

2022 Houzz & Home

Overview of U.S. Renovation
in 2021 & 2022



Big Ideas



RENOVATION ACTIVITY & SPEND HIT 4-YEAR HIGH

Home renovation activity and spend are at the highest rates reported since 2018. More than half of homeowners (55%) renovated in 2021, up from 53% in 2020 and 54% in both 2019 and 2018. Following 15% growth in median renovation spend in 2020, homeowners reported an additional 20% jump in 2021 median spend, which now stands at \$18,000.

PLANNED RENOVATION SPEND INCREASES

YEAR OVER YEAR

More than half of homeowners (55%) plan to renovate in 2022, and nearly half (46%) plan to decorate. For the first time since 2018, homeowners' planned spend has increased. The median has been \$10,000 for the past three years and is now \$15,000, a 50% jump.

RECENT HOMEBUYERS* SPEND DOUBLE THE

NATIONAL MEDIAN SPEND

Recent homebuyers, who account for 10% of renovating homeowners, spent nearly double the median (\$30,000) in 2021, surpassing the median spend for short-term* and long-term* homeowners (\$19,000 and \$15,000, respectively). Recent homebuyers with higher-budget projects (the top 10% of spend) invested \$175,000, compared with \$100,000 for short-term homeowners and \$90,000 for long-term homeowners. This higher spend potentially can be attributed to the number of projects recent homebuyers undertake at a single time—an average of three to four rooms as well as home systems such as electrical and plumbing.

INVESTMENT IN INTERIOR ROOMS RISES

Median spend increased for all interior room renovations in 2021. The kitchen, which remains the most popular interior room to be upgraded and is the room with the highest spend, saw an increase in investment of 25% (\$15,000 in 2021 versus \$12,000 in 2020). Interior rooms with the most dramatic spend increase are guest bathrooms (38%), laundry rooms (33%), living rooms (33%) and guest bedrooms (28%).

HOMEOWNERS EXPLORE ALTERNATIVE FUNDING

SOURCES

The percentage of homeowners relying on cash from savings to fund their renovation projects declined by 7 points in 2021 (to 76%), after remaining stable over the three years prior (83% each year). In contrast, the percentage of homeowners financing renovation projects with credit cards increased by 6 points (to 35%).

SECURING THE GROUNDS

Renovating homeowners spent 25% more on home security systems in 2021 than in 2020. In fact, outdoor security systems are now three times more popular than they were in 2015 and the second most frequently installed outdoor upgrade (17%), behind lighting (22%). Outdoor security system upgrades are most popular among short-term homeowners (21%), followed by recent homebuyers (20%) and long term homeowners (14%).

*Recent homeowners are defined as those who have not yet moved into their home or moved in less than a year ago. Short-term owners moved into their home one to five years ago. Long-term homeowners moved into their home six or more years ago.

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2021 & 2022 Overview



Widespread Renovations and Further Increase in Spend

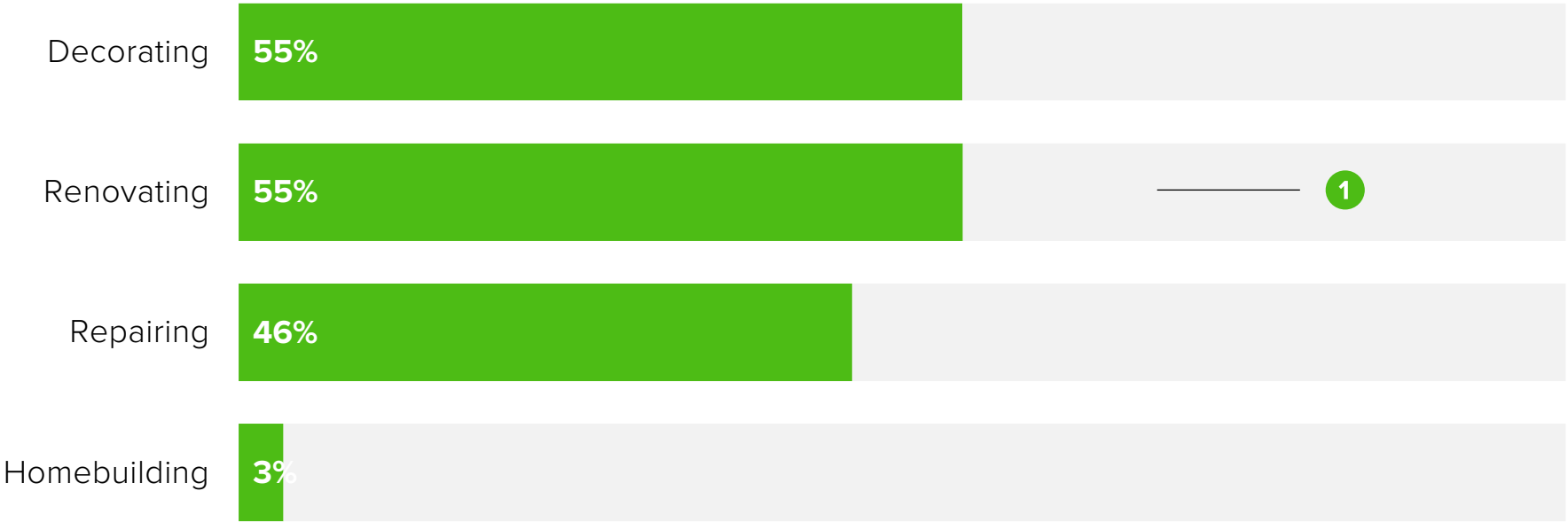
Home renovations were more widespread in 2021, with 55% of homeowners reporting activity, compared with 53% in 2020, 54% in 2019 and 54% in 2018.

Homeowners spent 20% more on renovations too. The median spend in 2021 was \$18,000, compared with \$15,000 the prior year, when the median spend already had risen by 15%. Furthermore, higher-budget projects (with the top 10% of spend) increased from \$85,000 in 2020 to \$100,000 or more in 2021.

More than half of survey respondents (55%) also decorated their homes in 2021.

*Multiple responses were allowed.

Frequency of Home-Related Activities Among Homeowners in 2021*



1 National Renovation Spend per Household

Median Spend		90 th Percentile Spend	
2021	\$18,000	2021	\$100,000
2020	\$15,000	2020	\$85,000
2019	\$13,000	2019	\$80,000

Homeowners Invest in Their Newly Purchased Homes

While recent homebuyers comprise only 10% of homeowners who renovated in 2021, their median spend on renovation is nearly double that of renovating homeowners of all residency lengths (\$30,000 for recent homebuyers versus \$18,000 among all renovating homeowners).

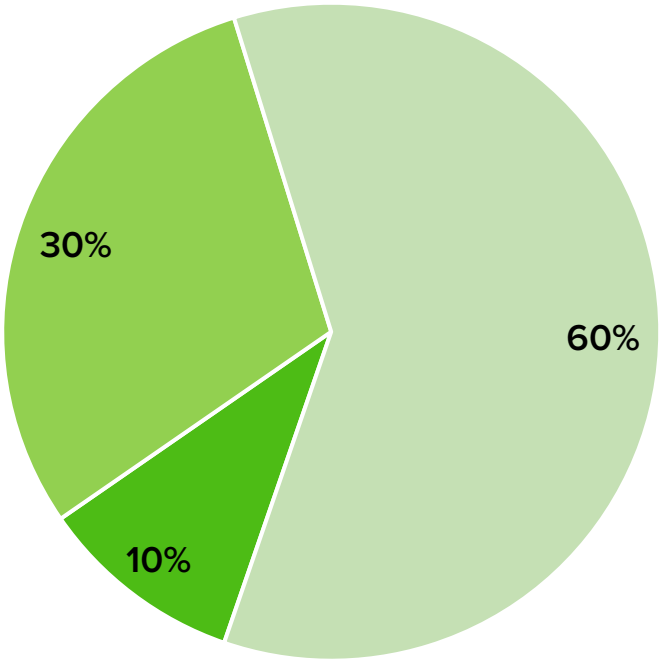
The largest share of homeowners, who renovated in 2021 are long-term homeowners (60%). The median spend of this group on all projects is \$15,000, while the spend on higher-budget projects (the top 10% of spend) is \$90,000.

Short-term homeowners are the second-largest group among renovating homeowners (30%). Median spend among this group is \$19,000, and high-budget projects are on par with the national spend at \$100,000.

*Recent homeowners are defined as those who have not yet moved into their home or moved in less than a year ago. Short-term owners moved into their home one to five years ago. Long-term homeowners moved into their home six or more years ago.

Breakdown of Primary Residence Tenure Among Homeowners Who Renovated in 2021*

- Recent homebuyers
- Short-term homeowners
- Long-term homeowners



National Renovation Spend per Household

Median Spend

Recent homebuyers **\$30,000**

Short-term homeowners **\$19,000**

Long-term homeowners **\$15,000**

90th Percentile Spend

Recent homebuyers **\$175,000**

Short-term homeowners **\$100,000**

Long-term homeowners **\$90,000**

Planned Spend is Rising

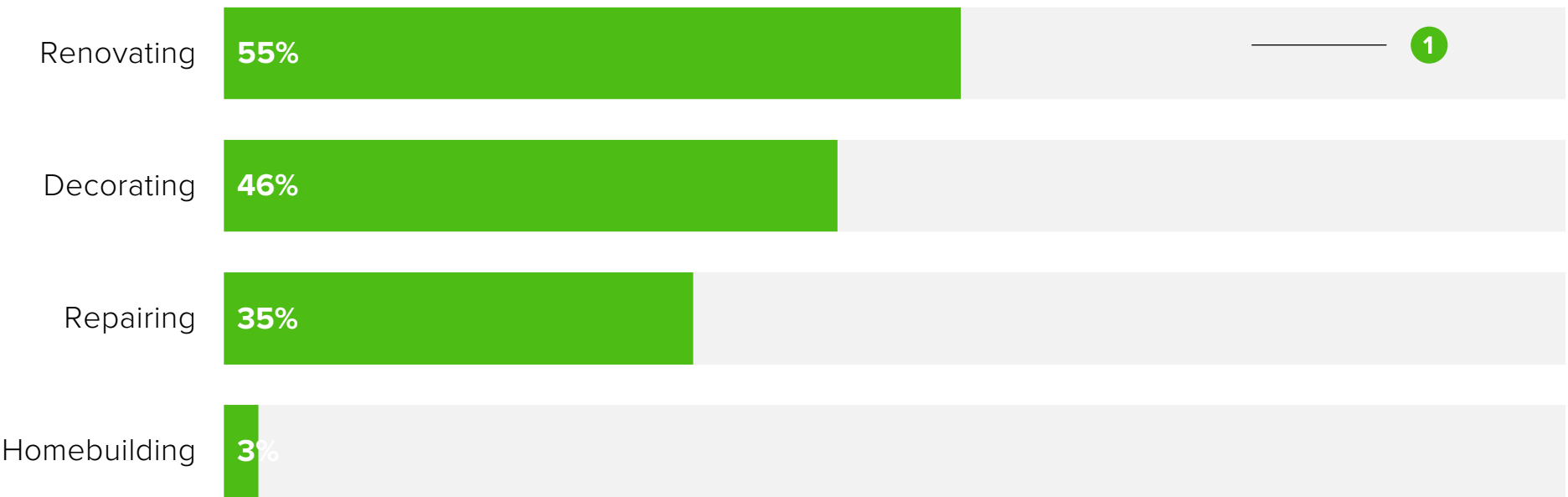
The intent to renovate in 2022 remains strong among homeowners, with 55% of homeowners planning to renovate this year. In 2021, 56% planned to renovate.

For the first time since 2018, homeowners plan to spend more on their renovations compared with the previous year. The planned median spend was \$10,000 in 2018 and \$15,000 in 2022 — a 50% jump. Additionally, homeowners with higher-budget projects (the top 10% of spend) plan to spend \$75,000 in 2022 compared with \$60,000 in 2021.

Nearly half of homeowners plan to decorate in 2022, and nearly 3 in 8 homeowners plan to make repairs.

*Multiple responses were allowed.

Frequency of Planned 2022 Home-Related Activities Among Homeowners*



1 National Planned Renovation Spend per Household

Median Spend		90 th Percentile Spend	
2022 (Planned)	\$15,000	2022 (Planned)	\$75,000

2021 Financing & Motivations



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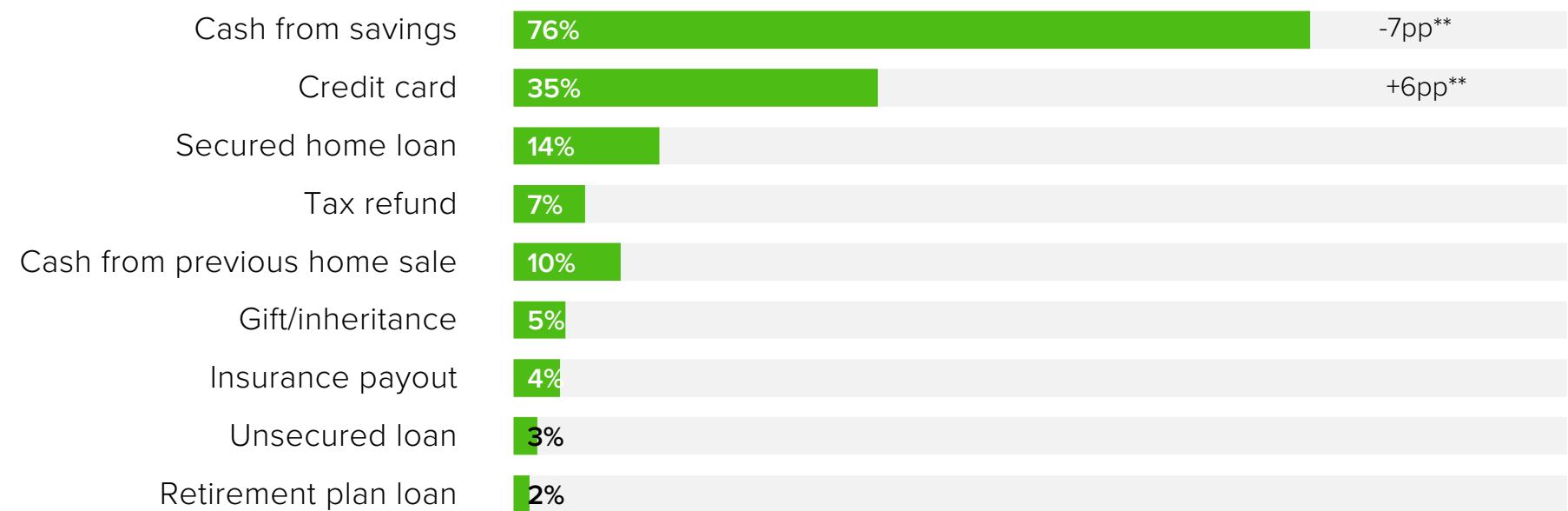
Credit Cards Gain Popularity

The share of homeowners relying on cash from savings (76%) to fund their renovation projects declined by 7 percentage points in 2021, after remaining stable over the previous three years (83% each year). The share of homeowners financing projects with credit cards, on the other hand, increased by 6 percentage points and now stands at 35%.

