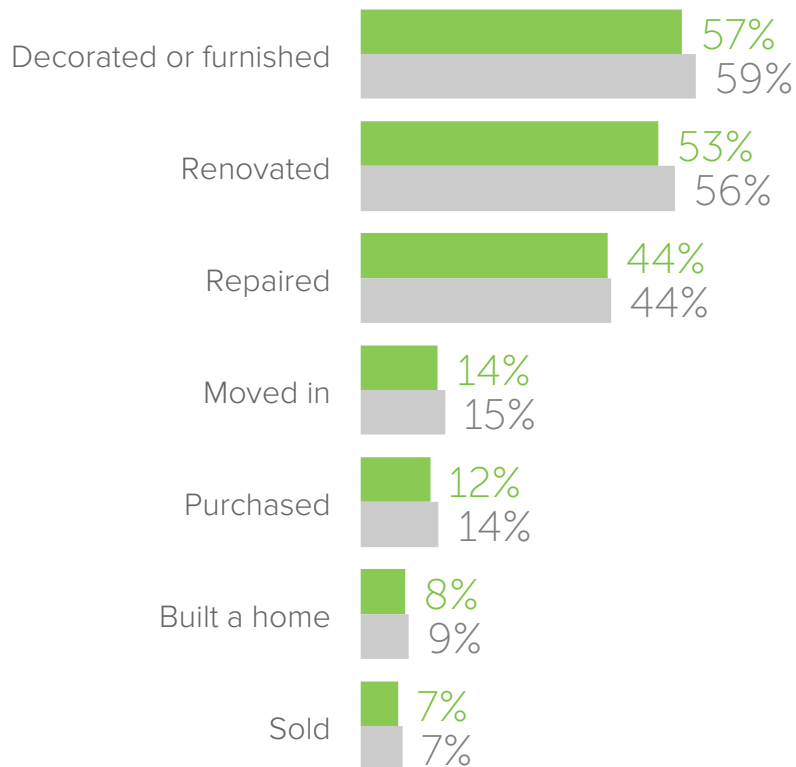
While design and functionality top the list of renovation considerations (both 74 percent), almost half of homeowners are concerned with curbing their energy consumption (42 percent). Australian homeowners are also health conscious with almost a quarter reporting health concerns as a priority factor to their renovation project (24%).

# What We Are Doing in Our Homes

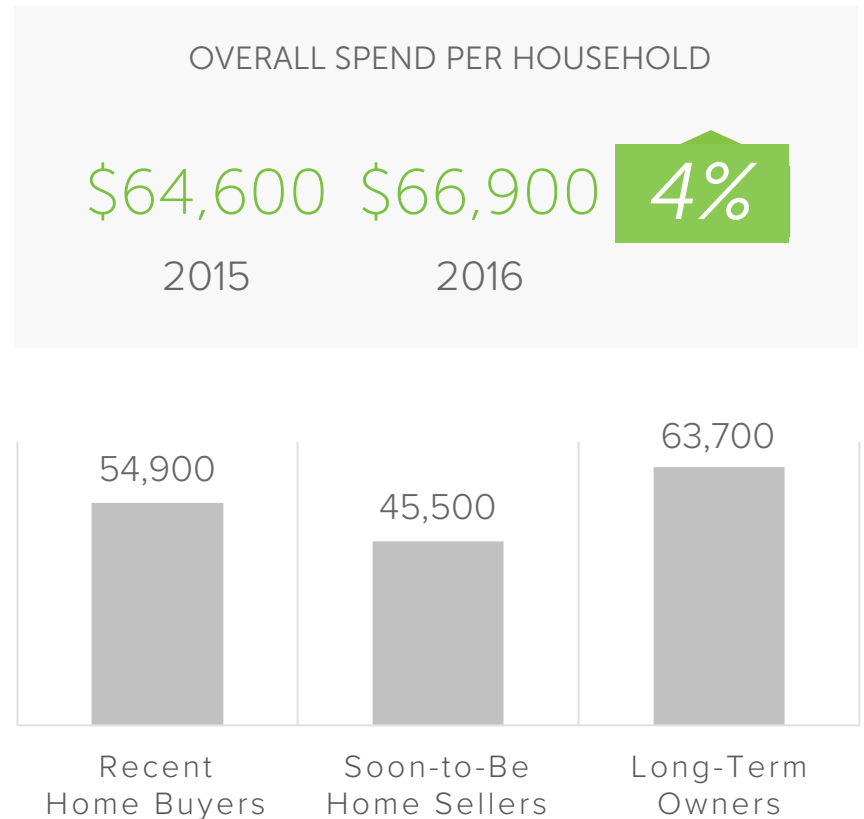
Charts below show the frequency of activities related to the primary home in 2015 and 2016, as well as the average renovation spend per renovating homeowner in 2015 and 2016, overall and by segment, as reported by homeowners on Houzz Australia.

