

# 2018

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HOUZZ & HOME - INDIA  
July 2018



Overview of Home Renovation in 2017  
and 2018

# Big Ideas

## KITCHEN TOPS RENOVATION LISTS

Kitchens were the most frequently renovated room during interior remodels with nearly one third of renovating homeowners taking on kitchen (33%) followed by living/family rooms, master bathrooms and master bedrooms (31% 28% and 27% respectively).

## MORE DELIBERATE PLANNING AND BUDGETING

Overall renovation activity remained steady in 2017, with 36% of homeowners renovating their homes, at a median spend of ₹3,00,000. Over the past two years, homeowners have become more deliberate in planning and budgeting for renovations and were four percent more likely to set a budget in 2017 than in 2016 (86% and 82%, respectively).

## CASH REMAINS KING

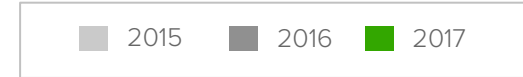
When it comes to funding renovations, cash continues to be the most popular form of payment (88%), followed at a distance by credit cards and personal loans from friends/ family (13% and 12%, respectively).

## HOME PROFESSIONALS IN HIGH DEMAND

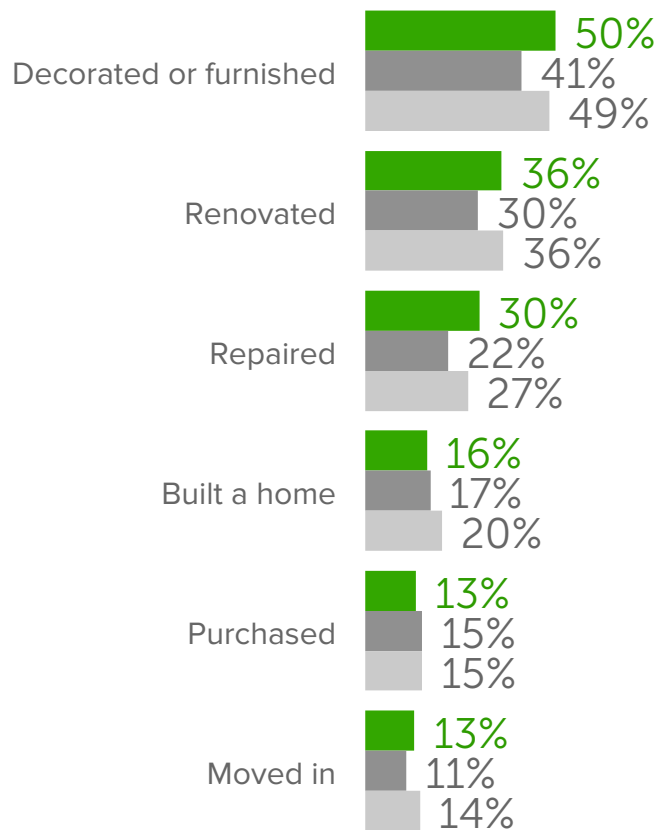
Nearly all of renovating homeowners chose to hire a home professional for their renovation needs (98%). Civil engineers and general contractors were the most popular (33%), followed by architects and interior designer/decorators (19%, each).

# What We Are Doing in Our Homes

Charts below show the frequency of activities related to the primary home in 2015, 2016 and 2017, as well as the median renovation spend per renovating homeowner in 2015, 2016 and 2017, as reported by homeowners on Houzz India.



