

# 2022 Renovations by Home Age

2022 Houzz & Home Study



# Big Ideas



## HOMES BUILT IN 1960 OR EARLIER

Homes built in 1960 or earlier tend to be smaller than those built during other eras; more than half (51%) of renovated homes built during this time period measure less than 2,000 square feet. Larger homes potentially have grown from their original size, as 1 in 10 owners (10%) increased the footprint with an addition in 2021 alone.

Homeowners in this group focus on maintenance-related home system upgrades, including plumbing (35%), electrical (33%) and heating (24%); efficiency standards and technology advancements might play a role in this. For example, many everyday technologies, such as personal computers, were invented after the 1960s, which has led to the need for more electrical outlets. Likely due to the technical nature of these projects, 2 in 5 homeowners (43%) rely on electricians, while more than one-third hire plumbers and air conditioning or heating professionals (37% and 33%, respectively).

## HOMES BUILT BETWEEN 1961 AND 1980

Interior spaces are the most popular projects across home age, and nearly three-quarters of owners (73%) of homes built between 1961 and 1980 prioritize these rooms. Following national activity trends, kitchens (29%) and bathrooms (28%) are the most commonly renovated spaces, followed by living or family rooms (23%) and bedrooms (19%).

These homeowners also focus on home system upgrades, such as plumbing (32%), electrical (30%) and home automation (25%). The latter is unsurprising, as home automation increased in popularity in the early 2000s, after these homes were built. Electricians and plumbers are the two most common home pros hired to help with projects (41% and 37% respectively).

## HOMES BUILT BETWEEN 1981 AND 2000

Owners in this category focus almost equally on various home projects, such as plumbing (26%), home automation (25%), security (22%), cooling (22%) and electrical (22%). Similar to home automation, security systems began increasing in popularity in the early 2000s due to the development of new wireless features. Homeowners in this group are the most likely to hire professionals to assist with their projects (92% versus 89% of homeowners in each of the other three categories). Electricians, plumbers, and air conditioning or heating professionals are the pros hired most often among this group (39%, 36% and 36%, respectively).

Baby Boomers comprise the largest group of owners in this category of homes — and the largest compared with other home age categories — at 61%, followed by Gen Xers (27%), Millennials (8%) and Seniors (4%).

## HOMES BUILT IN 2001 OR LATER

With newer homes, owners focus on luxury-type projects, such as home automation (22%) and security (21%), as there is less need for maintenance on systems such as plumbing (16%), cooling (16%) and electrical (14%). That said, electricians, plumbers and air conditioning or heating professionals are still the most common professionals hired to assist with projects (37%, 32% and 30%, respectively).

Homeowners in this category are most likely to pursue outdoor projects (59%) compared with owners of homes built before 1961 (55%), between 1961 and 1980 (53%), and between 1981 and 2000 (51%). Among outdoor upgrades, the top projects for these homeowners include lighting (25%), security (19%) and irrigation (17%).