■ 2015 ■ 2016

## ACTIVITIES IN THE HOME BY YEAR

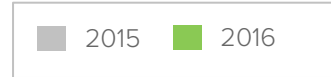


## AVERAGE TOTAL RENOVATION SPEND (AU\$) BY YEAR

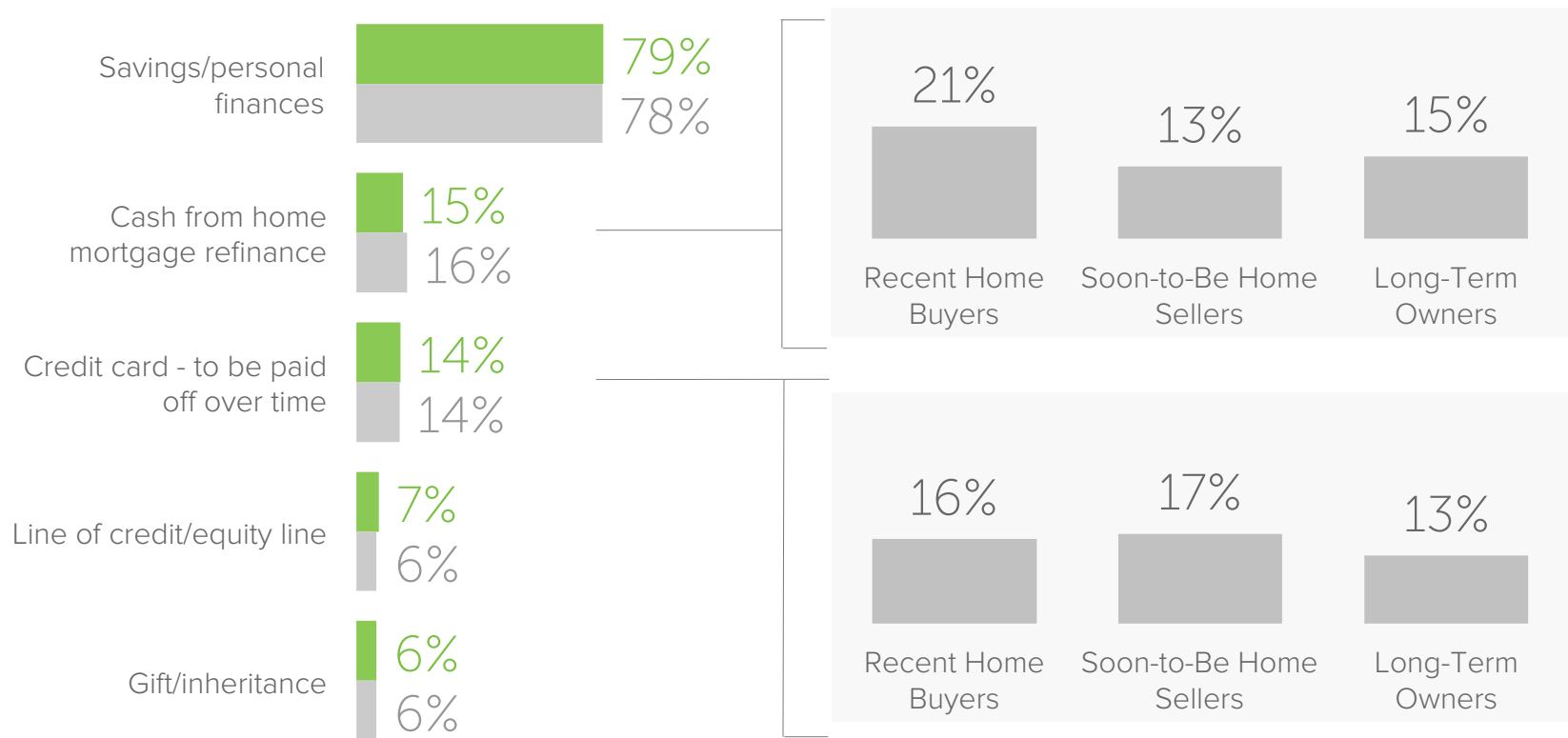


# How We Are Funding Our Home Renovations

Charts below show the frequency of top payment methods for home renovations in 2015 and 2016, overall and by segment, as reported by homeowners who renovated their primary homes.



## TOP RENOVATION PAYMENT METHODS BY YEAR

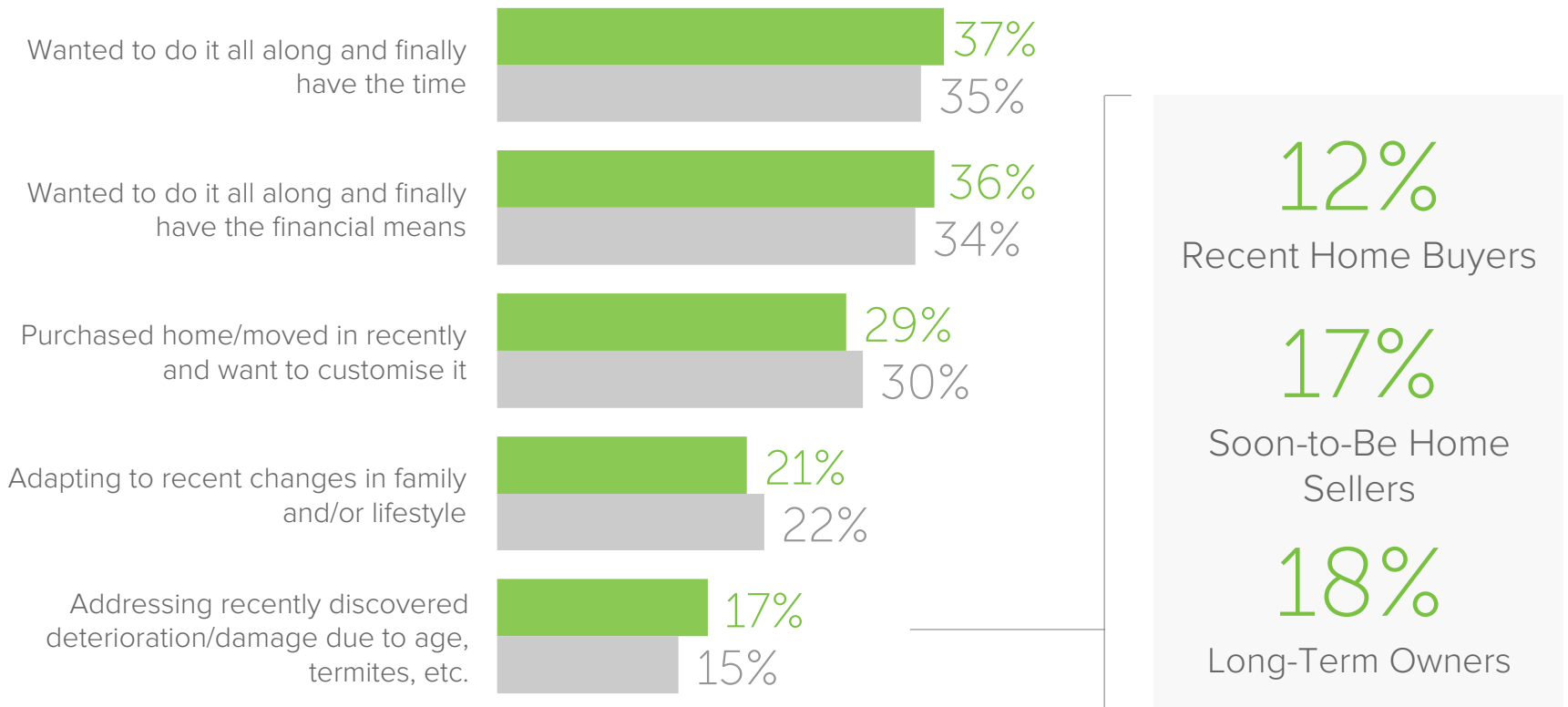


# Why We Are Renovating Now

Charts below show the frequency of top reasons for starting renovations in 2015 and 2016, overall and by segment, as reported by homeowners who renovated their primary homes.