The use of savings or a credit card remains similar regardless of length of residency in the primary home. However, after those top two choices, recent homebuyers and short-term homeowners were more likely to rely on cash from a previous home sale (42% and 19%, respectively) in 2021, whereas long-term homeowners were more likely to use a secured home loan (17%).

*Multiple responses were allowed.
**Percentage point difference between 2021 and 2020 shares.

Frequency of Top Funding Sources Among Homeowners Who Renovated in 2021*



Top Funding Sources	Recent Homebuyers	Short Term Homeowners	Long Term Homeowners
Cash from savings	74%	83%	84%
Credit card	43%	40%	36%
Cash from previous home sale	42%	19%	2%
Secured home loan	11%	12%	17%
Gift/inheritance	8%	6%	5%
Tax refund	5%	9%	7%
Unsecured loan	3%	3%	2%
Insurance payout	2%	4%	6%
Retirement plan loan	2%	2%	1%

More High-Budget Projects

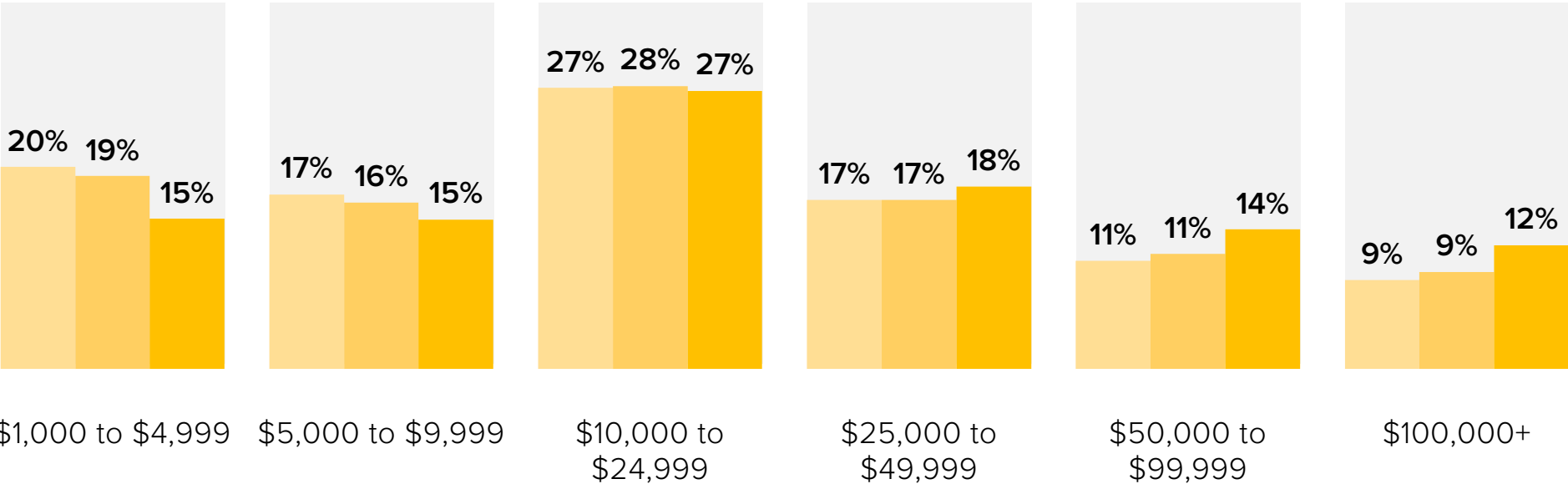
The share of homeowners spending more than \$25,000 per project increased in 2021. The highest two project spend ranges, \$50,000 to \$99,000 and \$100,000 or more, increased by 3 percentage points each from 2020.

The share of homeowners investing \$1,000 to \$10,000 (two spending ranges combined) declined by 5 percentage points since 2020.

Two financing methods for projects costing up to \$5,000 stand out: cash from savings (82%) and credit cards (41%); the latter increased by 11 percentage points since 2020. Homeowners undertaking bigger-budget projects, ranging from \$50,000 to \$200,000, relied on two financing sources in addition to savings and credit cards in 2021: a secured home loan (28%) and cash from a previous home sale (22%).

*Multiple responses were allowed.
**Percentage point difference between 2021 and 2020 shares.

Frequency of Spend Ranges Among Homeowners Who Renovated in 2019, 2020 and 2021



Top Funding Sources*	With Spend of \$1,000 to \$4,999		With Spend of \$50,000 to \$200,000	
Cash from savings	82%	-3pp**	80%	
Credit card	41%	+11pp**	34%	+9pp**
Tax refund	8%	-3pp**	6%	
Secured home loan	8%		28%	
Cash from previous home sale	4%		22%	+3pp**
Gift/inheritance	3%		8%	
Insurance payout	3%		6%	
Unsecured loan	1%		3%	
Retirement plan loan	1%		3%	

Recently Purchased Homes Get Customized

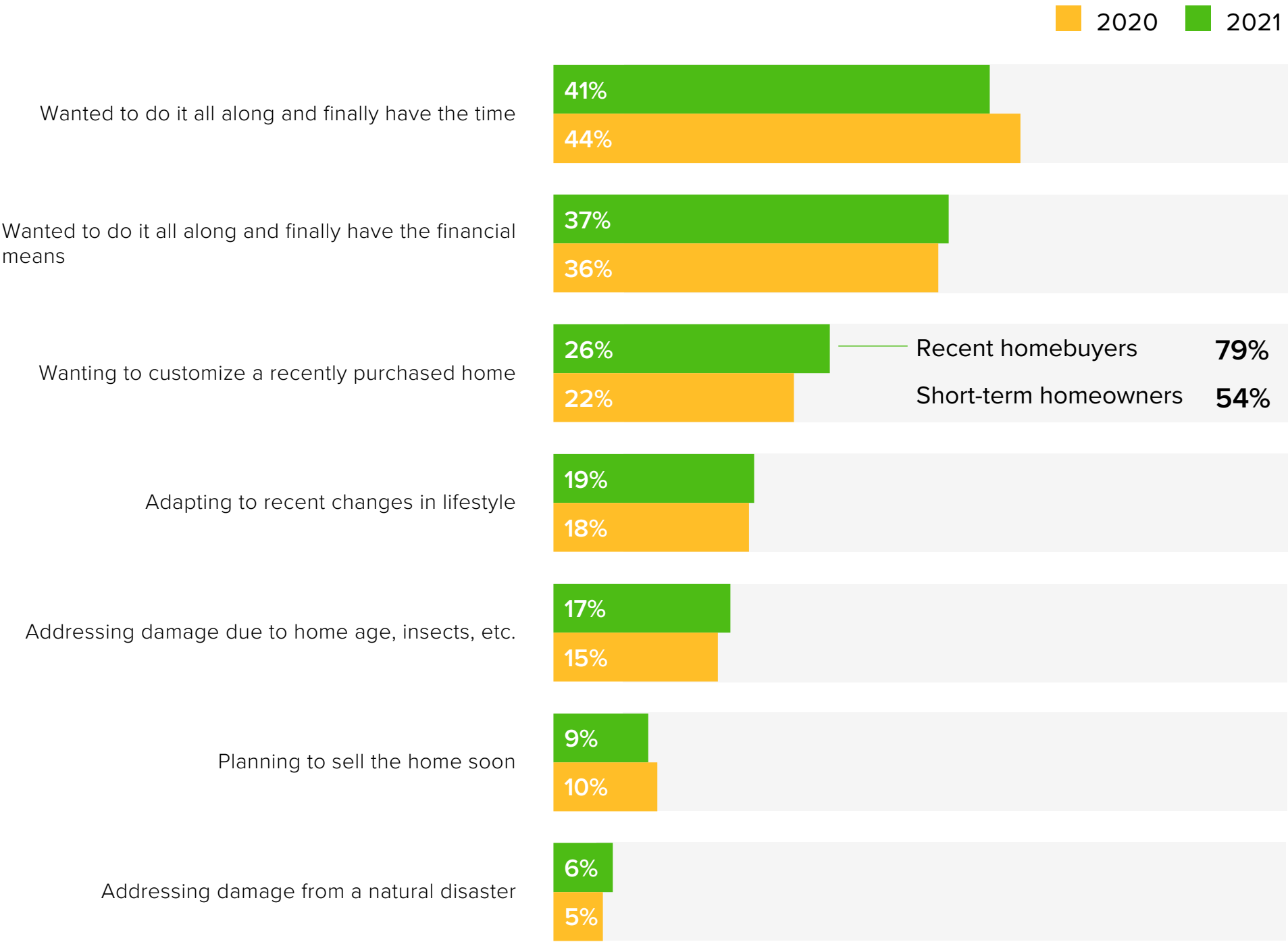
While wanting to do it all along and finally having the time and/or the financial means remain the top two motivators for home renovations in 2021, about 1 in 4 homeowners (26%) was motivated by wanting to customize a recently purchased home. The share of homeowners motivated by customization increased by 4 percentage points since 2020.

Not surprisingly, the sentiment is held primarily by homeowners who have lived in their primary residence for five years or less.

Interestingly, the share of those renovating for a planned home sale declined from 10% in 2020 to 9% in 2021.

*Multiple responses (up to three) were allowed.

Frequency of Top Renovation Triggers Among Homeowners Who Renovated in 2020 and 2021*



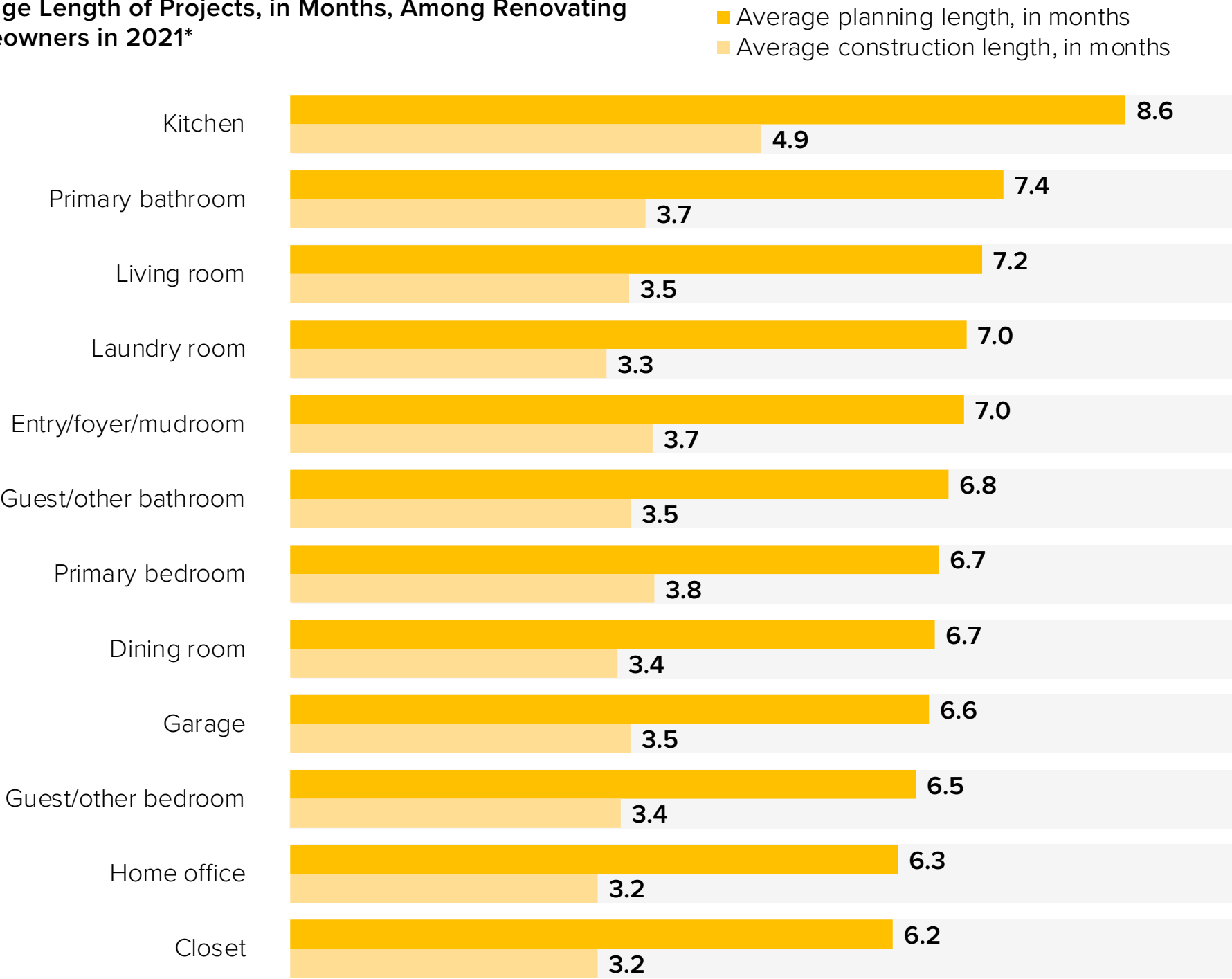
From Planning to Completion Takes 9 Months

Homeowners spent an average of nine or more months on a renovation project in 2021. Across remodels of all interior room types, the planning phase was nearly twice as long as the construction phase.

Kitchen remodels required the longest construction period, almost five months, while the construction phase for bathrooms and other interior rooms was a month shorter on average.

*Does not include additions.