# Contents

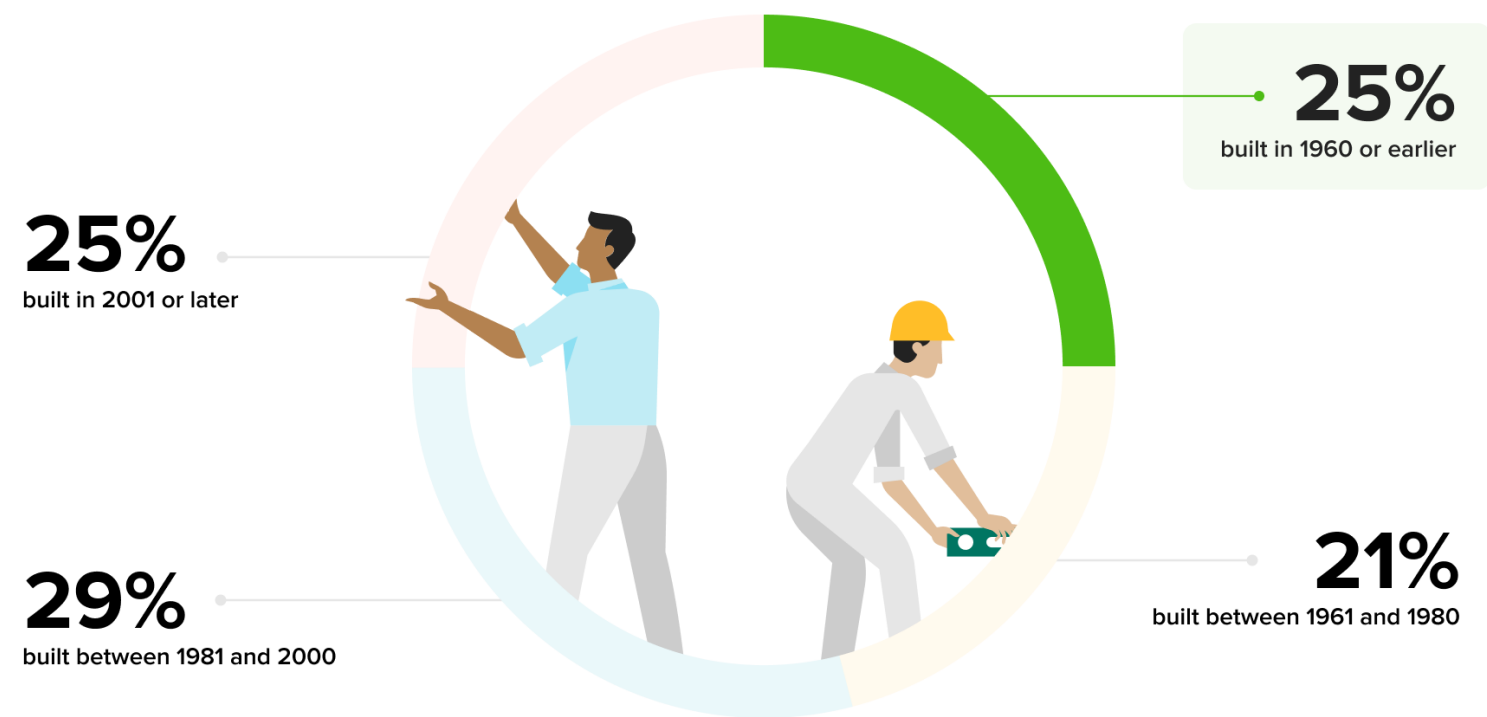
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|                                   |   |
|-----------------------------------|---|
| Homes Built in 1960 or Earlier    | 5 |
| Homes Built Between 1961 and 1980 | 6 |
| Homes Built Between 1981 and 2000 | 7 |
| Homes Built in 2001 or Later      | 8 |
| Methodology                       | 9 |

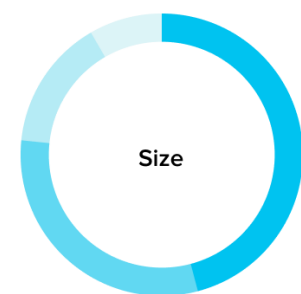


# Homes Built in 1960 or Earlier

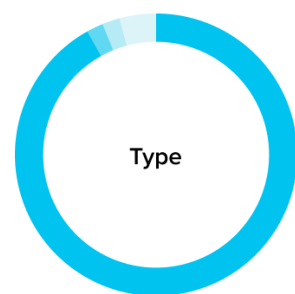
## SHARE OF RENOVATED HOMES BY YEAR BUILT



## CHARACTERISTICS OF HOMES RENOVATED

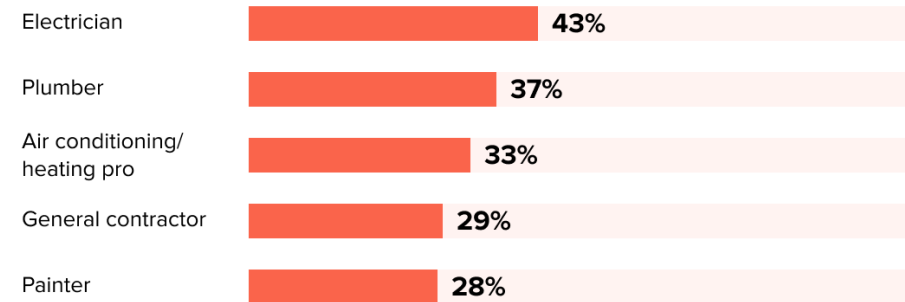


- 51% < 2,000 sq. ft.
- 31% 2,000-2,999 sq. ft.
- 15% 3,000-4,999 sq. ft.
- 3% 5,000+ sq. ft.