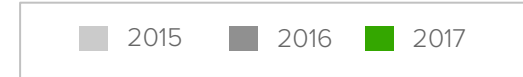
## ACTIVITIES IN THE HOME BY YEAR



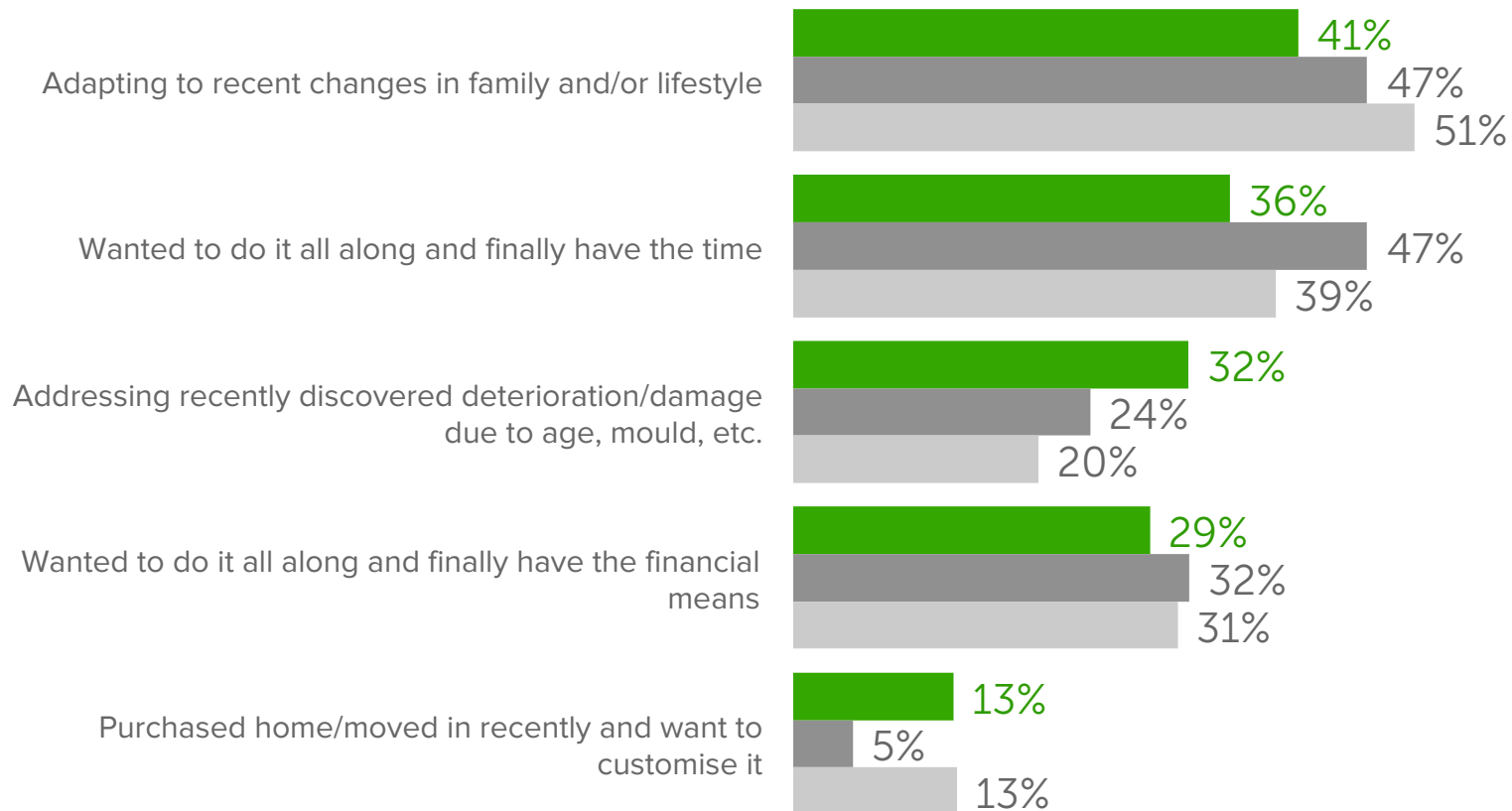
ANNUAL MEDIAN RENOVATION SPEND (₹)			
BY YEAR			
	2015	2016	2017
MEDIAN	N/A	2,00,000	3,00,000
90TH PERCENTILE	N/A	18,50,000	19,20,000

# Why We Are Renovating Now

Chart below shows the frequency of top reasons for starting renovations in 2015, 2016 and 2017, as reported by homeowners who renovated their primary homes.