Average Length of Projects, in Months, Among Renovating Homeowners in 2021*



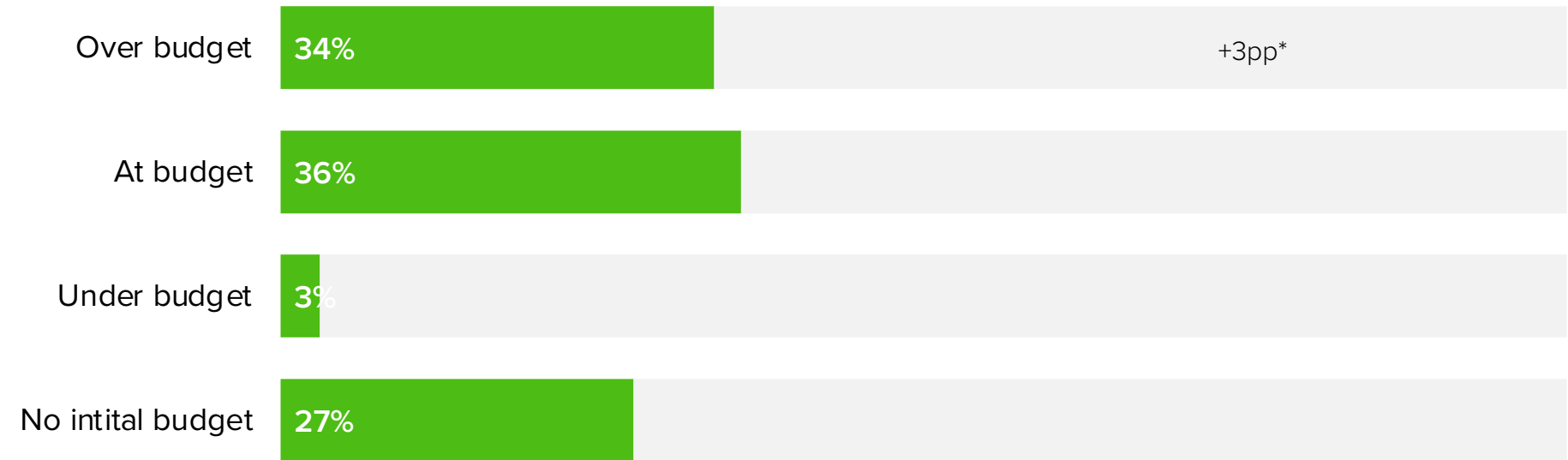
Cost Surges Cause Budget Overruns

Almost two-fifths of homeowners (39%) came in at or under budget when renovating in 2021. However, almost the same share (34%) went over budget. That said, 27% of renovating homeowners didn't even have an initial budget for their 2021 renovation.

Recent homebuyers were more likely to go over budget (45%) than short-term (34%) or long-term (31%) homeowners. Among the former, the reasons are that products or services were costlier than expected, projects were more complex than anticipated and unexpected issues that needed to be addressed were discovered.

*Percentage point difference between 2021 and 2020 shares.

Frequency of Being Under, at or Over Budget Among Renovating Homeowners in 2021



Went Over budget in 2021

Recent homebuyers	45% — 1
Short-term homeowners	34%
Long-term homeowners	31%

1 Reasons for Going Over Budget Among Recent Homebuyers in 2021

- Products or services more costly than expected
- Project was more complex than expected
- Discovered unexpected construction-related issues

2021 Popular Projects & Project Spend



Multiple Projects Undertaken at a Time

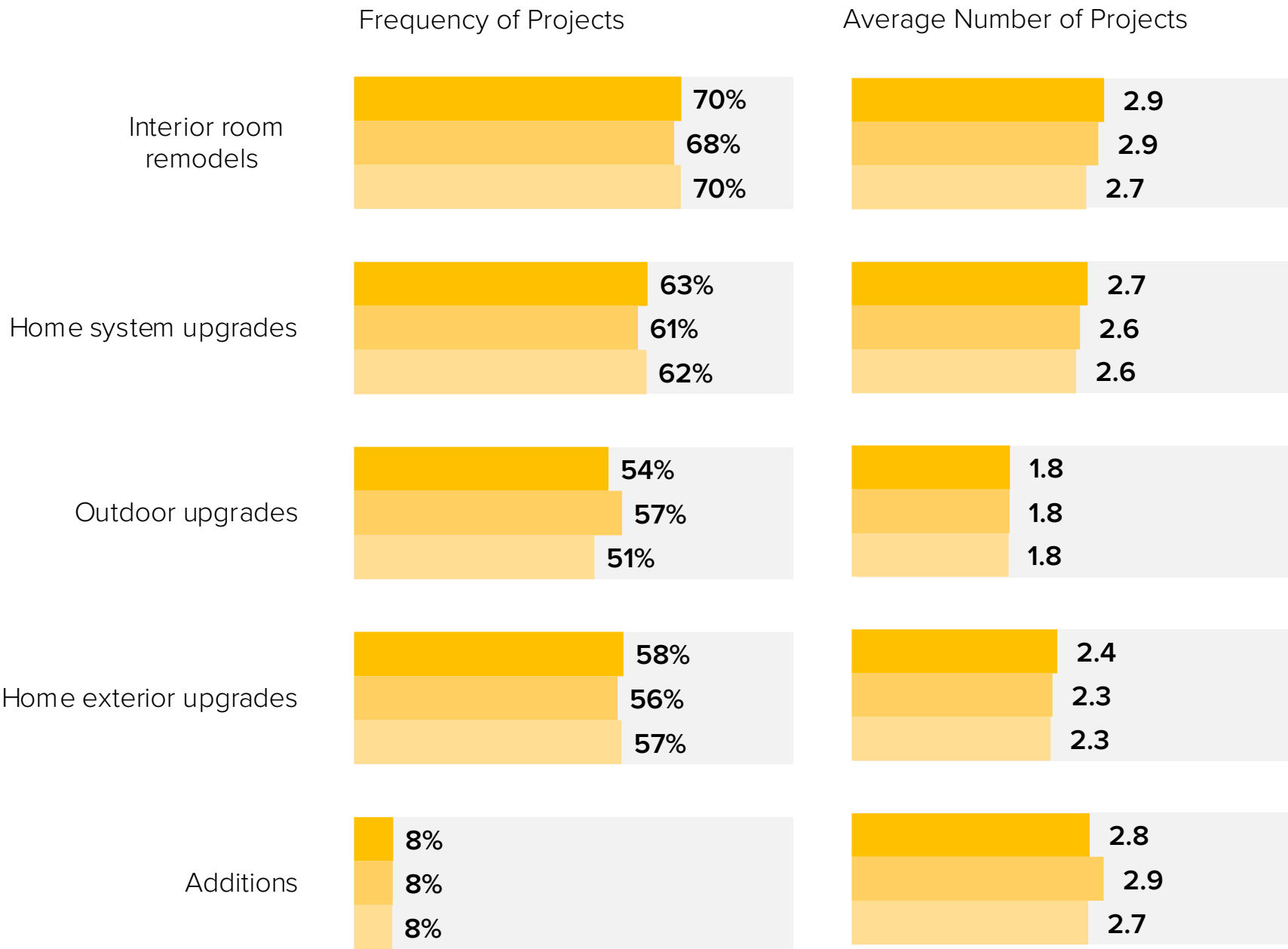
The renovation of outdoor spaces has declined in popularity after its peak activity in 2020 (54% of homeowners renovated outdoors in 2021, versus 57% in 2020). A larger share of homeowners updated interior rooms (70%), home systems (63%) and home exteriors (58%) in 2021, with an increase of 2 percentage points in each category.

Consistent with the increase in the frequency of upgrades to home systems and home exteriors, homeowners completed more projects at a time in 2021 — for instance, almost three home system upgrades on average.

*Multiple responses were allowed. Interior room remodels refers to remodels of kitchens, bathrooms, dining rooms and the like. Home system upgrades refers to upgrades to electrical, plumbing and air-conditioning systems and the like. Outdoor upgrades refers to upgrades to structures (deck, gazebo, etc.), features (lawn, fence, etc.) and systems (irrigation, lighting, etc.). Home exterior upgrades refers to windows, doors, roofing and the like. Additions refers to expansions of the home’s footprint by increasing the square footage of or adding kitchens, bathrooms, dining rooms and the like.

Frequency of Renovation Activity and Number of Projects Among Homeowners Who Renovated*

2019 2020 2021



Recently Purchased Homes Get A Full Makeover

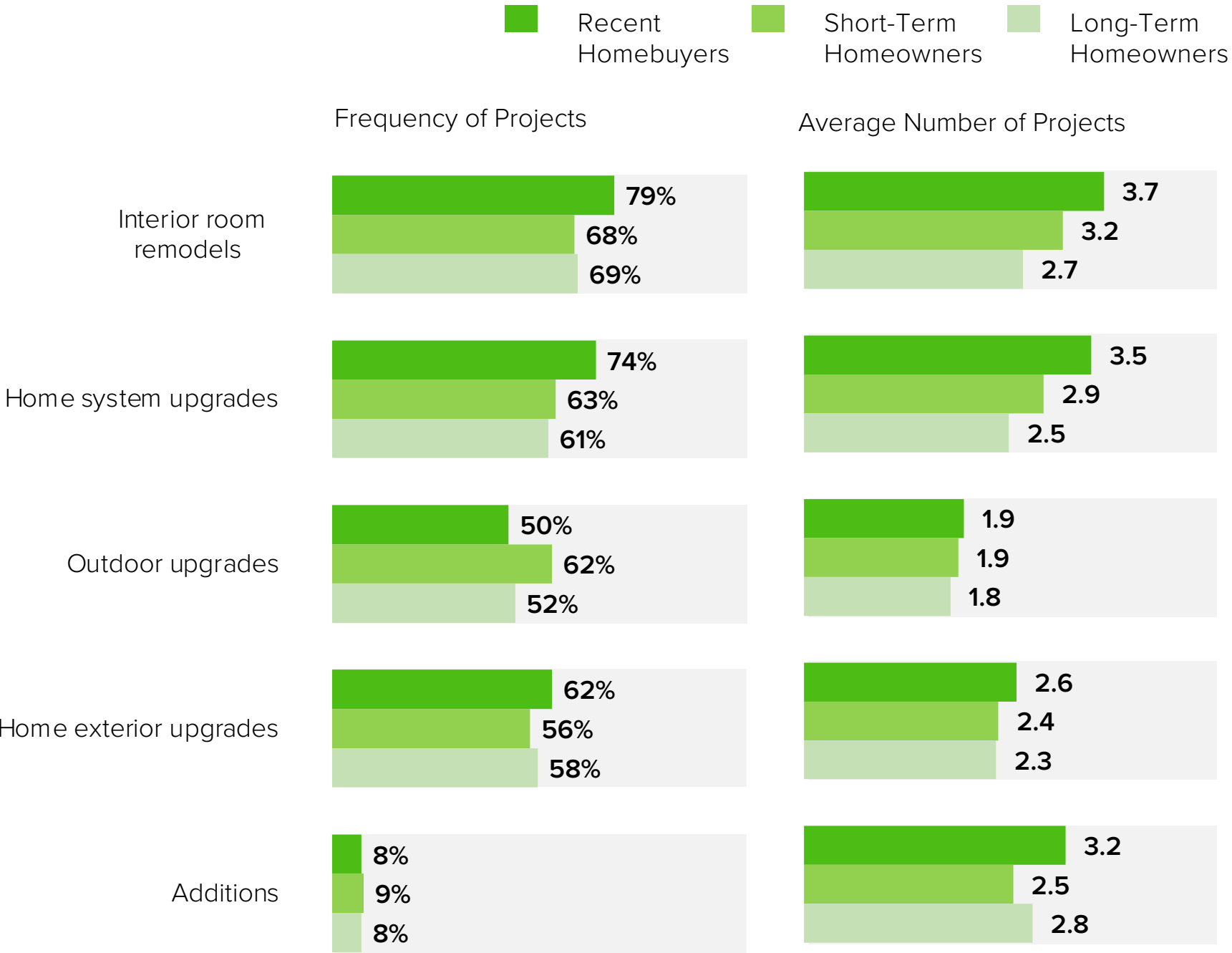
Recently purchased homes are undergoing major renovations. Indeed, a larger share of homeowners who had recently purchased their home renovated interior rooms (79%), home systems (74%) and home exteriors (62%) in 2021, compared with both short-term homeowners (one to five years) and long-term homeowners (six years or more). They also took on nearly four interior rooms and home systems at a time, and nearly three exterior features, such as windows, doors and roofing.

Short-term homeowners upgraded their outdoor spaces at a higher rate (62%) than the other two groups; they renovated an average of nearly two outdoor features — such as a deck, gazebo, fence or irrigation system — at a time.

*Multiple responses were allowed. Interior room remodels refers to remodels of kitchens, bathrooms, dining rooms and the like. Home system upgrades refers to upgrades to electrical, plumbing and air-conditioning systems and the like. Outdoor upgrades refers to upgrades to structures (deck, gazebo, etc.), features (lawn, fence, etc.) and systems (irrigation, lighting, etc.). Home exterior upgrades refers to windows, doors, roofing and the like. Additions refers to expansions of the home’s footprint by increasing the square footage of or adding kitchens, bathrooms, dining rooms and the like.



Frequency of Renovation Activity and Number of Projects Among Homeowners Who Renovated*

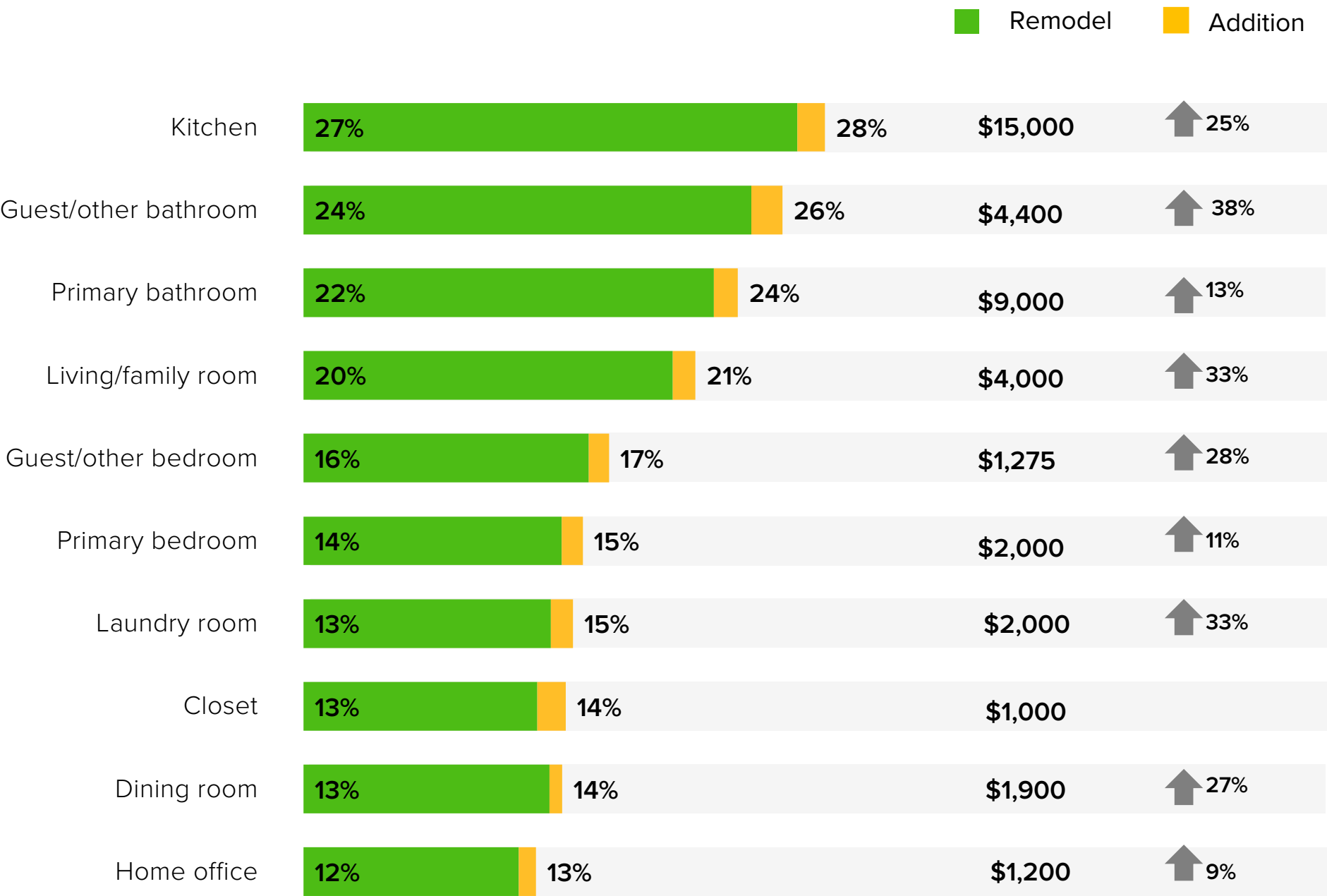


Spend on Interior Rooms Rises

Median spend increased across all interior room renovations in 2021. Homeowners spent 25% more on remodeling the kitchen, the most popular interior room to be upgraded, compared with 2020. The increase in kitchen spend, however, was not the biggest increase across all interior rooms. Spend was bigger for guest bathrooms, laundry rooms, living rooms and guest bedrooms (increasing by 38%, 33%, 33% and 28%, respectively).