- 92% Single-family detached
- 2% Townhouse or row house
- 2% Apartment/condominium
- 4% Other

## PRO HIRING

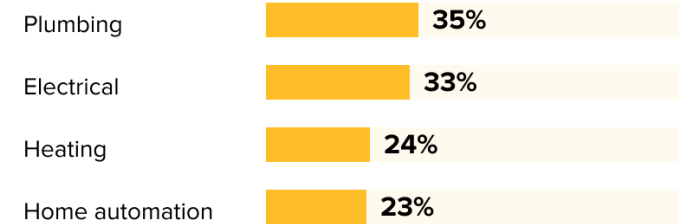


## TOP PROJECTS



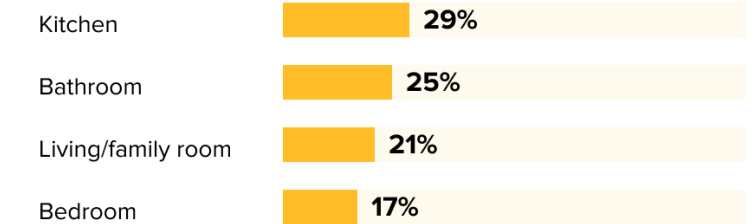
### Home system upgrades

**66%**



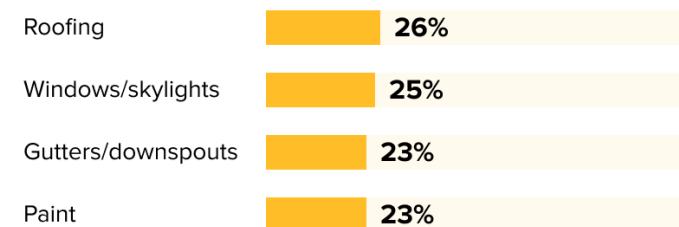
### Interior room upgrades

**70%**



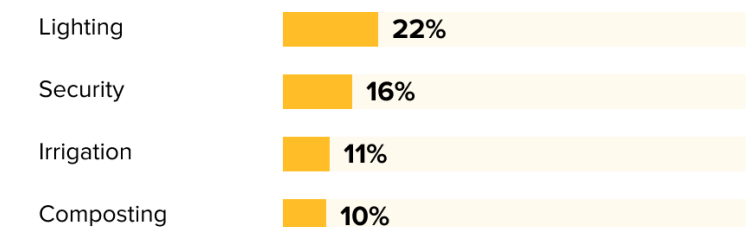
### Home exterior upgrades

**64%**



### Outdoor upgrades

**55%**



## INVESTMENT IN THE HOME

Median spend

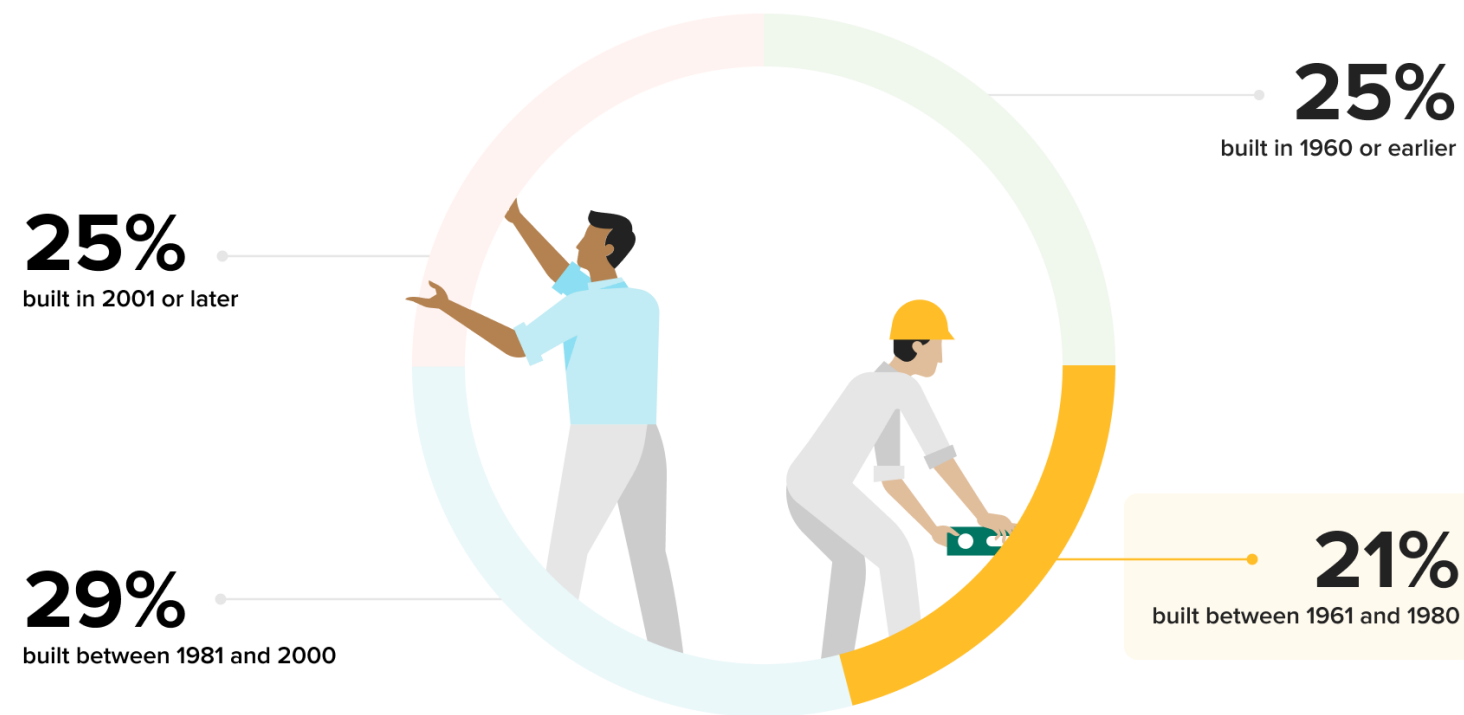
