

# 2017

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HOUZZ & HOME – NEW ZEALAND  
June 2017



Overview of Home Renovation in 2016  
and 2017

# Big Ideas

## RECENT HOMEBUYERS DRIVE RENOVATION ACTIVITY

Recent homebuyers are taking on larger scope projects than all other home renovators, They are more likely to renovate all of their interior spaces than the average renovator (13 percent versus nine percent, respectively).

## 2017 ON TRACK TO BE ANOTHER BOOM YEAR

This year is on track to be another boom year for home renovations, with nearly half of homeowners on Houzz planning to begin or continue renovations in 2017 (46 percent).

## CASH IS KING

Eighty-one percent of homeowners used cash and savings to fund their projects in 2016. Other payment methods include refinancing and credit card usage (19 percent and 16 percent respectively in 2016), with soon to be home sellers nearly twice as likely to use credit cards than long term owners (20 percent versus 12 percent, respectively).

## SMART TECH AND HEALTHY HOMES

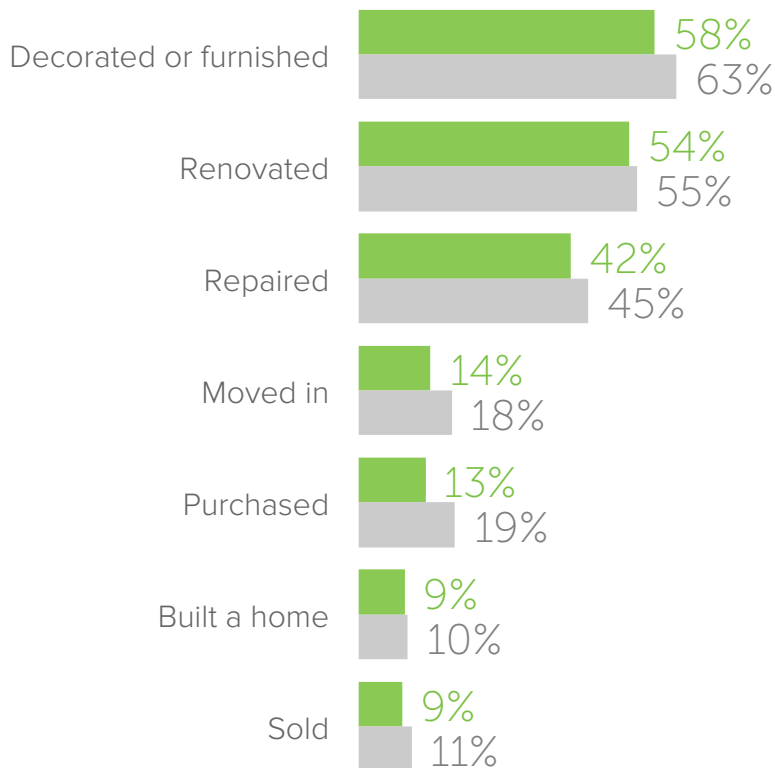
While design and functionality top the list of renovation considerations (71 percent and 67 percent, respectively), one-third of homeowners consider health concerns very or extremely important to their project (33 percent). Nearly one in five report the same for integrating “green” materials (20 percent) and 13 percent for integrating smart technology.

# What We Are Doing in Our Homes

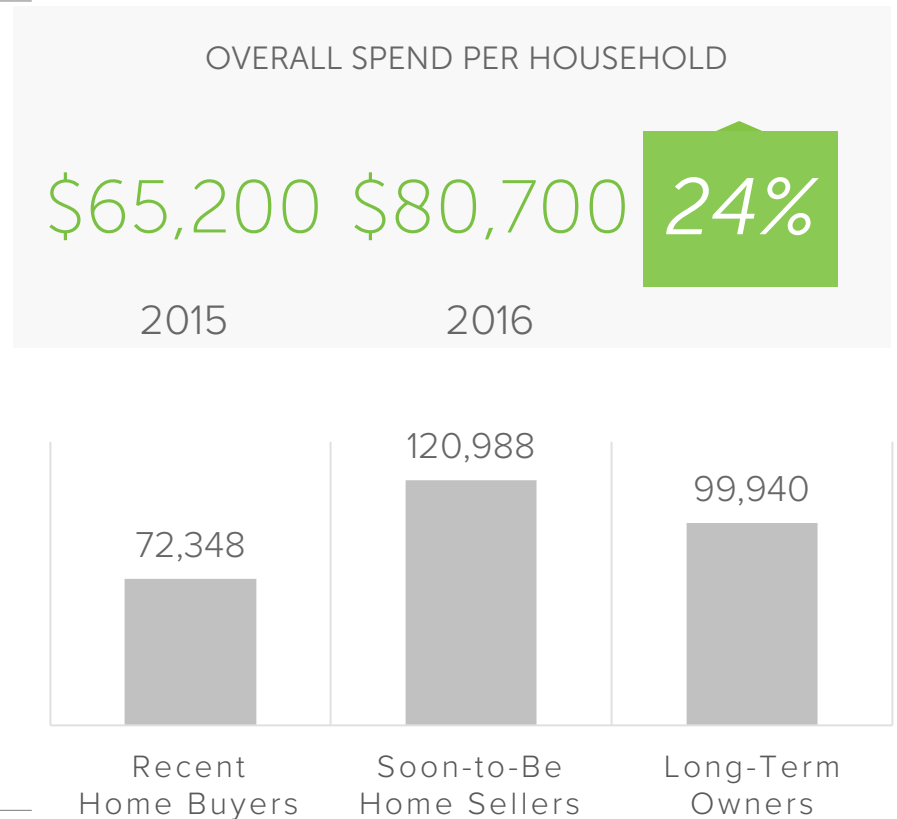
Charts below show the frequency of activities related to the primary home in 2015 and 2016, as well as the average renovation spend per renovating homeowner in 2015 and 2016, overall and by segment, as reported by homeowners on Houzz New Zealand.