■ 2015 ■ 2016

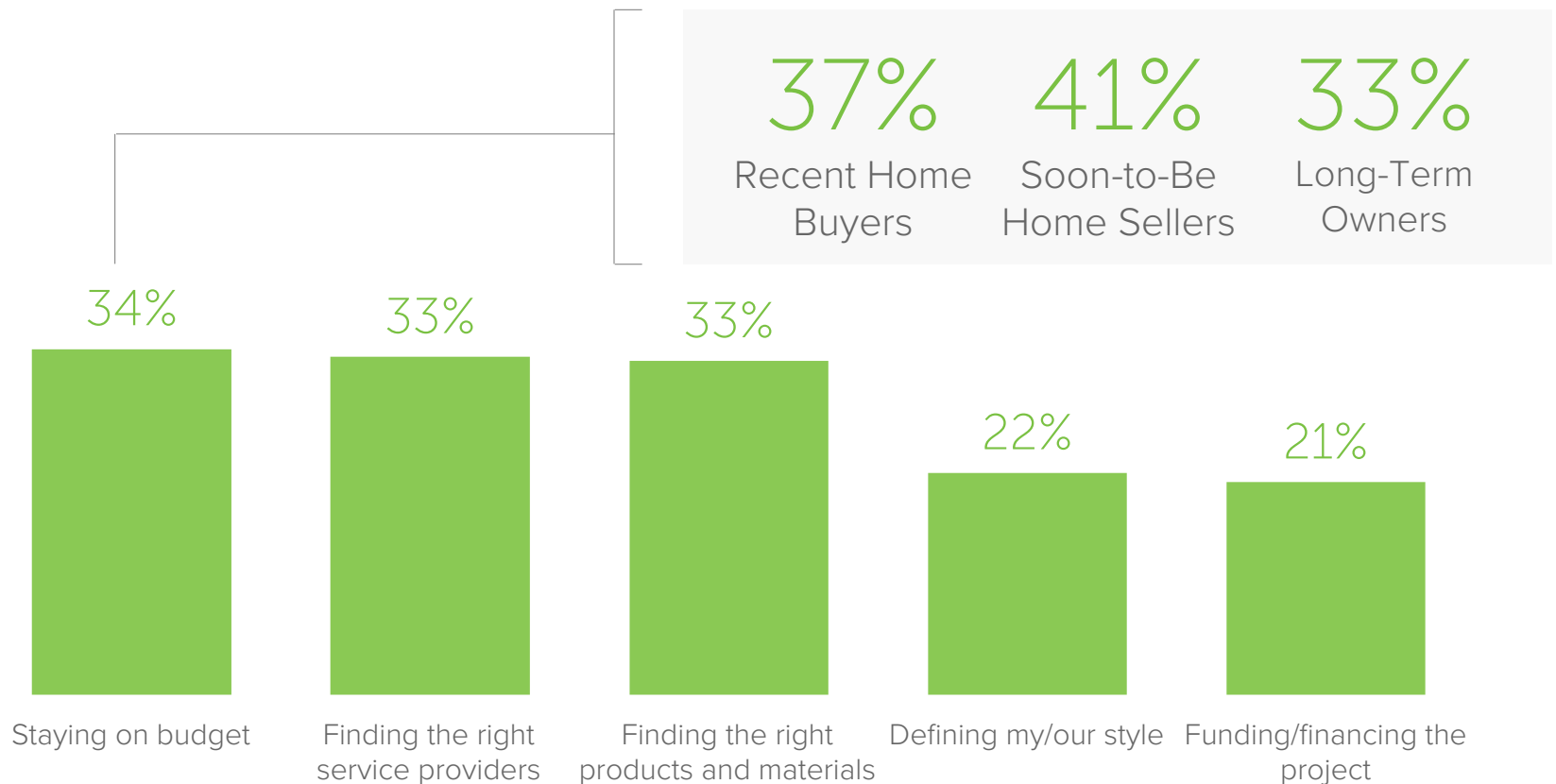
## TOP REASONS FOR STARTING RENOVATIONS BY YEAR



# What Challenges We Face in Our Home Renovations

Chart below shows the frequency of top challenges during renovations in 2016, overall and by segment, as reported by homeowners who renovated their primary homes.

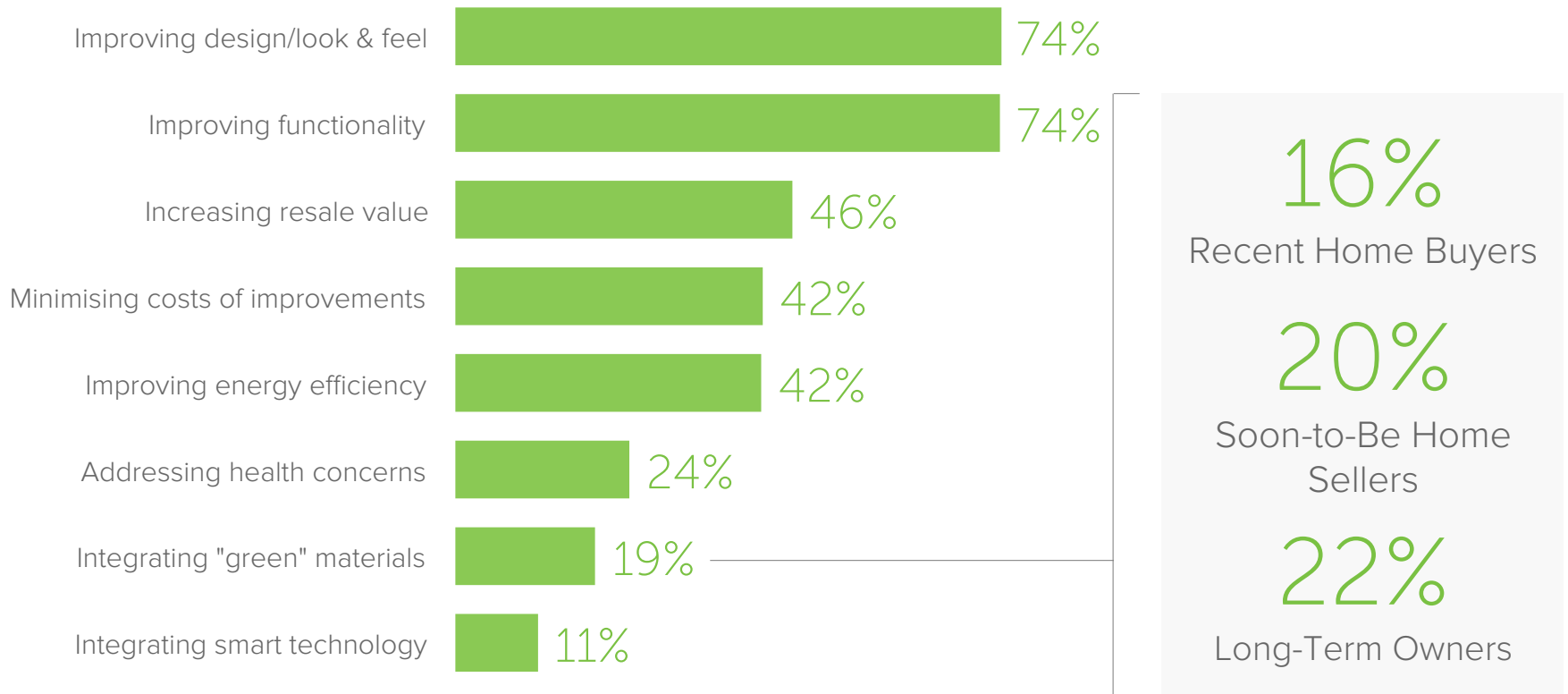
## TOP RENOVATION CHALLENGES IN 2016



# What We Prioritize During Our Home Renovations

Chart below shows the frequency of homeowners who ranked various considerations as very to extremely important during their 2016 renovation project (9-10 out of a 10-point scale), as reported by homeowners who renovated their primary homes.

