

2020 Houzz & Home UK

Overview of Home Renovation
in 2019 and 2020



Big Ideas



GEN Xers DRIVE HOME RENOVATIONS

More than half of homeowners reported a renovating project in 2019 (51%), tackling nearly three interior rooms on average. Gen Xers (ages 40-54) accounted for two in five renovating homeowners in 2019 (42%). Baby Boomers (ages 55-74) and Millennials (ages 25-39) follow in renovation activity with 37% and 19% of home renovators, respectively.

HOME RENOVATION SPEND

Median spend declined to £11,000 in 2019 from £18,000 in 2018. Baby Boomers and Gen Xers offset some of this decline with the highest median renovation spend in 2019 at £12,000, each. Millennials followed, with a median spend of £10,000.

Research Note: The Houzz & Home study was fielded between February and March 2020. At the time, planned activity for the year remained consistent with the previous year, however, the impact of the coronavirus pandemic on planned renovation activity remains to be seen.

RENOVATION MOTIVATIONS

Home renovators were most commonly motivated to pursue a project because they wanted to do it all along and finally have the time and financial means (37%, each). Gen Xers were more likely to pursue a project because they've wanted to do it all along and finally have the financial means than because they wanted to customise a recently purchased home (41% versus 26%, respectively). Home purchases more commonly motivated Millennials (50%).

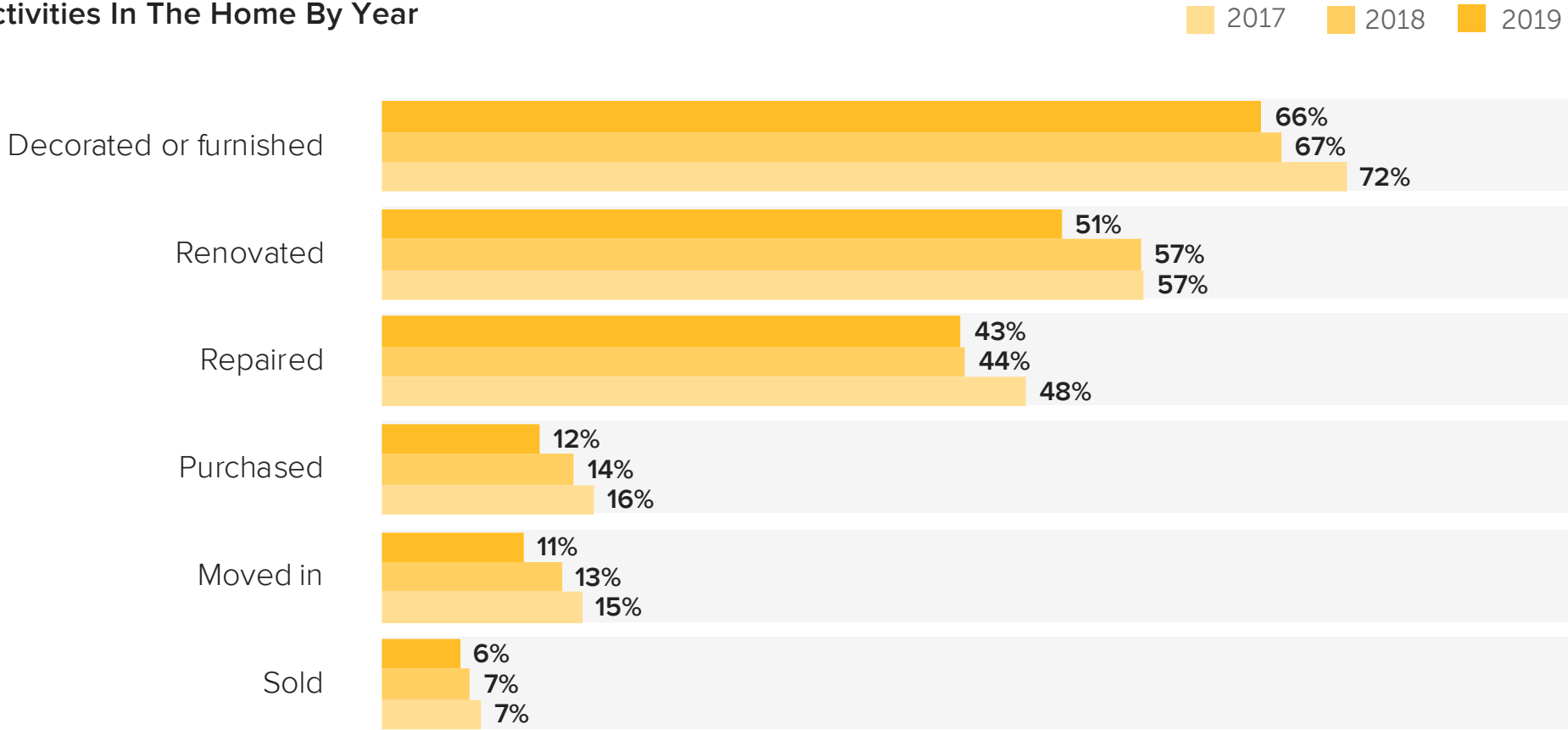
PLANNING TAKES TIME

Planning for a home renovation project took between 5.7 and 12.9 months on average for different types of projects, whereas construction took between 1.9 and 13.4 months. Kitchens require lengthy planning, averaging 10 months.

What We Are Doing in Our Homes

Charts below show the frequency of activities related to the primary home in 2017, 2018 and 2019, as well as the median renovation spend per renovating homeowner in 2017, 2018 and 2019, overall and by age, as reported by homeowners on Houzz UK.