**\$18,000**

Spend among the top 10%

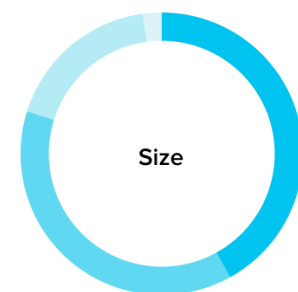
**\$105,000**

# Homes Built Between 1961 and 1980

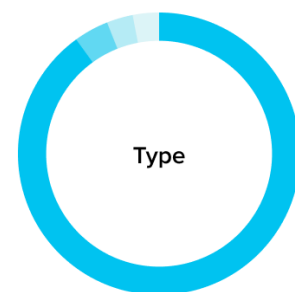
## SHARE OF RENOVATED HOMES BY YEAR BUILT



## CHARACTERISTICS OF HOMES RENOVATED

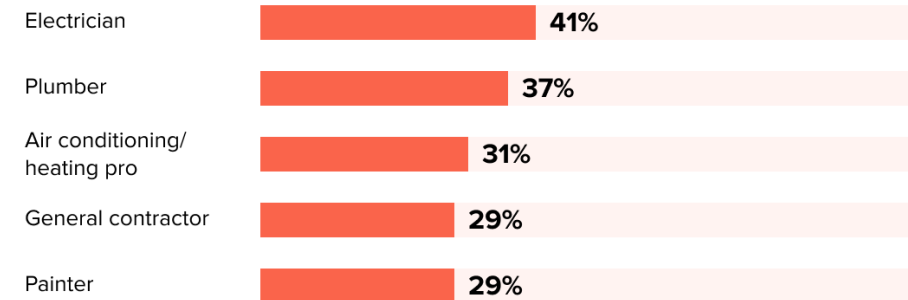


- 41% < 2,000 sq. ft.
- 38% 2,000-2,999 sq. ft.
- 18% 3,000-4,999 sq. ft.
- 3% 5,000+ sq. ft.



- 90% Single-family detached
- 4% Townhouse or row house
- 3% Apartment/condominium
- 3% Other