## RENOVATION PRIORITIES IN 2016 (RECEIVING IMPORTANCE SCORES 9 OR 10 OUT OF 10)

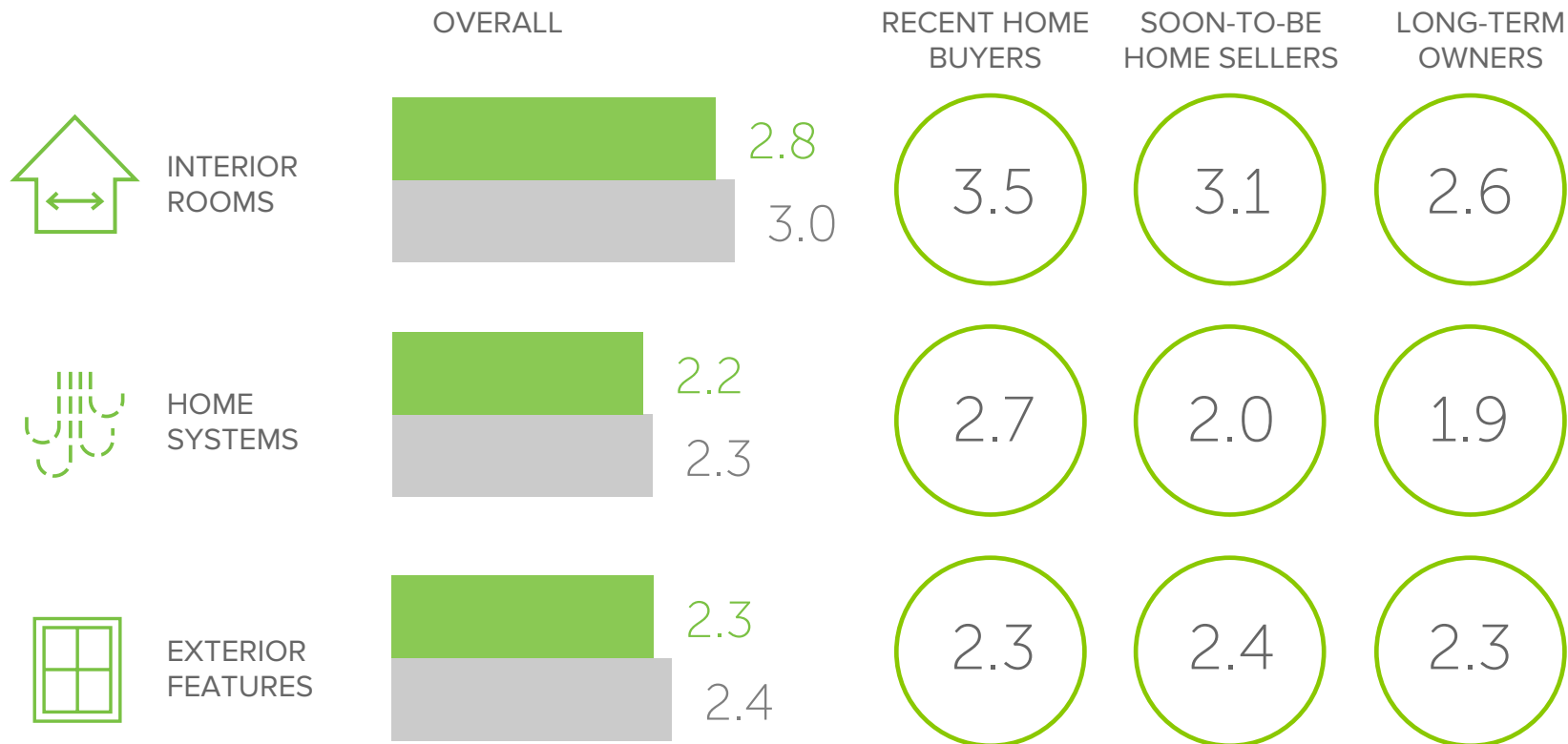


# How Many Projects We Tackle in Our Homes

Charts below show the average number of interior rooms, home systems or exterior building features upgraded during 2015 and 2016 home renovations, overall and by segment, as reported by homeowners who renovated their primary homes.

2015 2016

## AVERAGE NUMBER OF UPGRADED INTERIOR ROOMS, HOMES SYSTEMS AND EXTERIOR FEATURES BY YEAR

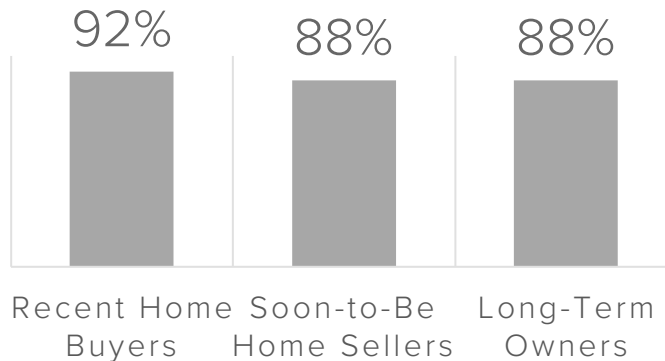
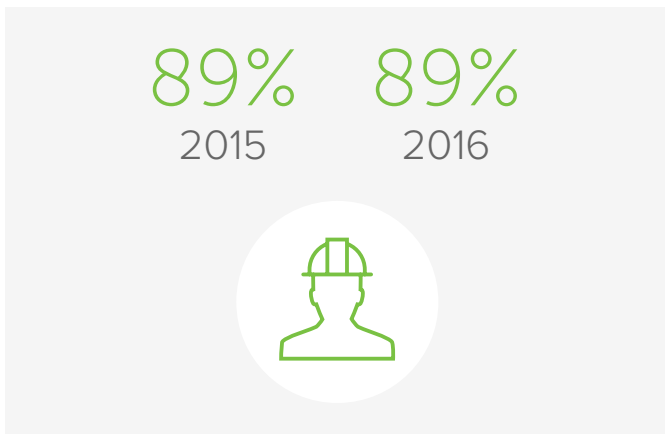




# Who We Turn to for Help

Charts and tables below show the frequency of professional hiring in 2015 and 2016, overall and by segment, and the frequency of top professionals hired in 2015 and 2016, as reported by homeowners who renovated their primary homes.

