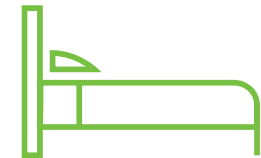


2015



Houzz UK Bedroom Trends Study



Big Ideas

- **Scope:** More than half of renovation and decorating projects are major in scope
- **Keeping it Zen:** Over half of homeowners want to create a calming, zen-like atmosphere in their master bedroom
- **The top triggers for master bedroom projects?** Over half of homeowners had recently purchased a new home, and a quarter could no longer stand their old room
- **Time for a change:** Over half of homeowners are changing the style of their master bedroom, with the majority opting for a contemporary style
- **Top décor:** Neutral colors, wall art, mirrors and throw pillows dominate in updated master bedrooms

Contents

At a Glance	4-5
Scope & Triggers	6-12
Sentiment & Style	13-16
Décor & Finishes	17-29
Methodology	30

At a Glance: Renovation

	MASTER BEDROOMS		OTHER BEDROOMS	
Increasing Size (among renovating homeowners)	Bedroom increase	24%	Bedroom increase	27%
	Wardrobe increase	66%	Wardrobe increase	62%
Coveted Luxury (among renovating homeowners)	Fireplace	13%	Fireplace	12%
Top Lighting Choice (among those upgrading lighting)	Ceiling light	49%	Ceiling light	60%
	Table lamp	45%	Reading light	43%
Top Flooring Choice (among those upgrading flooring)	Carpet	59%	Carpet	58%
	Wood	23%	Wood	26%
Professional Help (among renovating homeowners)	Hired a pro	81%	Hired a pro	72%
Top Project Triggers (among those upgrading flooring)	Recently purchased new home	51%	Recently purchased new home	50%
	Cannot stand it	25%	Adapting to life change	32%

At a Glance: Decorating

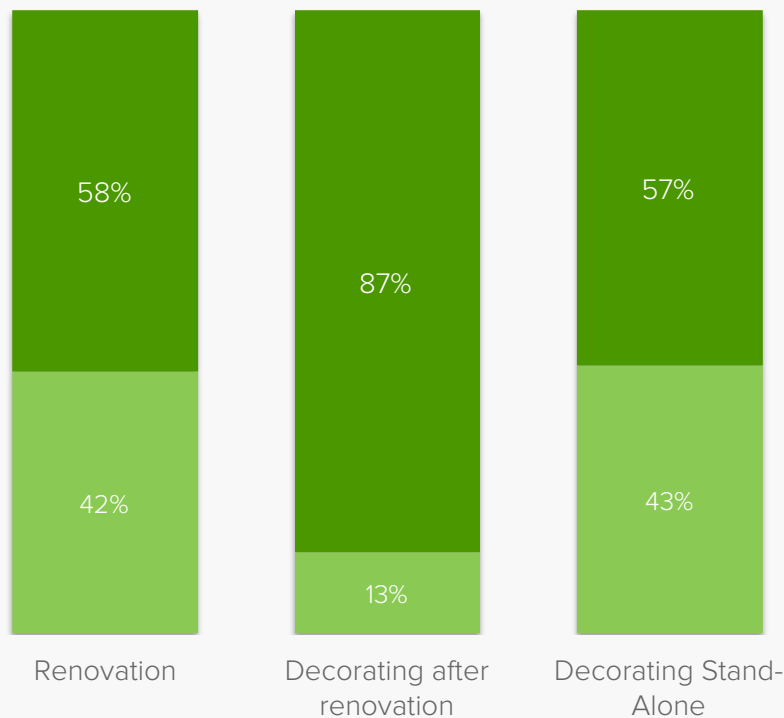
	MASTER BEDROOMS		OTHER BEDROOMS	
Desired Atmosphere (among decorating homeowners)	Calming/Zen	58%	Calming/Zen	49%
	Cosy	46%	Cosy	46%
	Luxurious	38%	Cheerful	26%
Top Updates (among decorating homeowners)	Change in style	56%	Change in style	59%
	Wall finish (paint/paper)	85%	Wall finish (paint/paper)	84%
Top Furniture Choice (among those upgrading furniture)	Bedside table	73%	Bedside table	63%
	Wardrobe	61%	Chest of drawers	60%
Top Decorative Items (among those adding or replacing decorative items)	Wall art	70%	Wall art	71%
	Mirrors	68%	Mirrors	62%
Top Patterns (among decorating homeowners)	No patterns (solids only)	27%	No patterns (solids only)	24%
	Floral	17%	Stripes	13%
Top Colours (among decorating homeowners)	White	39%	White	38%
	Grey	31%	Grey and cream	24%

Scope & Triggers

Substantial Master Renovations

Over half of master bedroom renovations are major in scope, such as floor, door, and window replacements, and/or moving walls. Similarly, most decorating projects tend to be more than just a face-lift, especially after a renovation. Almost a quarter of all renovating homeowners are increasing the master bedroom size.

SCOPE OF MASTER BEDROOM PROJECTS*



Change in Master Bedroom Size After a Renovation

6%	Significantly larger (50%+ increase)
18%	Larger (<50% increase)
70%	Same or about the same
6%	Smaller

58% vs. 60%

MAJOR SCOPE
of master vs. other
bedroom upgrades
among renovating
homeowners

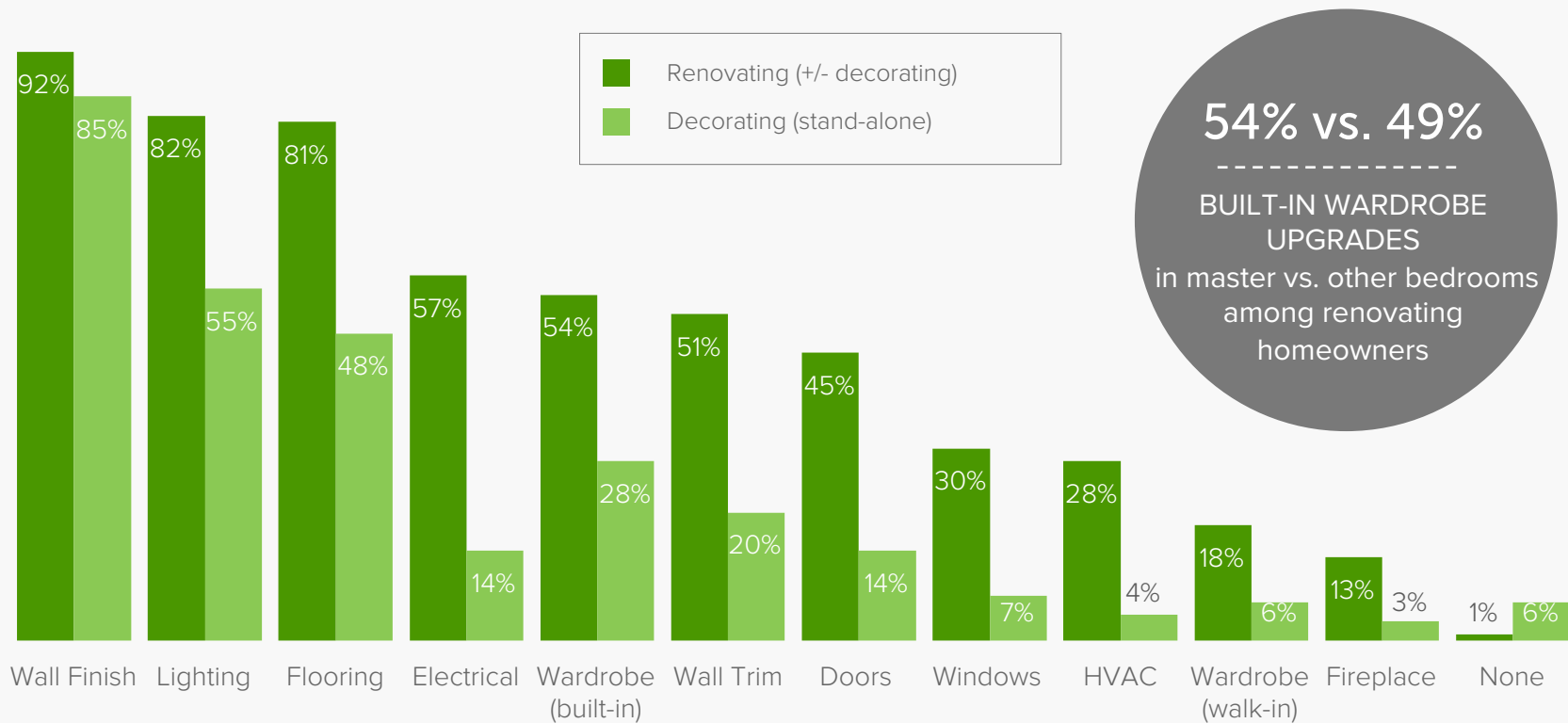
■ Major scope
■ Face-lift

*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

Blurred Lines

Homeowners are adding, replacing, and refinishing major features as part of both major renovations and stand-alone decorating projects, making the line between light renovation and heavy-duty decorating rather blurry.