*Multiple responses allowed.

Frequency of and Median Spend on Top Interior Room Renovations Among Homeowners Who Renovated in 2021*



Spend On Bathrooms Levels Up

For primary bathroom remodels, spend increased almost 13% in 2021 among the 22% of homeowners remodeling this space. And the median spend amount is higher than in the previous four years (\$9,000 in 2021 versus \$8,000 in 2020, 2019 and 2018, and \$7,000 in 2017).

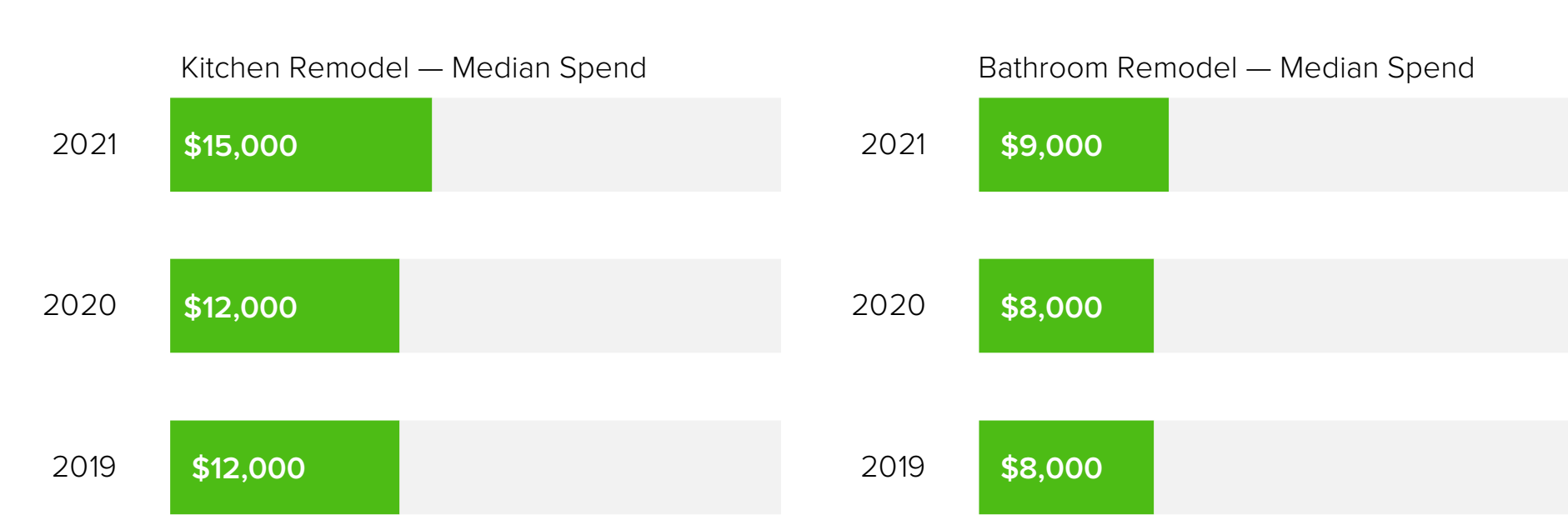
Homeowners with bathrooms larger than 100 square feet spent 11% more on a major bathroom remodel — in which at least the vanity, countertops and toilet were replaced — in 2021. Median spend was 17% lower on a major remodel of bathrooms smaller than 100 square feet compared with 2020.

Median spend on a major remodel of large and small kitchens grew by \$3,000 in 2021, increasing from \$12,000 in 2020 to \$15,000 in 2021.

*Projects done as DIY and with professional help.
**Major kitchen remodel refers to a remodel in which at least all the cabinets and appliances are replaced.
***Major primary bathroom remodel refers to a remodel in which at least the cabinetry/vanity, countertops and toilet are replaced.



Median Spend on Kitchen and Primary Bathroom Remodels*



Major Kitchen Remodel** Median Spend				Major Bathroom Remodel*** Median Spend			
	2019	2020	2021		2019	2020	2021
Larger kitchen (200+ square feet)	\$35,000	\$40,000	\$45,000	Larger bathroom (100+ square feet)	\$17,000	\$18,000	\$20,000
Smaller kitchen (< 200 square feet)	\$24,000	\$20,000	\$25,000	Smaller bathroom (< 100 square feet)	\$10,000	\$12,000	\$10,000

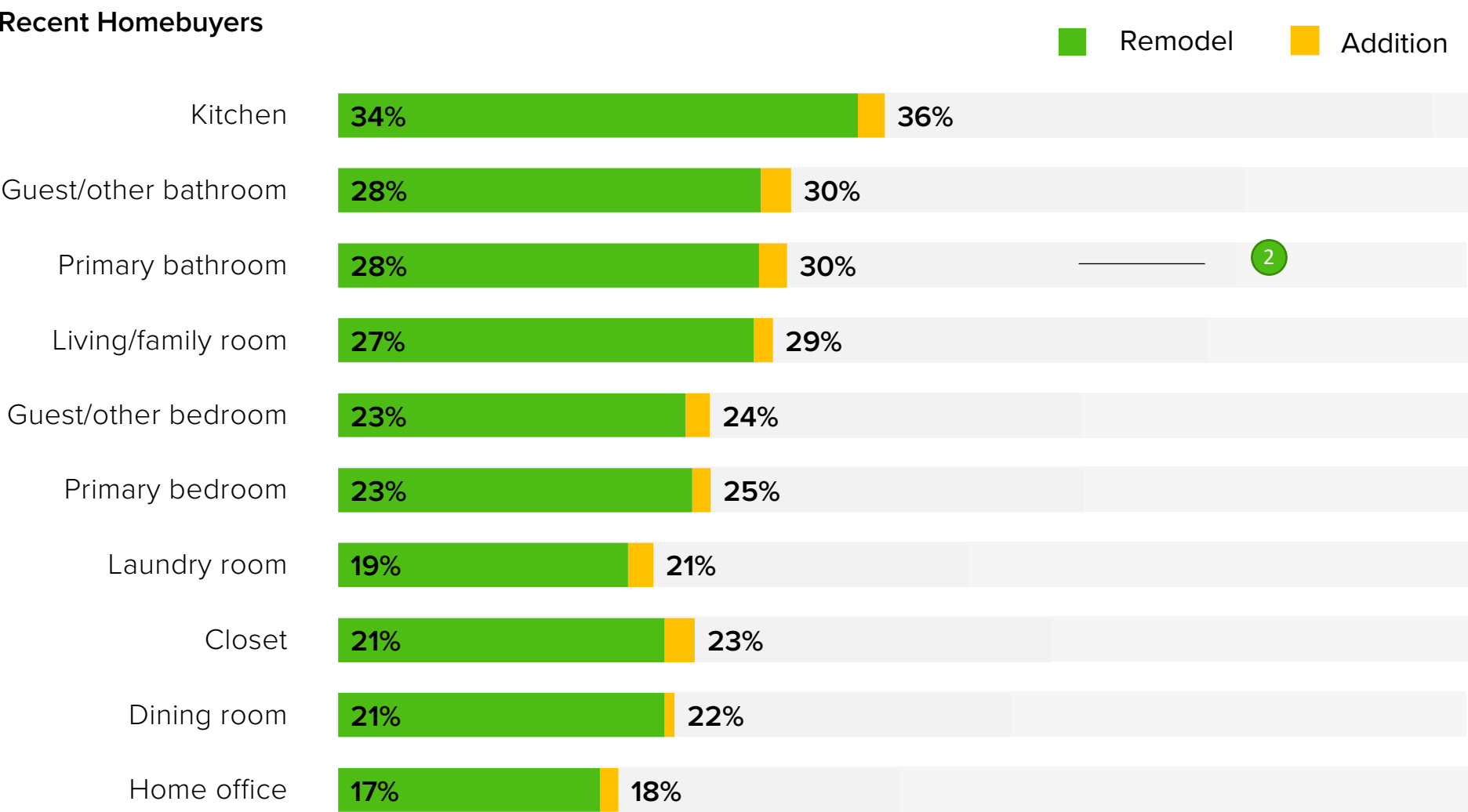
Widespread Remodeling Activity Among Recent Homebuyers

For nearly 4 in 5 recent homebuyers, interior rooms were the most popular spaces to renovate in 2021. More than a third of recent homebuyers (36%) upgraded their kitchen; nearly 2% of those expanded their kitchen through additions. Many upgraded their primary and guest bathrooms as well (30% each).

While recent homebuyers were the most likely to renovate kitchens and bathrooms, their spend on these projects was below the median spend reported by renovating homeowners of all residency lengths. Recent homebuyers’ median spend was \$13,000 for kitchen remodels and \$6,000 for primary bathroom remodels in 2021, compared with \$15,000 and \$9,000 among all groups.

*Multiple responses allowed.

Frequency of Top Interior Room Renovations Among Homeowners Who Renovated in 2021*



1 Median Spend per Recent Homebuyer

Kitchen **\$13,000**

2 Median Spend per Recent Homebuyer

Primary bathroom **\$6,000**

Demand For Kitchen Remodels Is Strong Among Short-Term Homeowners

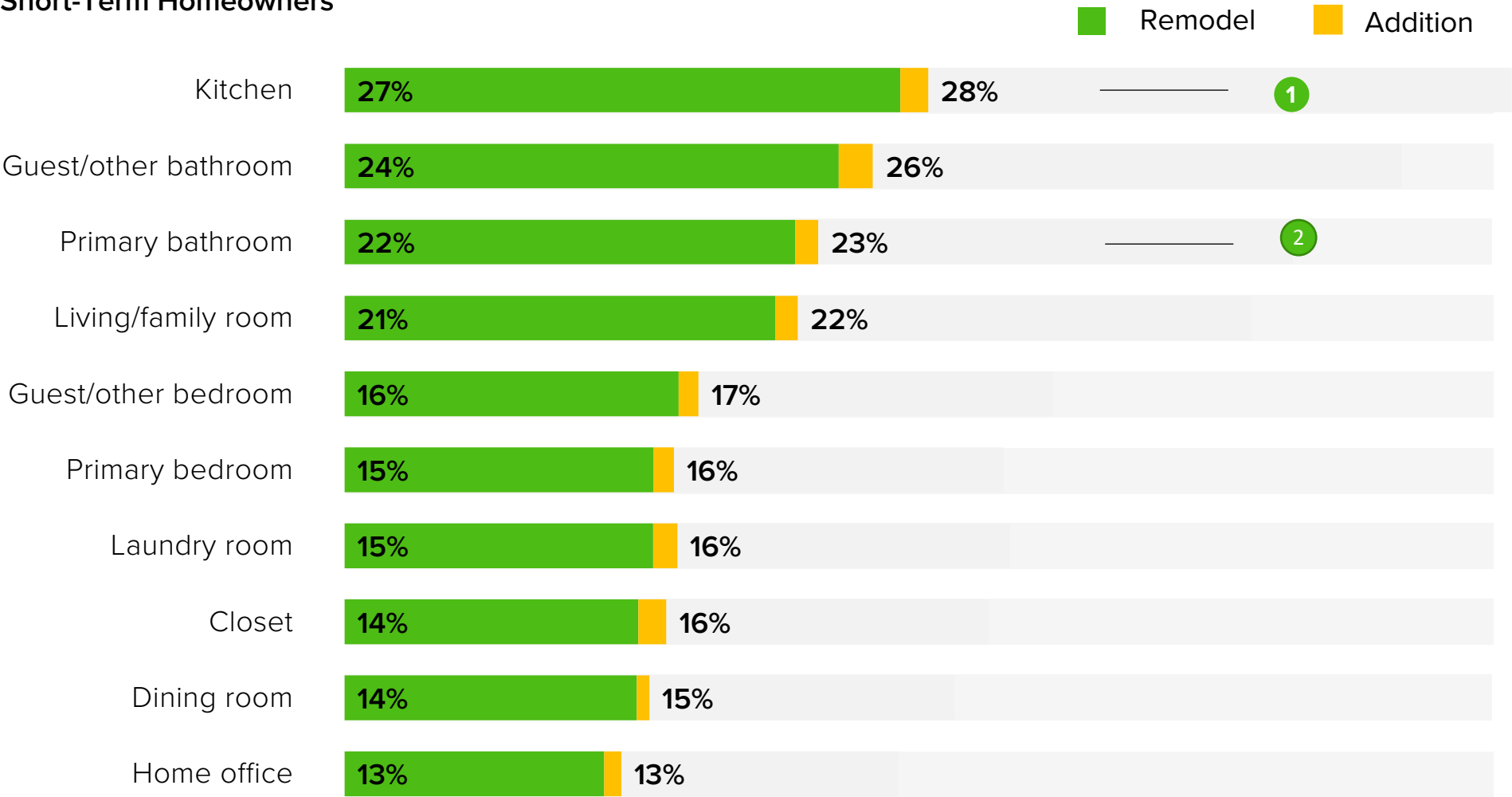
Kitchen renovations top the list of popular interior upgrades among short-term homeowners, with 28% making over this space, followed by bathroom remodels and additions.