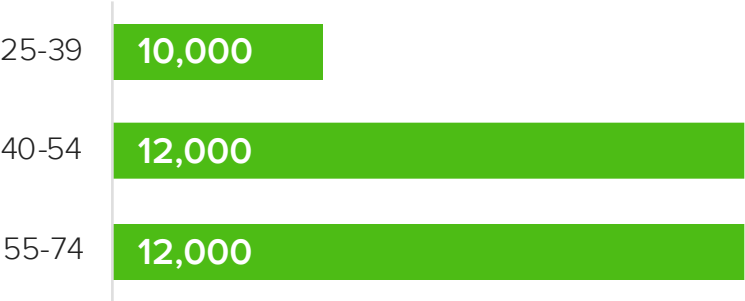
Activities In The Home By Year



Annual Renovation Spend (GBP£)

	2017	2018	2019
MEDIAN	15,000	18,000	11,000
90TH PERCENTILE	100,000	120,000	100,000

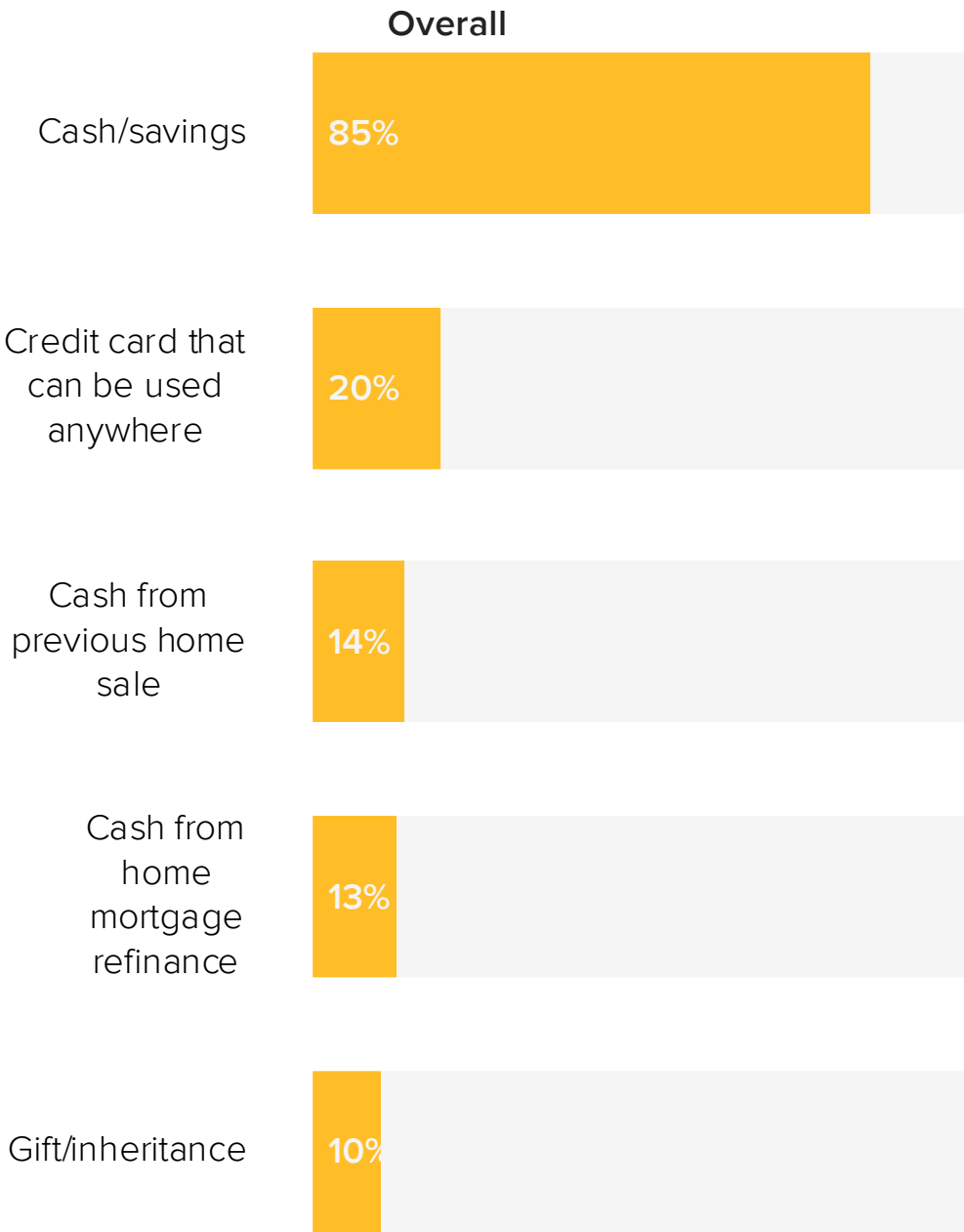
Median Annual Renovation Spend (GBP£) By Generation



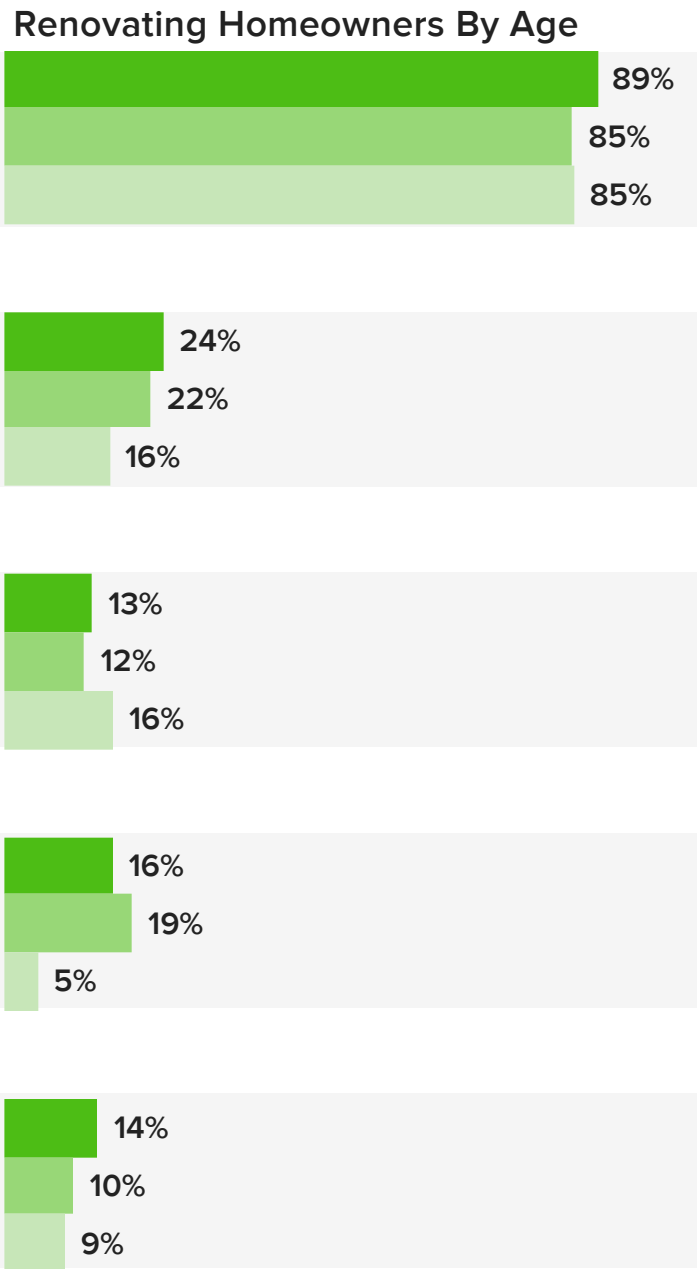
How We Are Funding Our Home Renovations

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 2019*.