## OVERALL PRO HIRING BY YEAR



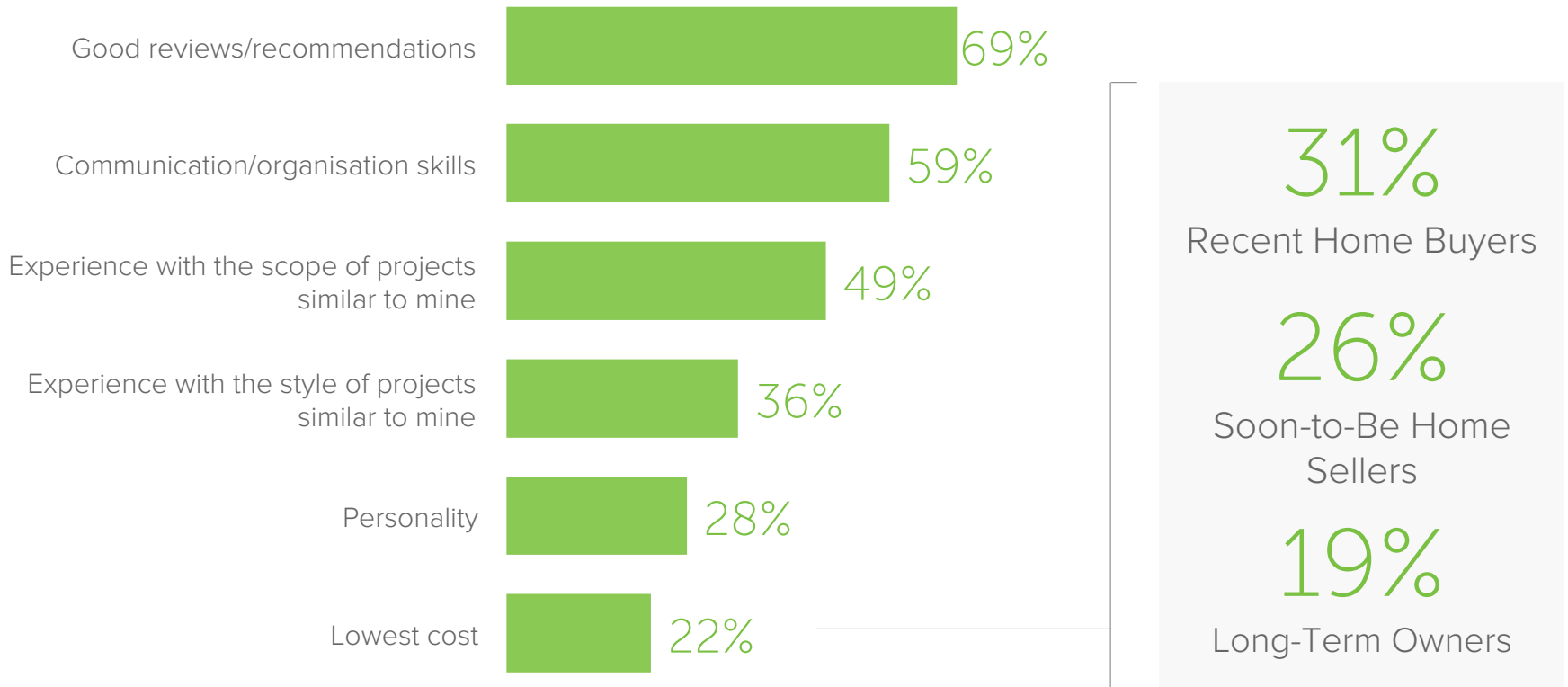
## TOP HIRED PROFESSIONALS BY YEAR

|   | 2015 | 2016 |
|---|------|------|
| Electrician                                       | 64%  | 62%  |
| Plumber   | 51%  | 50%  |
| Carpenter   | 36%  | 34%  |
| Cabinets and Cabinetry                            | 29%  | 28%  |
| Painter (exterior or interior)                    | 28%  | 28%  |
| Carpet and Flooring                               | 26%  | 24%  |
| Tile, Stone or Benchtop                           | 24%  | 23%  |
| Home Builder                                      | 19%  | 20%  |
| Window Coverings                                  | 18%  | 17%  |
| Roofing   | 16%  | 15%  |
| Windows and Doors                                 | 15%  | 15%  |
| Landscape Contractor or Gardener                  | 12%  | 13%  |
| Kitchen Designer or Renovator                     | 12%  | 12%  |
| HVAC Specialist or Heating and Cooling Contractor | 8%   | 10%  |
| Architect   | 9%   | 9%   |

# Who We Turn to for Help

Chart below shows the frequency of criteria for hiring professionals in 2016, overall and by segment, as reported by non-DIY homeowners who renovated their primary homes.

## TOP HIRING CRITERIA FOR HOME RENOVATION PROFESSIONALS IN 2016

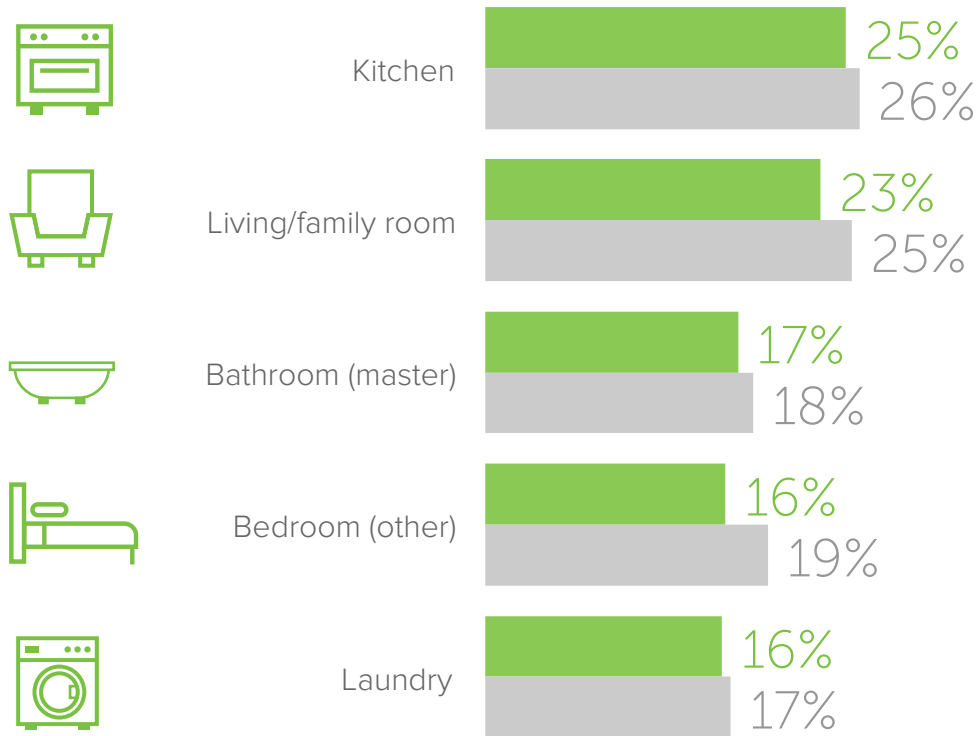


# Where We Focus Our Efforts

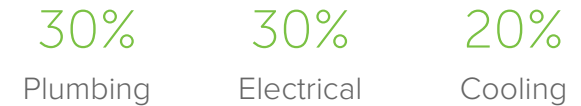
Charts and tables below show the frequency of most popular 2015 and 2016 renovations of interior rooms, as well as 2016 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.