## TOP REASONS FOR STARTING RENOVATIONS BY YEAR

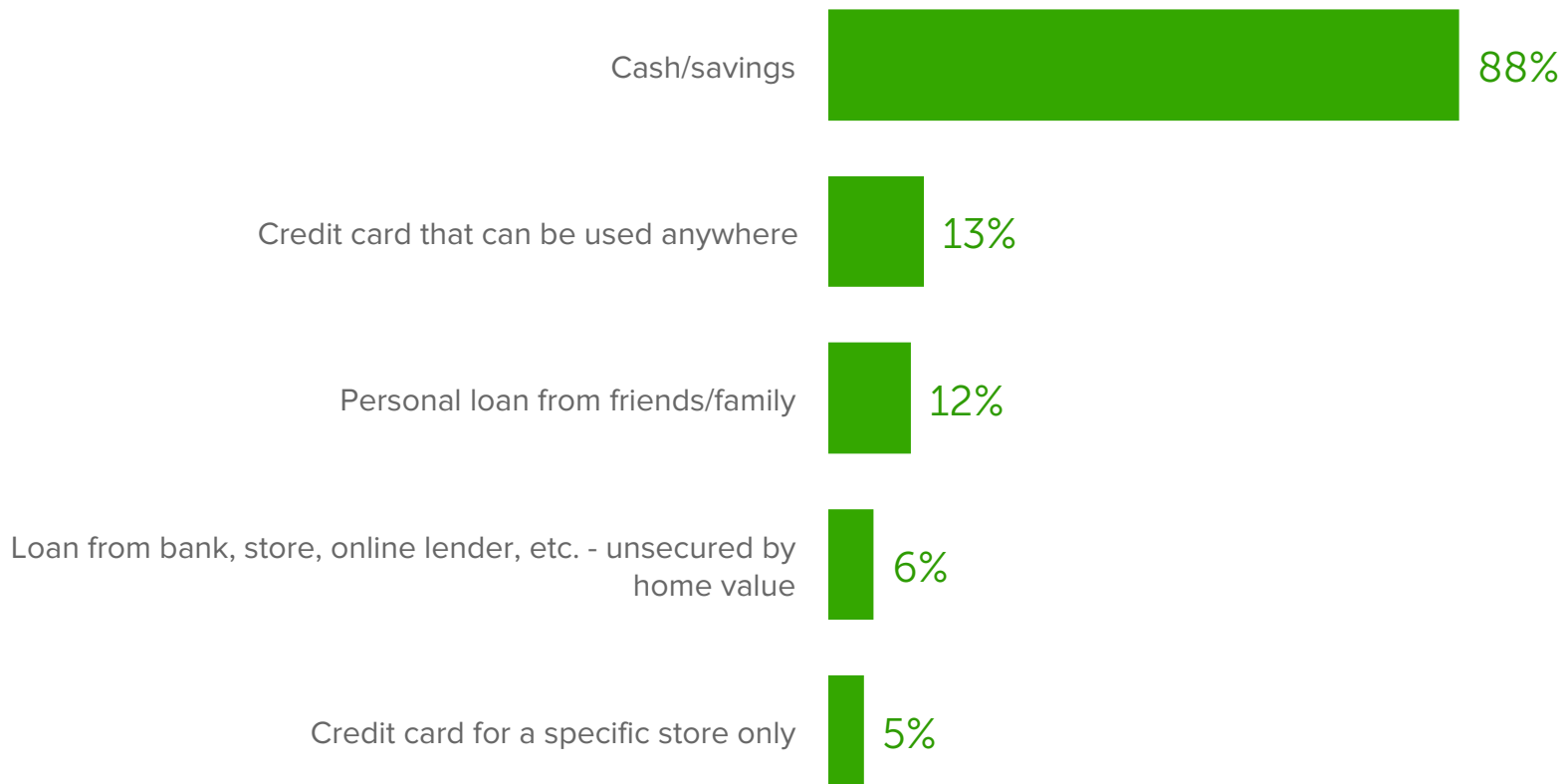


# How We Are Funding Our Home Renovations

Charts below show the frequency of top payment methods for home renovations in 2017, as reported by homeowners who renovated their primary homes. Year over year comparison are not possible due to a change in question wording.

## TOP RENOVATION PAYMENT METHODS IN 2017

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# 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 2015 and 2017. These questions were not asked in 2016.

2015 2017

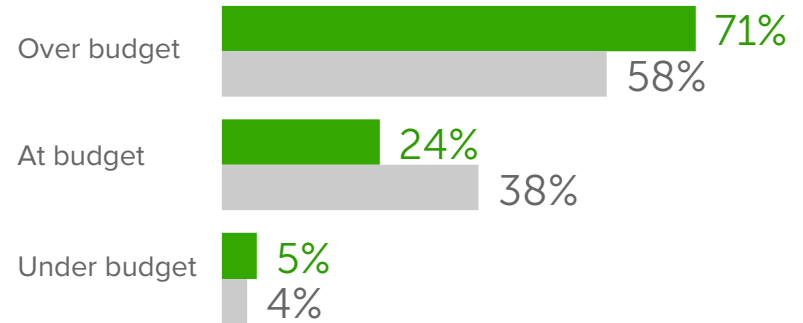
## SETTING & MEETING THE RENOVATION BUDGET, AND REASONS FOR GOING OVER BUDGET BY YEAR