That said, homeowners who had lived in their home for five years or less invested as much in their kitchen in 2021 as homeowners of all residency lengths (\$15,000 median). Median spend by short-term homeowners on primary bathroom projects was nearly 11% less than median spend among homeowners of all residency lengths.

*Multiple responses allowed.

Frequency of Top Interior Room Renovations Among Homeowners Who Renovated in 2021*

Short-Term Homeowners



1 Median Spend per Short-Term Homeowner

Kitchen **\$15,000**

2 Median Spend per Short-Term Homeowner

Primary bathroom **\$8,000**

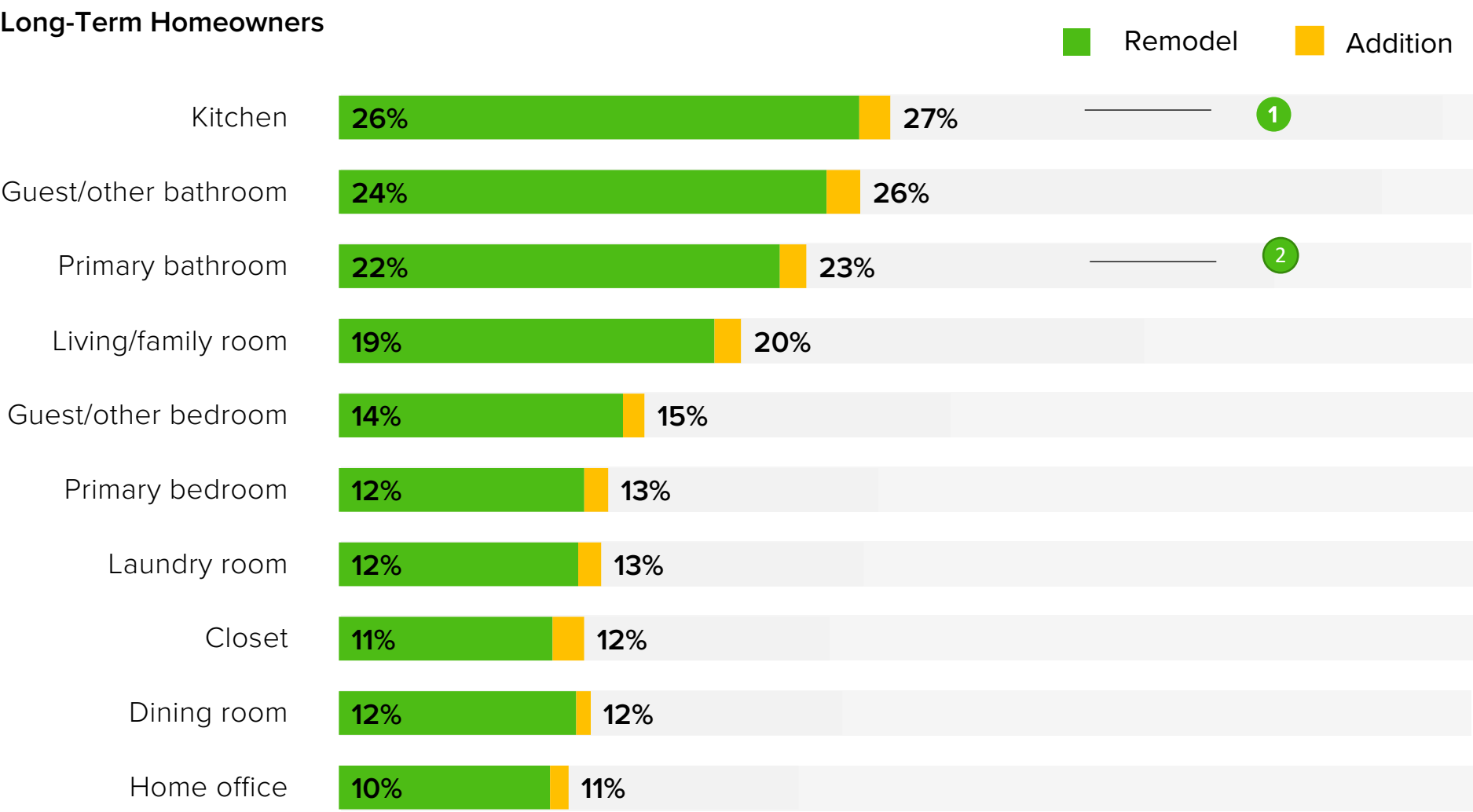
Long-Term Homeowners Spend More, Tackle Less

While the share of homeowners who had lived in their home for six or more years and upgraded their kitchen in 2021 parallels the share of all remodeling homeowners regardless of residency length, long-term homeowners spent more on their kitchen and bathroom renovations. Indeed, the median spend on kitchen remodels among long-term homeowners was \$16,000 in 2021, compared with \$15,000 among homeowners of all residency lengths. Furthermore, long-term homeowners spent 11% more on bathroom remodels than other renovating homeowners.

Interestingly, long-term homeowners tackled nearly three interior room projects on average during 2021, while short-term homeowners and recent homebuyers tackled even more than that: three and nearly four projects at a time, respectively.

*Multiple responses allowed.

Frequency of Top Interior Room Renovations Among Homeowners Who Renovated in 2021*



1 Median Spend per Long-Term Homeowner

Kitchen **\$16,000**

2 Median Spend per Long-Term Homeowner

Primary bathroom **\$10,000**

Electrical Upgrades Take Priority

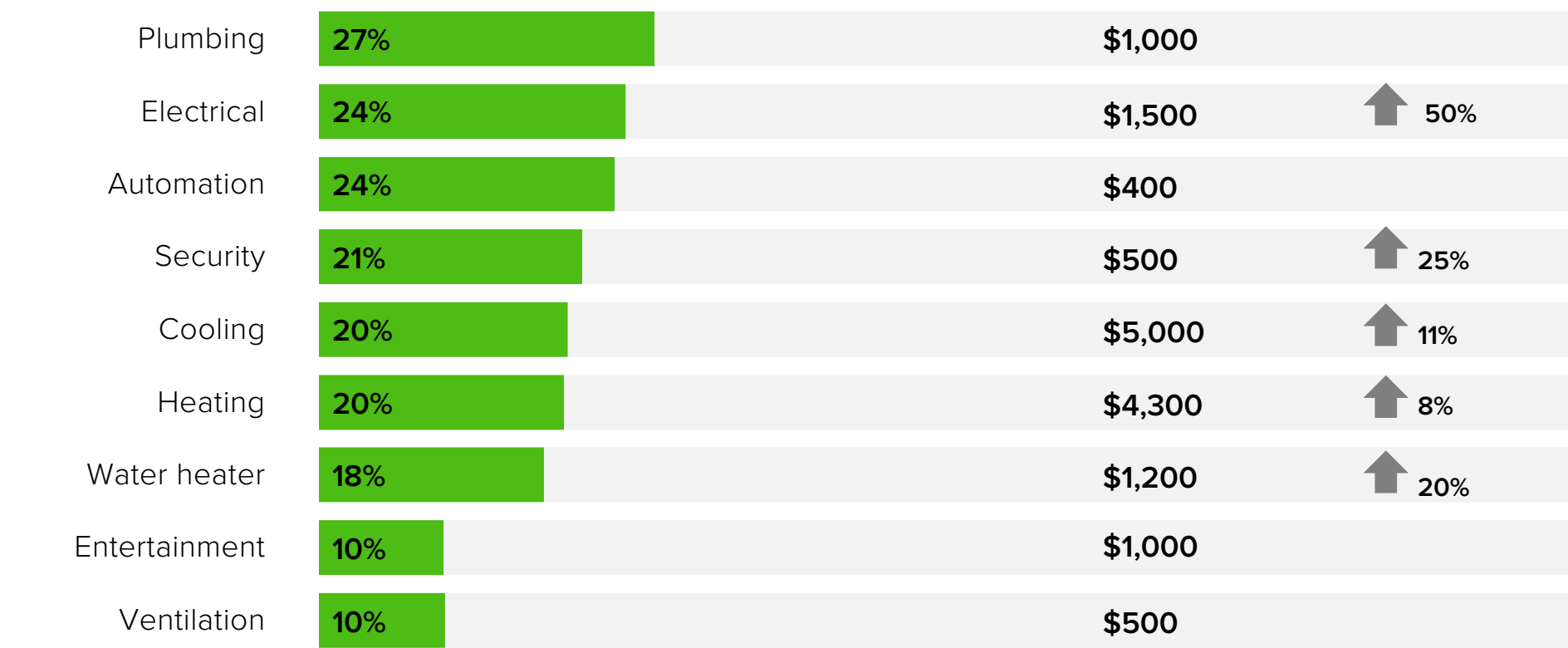
As 63% of renovating homeowners upgraded home systems in 2021, plumbing (27%), electrical (24%) and automation (24%) were the top three most popular. While the share of homeowners upgrading these three home systems was only slightly higher in 2021 than in 2020, the median spend on electrical upgrades spiked by 50%.

More homeowners upgraded cooling and heating systems in 2021 (20% each) than in 2020 (18% each). The median spend on these projects grew by 11% and 8%, respectively. Renovating homeowners also spent 25% more on home security systems and 20% more on water heaters.

A larger share of recent homebuyers upgraded their electrical (43%) and plumbing (41%) systems compared with homeowners of all residency lengths.

*Multiple responses allowed.

Frequency of and Median Spend on Top Home System Upgrades Among Homeowners Who Renovated in 2021*



Home Electrical Upgrades

Recent homebuyers	43%
Short-term homeowners	27%
Long-term homeowners	20%

Home Plumbing Upgrades

Recent homebuyers	41%
Short-term homeowners	27%
Long-term homeowners	24%

Living Under a New Roof

The percentage of renovating homeowners who upgraded their roofing increased by 3 points, making it the most popular exterior upgrade in 2021. Roofing upgrades were especially popular among long-term homeowners (23%) and recent homebuyers (21%). Homeowners overall spent 11% more on new roofing in 2021 compared with 2020.

Median spend increased for all exterior building upgrades in 2021, most notably for exterior doors and gutters or downspouts (50% and 40%, respectively).

*Multiple responses allowed.
**Percentage point difference between 2021 and 2020 shares.

Frequency of and Median Spend on Top Exterior Building Upgrades Among Homeowners Who Renovated in 2021*

Roofing	21%	+3pp**	\$10,000	↑ 11%
Exterior paint	20%		\$1,500	↑ 25%
Windows/skylights	20%		\$5,000	↑ 25%
Exterior doors	18%		\$1,800	↑ 50%
Gutters/downspouts	18%		\$1,400	↑ 40%
Deck	14%		\$3,000	↑ 20%
Porch/balcony	11%		\$2,000	↑ 33%
Insulation	11%		\$1,200	↑ 20%
Siding/stucco	8%		\$4,000	↑ 33%
Structural upgrades	6%		\$4,000	↑ 33%

Home Roofing Upgrades

Recent homebuyers	21%
Short term homeowners	17%
Long term homeowners	23%

Home Exterior Paint Upgrades

Recent homebuyers	23%
Short term homeowners	19%
Long term homeowners	20%

Outdoor Security Systems Frequently Installed

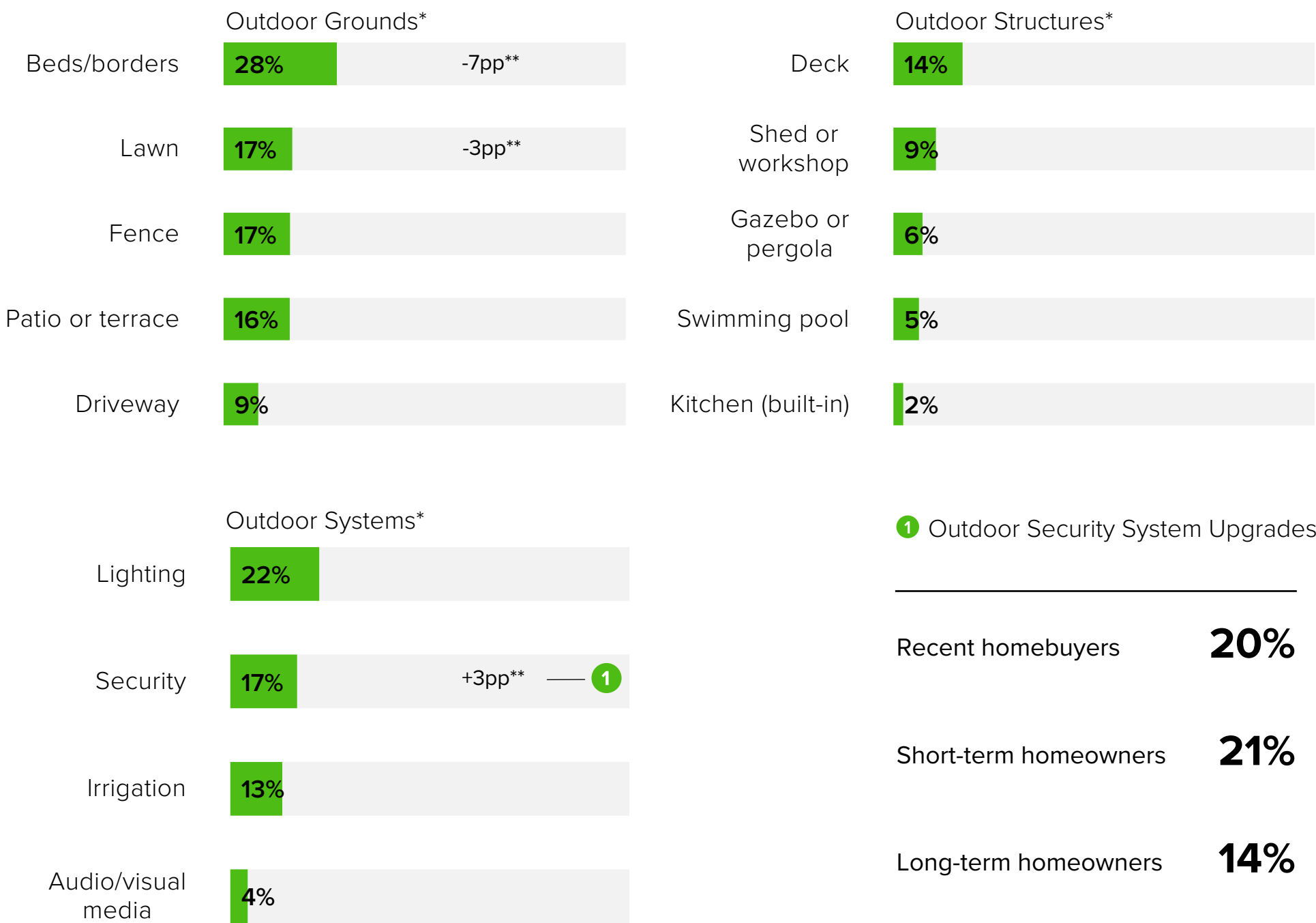
Outdoor security upgrades were nearly three times more popular in 2021 (completed by 17% of renovating homeowners) than in 2015 (6%). With six years of growth, the installation of outdoor security systems, such as cameras and sensors, has become the No. 2 most frequently completed outdoor upgrade.