UPGRADED MAJOR FEATURES IN MASTER BEDROOM PROJECTS*

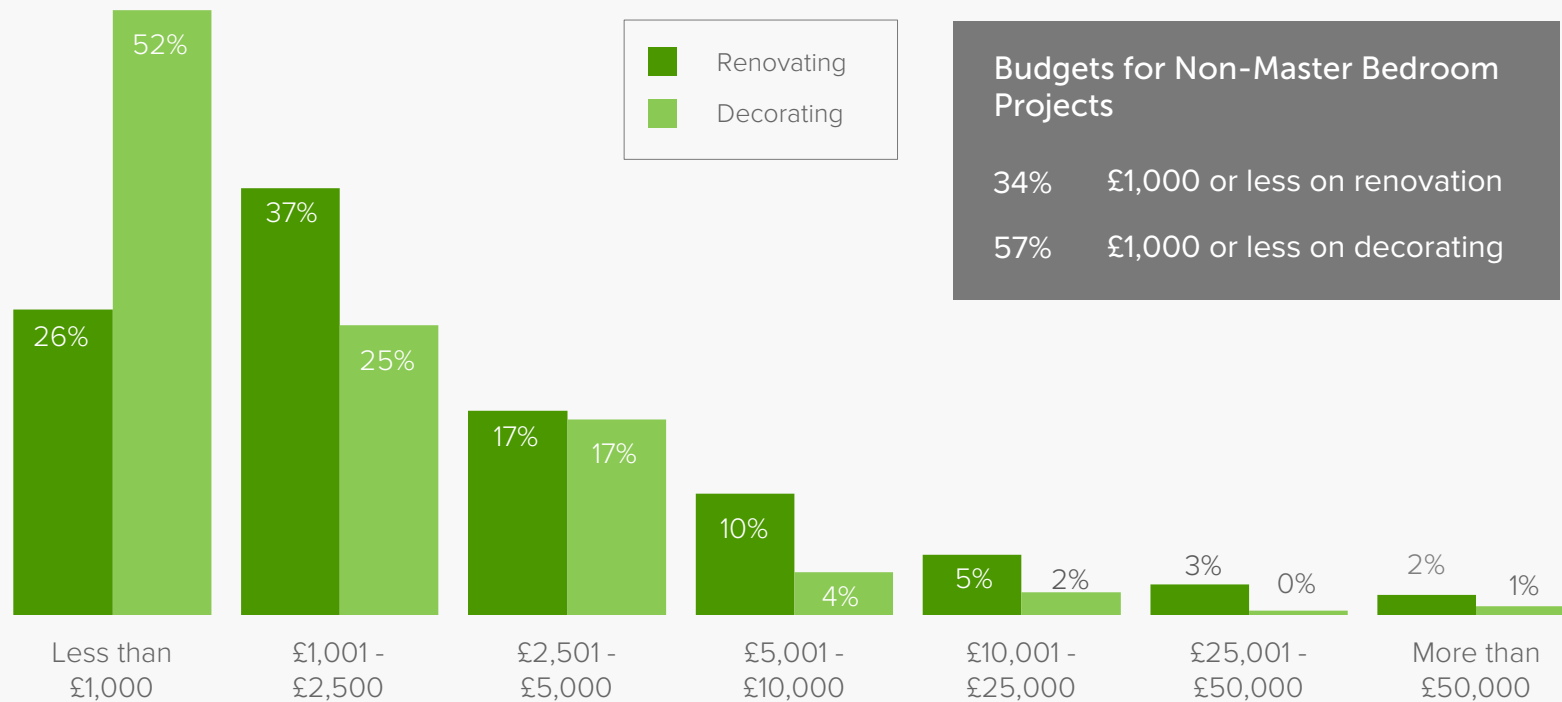


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

Master Bedroom Budgets

A quarter of homeowners are budgeting or spending less than £1,000 on their master bedroom renovations, and half are budgeting or spending £1,000 or less on decorating. A third budget less than £1,000 for other bedrooms across renovation and decorating projects.

BUDGETS FOR MASTER BEDROOM PROJECTS*

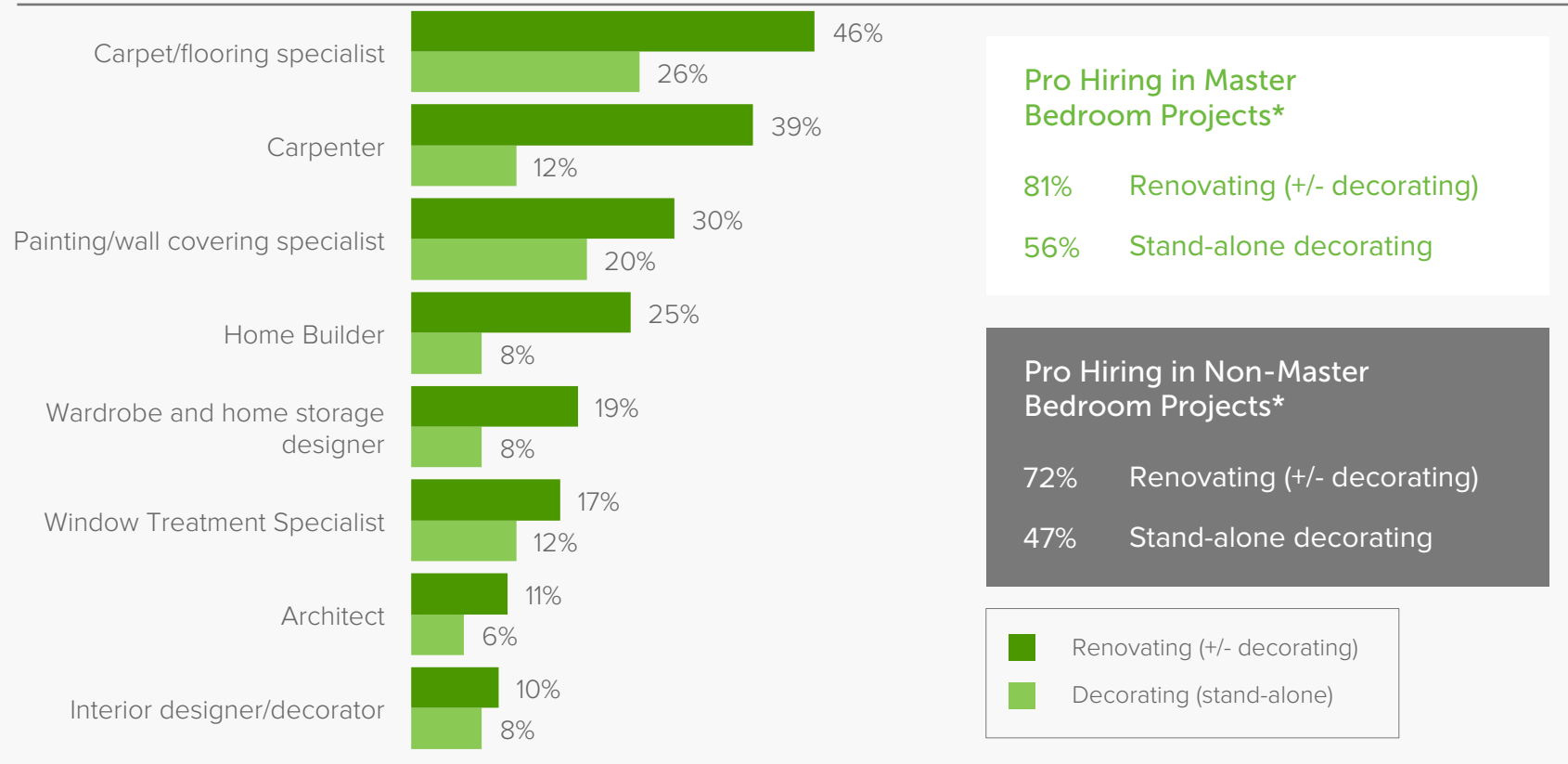


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

A Helping Hand

Four in five homeowners are enlisting the help of a professional during their master bedroom renovation or subsequent decorating project. Brits are most likely to hire professionals to fit new flooring.

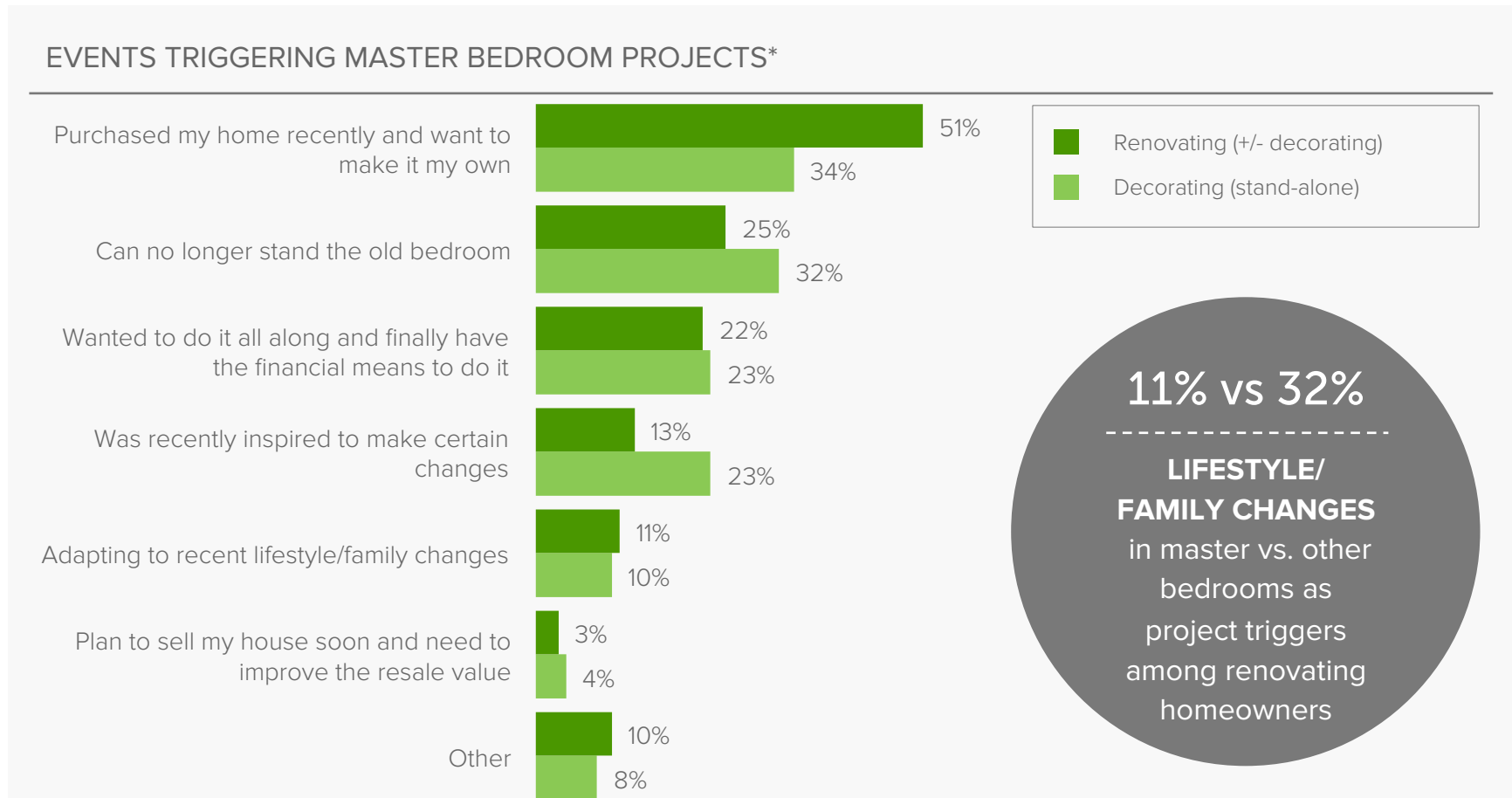
HIRING PROFESSIONALS FOR MASTER BEDROOM PROJECTS*



*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

A Room to Call my Own

Purchasing a new home and wanting to make it one's own, is the **#1** driver in master bedroom projects. Many homeowners also reported reaching a breaking point with the old one.