■ 2015 ■ 2016

## TOP INTERIOR ROOM RENOVATIONS BY YEAR



## TOP HOME SYSTEM UPGRADES IN 2016



## TOP EXTERIOR FEATURE UPGRADES IN 2016



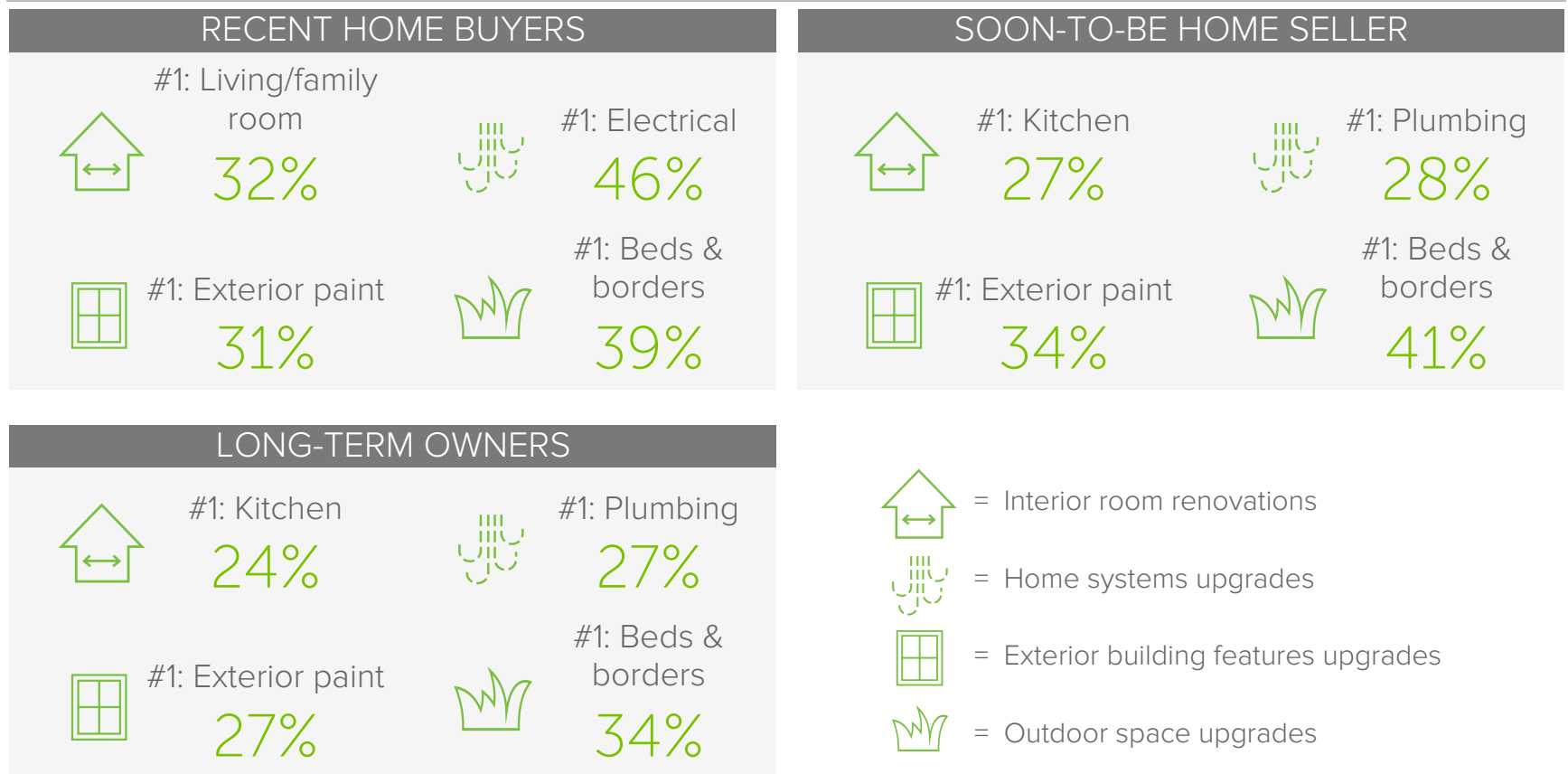
## TOP OUTDOOR FEATURE UPGRADES IN 2016



# Where Buyers and Sellers Focus Their Efforts

Tables below show the frequency of most popular 2016 renovations of interior rooms, home systems, exterior building features, and outdoor features by segment, as reported homeowners who renovated their primary homes.