Outdoor security upgrades are most popular among short-term homeowners (21%), followed by recent homebuyers (20%) and long-term homeowners (14%).

After a boost in outdoor grounds upgrades such as installing beds or borders (35%) and lawns (20%) in 2020, the share of homeowners making these upgrades in 2021 settled back to its 2019 levels (28% and 17%, respectively).

*Multiple responses allowed.
**Percentage point difference between 2021 and 2020 shares.

Frequency of Top Outdoor Upgrades Among Homeowners Who Renovated in 2021*



2021 Professional Involvement



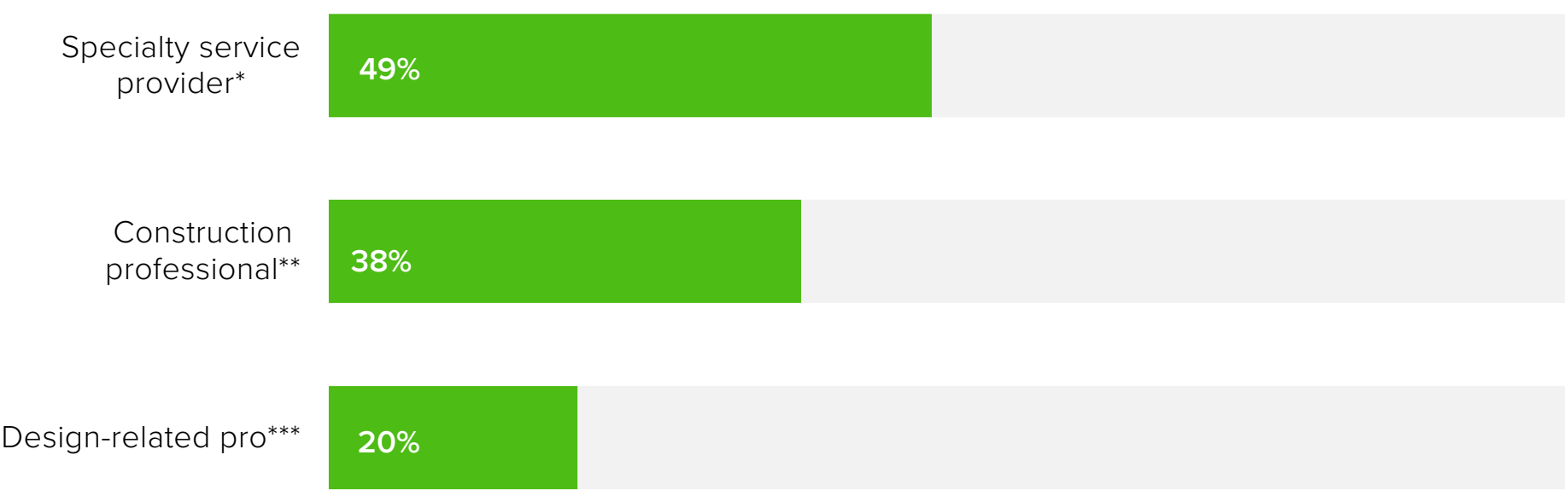
Pros Are Nearly Indispensable

Renovating homeowners continue to hire professional help at a high rate. Indeed, nearly 9 in 10 homeowners relied on pros for their remodels or upgrades in 2021. Recent homebuyers, who tackled a lot more projects than those who'd been in their home a while, were particularly keen to hire help. But hiring was widespread among short- and long-term homeowners as well (88% each).

Specialty service providers were the most frequently hired; nearly half of renovators hired pros for electrical, plumbing and other projects. And more homeowners hired construction and design-related pros in 2021 (38% and 20%, respectively) than in 2020 (36% and 18%, respectively).

*Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).
**Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.
***Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Frequency of Professional Hiring by Renovating Homeowners



Overall Hiring

2021	89%
2020	87%
2019	88%

Overall Hiring in 2021

Recent homebuyers	93%
Short-term homeowners	88%
Long-term homeowners	88%

General Contractors Are In High Demand

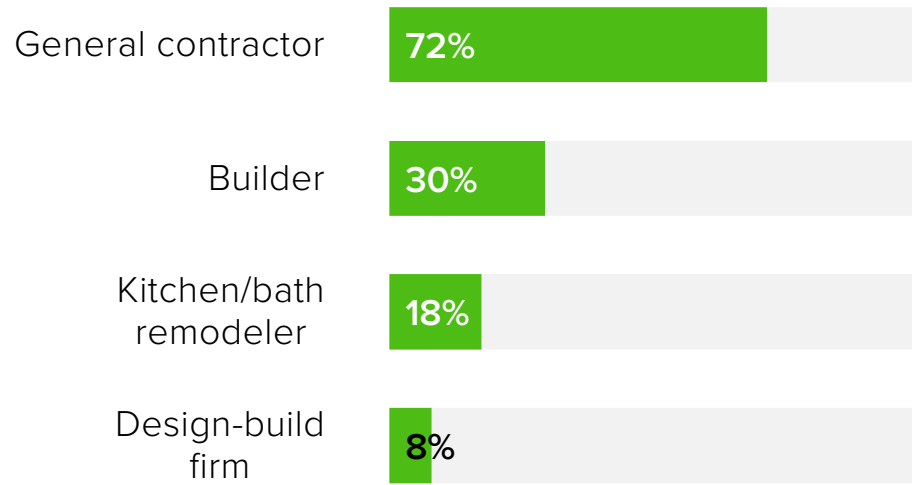
Among the 38% of homeowners who hired construction professionals, general contractors (72%) comprise the largest group, followed by builders (30%), kitchen or bath remodelers (18%) and design-build firms (8%).

The three most popular specialty service pros hired by the 49% of renovating homeowners who brought in this kind of help are electricians (38%), air conditioning and heating specialists (37%) and plumbers (35%).

*Data reweighted to reflect share of professionals hired.
**Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.
***Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).
****Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Frequency of Professional Hiring by Homeowners Who Renovated in 2021*

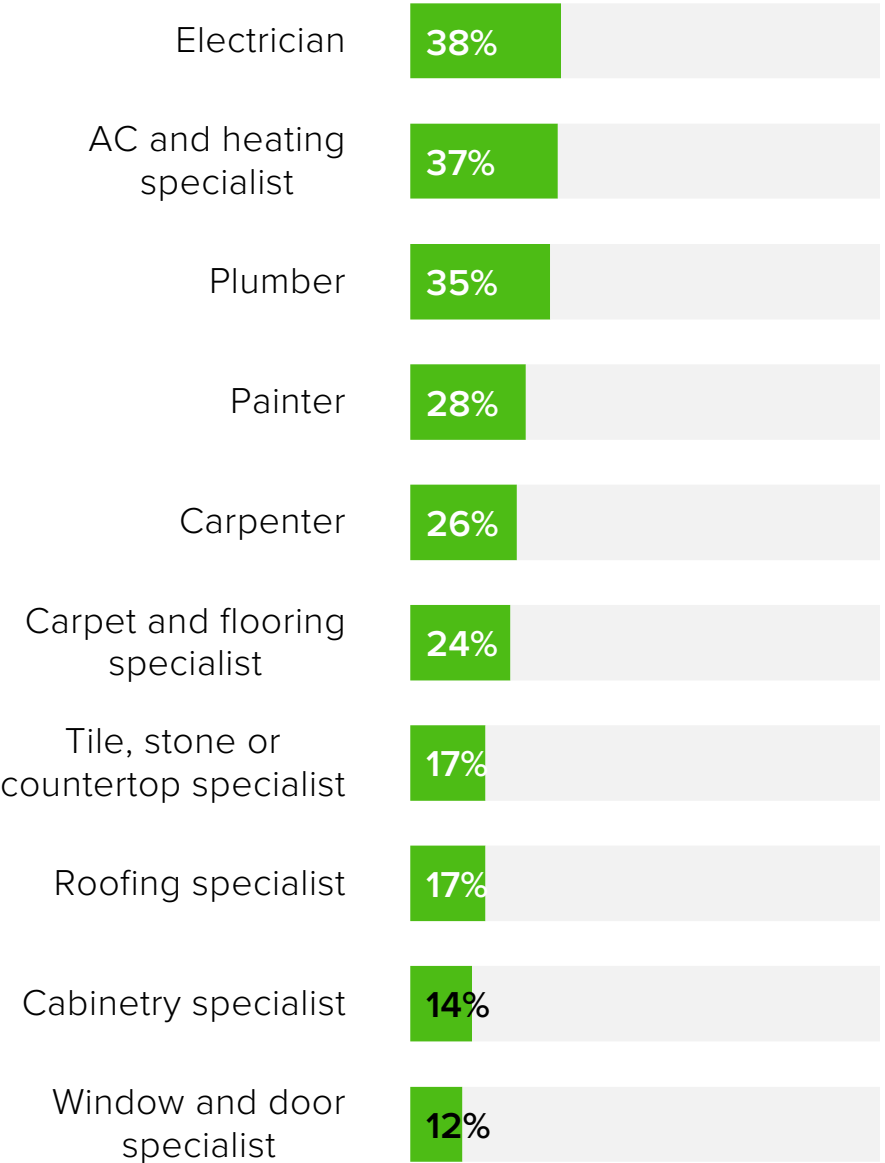
Among 38% Hiring Construction Professional*



Among 20% Hiring Design-Related Pro***

Interior designer	37%
Architect	29%
Landscape architect/designer	29%
Kitchen/bath designer	26%
Lighting designer	7%

Among 49% Hiring Specialty Service Provider**



2021 Popular Product Purchases



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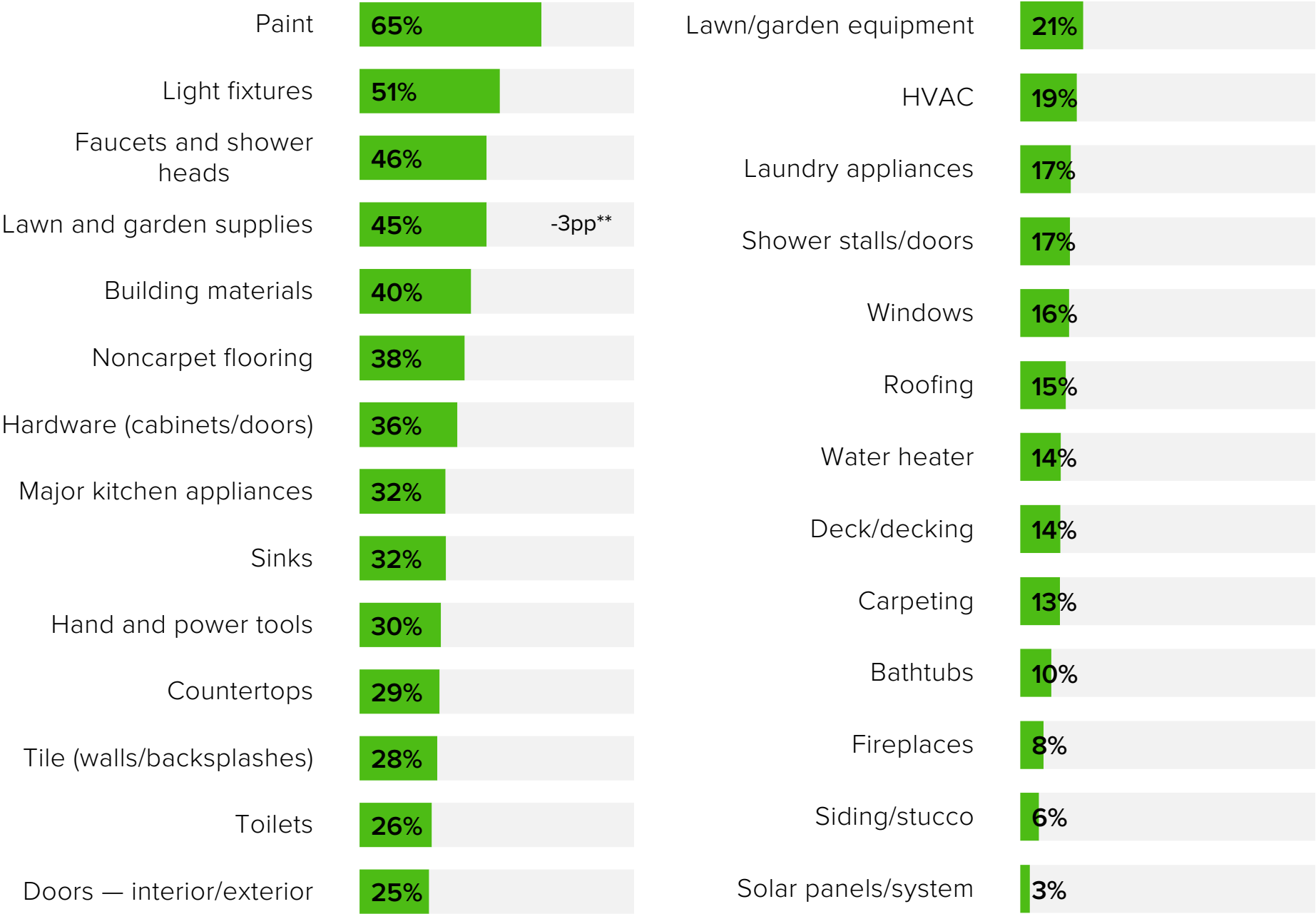
Faucets & Shower Heads Are Back in Top 3

Faucets and shower heads have regained their place among the top three home improvement purchases in 2021. On the other hand, after a 4-point increase in 2020, the share of homeowners who purchased lawn and garden supplies declined by 3 points in 2021.

While 65% of renovators purchased paint in 2021, the percentage decreased from 2020. Light fixtures remain in the No. 2 spot, with 51% of renovating homeowners buying them.

*Multiple responses allowed.
**Percentage point difference between 2021 and 2020 shares.