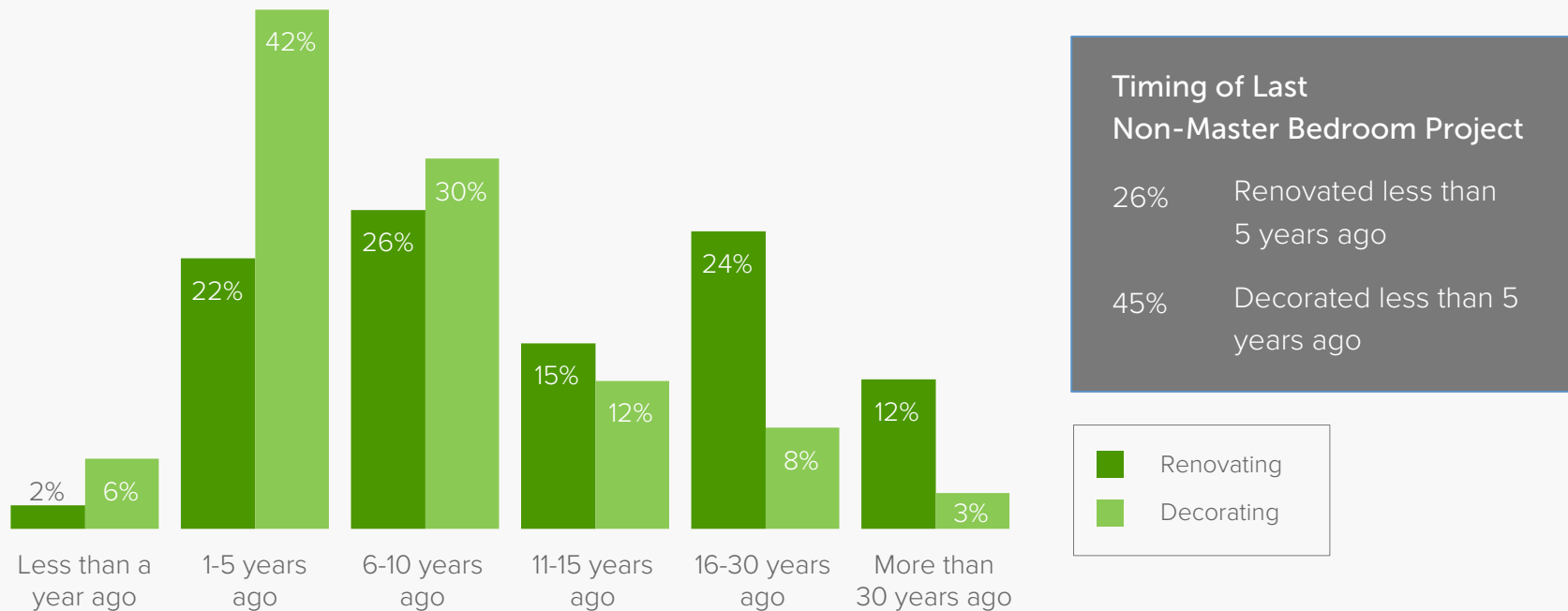


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

Frequently Decorating

Nearly half (48%) of homeowners reported that their master bedroom was decorated in the last five years, with 6% claiming to have decorated only in the last year, to repeat again now. Decorating other rooms is similarly frequent, with 45% of decorators saying they had already decorated in the past 5 years or less.

TIMING OF LAST MASTER BEDROOM AND OTHER BEDROOM DECORATING PROJECTS*



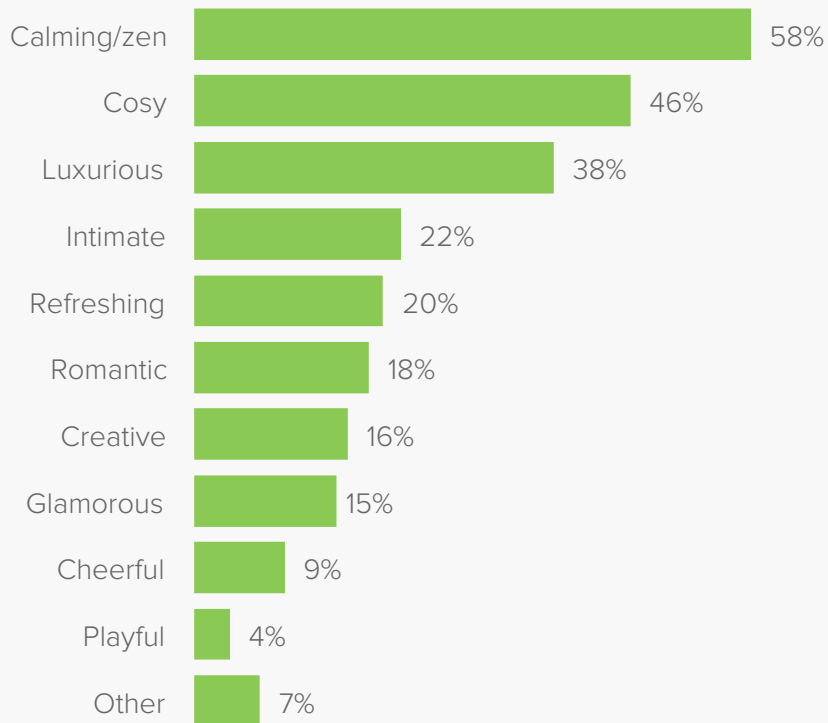
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

Sentiment & Style

Calm, Comfort & 5-Star Sleeping

Homeowners choose colours, patterns and materials to achieve a calming and cozy vibe in all bedrooms. Half or more of decorating homeowners want to achieve a Zen-like atmosphere in the master and other bedrooms (58% and 49%, respectively). Past calm and comfort, preferences for vibe vary greatly across bedrooms.

TARGET ATMOSPHERE IN MASTER BEDROOM DECORATING*



Target Atmosphere in Non-Master Bedrooms

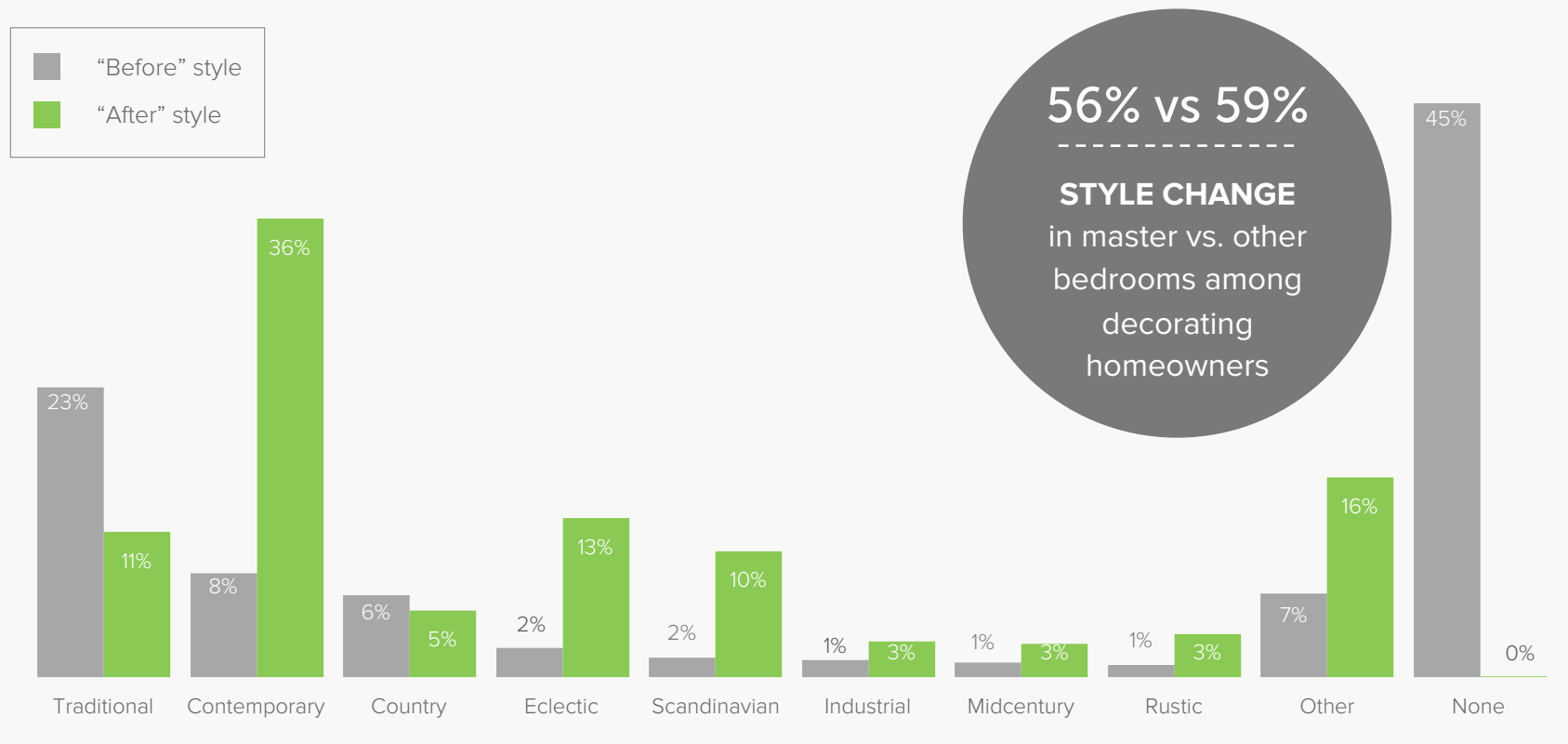


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.