### SETTING AN INITIAL BUDGET

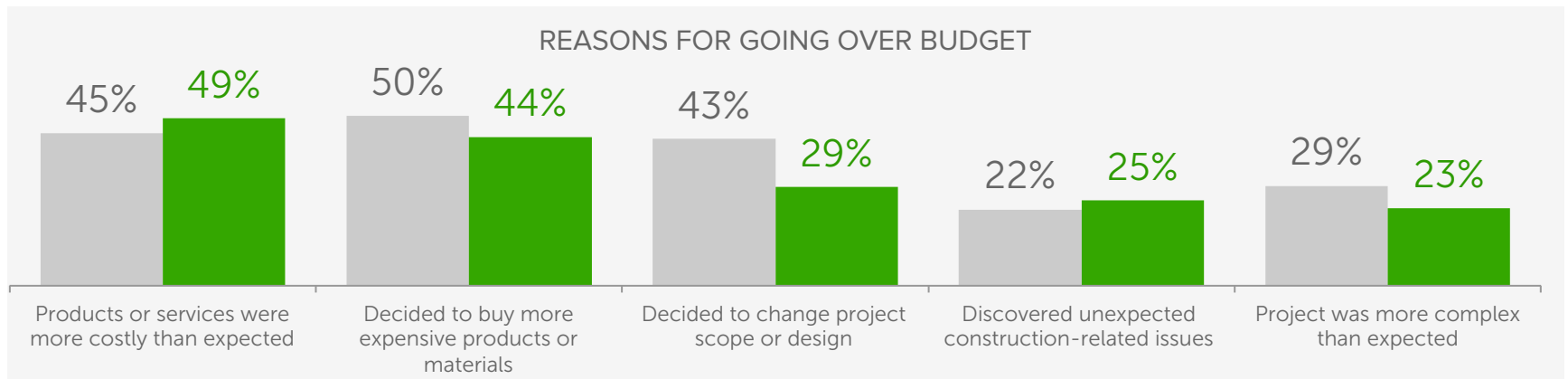
82%  
2015

86%  
2017

### OVER, AT OR UNDER BUDGET (IF SET)



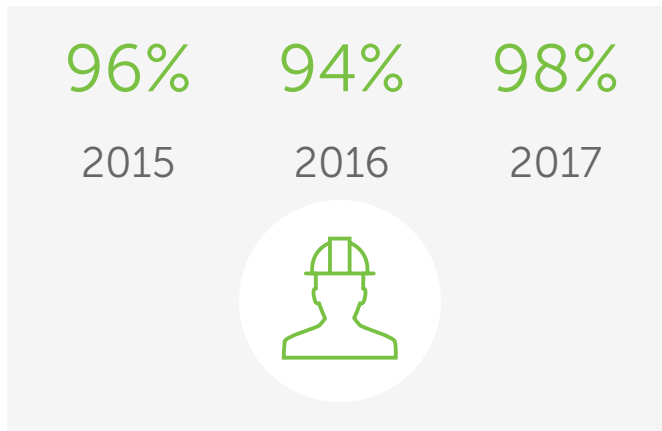
### REASONS FOR GOING OVER BUDGET



# How We Plan Our Home Renovations

Charts below shows the frequency of professional hiring in 2015, 2016 and 2017, and the frequency of the time periods between the inception and execution of the renovation ideas in 2017, as reported by homeowners who renovated their primary homes.

## OVERALL PRO HIRING BY YEAR



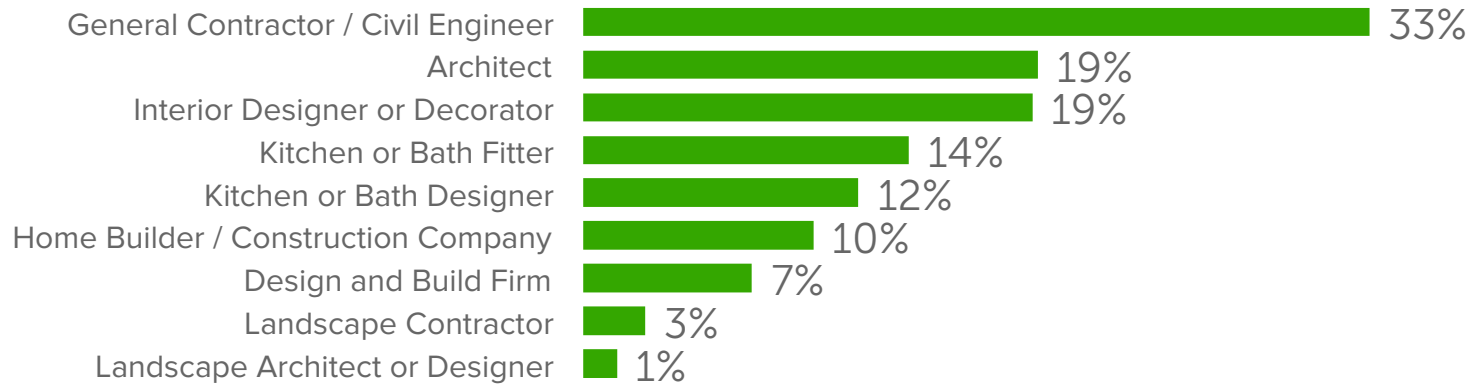
## TIME BETWEEN PROJECT INCEPTION AND EXECUTION IN 2017



# Who We Turn to for Help

Charts and table below show the frequency of top professionals hired in 2017, as reported by homeowners who renovated their primary homes.

## SPECIFIC PRO HIRING IN 2017



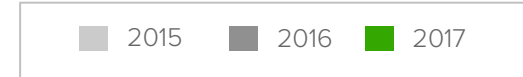
## OTHER PROS HIRED IN 2017

Carpenter	82%	Tile, Stone or Countertop	35%
Electrician	78%	Windows and Doors	28%
Plumber	66%	Carpet and Flooring	27%
Painter (exterior or interior)	60%	Cabinets and Cabinetry	24%
Curtains, Blinds or Shutters	37%	Heating and Air Conditioning	23%



# 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, 2016 and 2017 home renovations, as reported by homeowners who renovated their primary homes.