Top Five Renovation Funding Sources In 2019



Renovating Homeowners By Age

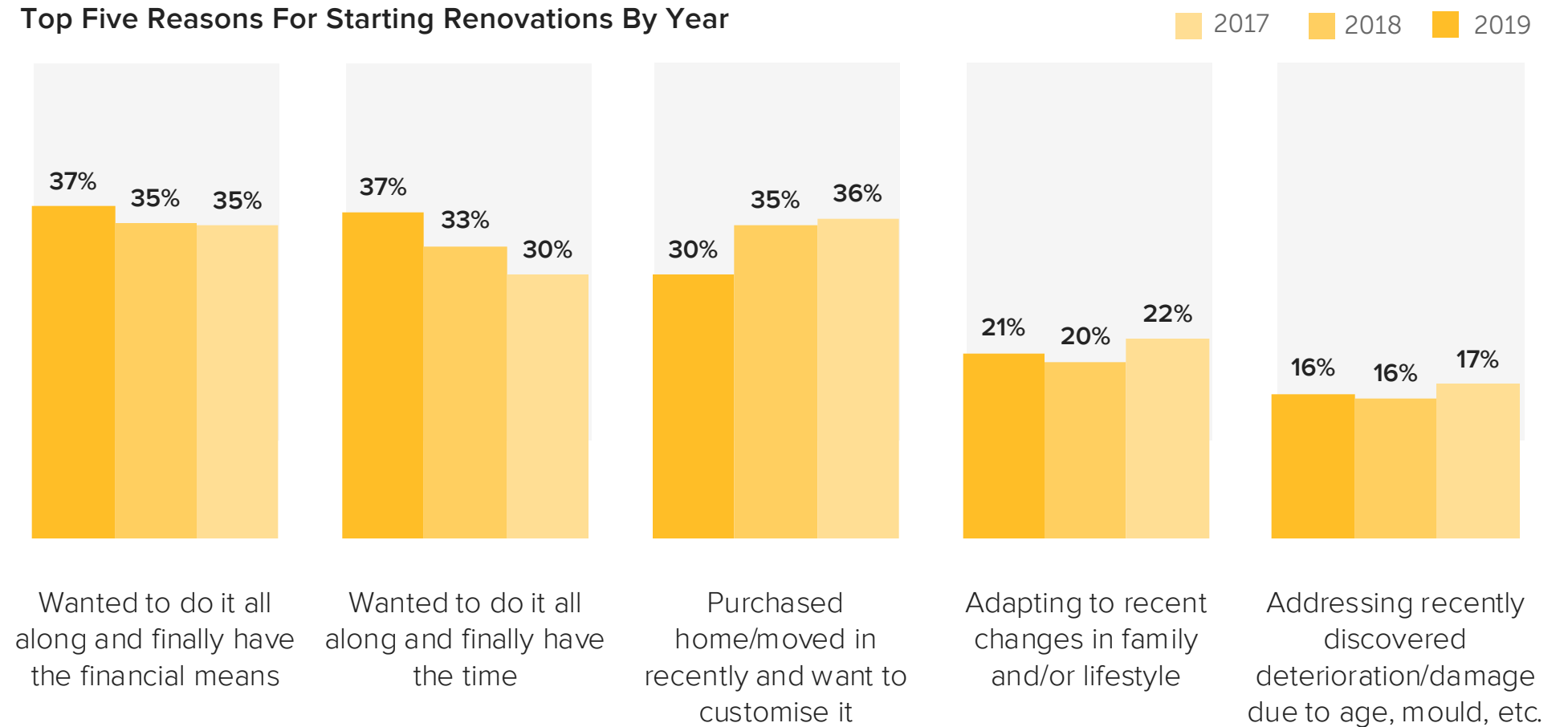


*Year-over-year comparison are not possible due to a change in question wording.

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 2017, 2018 and 2019.

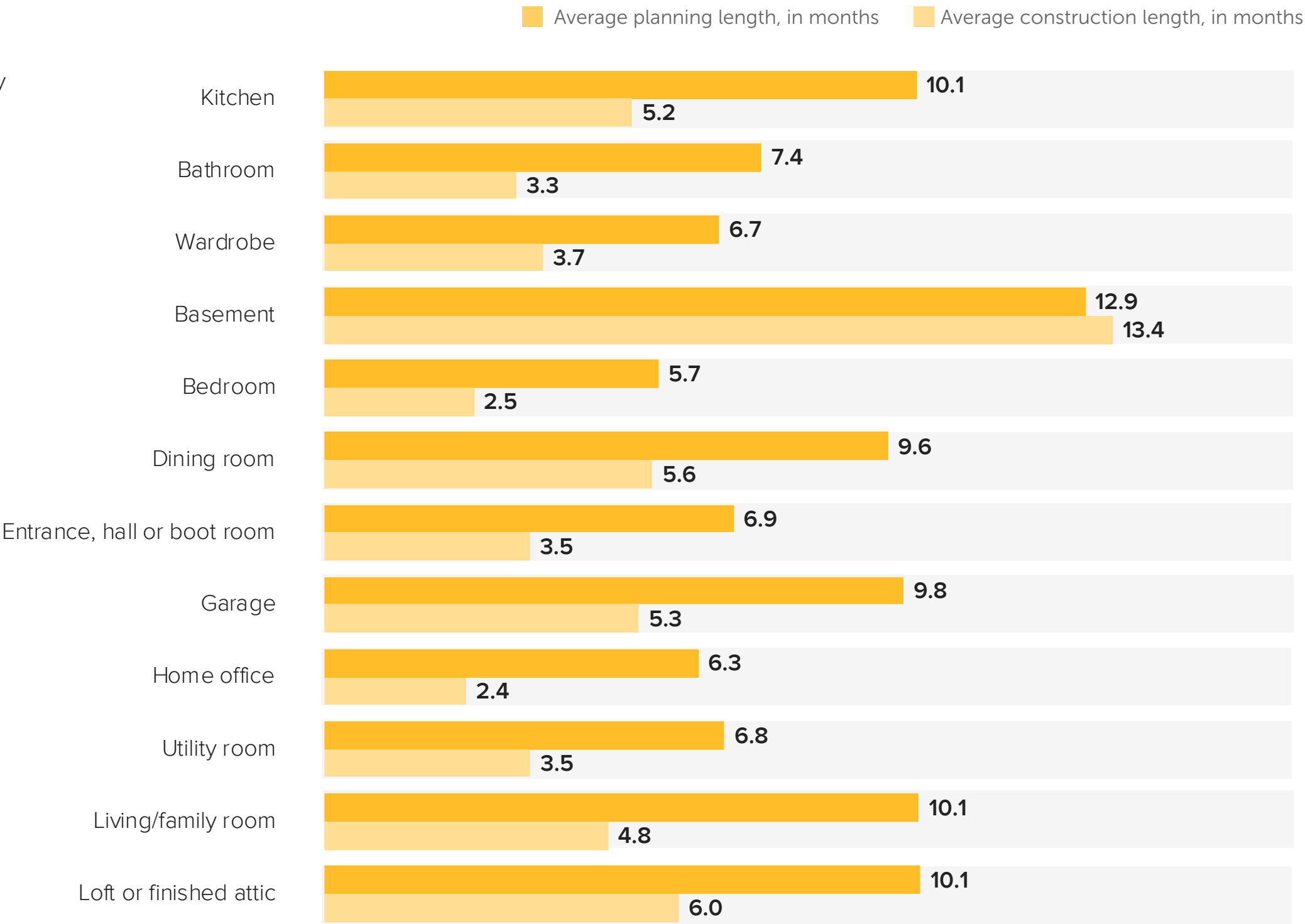
Top Five Reasons For Starting Renovations By Year