Time for a Style Change

Over half of homeowners change the style of their master bedroom during a decorating project (56%), with one in two saying that their old rooms lacked any style. Of those changing the master bedroom style, over a third (36%) opt for a contemporary style in their updated space and away from traditional styled bedrooms.

BEFORE AND AFTER STYLE IN MASTER BEDROOM STYLE UPDATES*

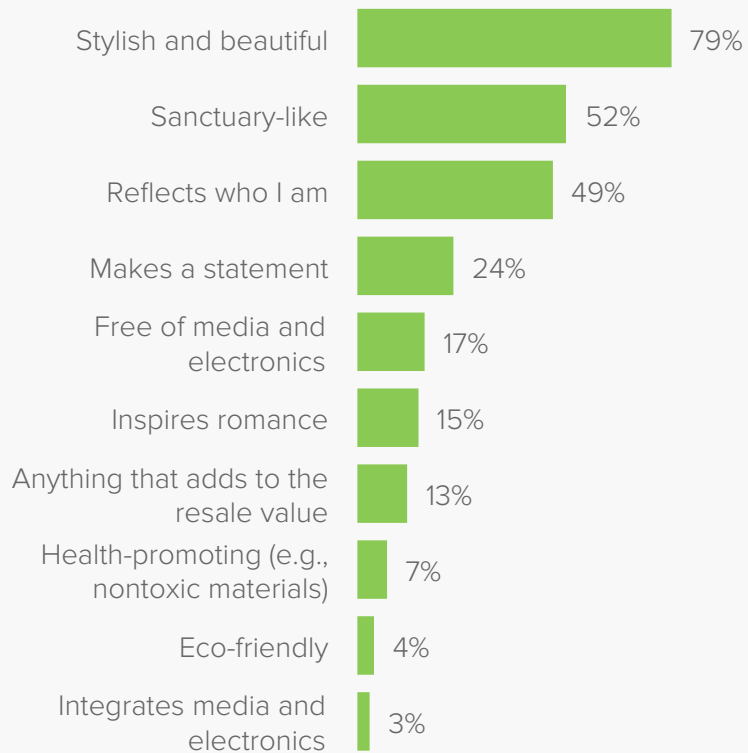


*Percentages reflect proportion of homeowners who have changed bedroom style during recent, current, or planned master bedroom decorating projects.

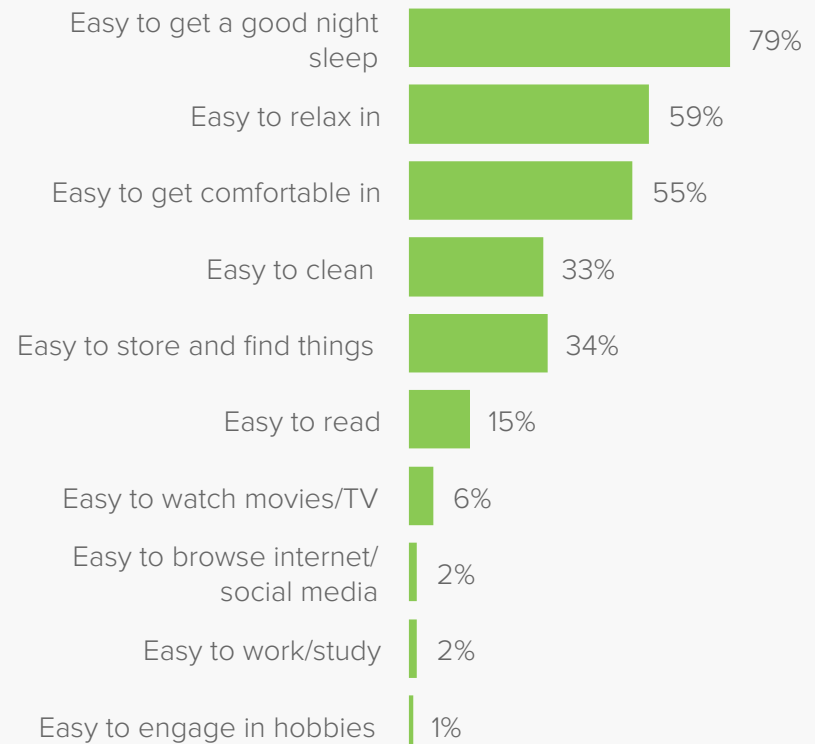
Focus on Beauty & Self

Homeowners prioritise stylish and sanctuary-like spaces in their master bedroom design. Over one in ten update to add to the resale value. Quality sleep, relaxation and comfort are key functional aspects when it comes to the design of our bedrooms.

MOST VALUED ASPECTS OF MASTER BR DESIGN*



MOST VALUED ASPECTS OF MASTER BR FUNCTION*



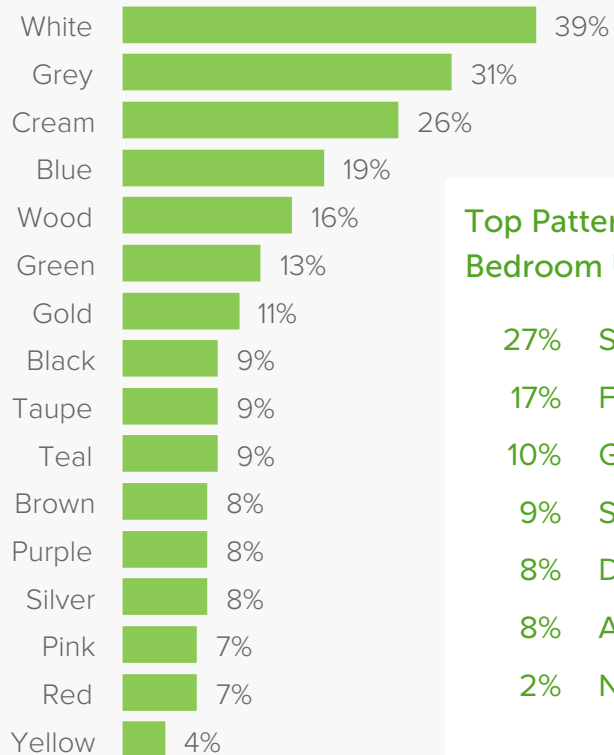
*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom decorating project.

Décor & Finishes

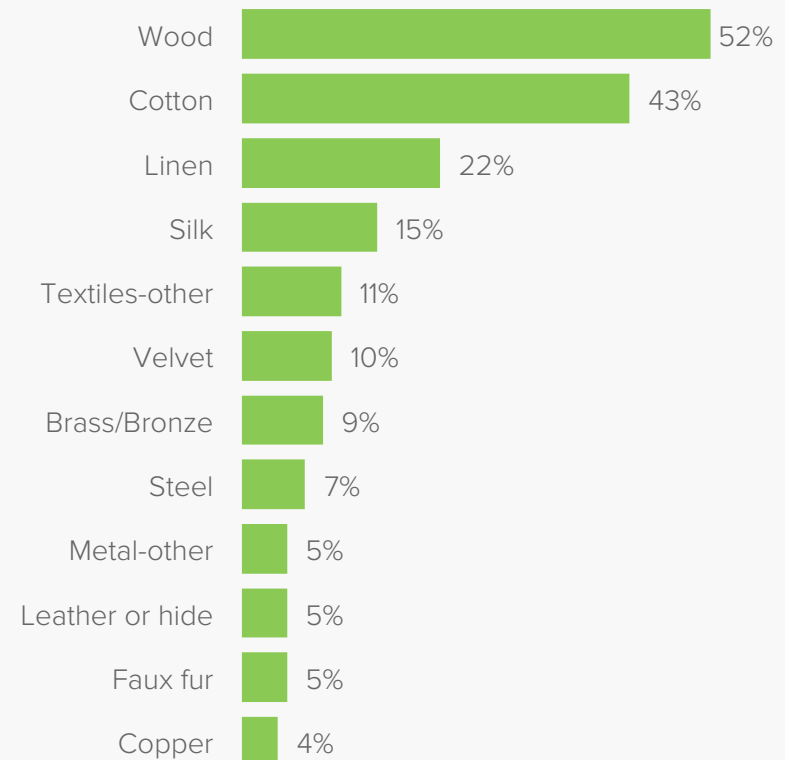
Keeping the Calm

Homeowners gravitate toward calming colours like white, grey, cream and blue in master bedrooms. Many updated master bedrooms do not include a standout pattern (27%), though floral is somewhat popular (17%). Wood and cotton are the most common materials; one in 20 will embellish their rooms with faux fur.