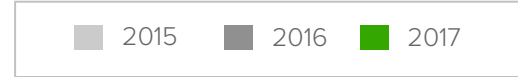


AVERAGE NUMBER OF UPGRADED INTERIOR ROOMS, HOMES SYSTEMS AND EXTERIOR FEATURES BY YEAR

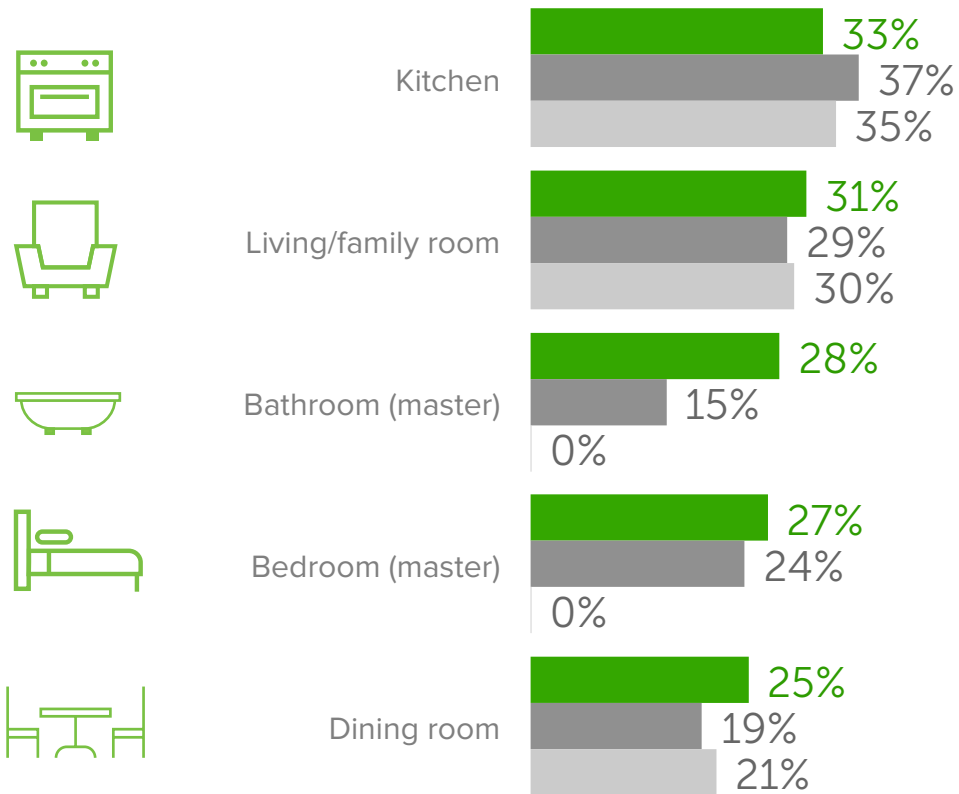


# Where We Focus Our Efforts

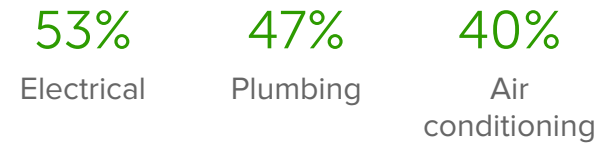
Charts and tables below show the frequency of most popular 2015, 2016 and 2017 renovations of interior rooms, as well as 2017 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.



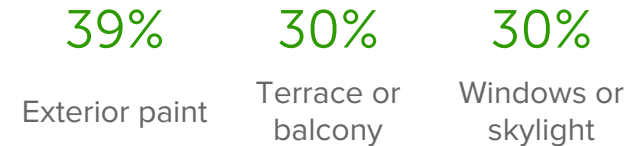
## TOP INTERIOR ROOM RENOVATIONS BY YEAR