## PRO HIRING

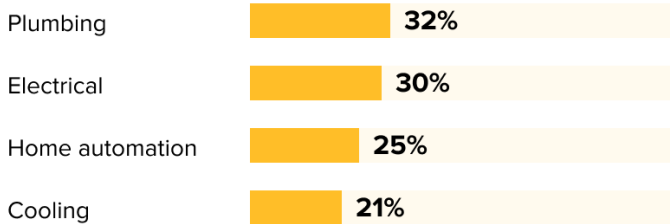


## TOP PROJECTS



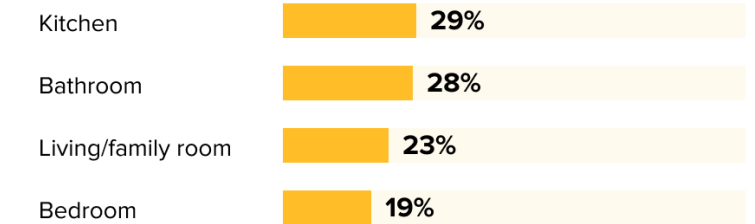
### Home system upgrades

**66%**



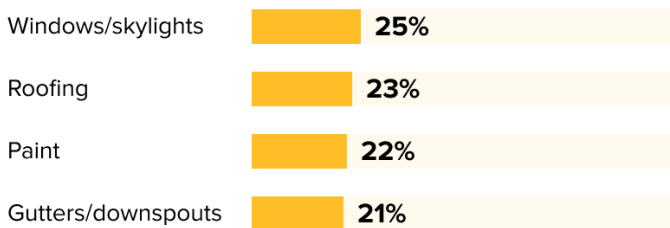
### Interior room upgrades

**73%**



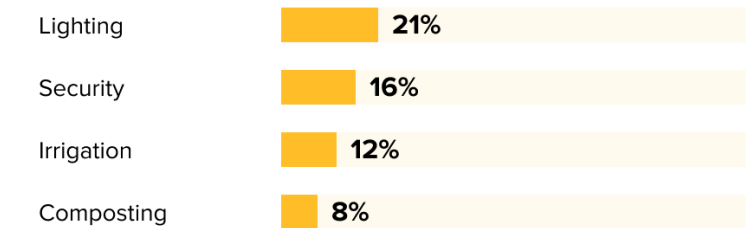
### Home exterior upgrades

**62%**



### Outdoor upgrades

**53%**



## INVESTMENT IN THE HOME

Median spend

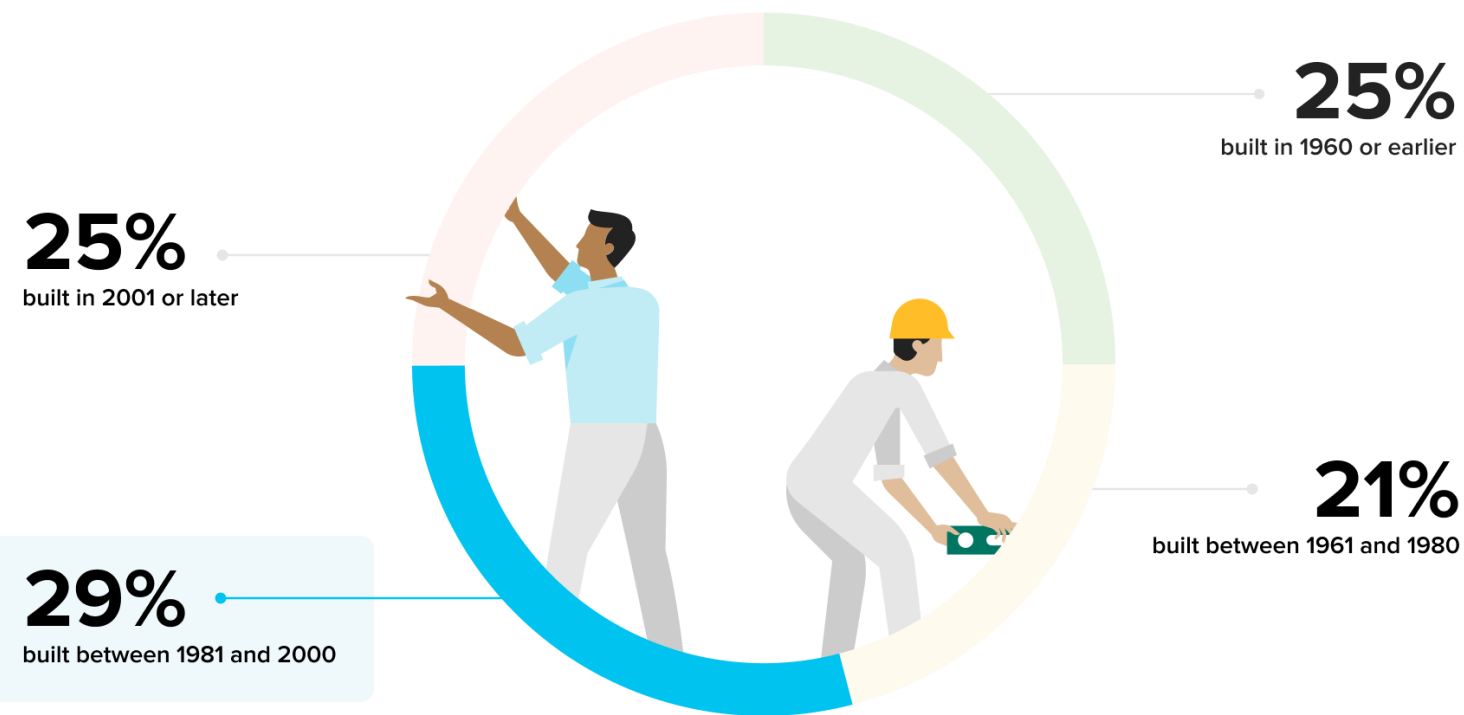
**\$20,000**

Spend among the top 10%

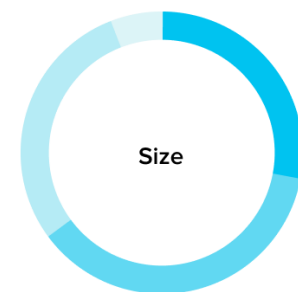
**\$100,000**

# Homes Built Between 1981 and 2000

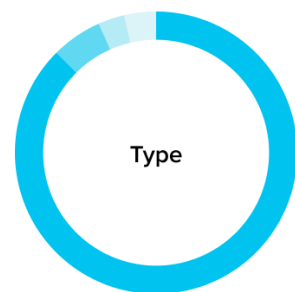