TOP COLOURS IN MASTER BEDROOMS UPDATES*



TOP MATERIALS IN MASTER BEDROOMS UPDATES*



Top Patterns in Master Bedroom Updates*

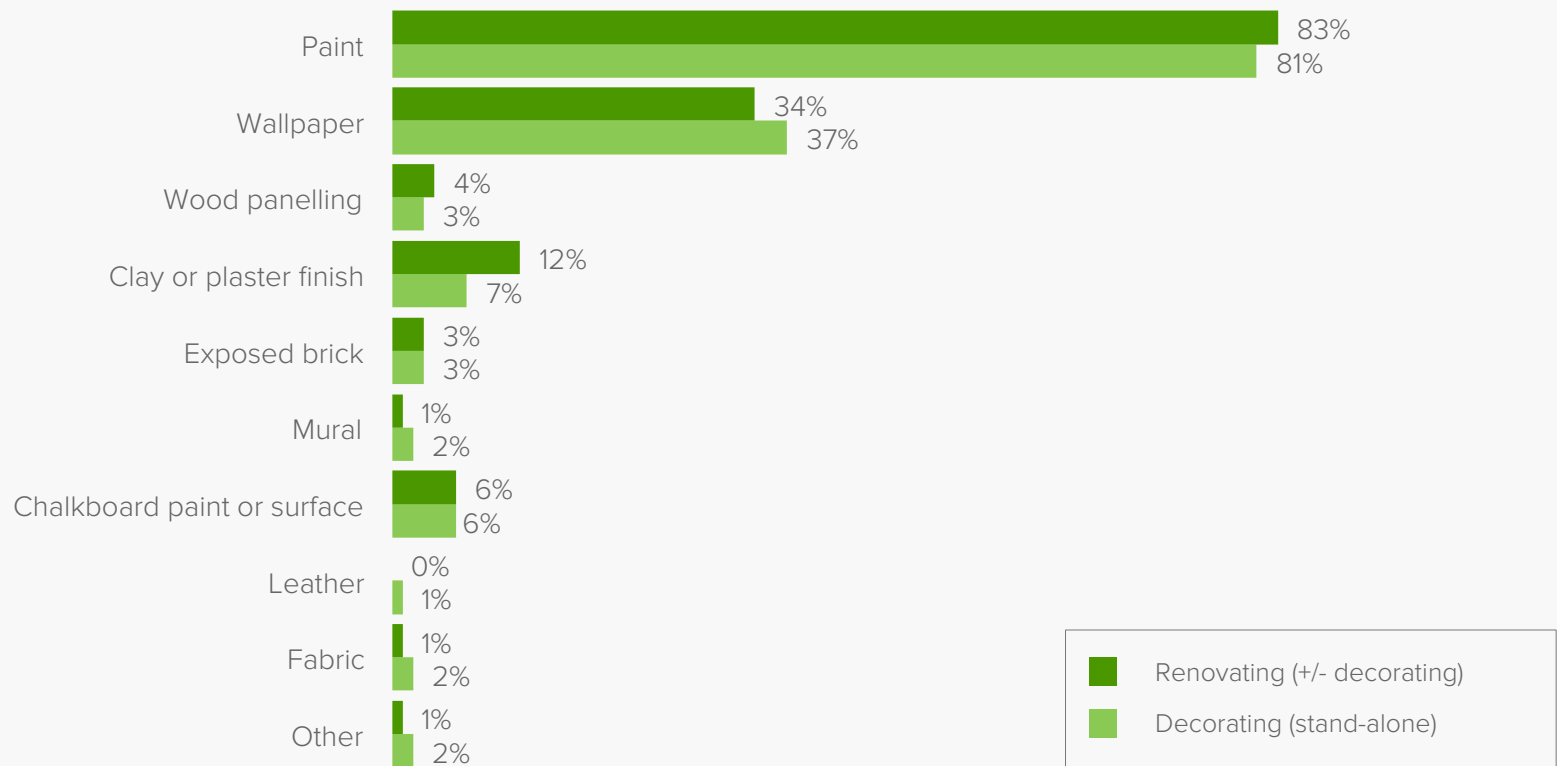
- 27% Solids
- 17% Floral
- 10% Geometric
- 9% Stripes
- 8% Damask
- 8% Abstract
- 2% Nautical

*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.

The Majority Choose Paint

The majority of homeowners who are renovating or decorating their master bedroom are upgrading wall finishes (92%), and are doing so with paint (83% and 79%, respectively). Over a third are opting for wallpaper and one fifth experiment with a chalkboard surface.

NEW FINISHES IN MASTER BR WALL UPGRADES*

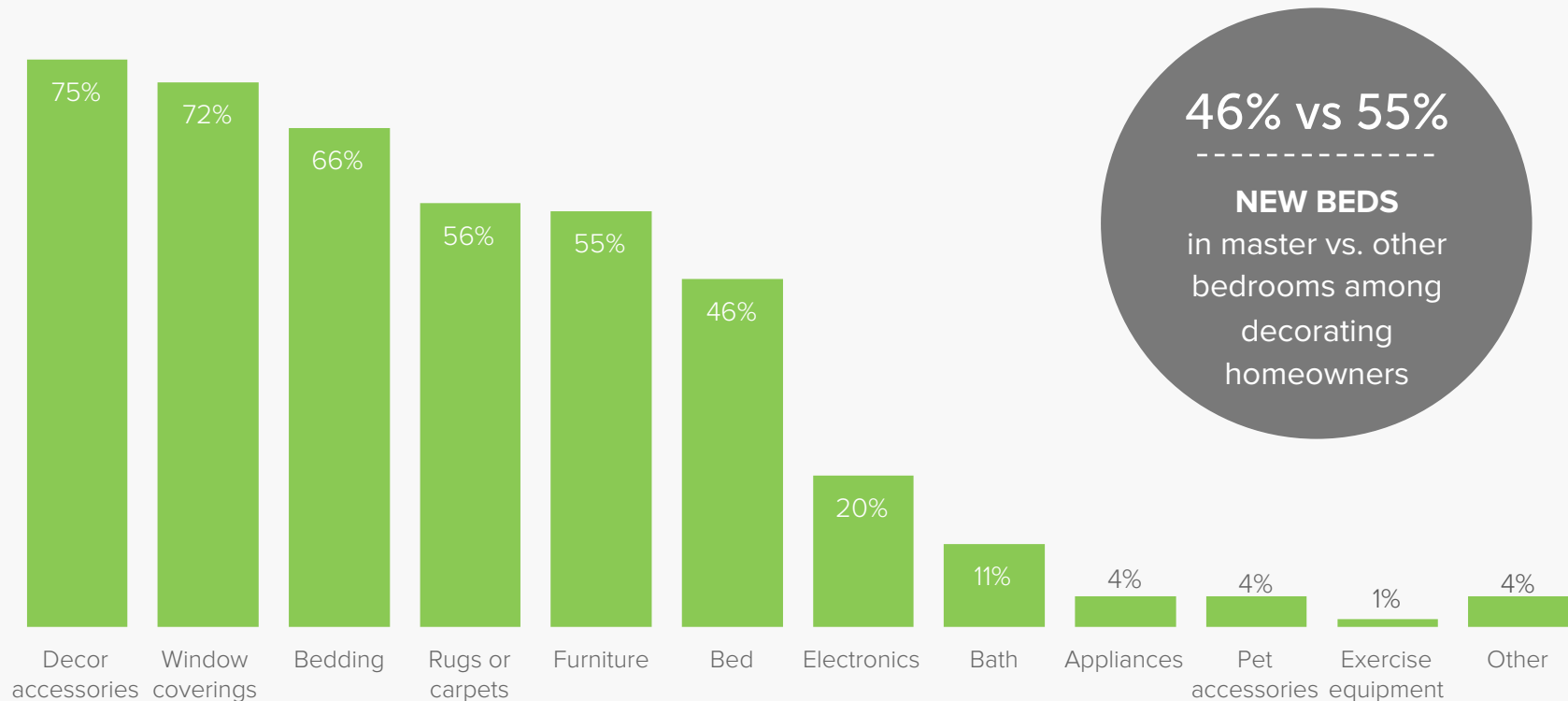


*Percentages reflect proportion of homeowners who are upgrading wall finishes as part of their completed, current, or planned master bedroom projects.

Decorating Prompts Host of Updates

While the majority of decorating homeowners are updating small décor elements in their master bedroom (75%), over half are replacing furniture (55%), and nearly half (46%) are updating their beds. Beds are more likely to be replaced in non-master bedroom decorating projects than in master bedrooms.

NEW DECORATING ELEMENTS ADDED IN MASTER BEDROOM DECORATING PROJECTS*

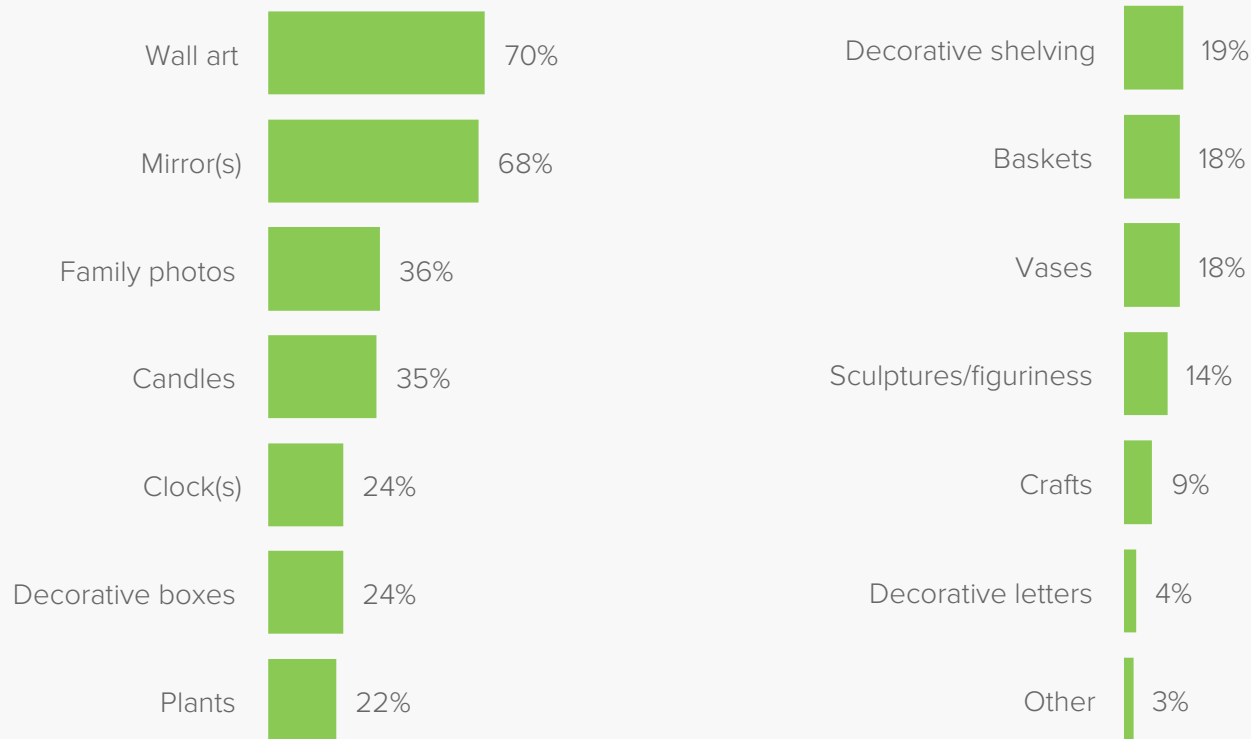


*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.