Wanted to do it all along and finally have the financial means		Wanted to do it all along and finally have the time	
25-39	32%	25-39	32%
40-54	41%	40-54	36%
55-74	36%	55-74	41%

How Long Does a Renovation Project Take Us

Chart below shows the frequency of project planning length construction length during renovations as reported by homeowners who renovated their primary homes in 2019.

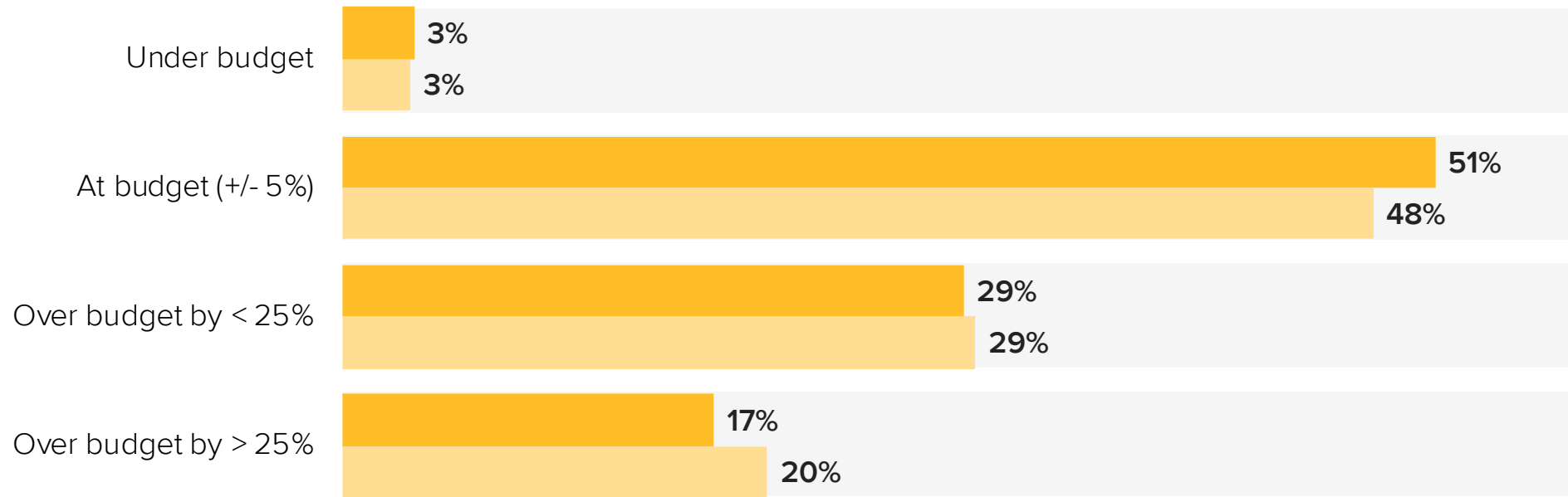


How We Are Meeting Our Budget Goals

Charts below show the frequency of homeowners setting initial renovation budgets, whether they met those budgets, and reasons for going over budget, as reported by homeowners who renovated their primary homes in 2017 and 2019*.