## TOP HOME SYSTEM UPGRADES IN 2017



## TOP EXTERIOR FEATURE UPGRADES IN 2017



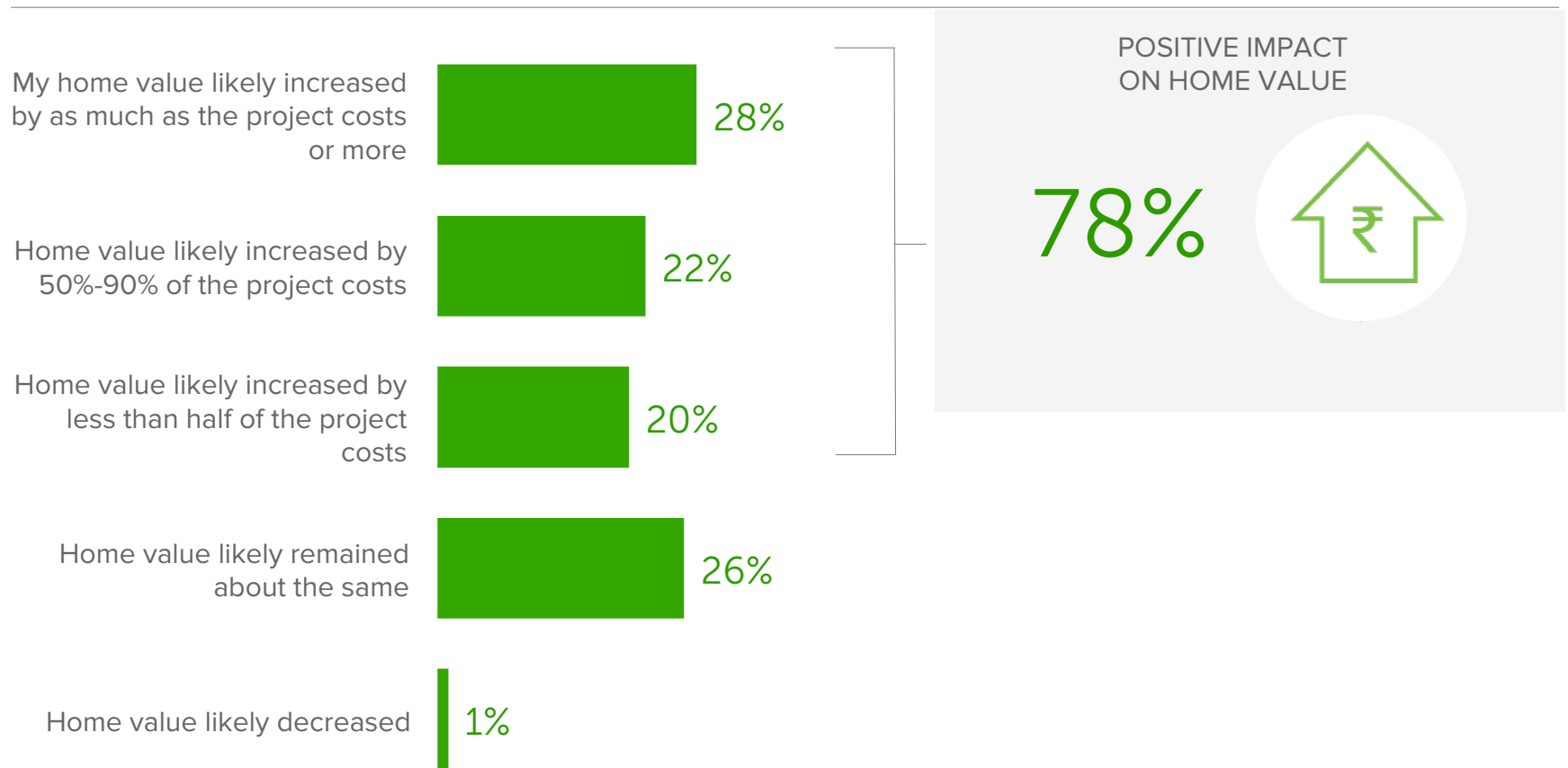
## TOP OUTDOOR FEATURE UPGRADES IN 2017



# How Renovations Are Perceived to Affect Home Value

Charts below show the frequency of perceived changes to the home value as a result of the home renovations, as reported by homeowners who renovated their primary homes in 2017.

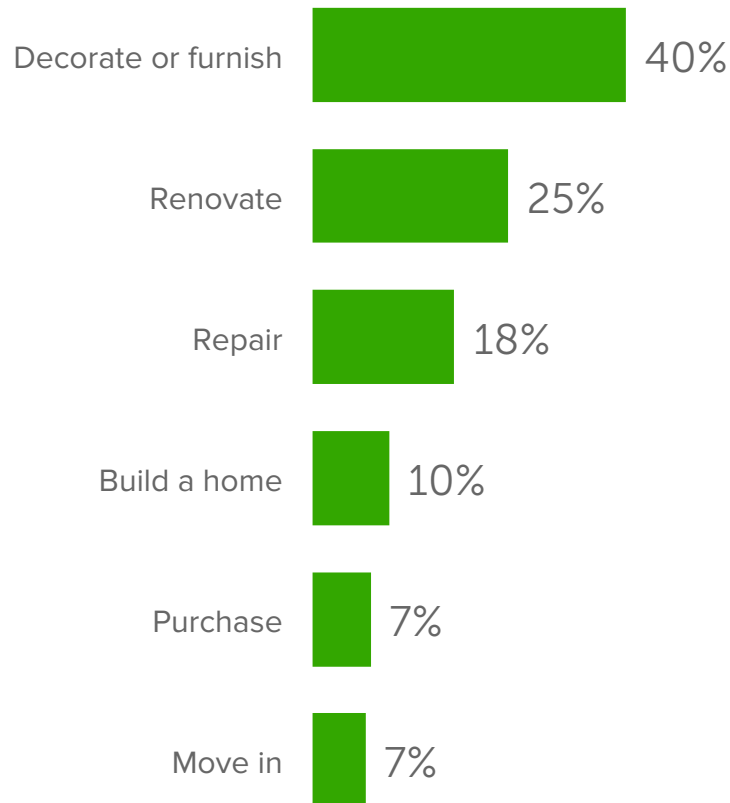
## PERCEIVED CHANGE IN HOME VALUE RELATIVE TO THE PROJECT COSTS