Art Lovers

Among those updating decorative accessories in their master bedroom (75%), over two thirds are adding or replacing wall art (70%), and many are finding other ways to fill wall space, from mirrors (68%) to family photos (36%).

NEW ITEMS IN MASTER BEDROOM DECORATIVE ACCESSORIES UPDATES*

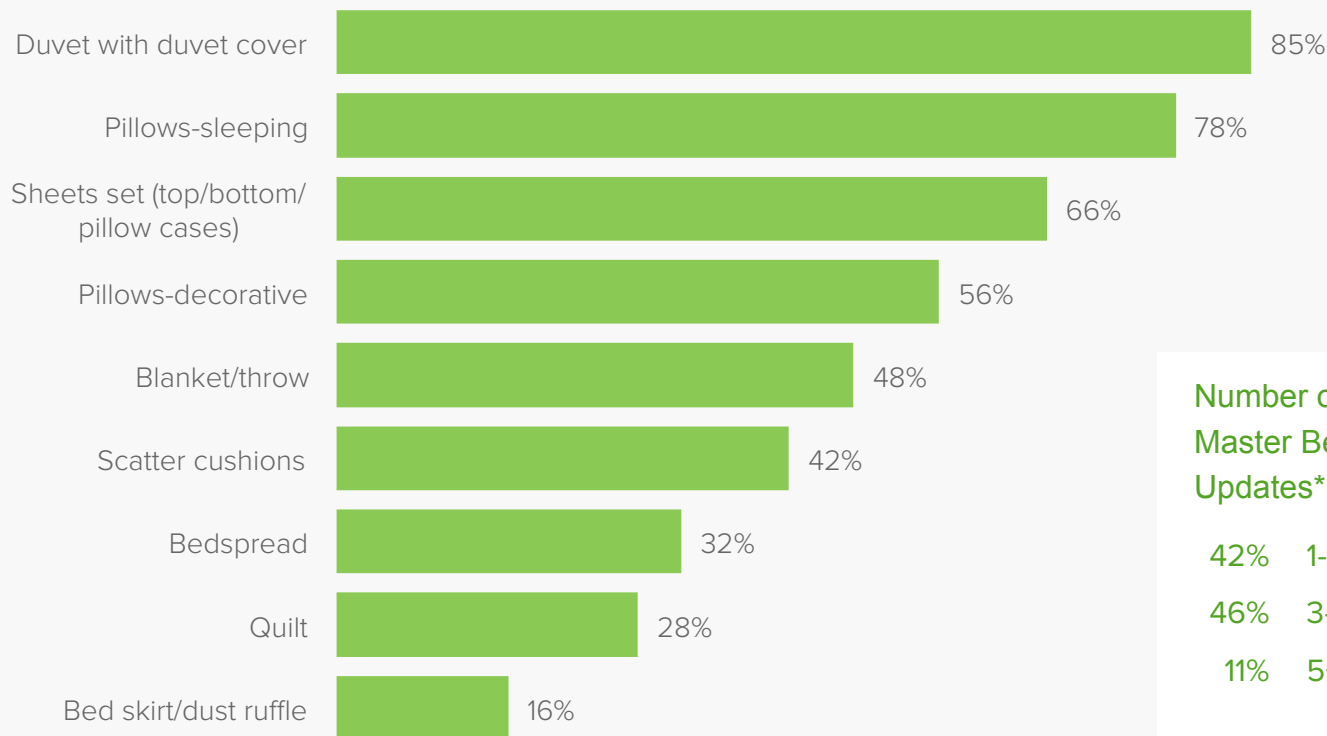


*Percentages reflect proportion of homeowners who are *updating small décor* as part of their completed, current, or planned master bedroom *decorating projects*.

Pillows Galore!

Two thirds (66%) of decorating homeowners are updating bedding during their master bedroom project, which includes a wide assortment of elements. Duvets are at the top of the list for new bedding. Decorative pillows have also proven popular, with more than one in 10 homeowners ending up with 5 or more after their updates.

NEW BEDDING TYPES IN MASTER BEDROOM BEDDING UPDATES*



Number of Decorative Pillows in Master Bedroom After Bedding Updates*

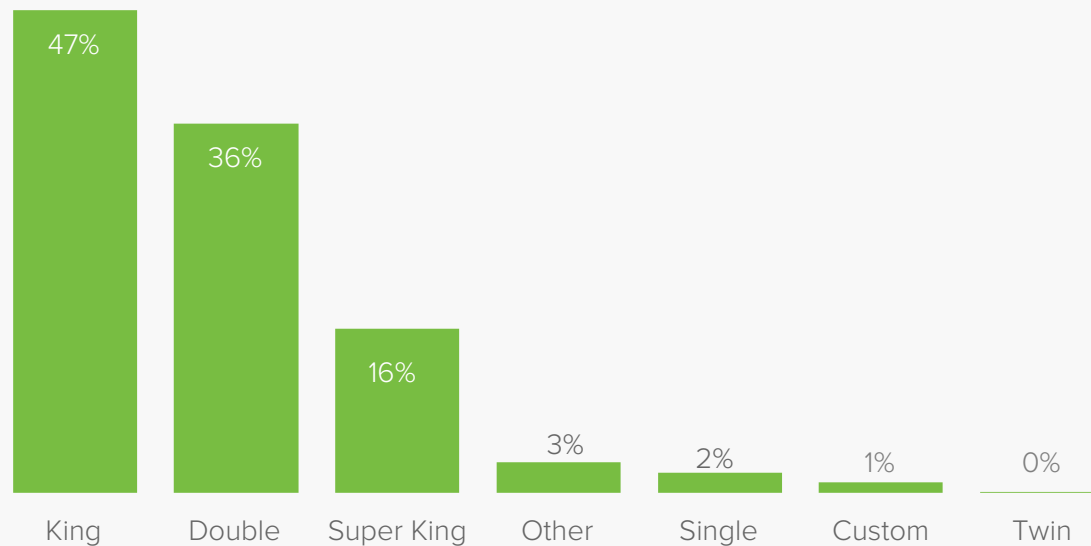
42%	1-2
46%	3-4
11%	5+

*Percentages reflect proportion of homeowners *who are updating bedding* as part of their completed, current, or planned master bedroom *decorating* projects.

Fit for a King

When it comes to the new bed size in master bedrooms, king proves most popular, followed by double. Beds in non-master bedrooms are most commonly double sized, followed closely by single sized.

NEW BED SIZE IN MASTER BEDROOM BED UPDATES*



New Bed Size in Non-Master BR Bed Updates

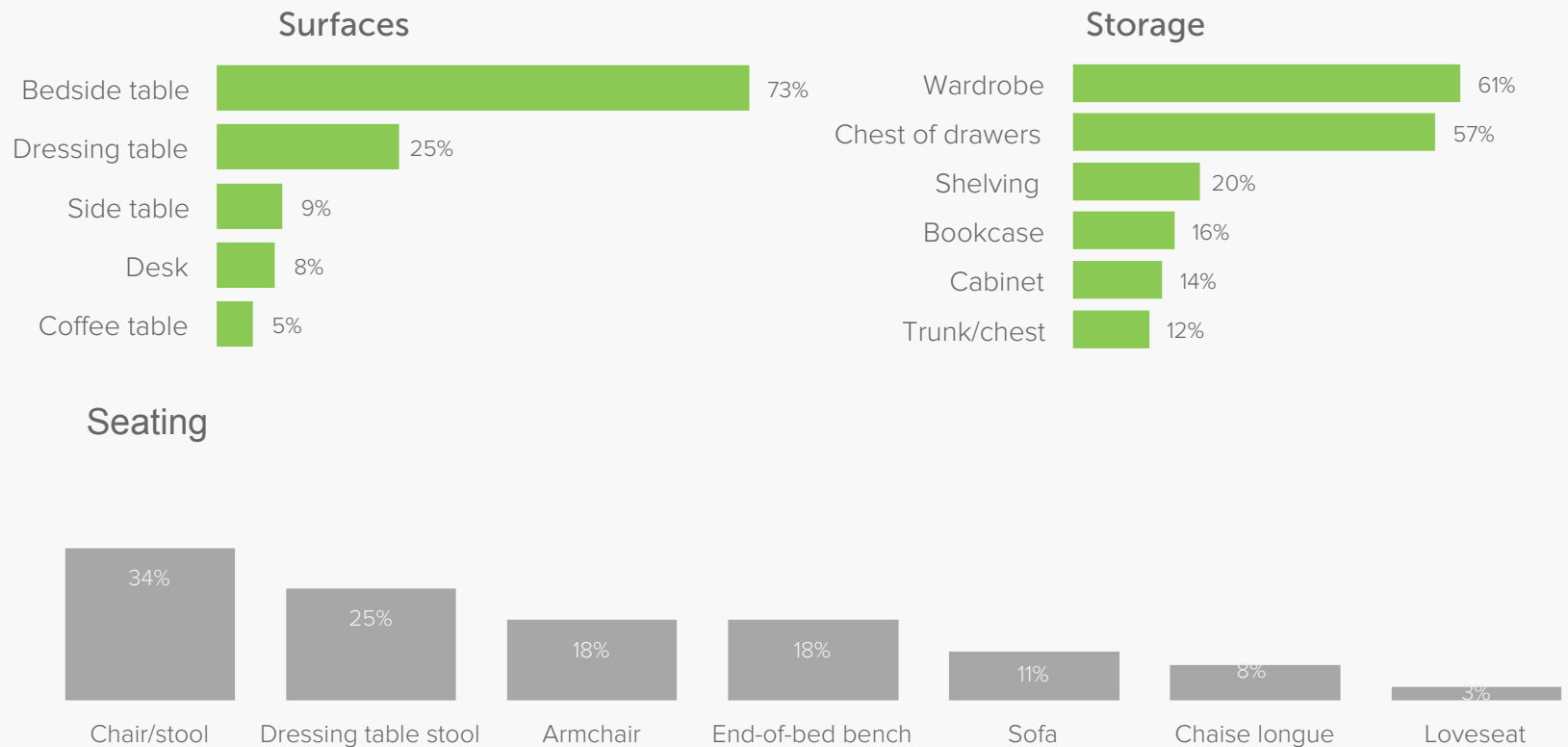
36%	Double
31%	Single
29%	King
3%	Twin
2%	Custom

*Percentages reflect proportion of homeowners *who are updating the bed* as part of their completed, current, or planned master bedroom *decorating* projects.