2017 2019

Frequency of Renovation Budgets Among Homeowners Who Renovated In 2019 vs. 2017



Had An Initial Budget Before Starting A Renovation

2019	73%
2017	79%

Top Reasons For Going Over Budget

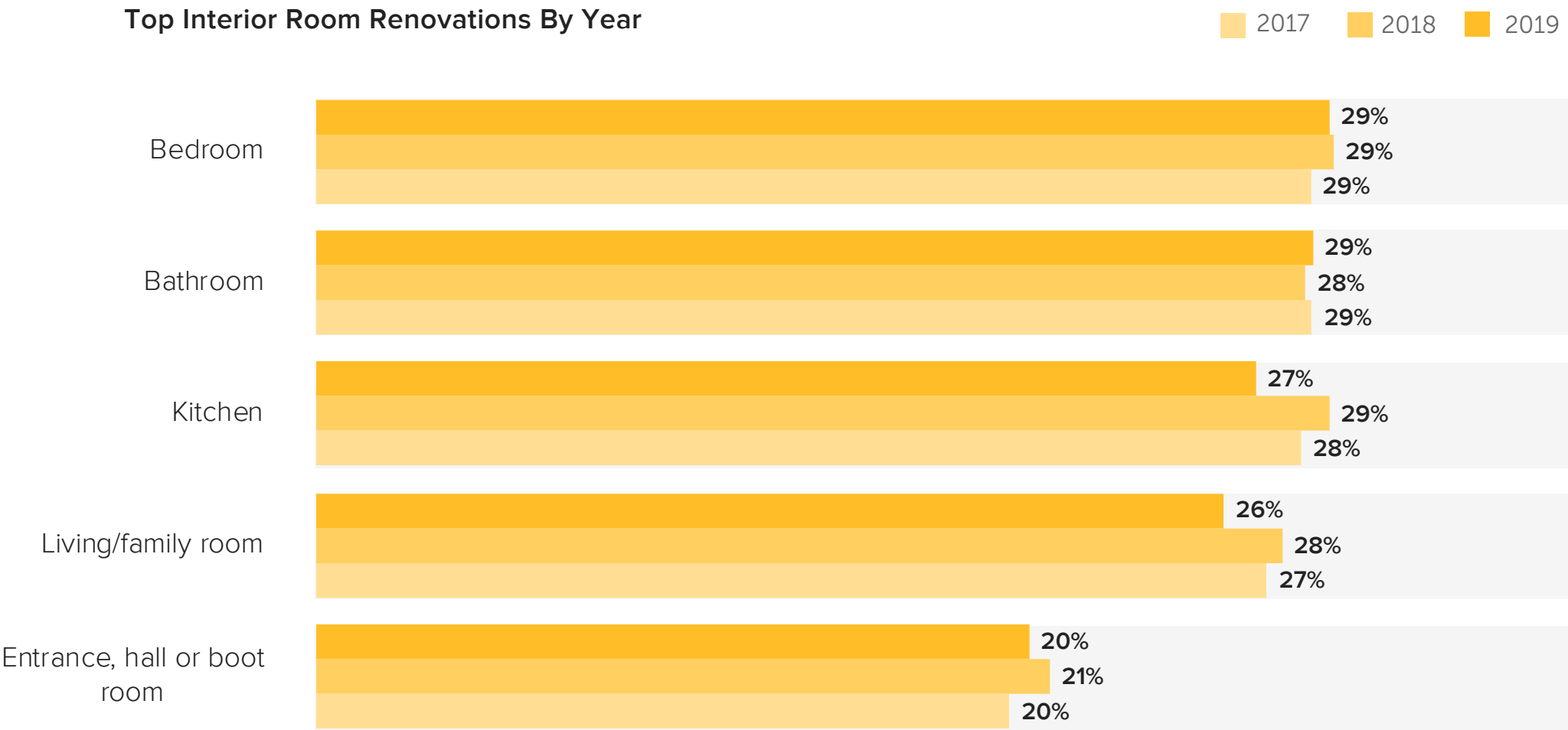
Decided to buy more expensive products or materials	44%
Products or services were more costly than expected	39%
Project was more complex than expected	34%

*These questions were not asked in 2018.

Where We Focus Our Efforts

Charts and tables below show the frequency of most popular 2017, 2018 and 2019 renovations of interior rooms, as well as 2019 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 2019

Heating	41%
Plumbing	37%
Electrical	35%

Top Exterior Feature Upgrades in 2019

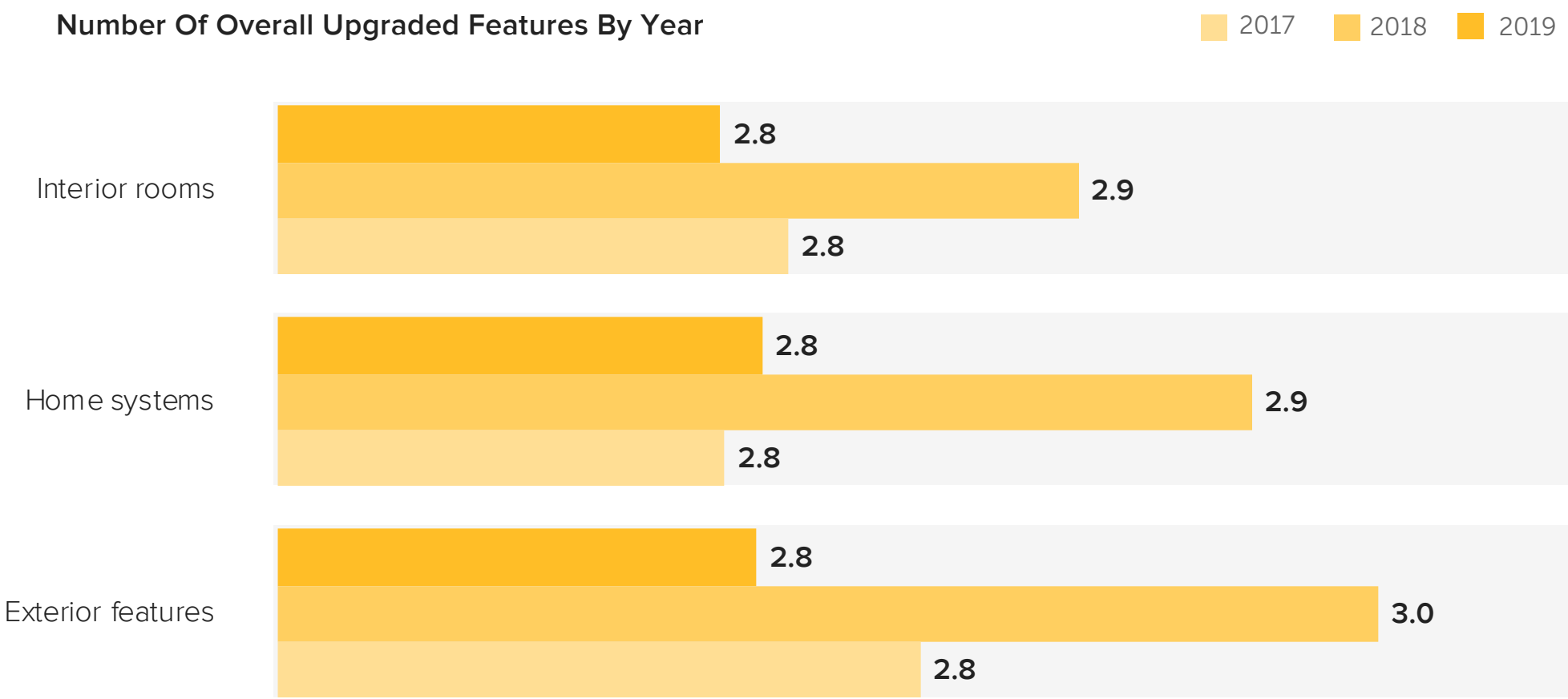
Windows or skylights	30%
Gutters/downpipes	28%
Exterior doors	24%

Top Outdoor Feature Upgrade in 2019

Beds & borders	27%
Fence	23%
Planters or planter boxes	21%

How Many Features We Upgrade

Charts and tables below show the average number of upgrades during home renovations in 2017, 2018 and 2019, and frequency of these upgrades by age, as reported homeowners who renovated their primary homes.