■ 2015 ■ 2016

## ACTIVITIES IN THE HOME BY YEAR

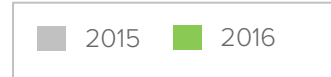


## AVERAGE TOTAL RENOVATION SPEND (NZ\$) BY YEAR

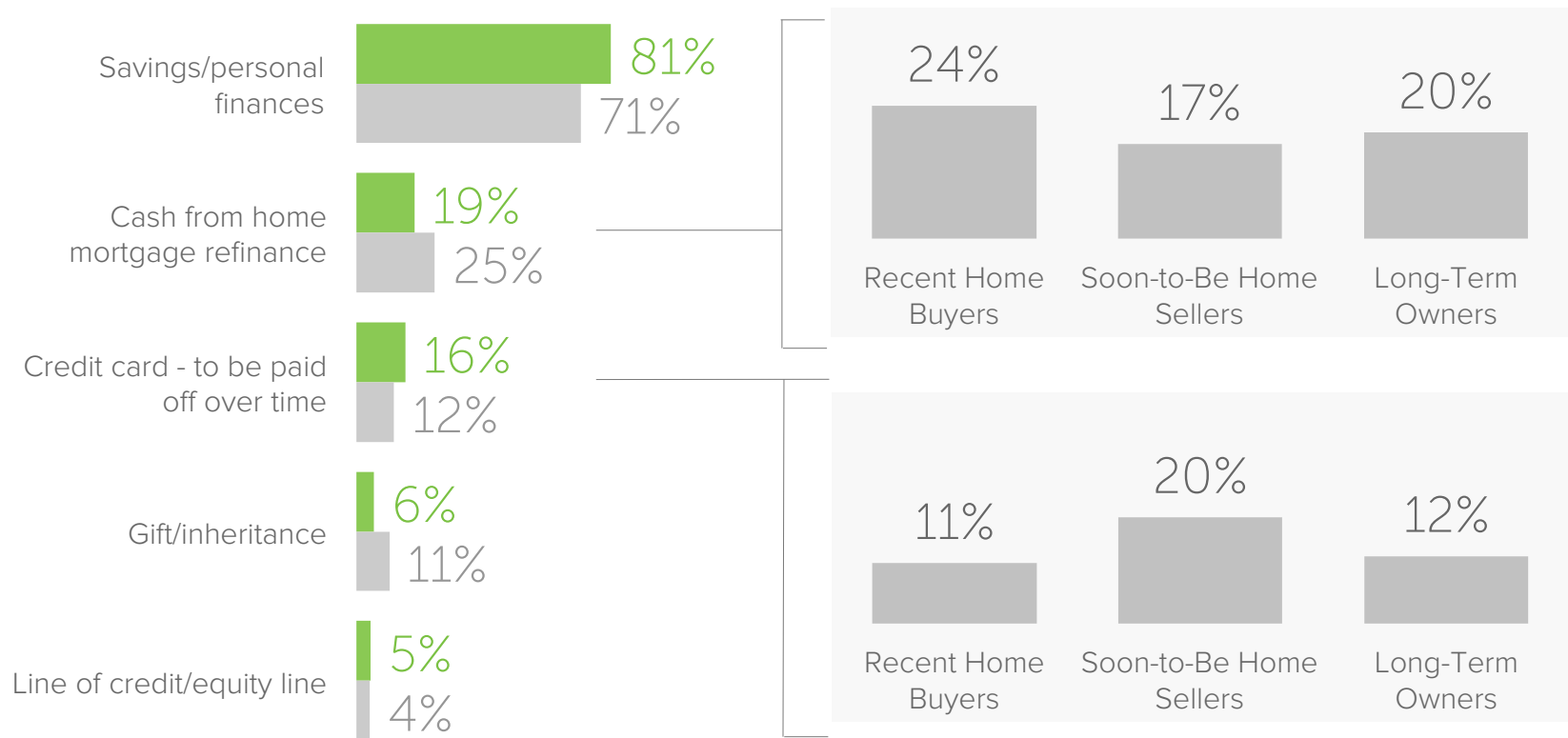


# How We Are Funding Our Home Renovations

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