## TOP RENOVATION PROJECTS BY SEGMENT IN 2016

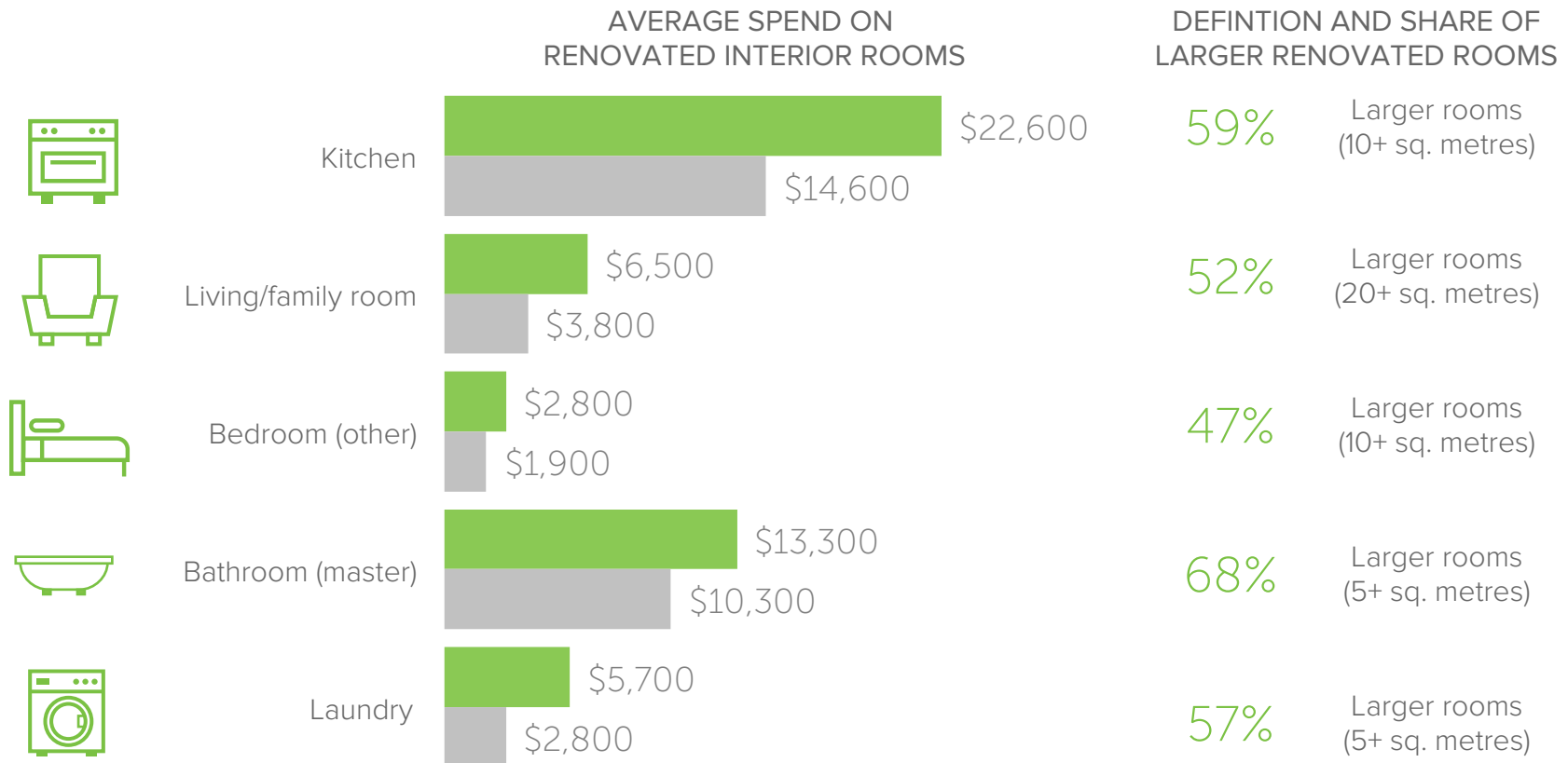


# What We Are Doing in Interior Renovations

Charts below show the 2015-2016 average spend on top renovations of larger and smaller interior rooms, as well as the definition and frequency of larger renovated interior rooms, as reported by homeowners who renovated these interior spaces in their primary homes.



## AVERAGE SPEND ON INTERIOR ROOM RENOVATIONS AND SIZE OF RENOVATED ROOMS IN 2015-16

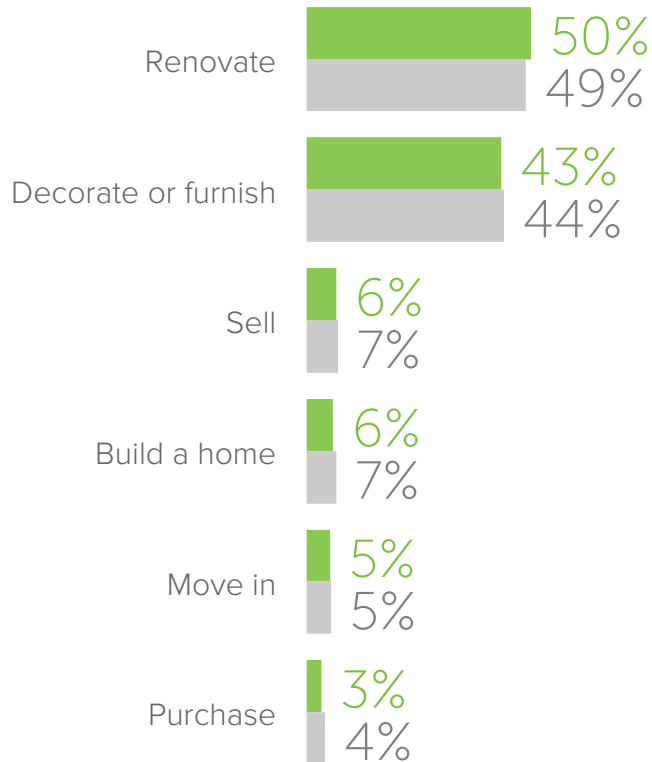


# What We Are Planning for 2017

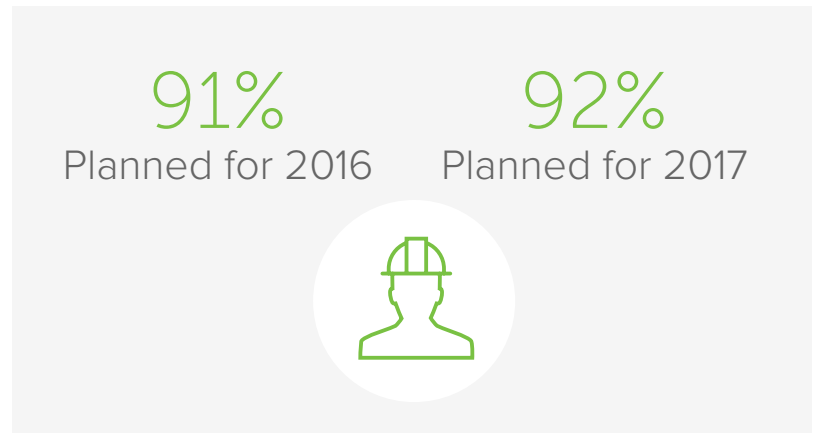
Chart below shows the frequency of planned activities and planned pro hiring in 2017 related to the primary home, compared to planned activities and pro hiring reported for 2016 from the earlier study, as well as planned purchases in the next six months of 2017, as reported by homeowners on Houzz Australia.

■ 2016 ■ 2017

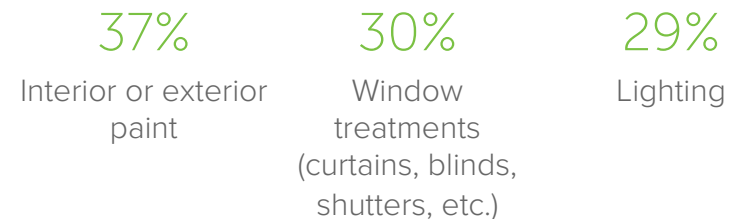
## PLANNED ACTIVITIES



## PLANNED PRO HIRING



## PLANNED TOP PURCHASES IN 2017



# Methodology

The annual Houzz & Home study is the largest survey of residential renovating, 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 and 9924 respondents in Australia, representing the activity of the more than 40 million monthly unique Houzz users.

The 2017 Houzz & Home survey for Australia was sent via email to registered users of Houzz and fielded in 15 March – 19 April, 2017. The Farnsworth Group, an independent market research firm, conducted the survey. The current report relies on responses of Australian homeowners on Houzz (n=8,702) and Australian homeowners on Houzz who renovated in 2016 (n=4,411).