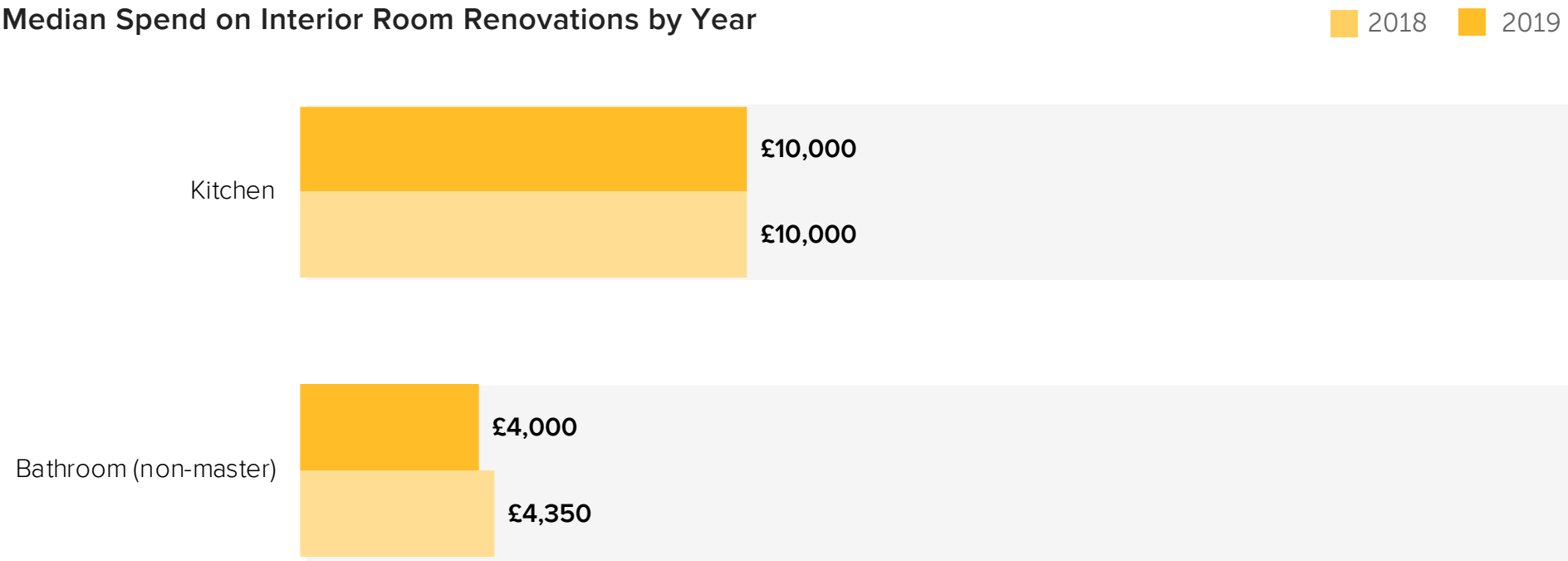


Renovating Homeowners By Age					
Interior rooms		Home systems		Exterior features	
25-39	2.9	25-39	3.0	25-39	2.8
40-54	2.9	40-54	2.8	40-54	2.9
55-74	2.6	55-74	2.5	55-74	2.7

How Much We Spend on Interior Renovations

Charts below show the 2018 and 2019 median spend on interior room renovations, as well as the percentage change between 2018 and 2019, as reported by homeowners who renovated these interior spaces in their primary homes.

Median Spend on Interior Room Renovations by Year



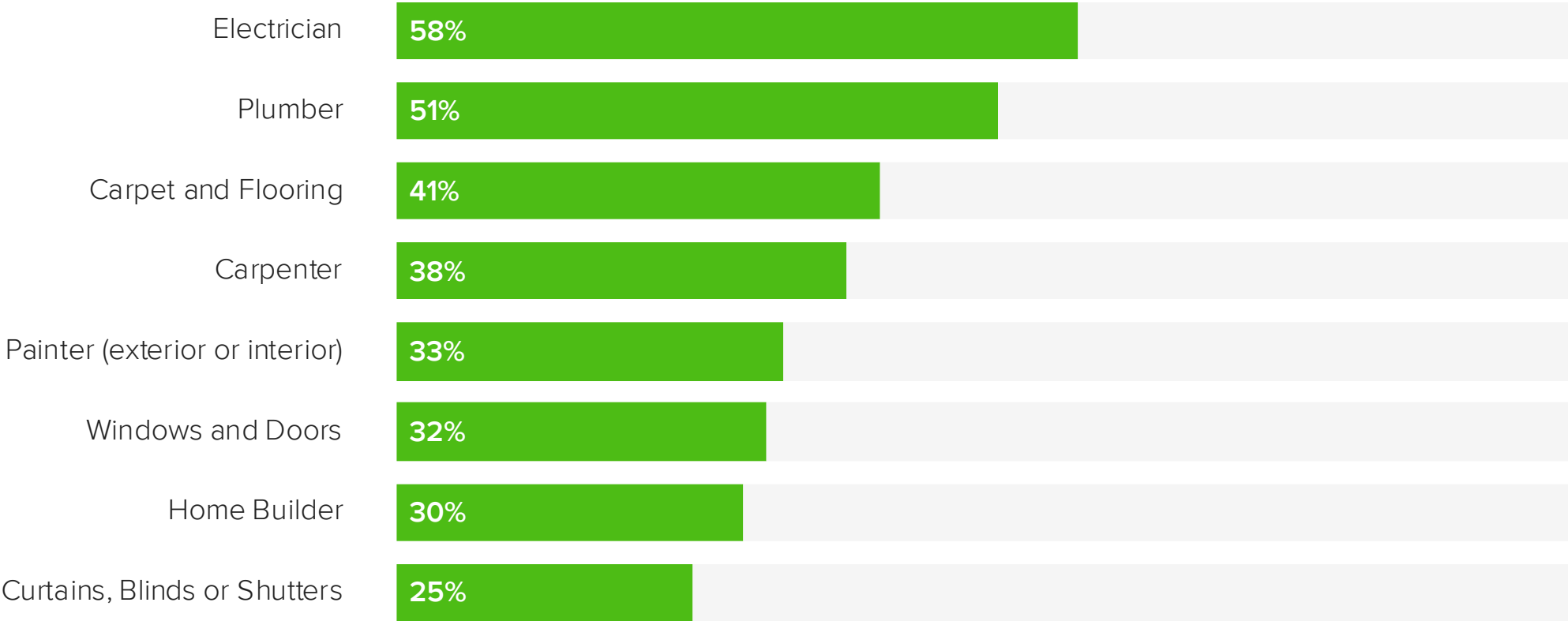
2019 Median Spend Change (%)



How We Plan Our Home Renovations

Charts and tables below show the frequency of professional hiring in 2017, 2018 and 2019, overall and by age, as reported by homeowners who renovated their primary homes.