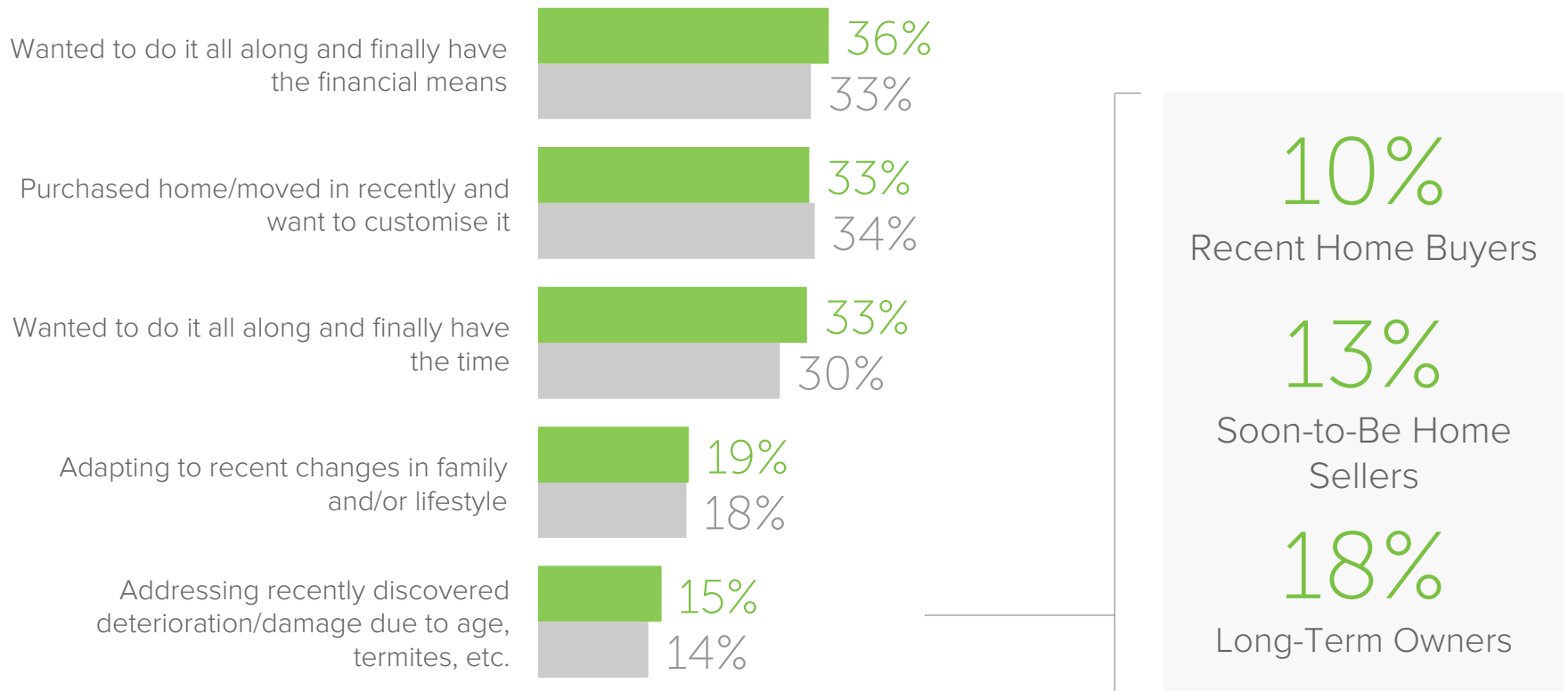


# Why We Are Renovating Now

Chart below shows 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

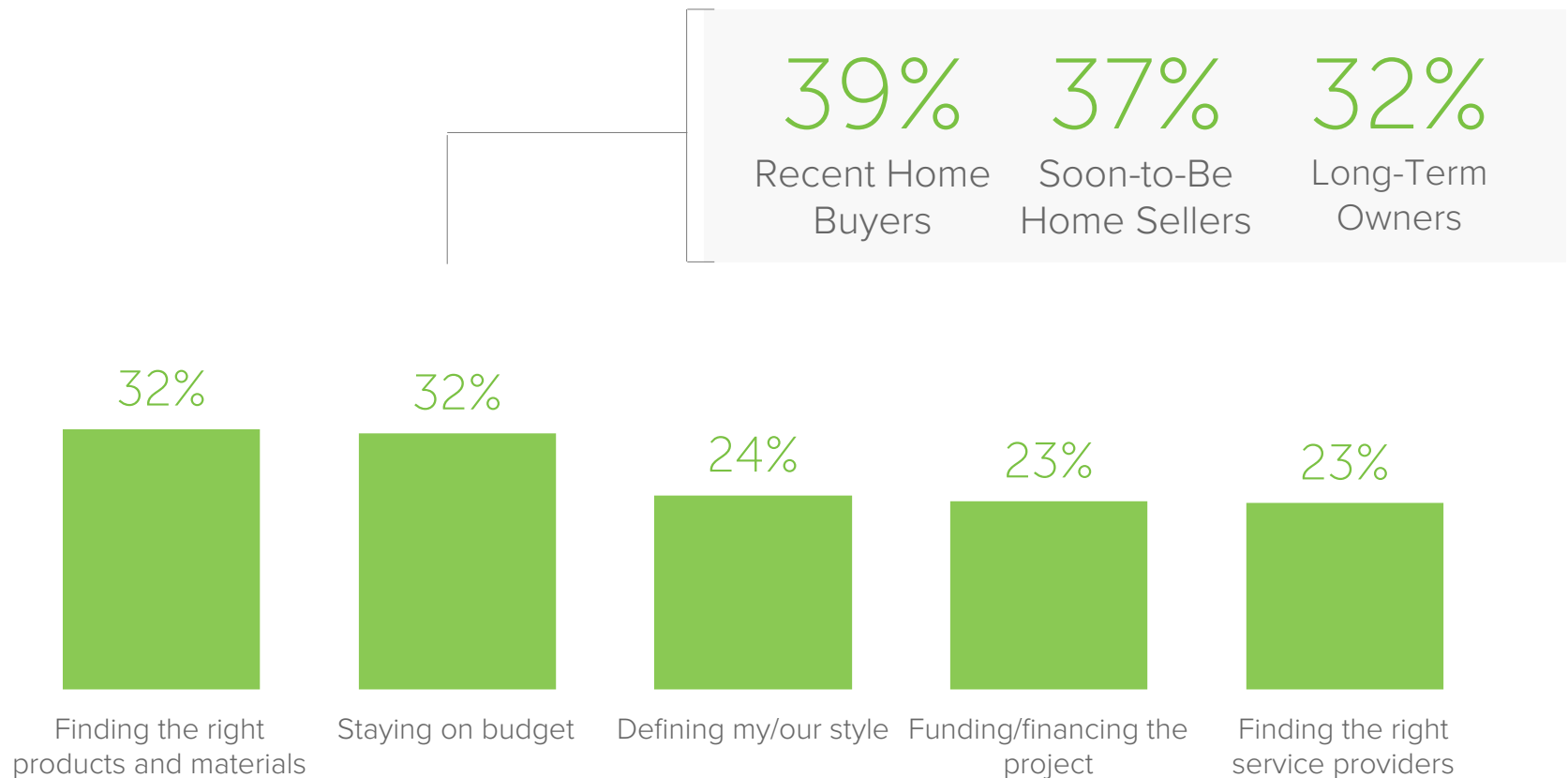
## TOP REASONS FOR STARTING RENOVATIONS BY YEAR