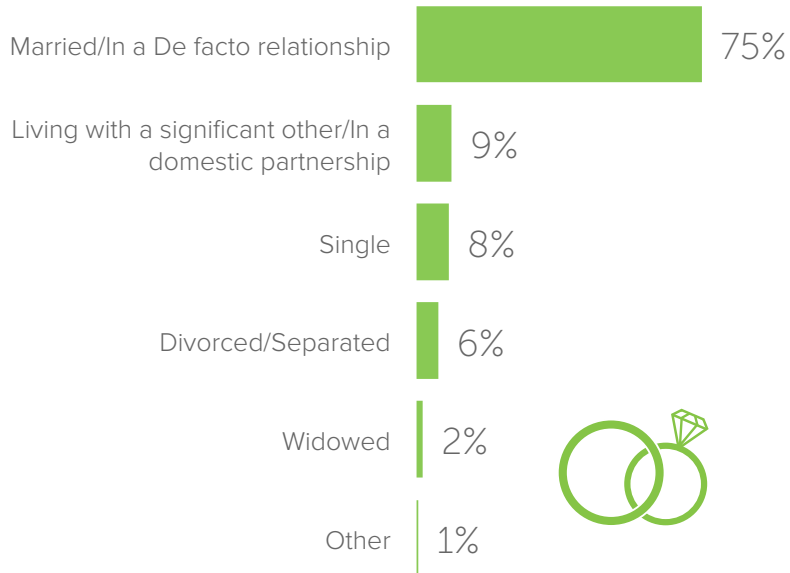
The current report contrasts findings against findings from the 2016 Houzz & Home survey. More details on the 2016 Houzz & Home survey can be found [here](#).

# APPENDIX

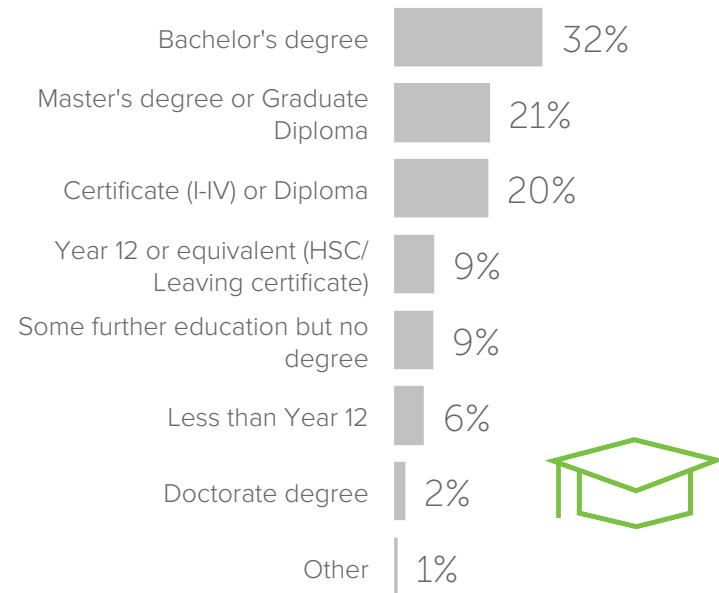


# A. 2016 Renovating Homeowner Demographics

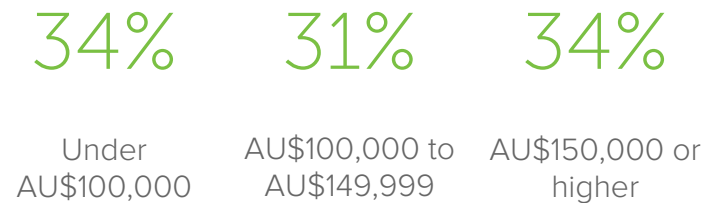
## MARITAL STATUS



## EDUCATION



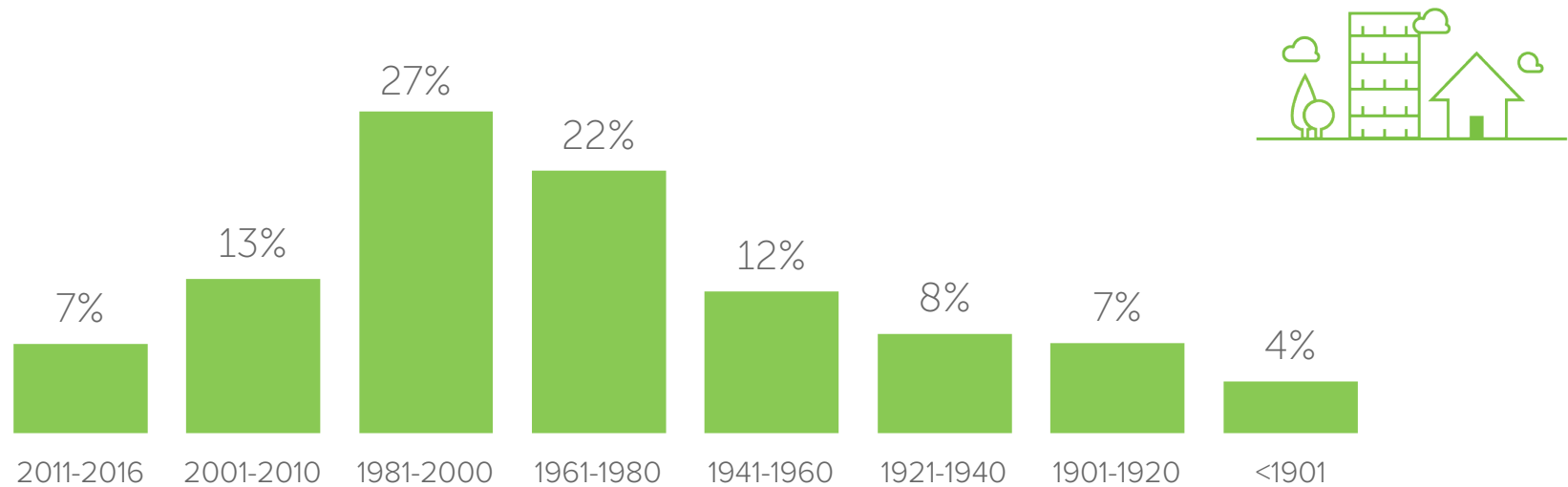
## ANNUAL HOUSEHOLD INCOME



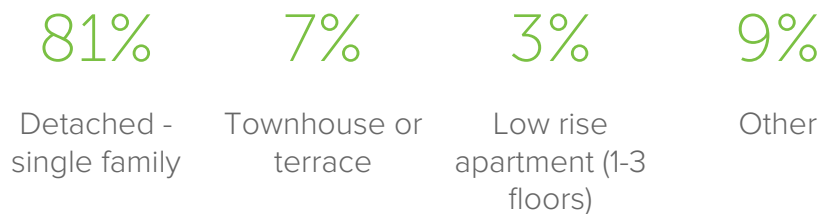
**51%** Have child(ren) living with them

## B. Characteristics of Homes Renovated in 2016

### 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                              | Home Decor             | Kitchens       |
| Living             | Interior Designers & Decorators            | Kitchen & Dining       | Bathrooms      |
| Dining             | Design & Construction                      | Bathroom               | Living Rooms   |
| Outdoor            | Kitchen Designers & Renovators             | Bedroom                | Bedrooms       |
| Baby & Kids        | Bathroom Designers & Renovators            | Storage & Organisation | More Rooms     |
| Home Office        | Landscape Architects & Landscape Designers | Outdoor                | Decorating     |
| Storage & Wardrobe | Joinery & Cabinet Makers                   | Home Improvement       | Outdoor Living |
| Exterior           |  | Baby & Kids            | Renovating     |