Seating, Surfaces, Storage

Among those homeowners who are updating furniture during a master bedroom decorating project (55%), bedside tables are the most common purchase (73%), followed by wardrobes (61%) and chest of drawers (57%). Nearly one in five are investing in end-of-bed benches, for those storage needs.

NEW FURNITURE TYPES IN MASTER BEDROOM FURNITURE UPDATES*

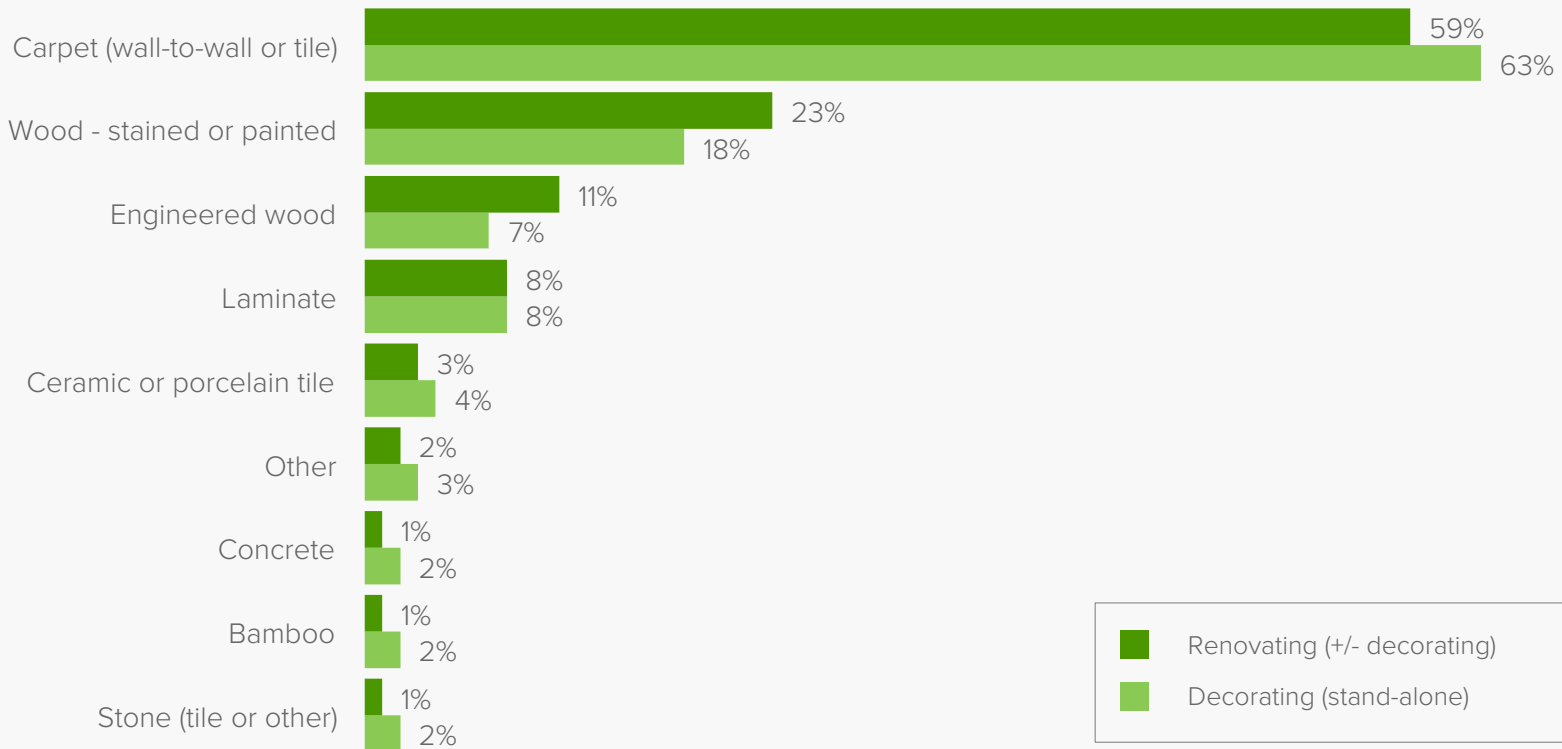


*Percentages reflect proportion of homeowners *who are updating furniture* as part of their completed, current, or planned master bedroom *decorating* projects.

Carpet Rules

Homeowners who are renovating and decorating their master bedrooms place an importance on replacing the flooring (81% and 48%, respectively), with the majority opting for carpet. Homeowners are twice as likely to carpet their master bedrooms than opt for wooden floors.

NEW OR REFINISHED MATERIALS IN MASTER BEDROOM FLOORING UPGRADES*

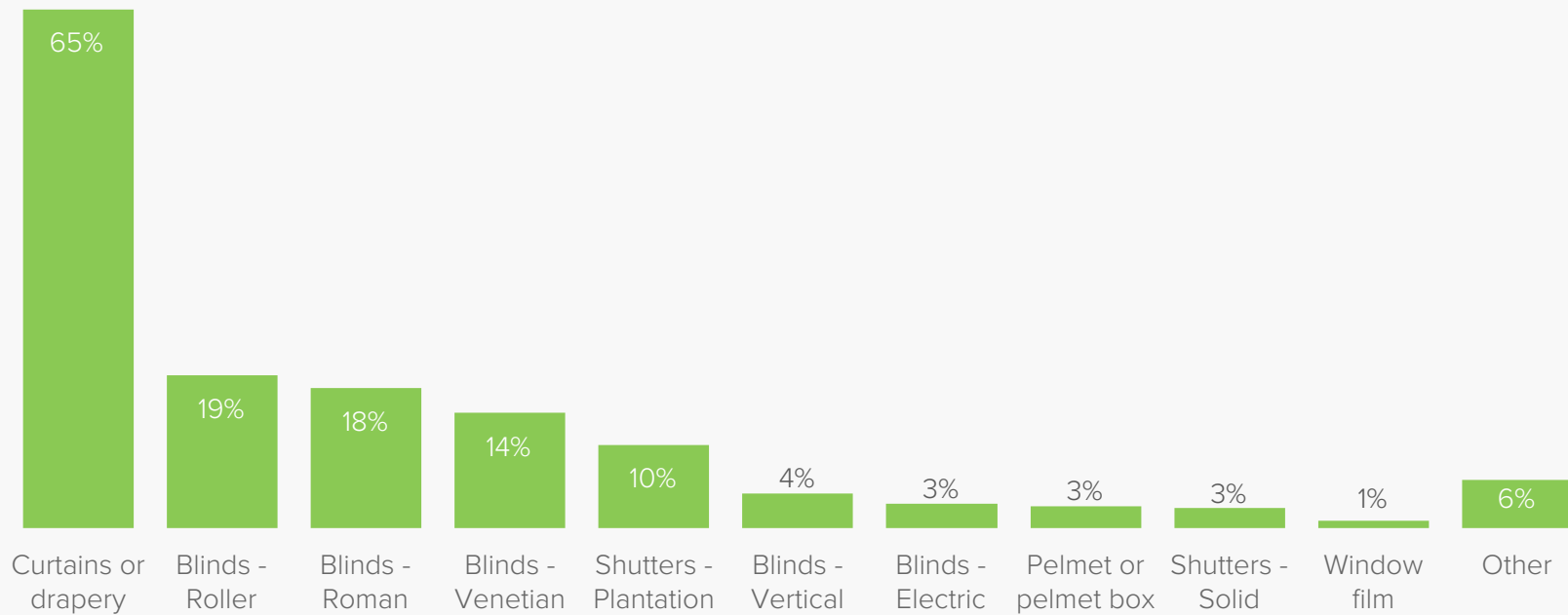


*Percentages reflect proportion of homeowners who are upgrading flooring as part of their completed, current, or planned master bedroom projects.

Curtains vs. Blinds

Among those updating window treatments in their master bedroom (72%), curtains and drapery are the top choices (65%), followed by a variety of blinds. One in ten are opting for plantation shutters.