Specific Pro Hiring In 2019



Overall Pro Hiring

2019	91%
2018	92%
2017	94%

Overall Pro Hiring By Age

25-39	90%
40-54	92%
55-74	93%

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 5th February, 2020 and 5th March, 2020. 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 2019, from interior renovations and extensions 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 2020.

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 7,562 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=6,826) and UK homeowners on Houzz who renovated their primary residence in 2019 (n=3,416).

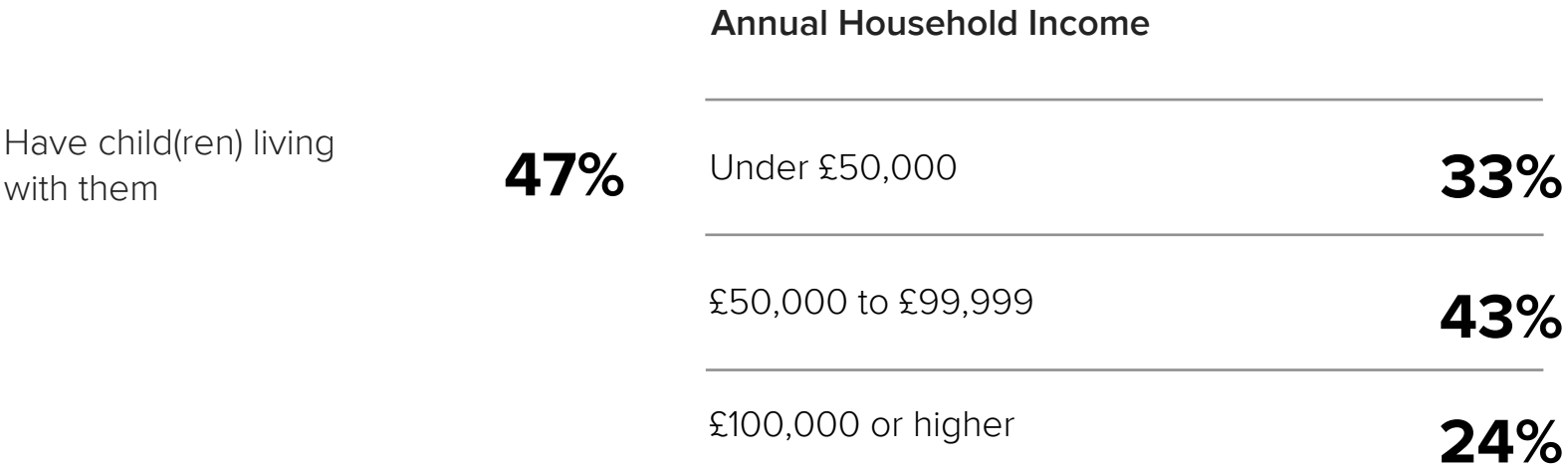
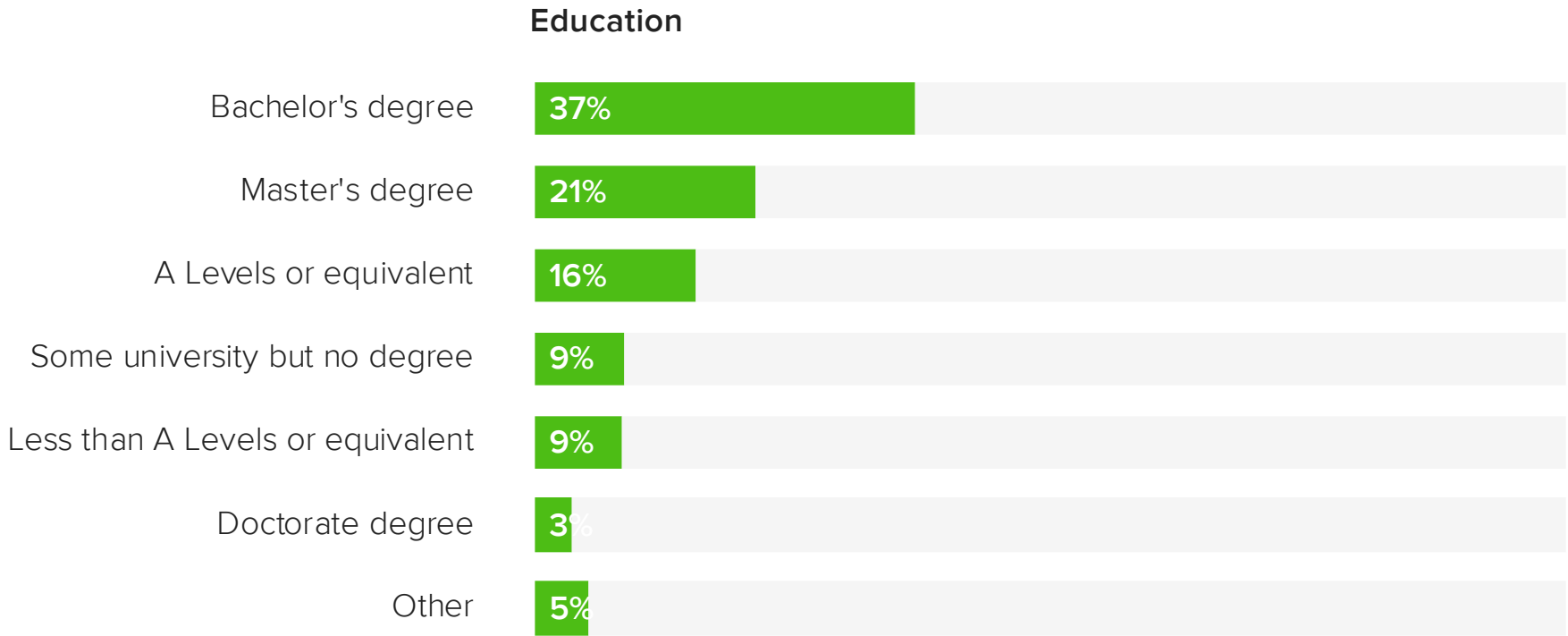
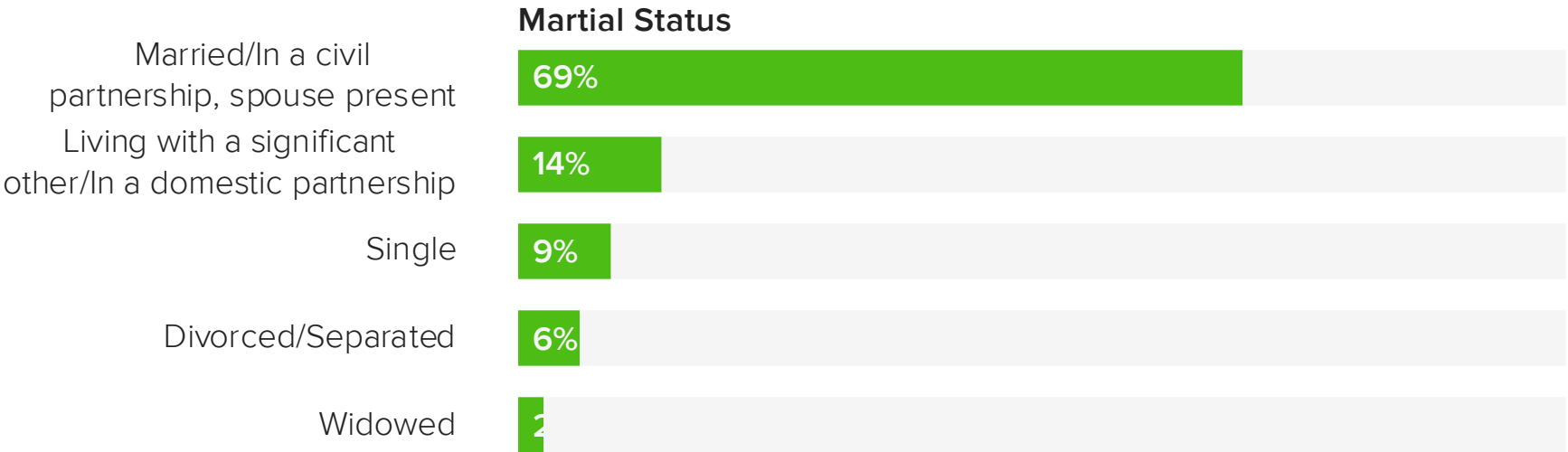
SAMPLING AND WEIGHTING