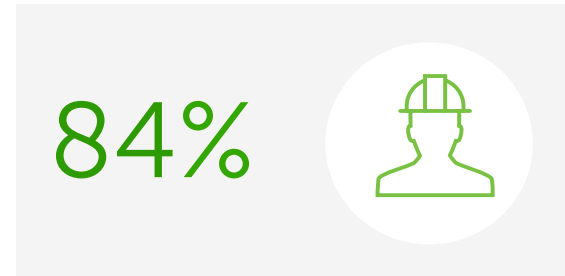
# What We Are Planning for 2018

Chart below shows the frequency of planned activities and planned pro hiring in 2018 related to the primary home, as well as planned purchases in the next six months of 2018, as reported by homeowners on Houzz india.

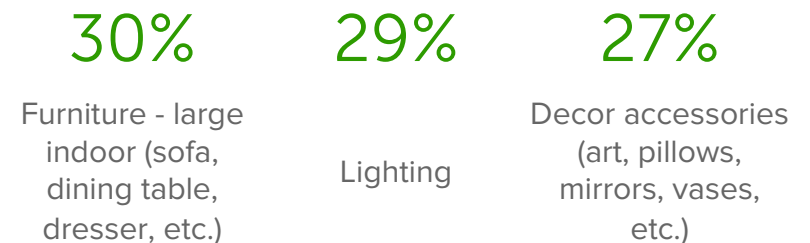
## PLANNED ACTIVITIES FOR 2018



## PLANNED PRO HIRING FOR 2018



## PLANNED TOP PURCHASES IN 2018



# 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 March 5 and April 24, 2018. 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 2017, 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 2018.

## **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 3,572 respondents in India. The current report relies on a subset of responses, i.e., Indian homeowners on Houzz (n=2,997) and Indian homeowners on Houzz who renovated their primary residence in 2017 (n=823).

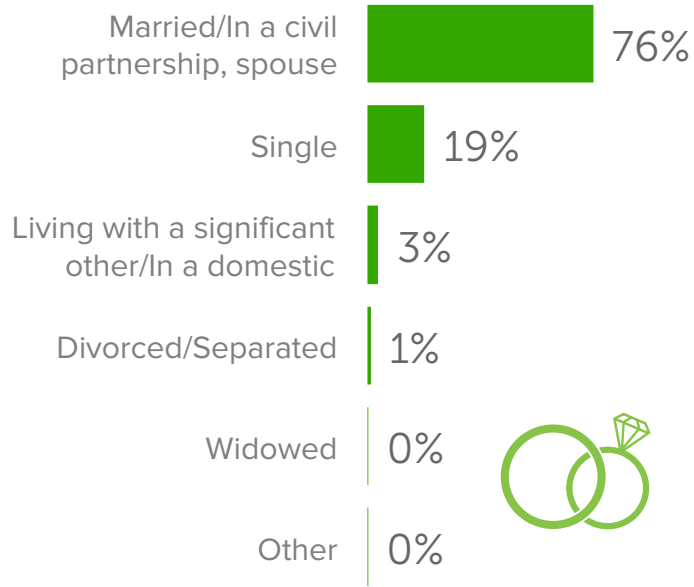
## **SAMPLING AND WEIGHTING**

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.