NEW WINDOW TREATMENT TYPES IN MASTER BEDROOM WINDOW TREATMENT UPDATES*

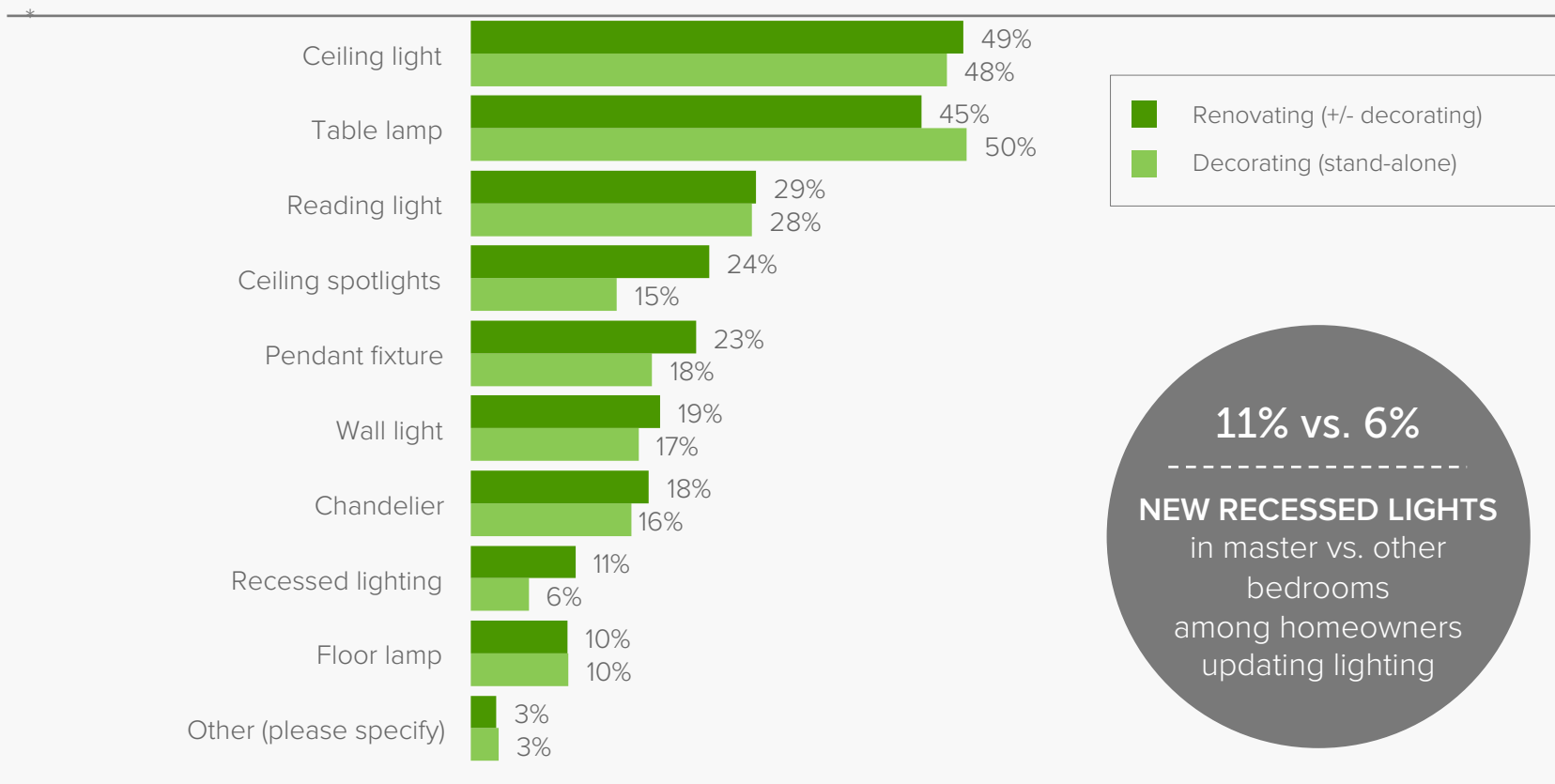


*Percentages reflect proportion of homeowners *who are updating window treatments* as part of their completed, current, or planned master bedroom decorating projects.

Illuminating with Standard Lighting

While lighting fixtures are more likely to be upgraded during or just after a renovation than during a stand-alone decorating project (82% vs. 55%, respectively), general ceiling light and table lamps are top choices in both project types.

NEW LIGHTING FIXTURES IN MASTER BEDROOM LIGHTING UPGRADES*

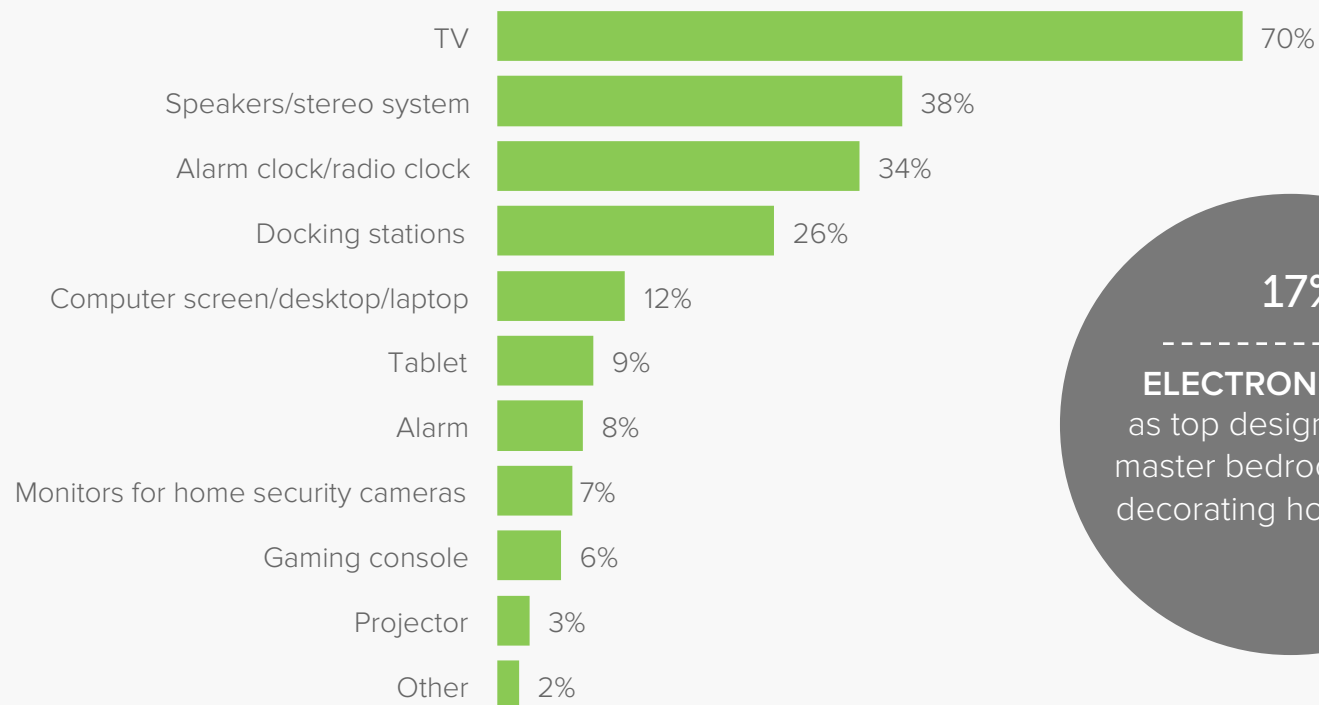


*Percentages reflect proportion of homeowners who are upgrading wall finishes as part of their completed, current, or planned master bedroom projects.

Divided on Devices

While a fifth of decorating homeowners commit to keeping their bedroom electronic and media free (17%), another fifth will replace or purchase new electronic items (20%). Televisions are the most popular purchases, while more than one in twenty are opting to bring a game console into the master bedroom.

NEW DEVICES IN MASTER BEDROOM ELECTRONICS UPDATES*



17%

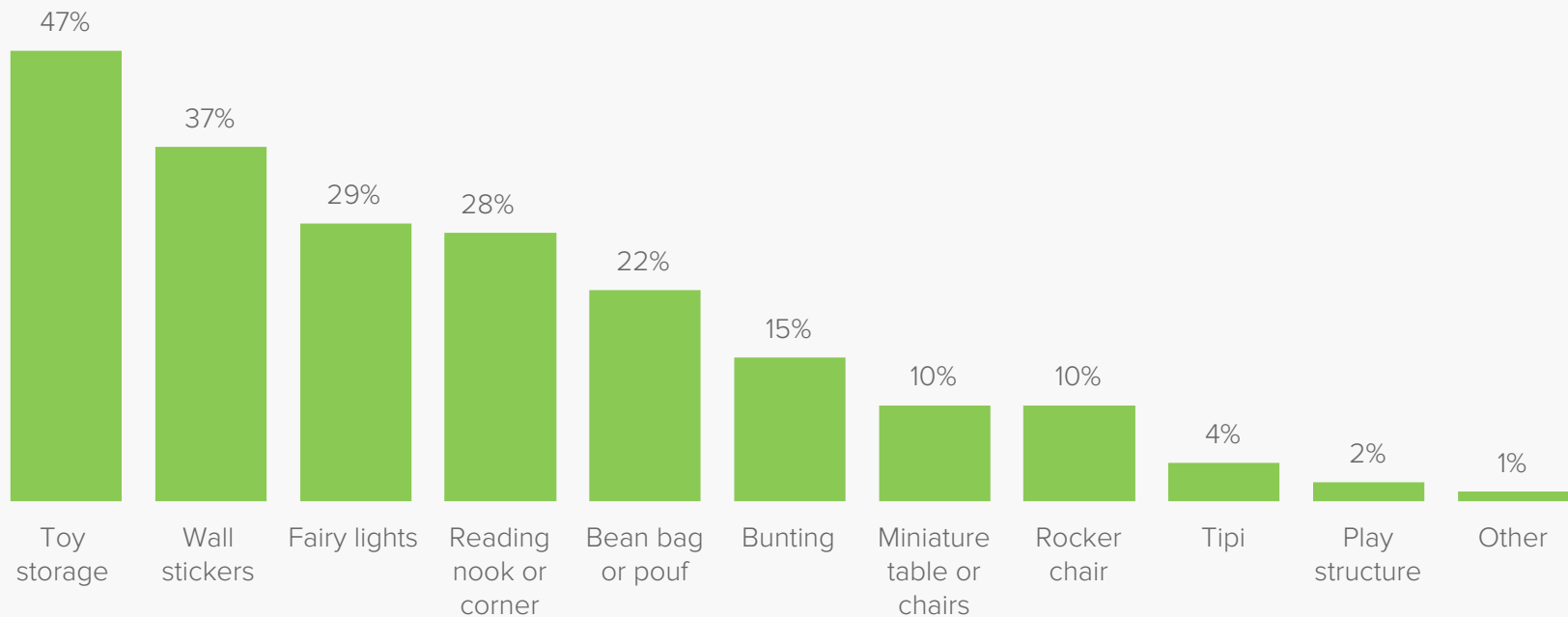
ELECTRONICS-FREE
as top design aspect of
master bedrooms among
decorating homeowners.

*Percentages reflect proportion of homeowners *who are adding or replacing electronics* as part of their completed, current, or planned master bedroom decorating projects.

Mini Masters

Nearly a third of Brits are decorating nursery or children's room (31%). Popular items to adorn these rooms for the little people, include toy storage, wall stickers and fairy lights. Bunting is featured in 15% of rooms.

FEATURES TO ADD TO CHILDREN'S BEDROOMS/NURSERIES



*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a children/nursery room *decorating* projects.

Methodology

The survey was sent to registered Houzz users in the U.K. and fielded in September 2015.

Homeowners who completed a bedroom renovation or decorating 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=1824.