# What Challenges We Face in Our Home Renovations

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

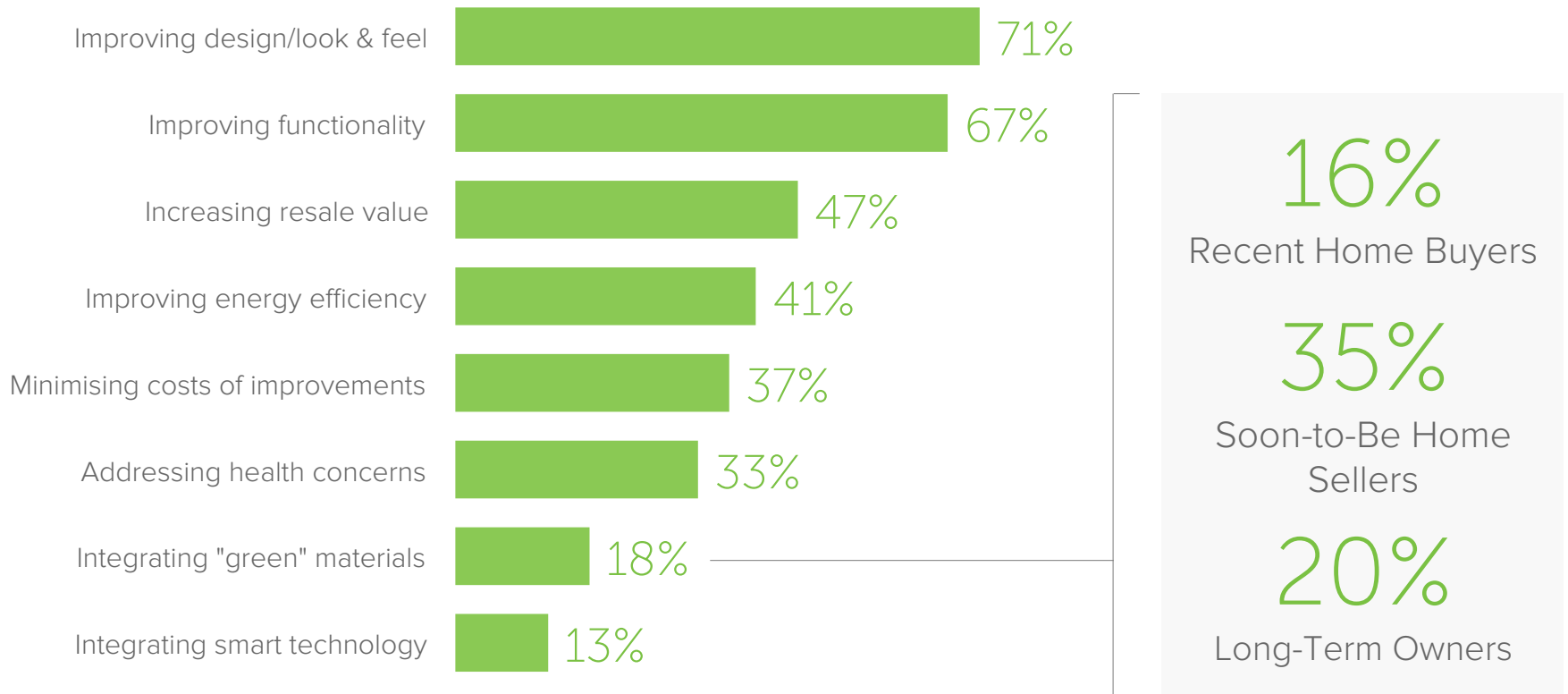
## TOP RENOVATION CHALLENGES IN 2016



# What We Prioritize During Our Home Renovations

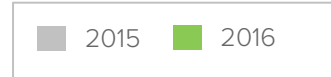
Charts below show the frequency of homeowners who ranked various considerations as very to extremely important during their 2016 renovation project (9-10 out of a 10-point scale), as reported by homeowners who renovated their primary homes.

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

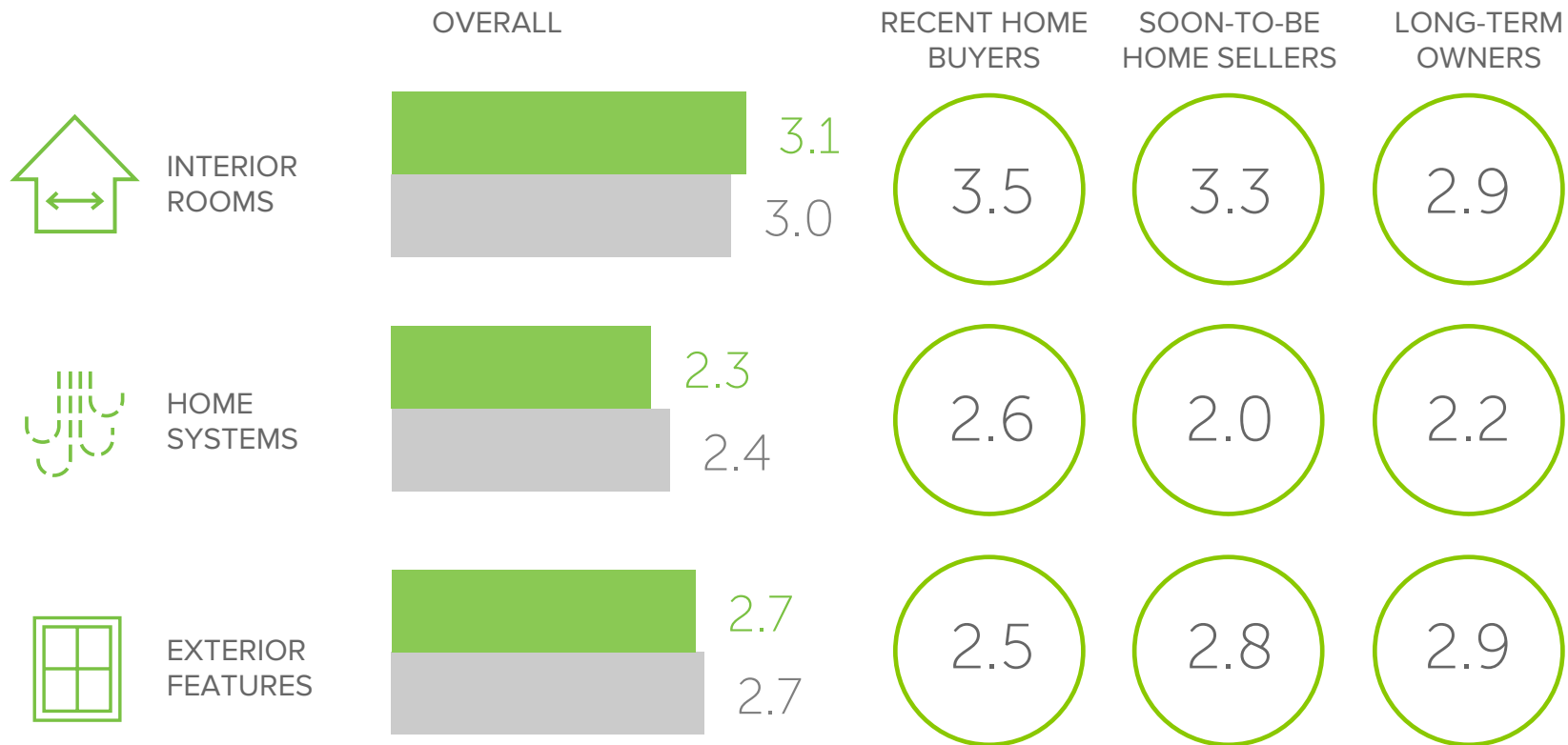


# How Many Projects We Tackle in Our Homes

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.