Data was 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 was reviewed to ensure representation of the Houzz user populations.

Appendix

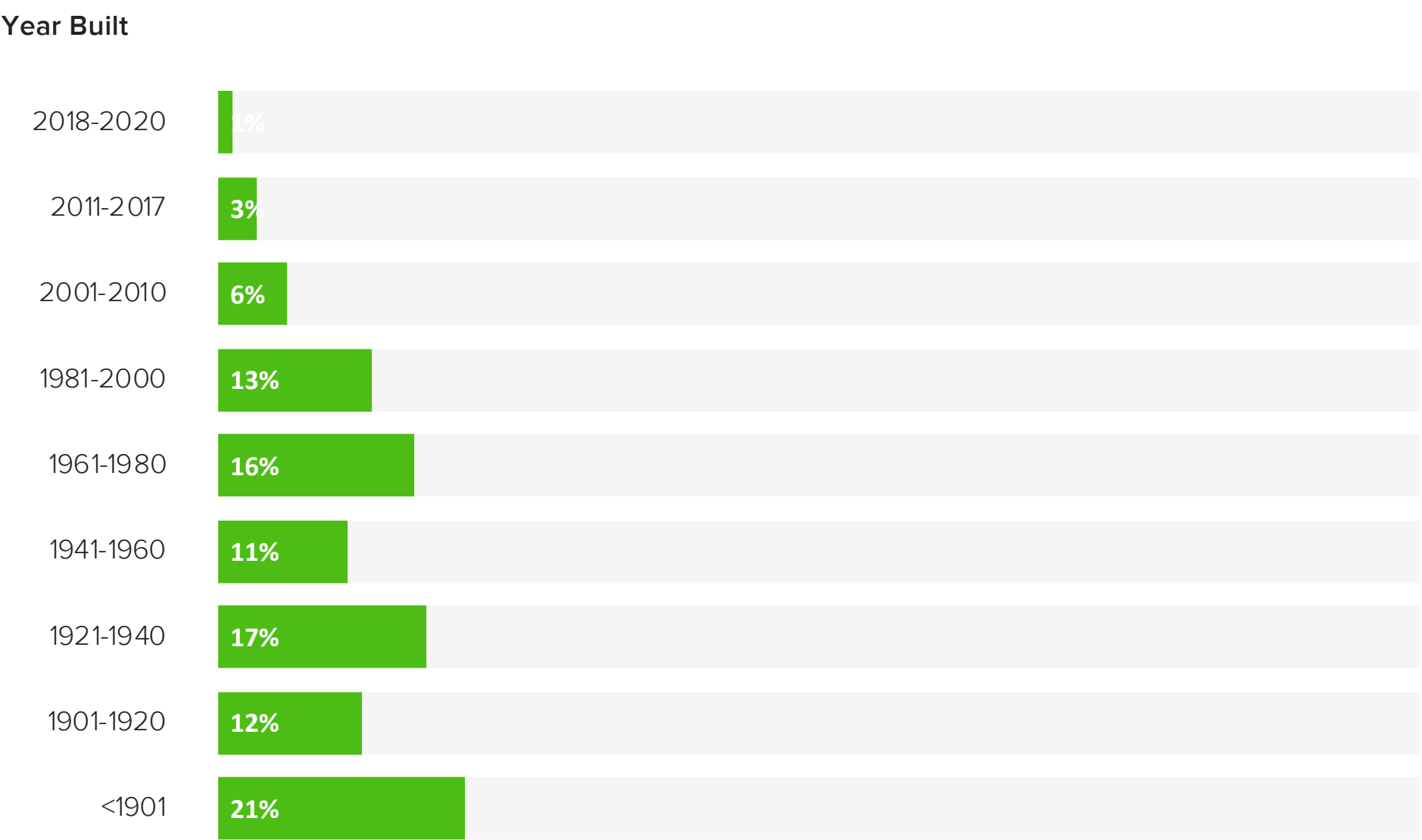


A. 2019 Renovating Homeowner Demographics



Have child(ren) living with them **47%**

B. Characteristics of Homes Renovated in 2019



Home Type	
Detached house	42%
Semi-detached house	30%
Terraced house	19%
Other	9%

Owner-reported Home Value	
Under £300,000	29%
£300,000 to £499,999	32%
£500,000 or higher	39%