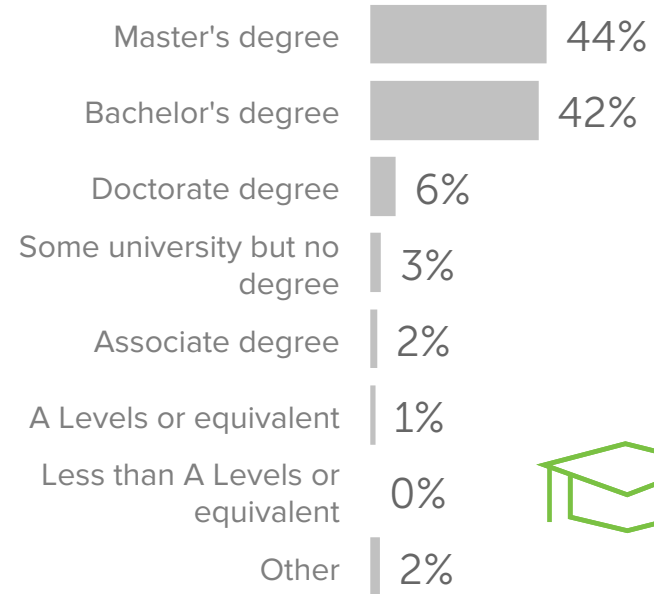
# APPENDIX

# A. 2017 Renovating Homeowner Demographics

## MARITAL STATUS



## EDUCATION



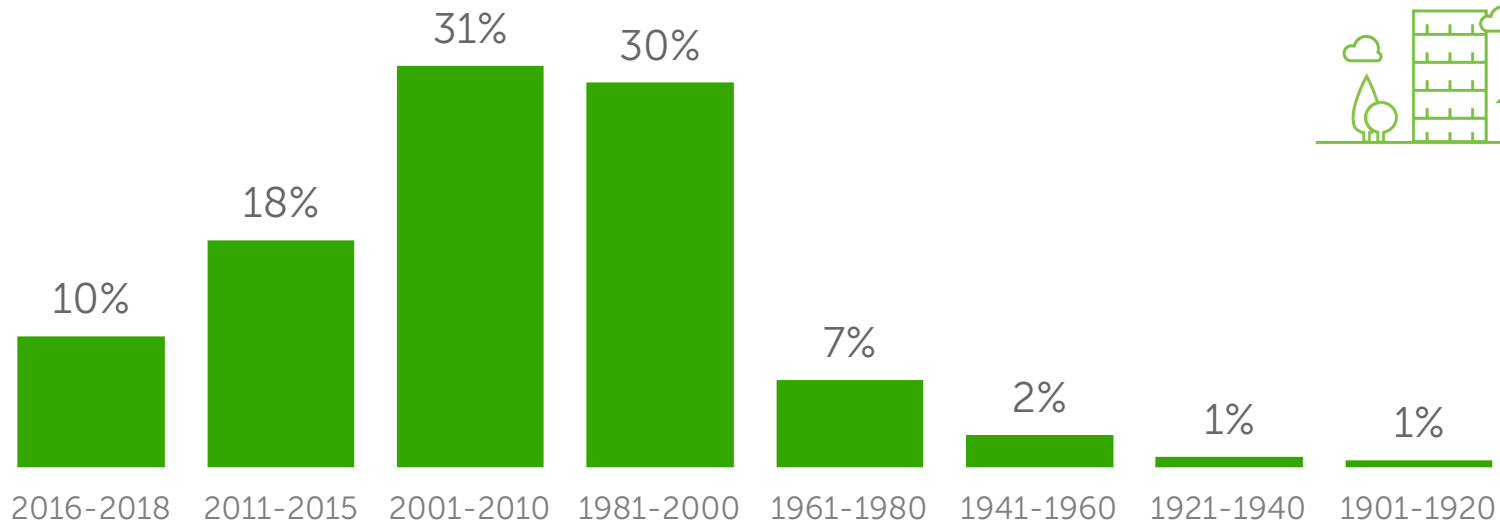
## ANNUAL HOUSEHOLD INCOME



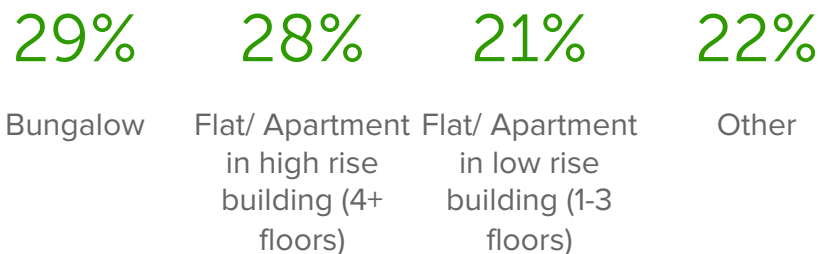
**60%** Have child(ren) living with them

## B. Characteristics of Homes Renovated in 2017

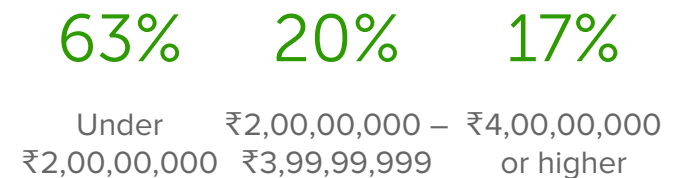
### YEAR BUILT



### HOME TYPE



### OWNER-REPORTED HOME VALUE





## C. Links to Resources on Houzz India

PHOTOS	PROFESSIONALS	PRODUCTS	STORIES
Kitchen	Architects & Building Designers	Home Decor	Kitchen Guides
Bathroom	Interior Designers & Decorators	Furniture	Bathroom Guides
Bedroom	Civil Engineers & Contractors	Lighting	Bedroom Guides
Living	Design & Build Firms	Kitchen & Dining	More Room Guides
Dining	Kitchen & Bath Designers	Bedroom	Decorating Guides
Outdoor & Garden	Landscape Architects & Contractors	Storage & Organisation	Festival Guides
Baby & kids	Furniture & Accessories	Baby & Kids	Colour Guides
Wardrobe	Flooring & Carpet	Outdoor	Houzz Tours
Staircase	Bedding & Bath	Home Improvement	Lighting Ideas
Exterior	Tile, Stone & Countertop	Housekeeping & Laundry	Most Popular