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

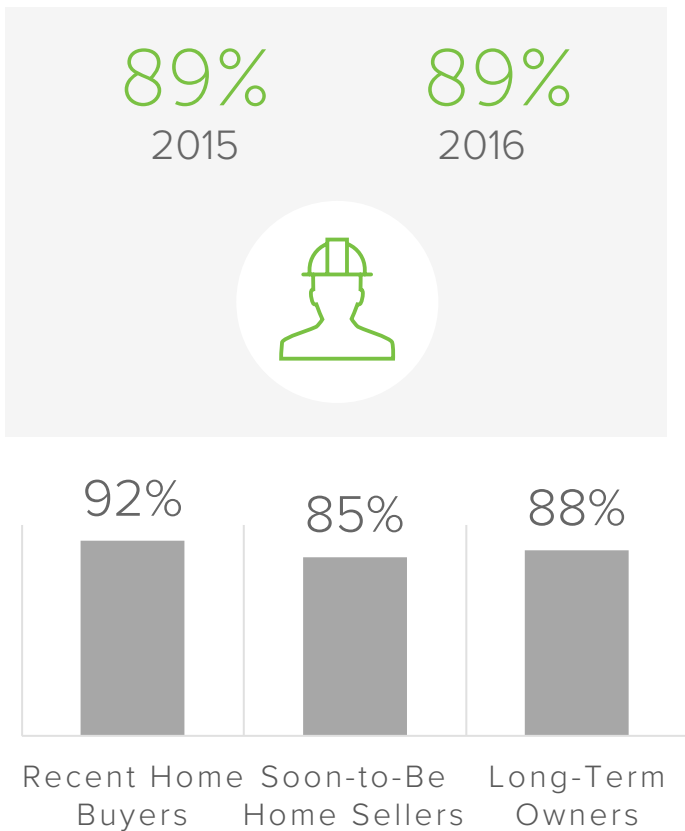




# Who We Turn to for Help

Charts and table 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



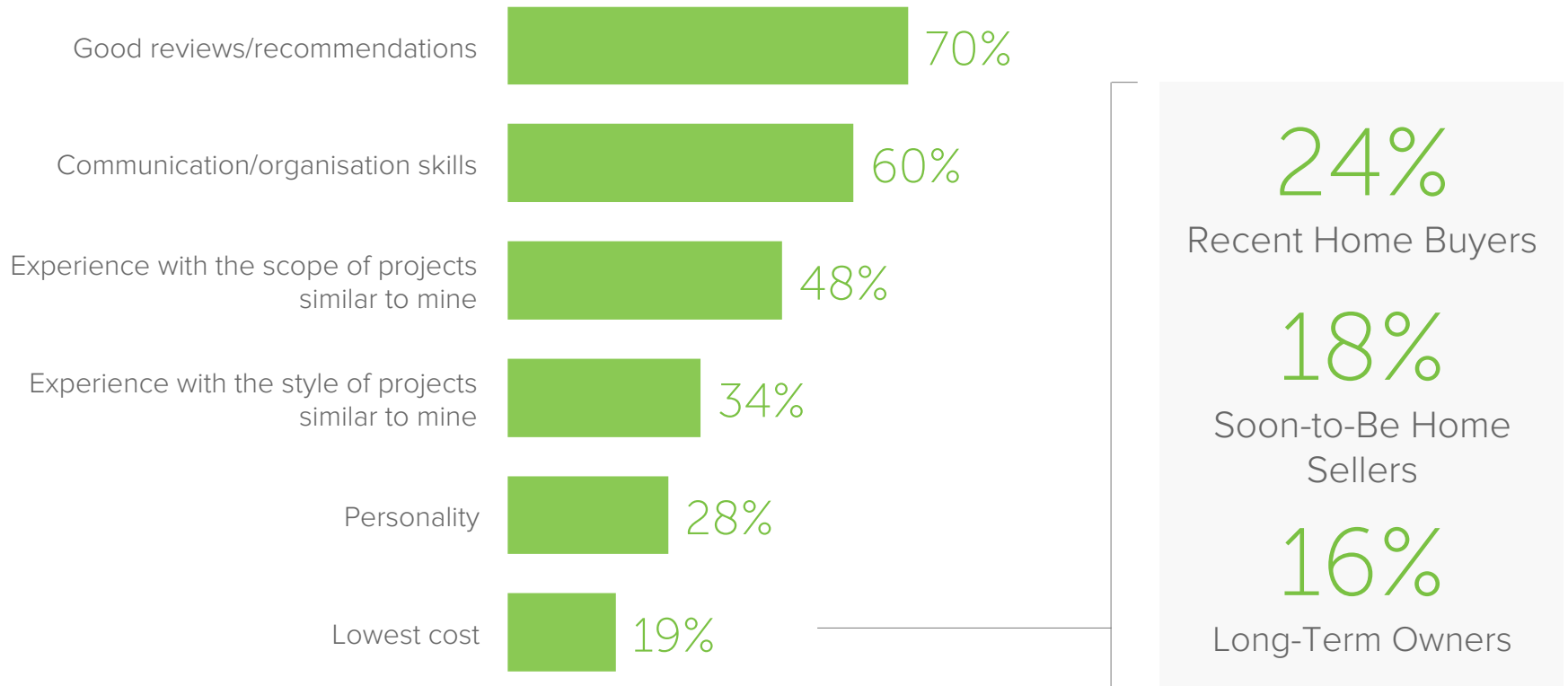
## TOP HIRED PROFESSIONALS BY YEAR

Professional	2015	2016
Electrician	67%	65%
Plumber	51%	50%
Carpet and Flooring	35%	34%
Carpenter	21%	32%
Painter (exterior or interior)	30%	31%
Home Builder	44%	31%
Cabinets and Cabinetry	24%	24%
Window Coverings (draperies & blinds)	21%	22%
Tile, Stone or Benchtop	17%	21%
Windows and Doors	16%	18%
Kitchen Designer or Renovator	11%	16%
Roofing	16%	15%
Architect	17%	14%
Landscape Contractor or Gardener	12%	11%
HVAC Specialist or Heating and Cooling Contractor	6%	11%

# 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

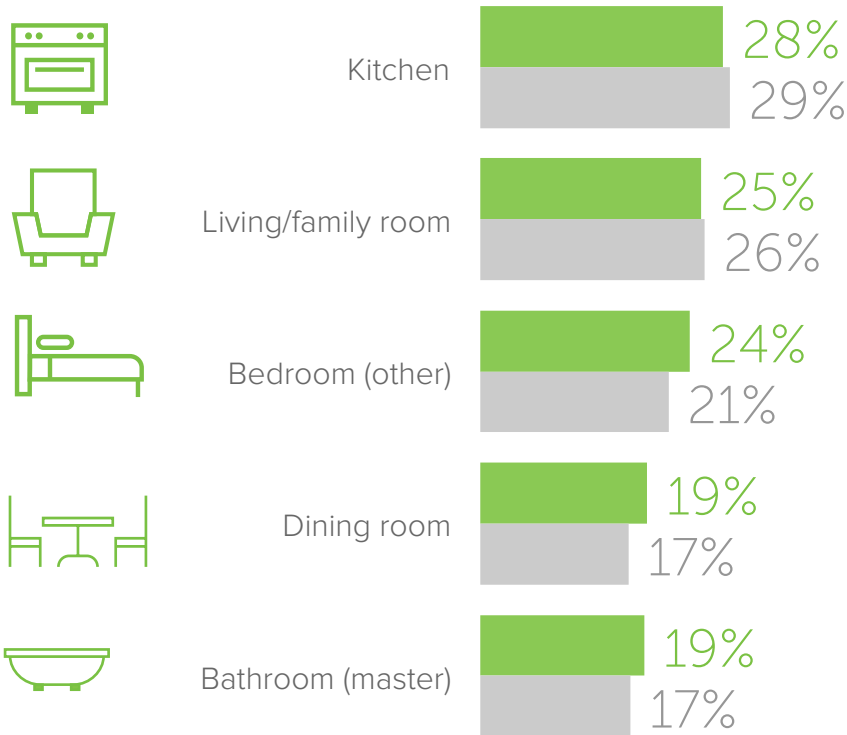


# Where We Focus Our Efforts

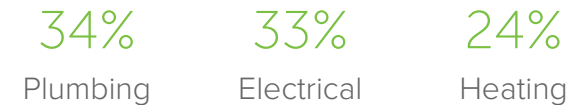
Charts and tables below show the frequency of most popular 2015 and 2016 renovations of interior rooms, as well as 2016 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.