Frequency of Top Home Improvement-Related Purchases Among Homeowners Who Renovated in 2021*



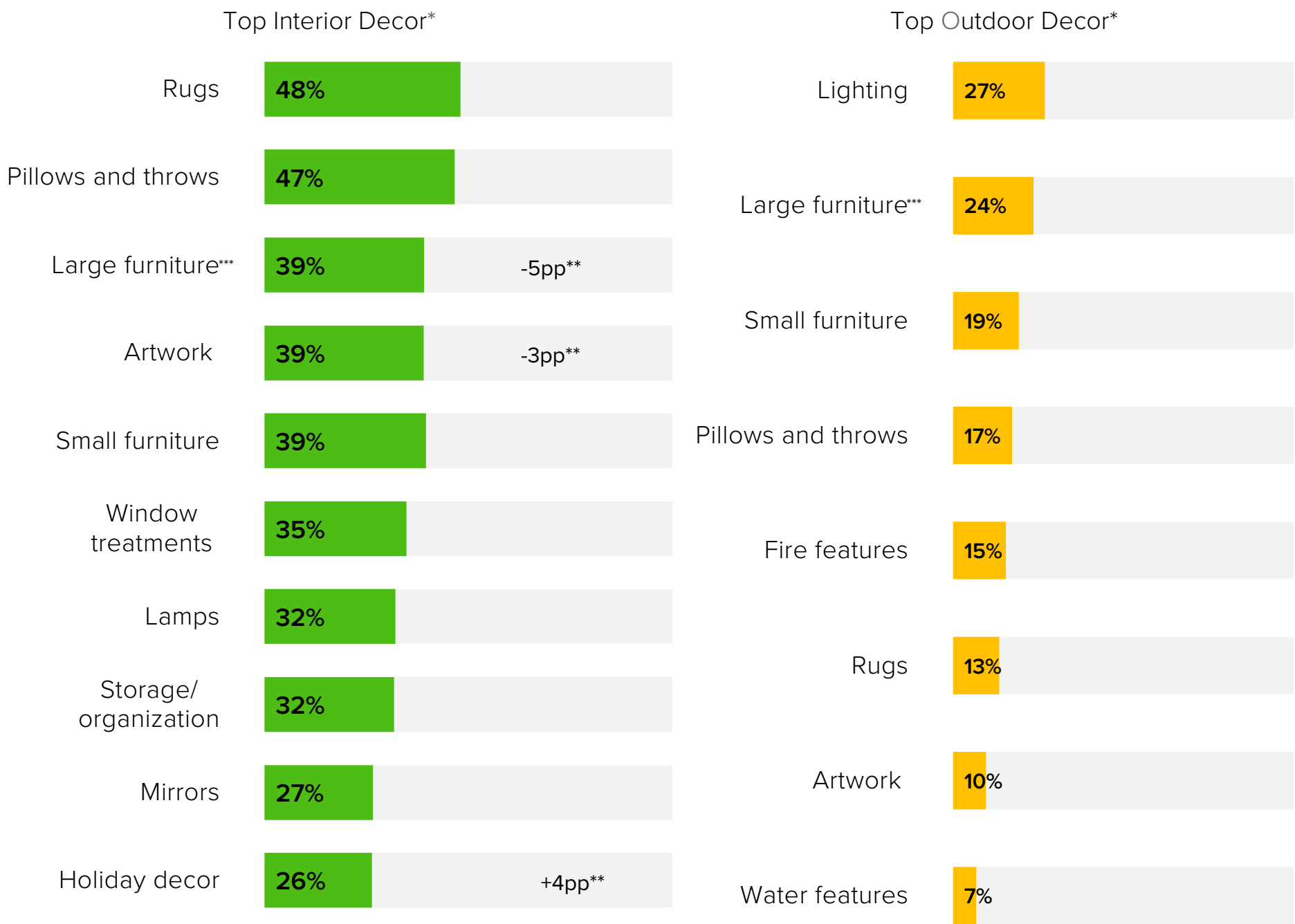
Showing Holiday Spirit

After a dip in 2020, holiday decor purchasing was back in fashion in 2021, with more than 1 in 4 homeowners (26%) opting for it.

In interior spaces, nearly half of renovating homeowners decorated with new rugs (48%) and pillows or throws (47%). Large furniture and artwork purchases (39% each) both declined in popularity (down by 5 and 3 percentage points, respectively, in 2021).

*Multiple responses were allowed.
**Percentage point difference between 2021 and 2020 shares.
***Large interior furniture refers to lounge sets, dining sets, dressers and the like. Large outdoor furniture refers to lounge sets, dining sets and the like. Small interior furniture refers to ottomans, accents, shelves and the like. Small outdoor furniture refers to umbrellas, accents, benches and the like.

Frequency of Top Home Decor-Related Purchases Among Homeowners Who Renovated in 2021*



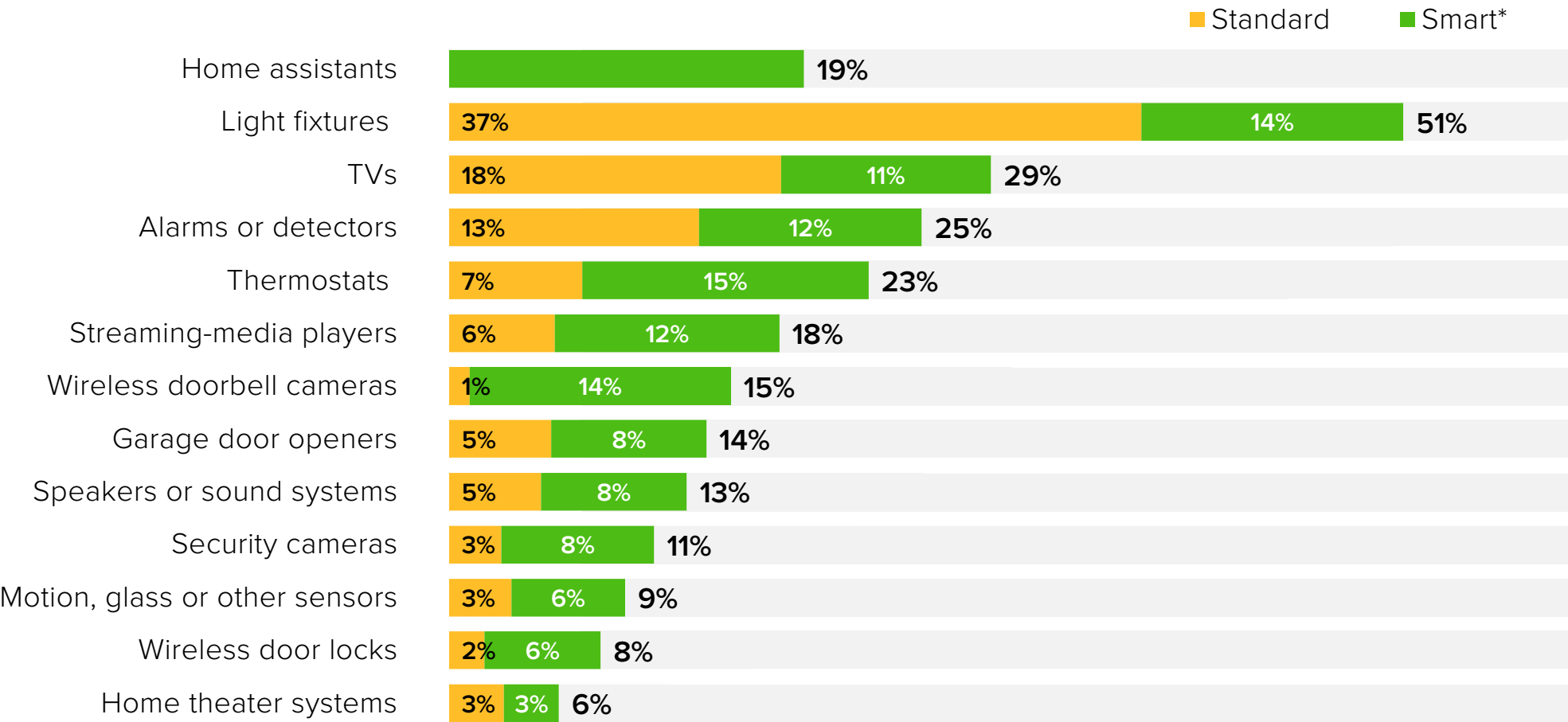
Tech Enhances Homes Indoors and Out

Renovating homeowners purchased a range of indoor and outdoor electrical and tech systems as part of their 2021 renovations. Light fixtures were the most popular purchase (51%), while fewer than 1 in 3 renovators bought indoor TVs (29%), alarms or detectors (25%) and thermostats (23%).

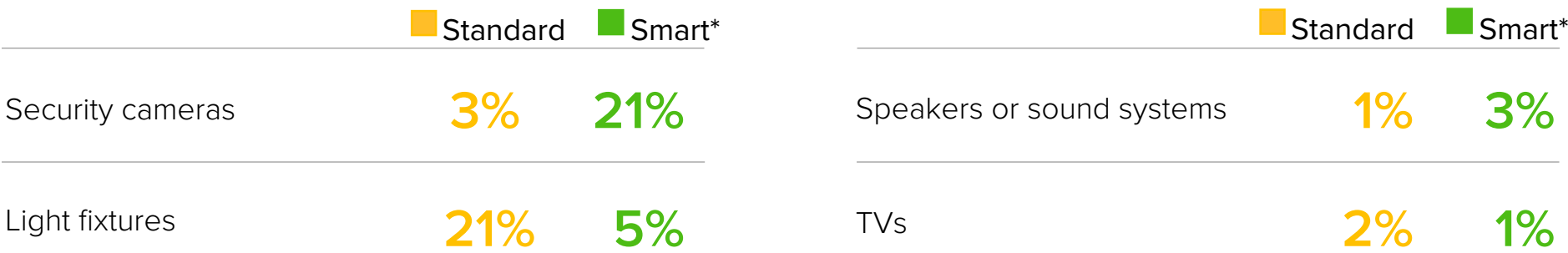
To boost security, some homeowners purchased wireless doorbell cameras (15%) and outdoor and indoor security cameras (24% and 11%, respectively). For these features, a number of homeowners opted for products that can be monitored or controlled remotely (14%, 21%, and 8%, respectively).

*Smart refers to technology that can be monitored or controlled from a mobile device (smartphone, tablet) and/or a computer.

Frequency of Top Indoor Technology Purchases Among Homeowners Who Renovated in 2021



Purchases for the Outdoors



METHODOLOGY & APPENDIXES



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 February 27 and March 27, 2022. 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 2021, from interior remodels and additions to home systems, exterior upgrades and outdoor projects. It includes historical and planned spend, professional involvement and motivations behind these projects, and activities planned for 2022.

COMPLETES AND QUALIFICATIONS

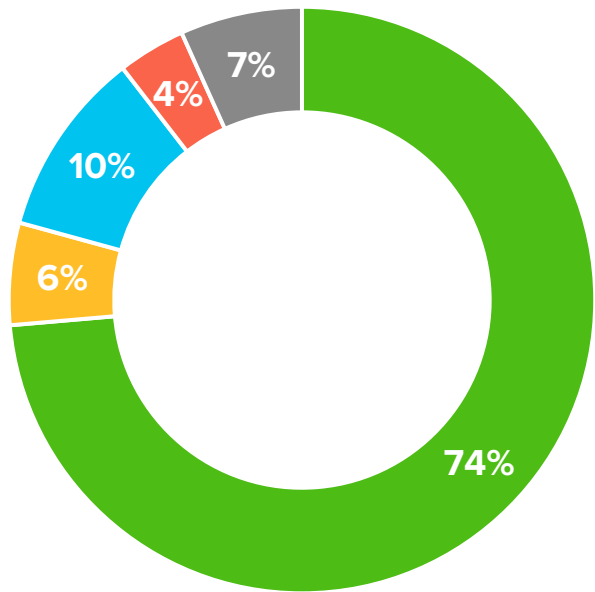
The approximately 160-question survey gathered information from Houzz users who identified themselves as 18 years or older and as homeowners. The final sample consists of 67,554 respondents in the U.S. The current report relies on a subset of responses: U.S. homeowners on Houzz (n=63,746) and U.S. homeowners on Houzz who renovated their primary residence in 2021 (n=33,711).

SAMPLE 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.

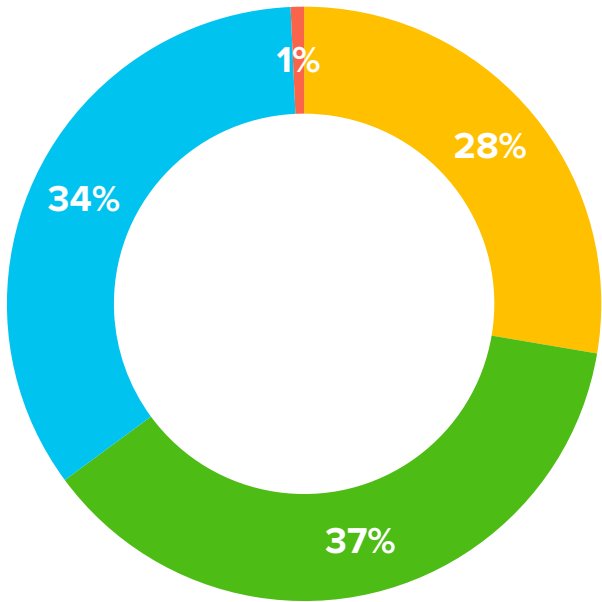
Appendix A:
Demographics of 2021
Renovating Homeowners

Marital Status



- Married/civil union
- Single
- Divorced/separated
- Domestic partnership
- Widowed

Education



- Associate degree or less
- Bachelor degree
- Graduate/professional school degree
- Other

35% Have child(ren) living with them

Annual Household Income

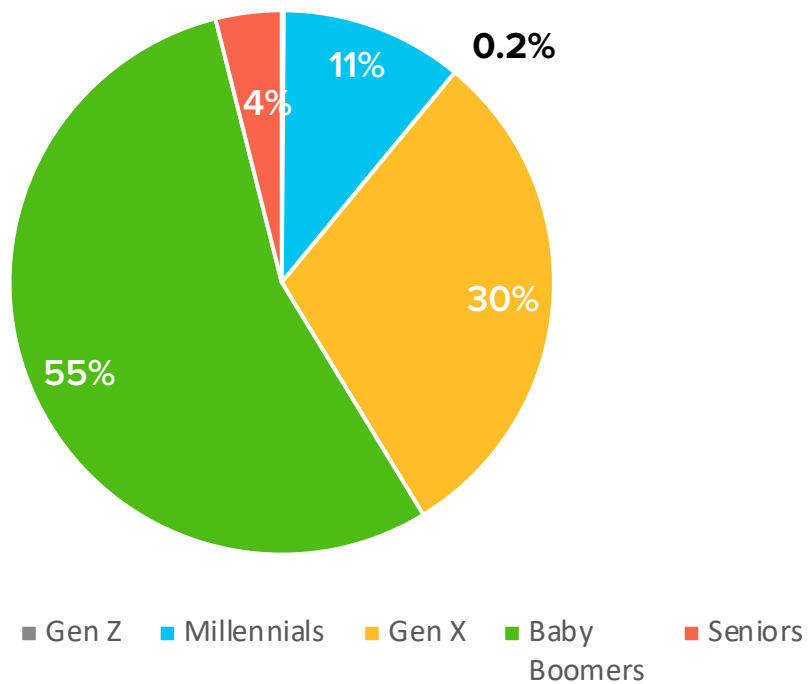
< \$100,000	32%
\$100,000 to \$149,999	26%
\$150,000+	42%