■ 2015 ■ 2016

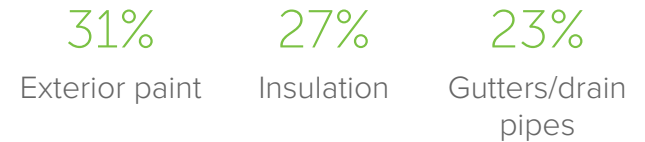
## TOP INTERIOR ROOM RENOVATIONS BY YEAR



## TOP HOME SYSTEM UPGRADES IN 2016



## TOP EXTERIOR FEATURE UPGRADES IN 2016



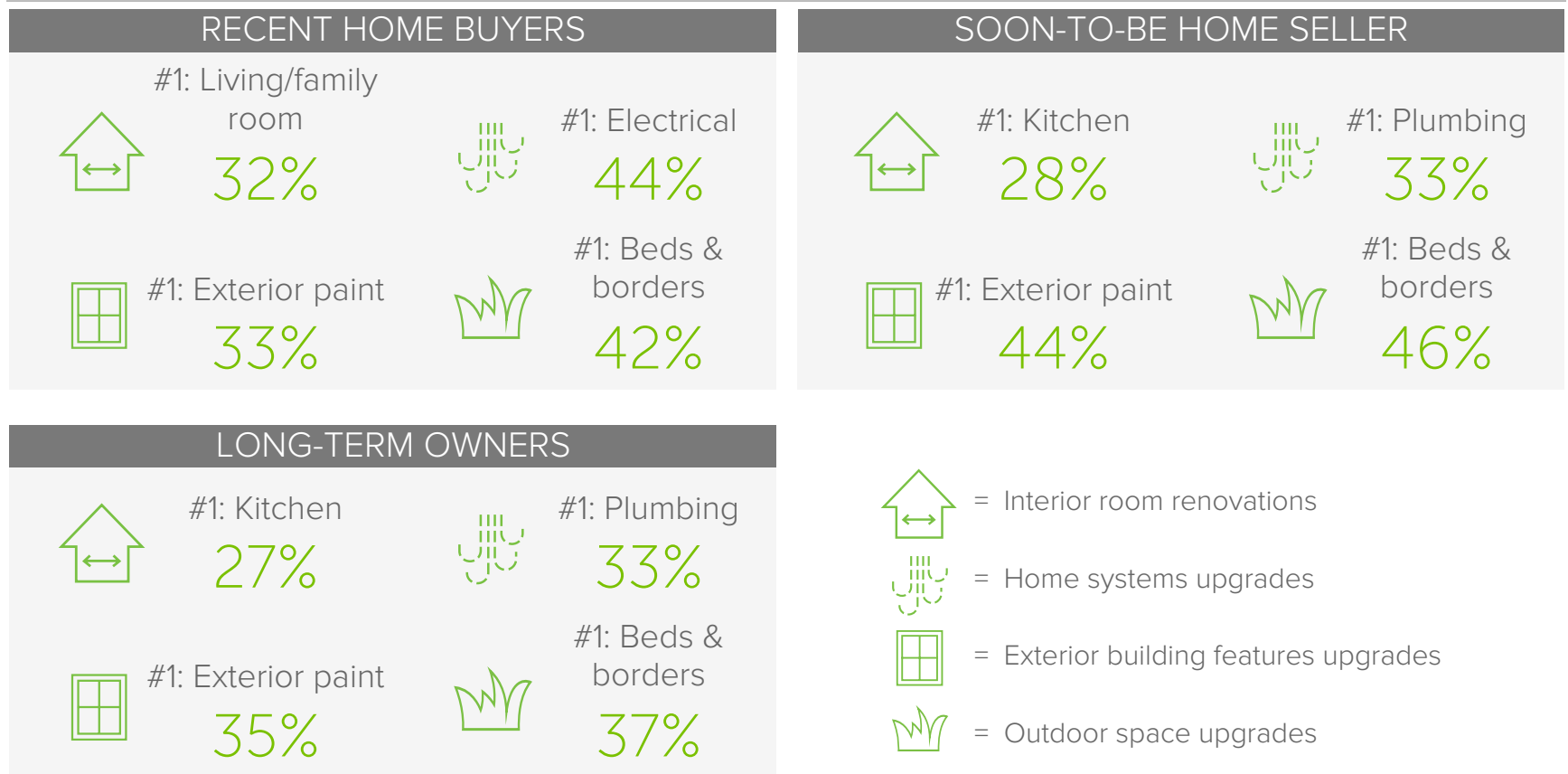
## TOP OUTDOOR FEATURE UPGRADES IN 2016



# 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

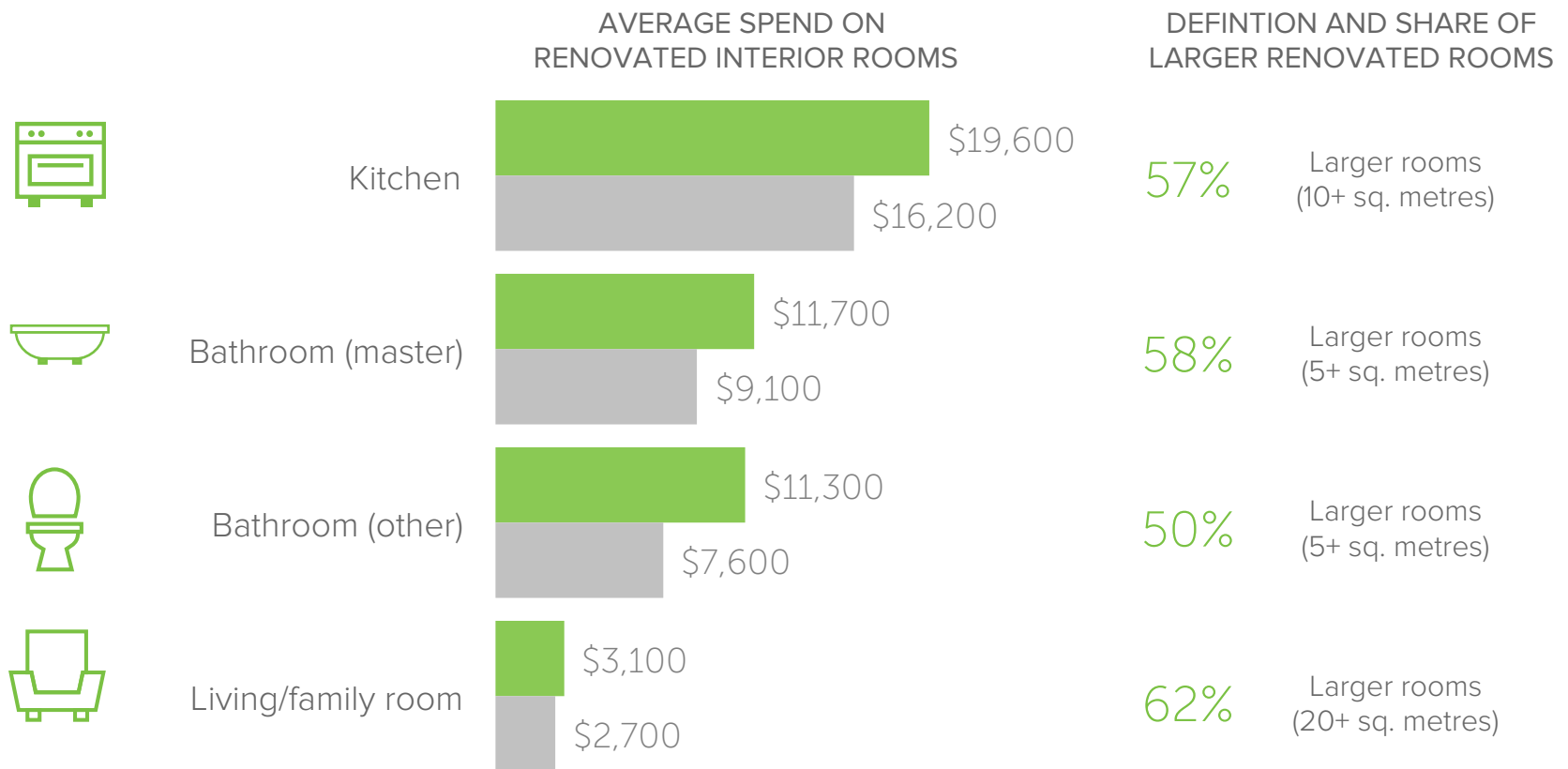


# What We Are Doing in Interior Renovations

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

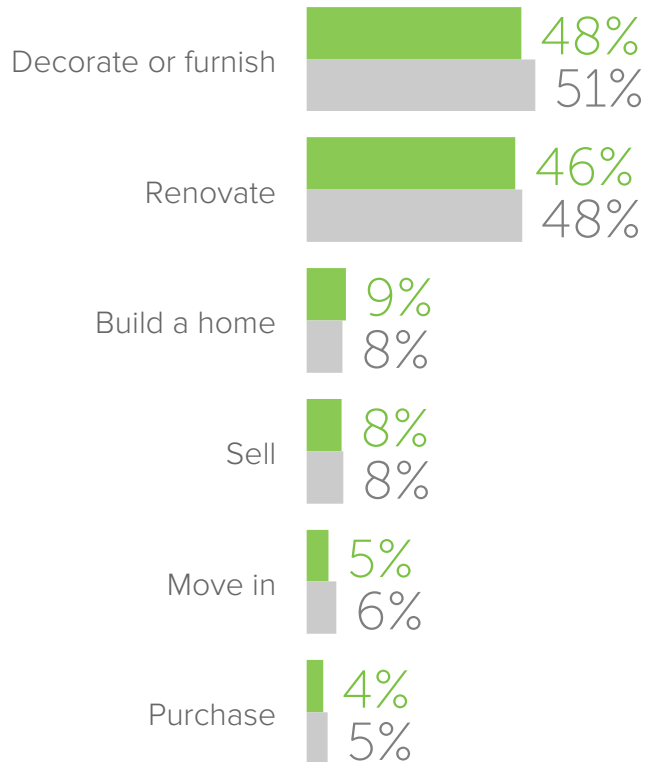


# What We Are Planning for 2017

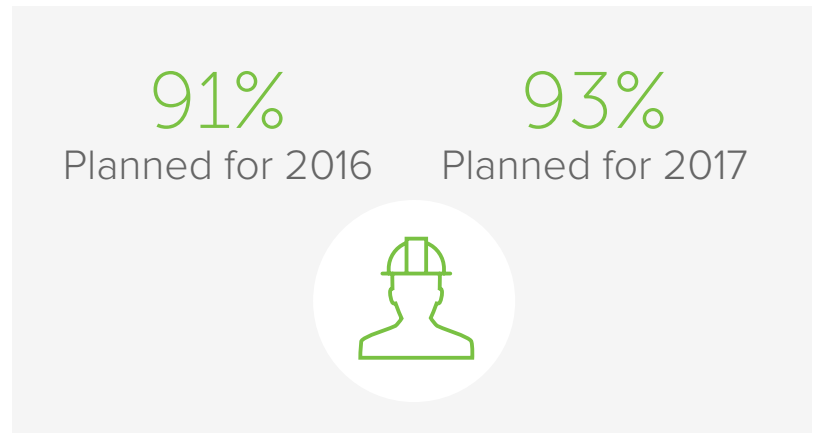
Charts below show the frequency of planned activities and planned pro hiring in 2017 related to the primary home, compared to planned activities and pro hiring reported for 2016 from the earlier study, as well as planned purchases in the next six months of 2017, as reported by homeowners on Houzz New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

■ 2016 ■ 2017

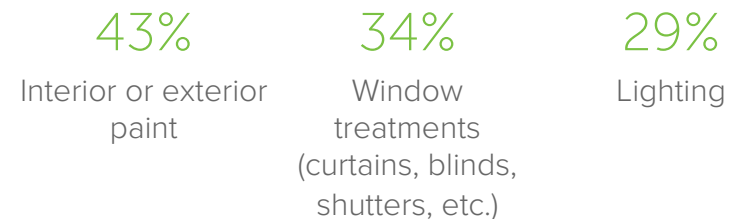
## PLANNED ACTIVITIES



## PLANNED PRO HIRING



## PLANNED TOP PURCHASES IN 2017



# Methodology

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 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 1829 respondents in New Zealand, representing the activity of the more than 40 million monthly unique Houzz users.

The 2017 Houzz & Home survey for New Zealand was sent via email to registered users of Houzz and fielded in March 15 – April 19, 2017. The Farnsworth Group, an independent market research firm, conducted the survey. The current report relies on responses of New Zealand homeowners on Houzz (n=1,634) and New Zealand homeowners on Houzz who renovated in 2016 (n=840).

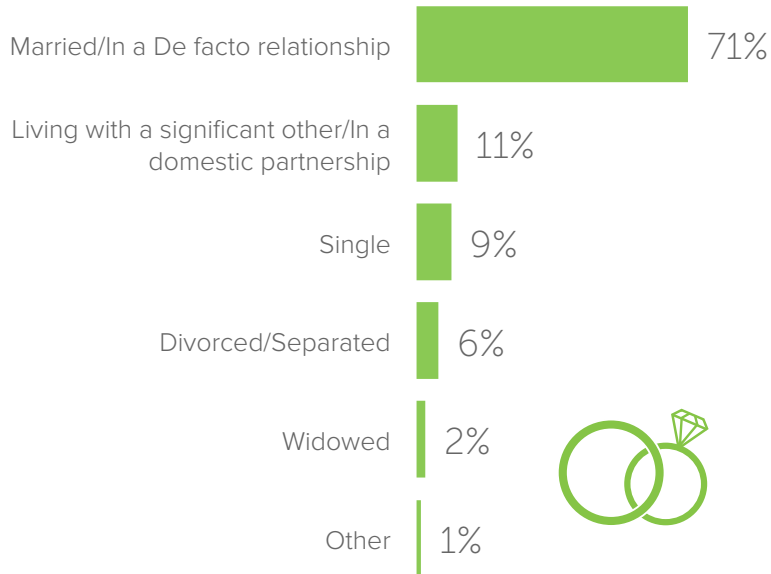
The current report contrasts findings against findings from the 2016 Houzz & Home survey. More details on the 2016 Houzz & Home survey can be found [here](#).

# APPENDIX

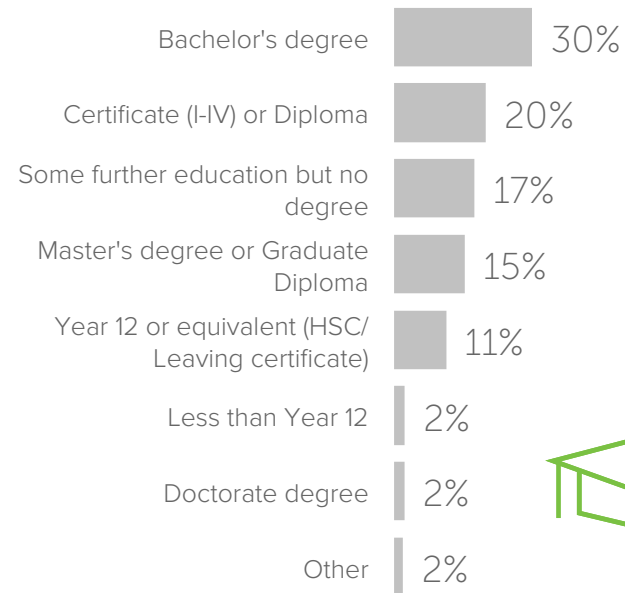


# A. 2016 Renovating Homeowner Demographics

## MARITAL STATUS



## EDUCATION



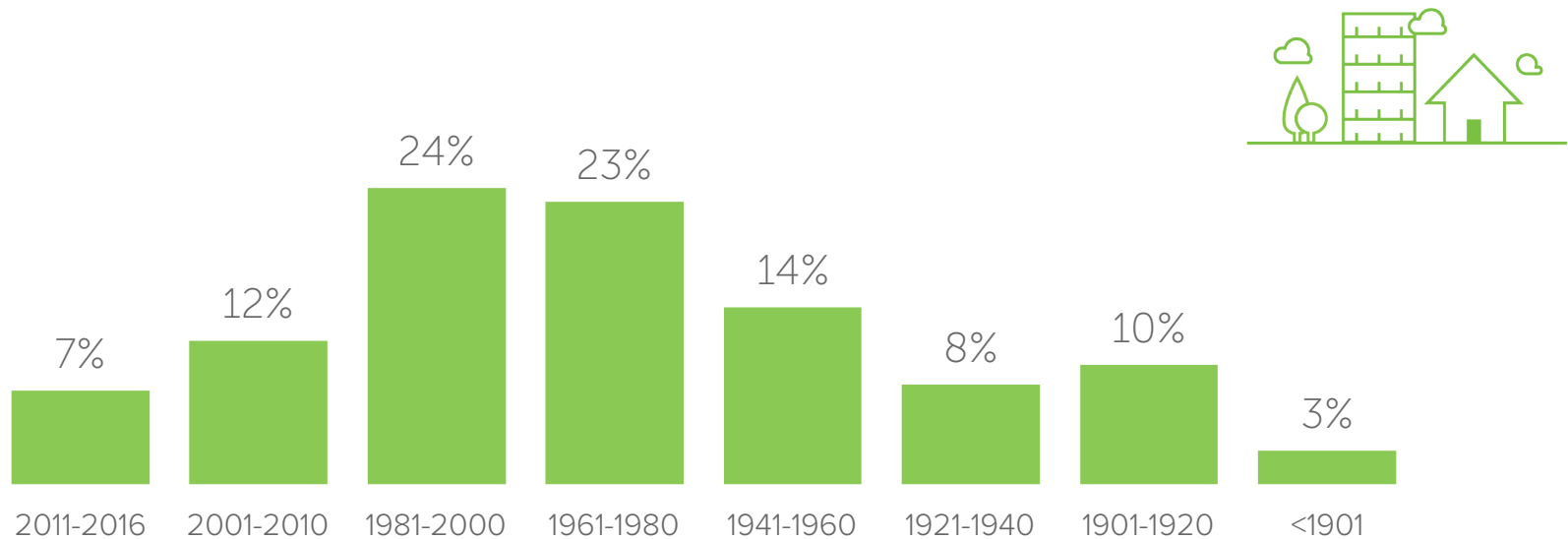
## ANNUAL HOUSEHOLD INCOME



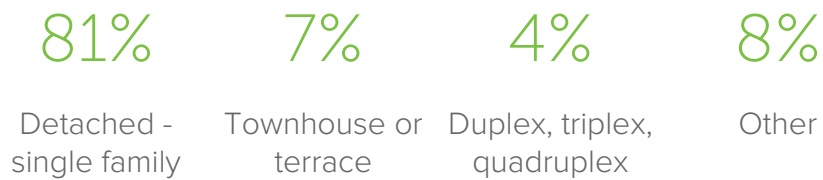
**45%** Have child(ren) living with them

## B. Characteristics of Homes Renovated in 2016

### YEAR BUILT



### HOME TYPE



### OWNER-REPORTED HOME VALUE



## C. Links to Resources on Houzz New Zealand

PHOTOS	FIND PROS	PRODUCTS	STORIES
Kitchen	Architects	Furniture	Most Popular
Bathroom	Home Builders	Lighting	Houzz Tours
Bedroom	Architectural Designers	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