Age of Renovating Homeowners

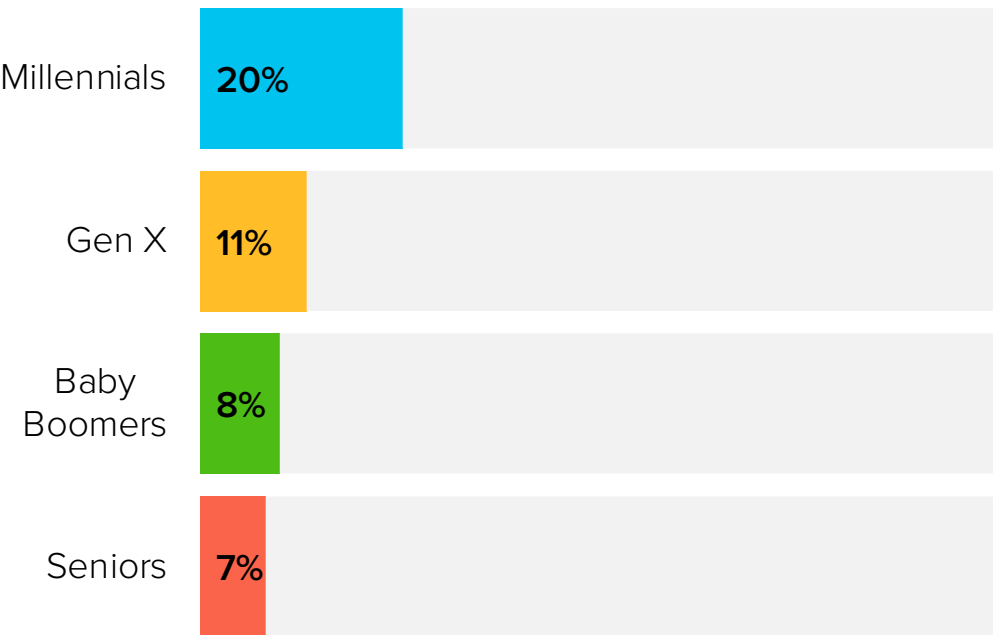
25 to 34	5%
35 to 54	37%
55+	59%

Appendix B: Generations of 2021 Renovating Homeowners

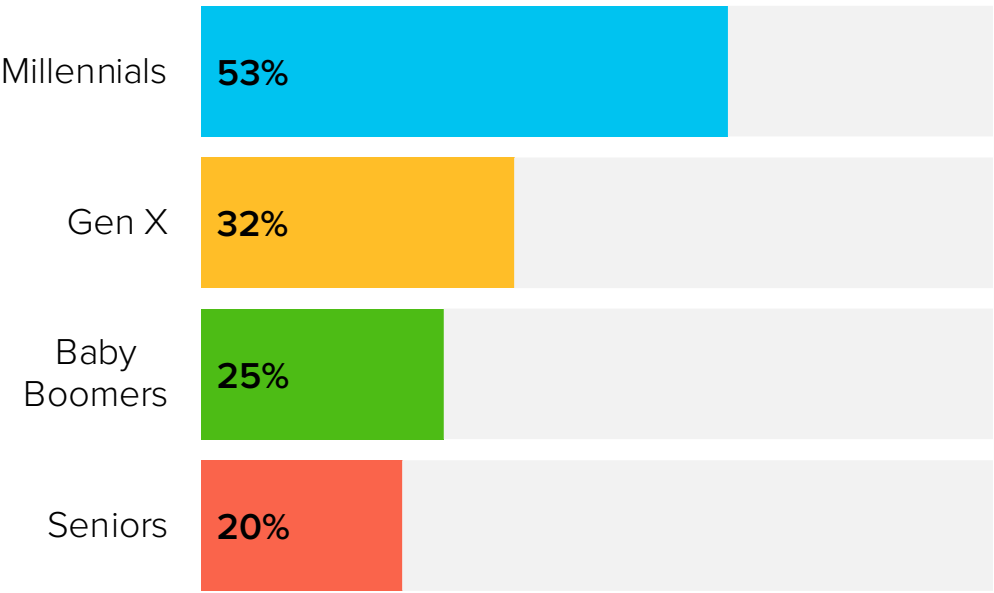
Generational Share



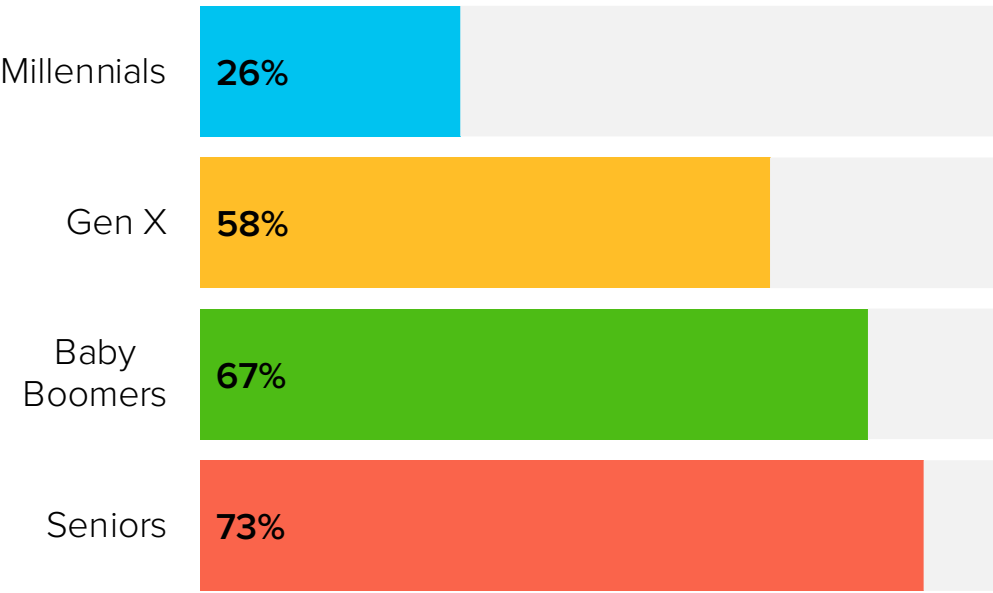
Recent Homebuyers



Short-Term Homeowners



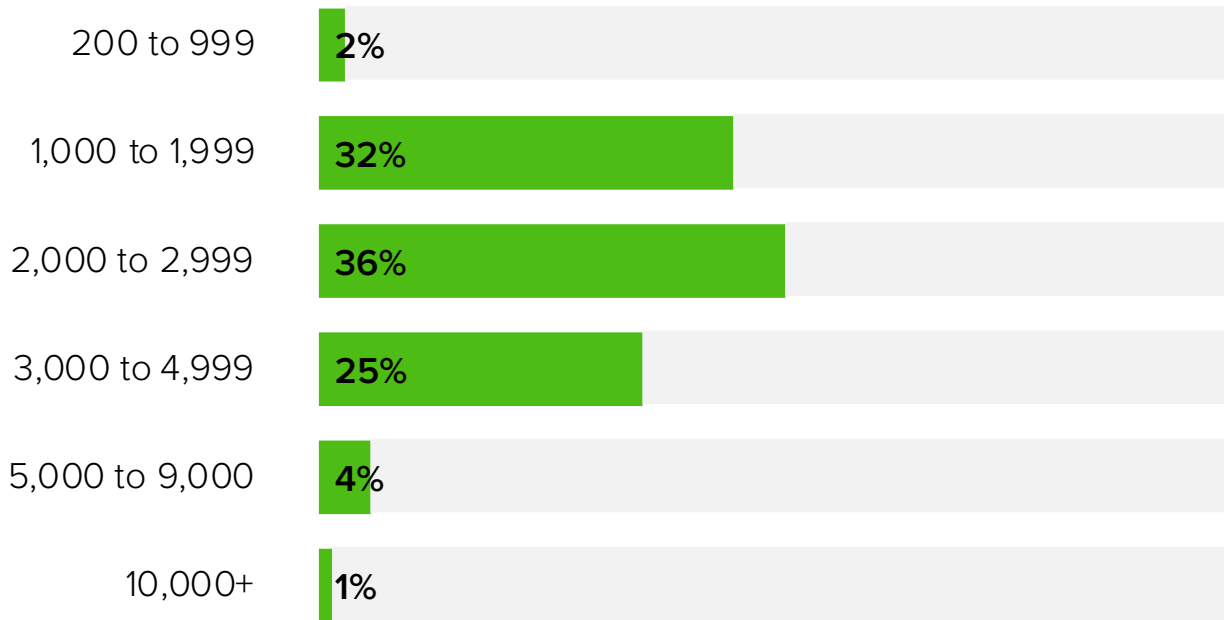
Long-Term Homeowners



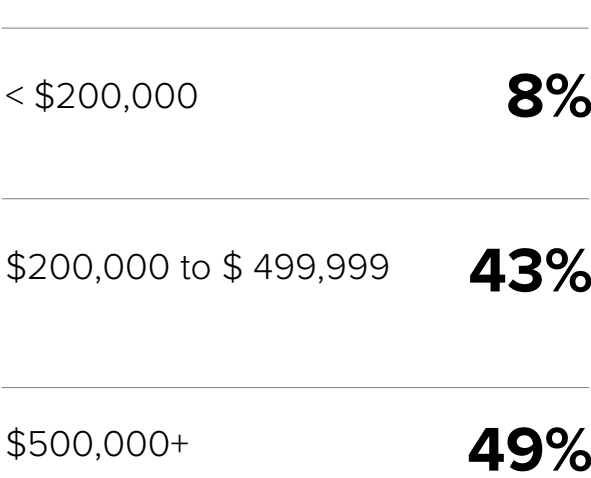
*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

Appendix C: Characteristics of Homes Renovated in 2021

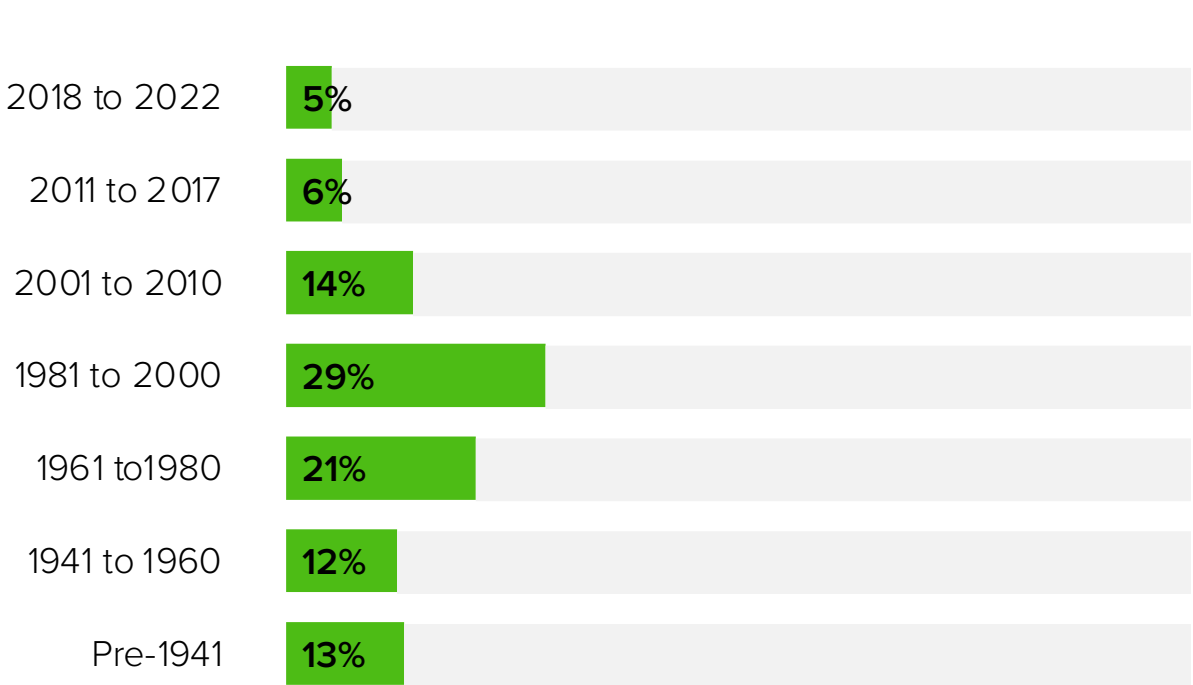
Home Size, in Square Feet



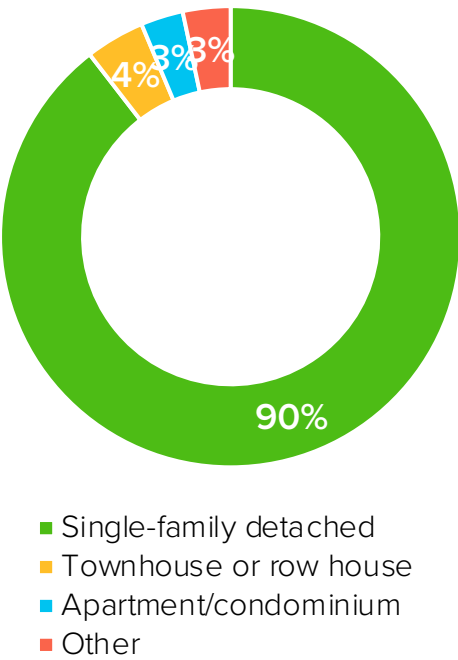
Owner-Estimated Home Value



Year Built



Home Type



Appendix D:
Funding Sources Used by
Renovating Homeowners in
2021

	Recent Homebuyers	Short-Term Homeowners	Long-Term Homeowners
Cash from savings	74%	83%	84%
Credit card	43%	40%	36%
Cash from previous home sale	42%	19%	2%
Secured home loan	11%	12%	17%
Gift/inheritance	8%	6%	5%
Tax refund	5%	9%	7%
Unsecured loan	3%	3%	2%
Insurance payout	2%	4%	6%
Retirement plan loan	2%	2%	1%