## SHARE OF RENOVATED HOMES BY YEAR BUILT



## CHARACTERISTICS OF HOMES RENOVATED

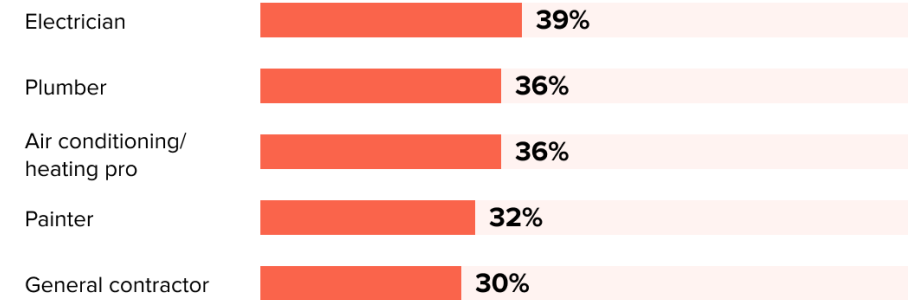


- 28% < 2,000 sq. ft.
- 37% 2,000-2,999 sq. ft.
- 29% 3,000-4,999 sq. ft.
- 6% 5,000+ sq. ft.



- 88% Single-family detached
- 5% Townhouse or row house
- 3% Apartment/condominium
- 4% Other

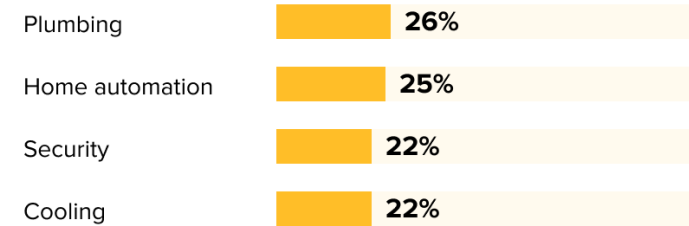
## PRO HIRING



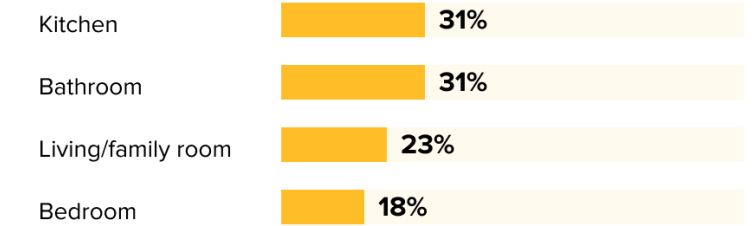
## TOP PROJECTS



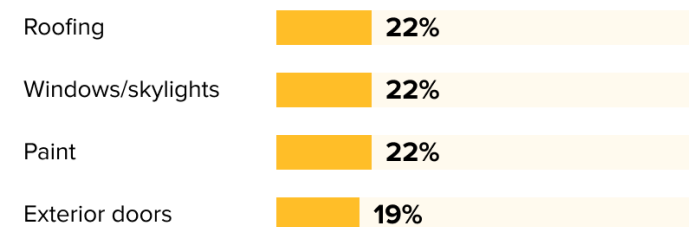
Home system upgrades  
**65%**



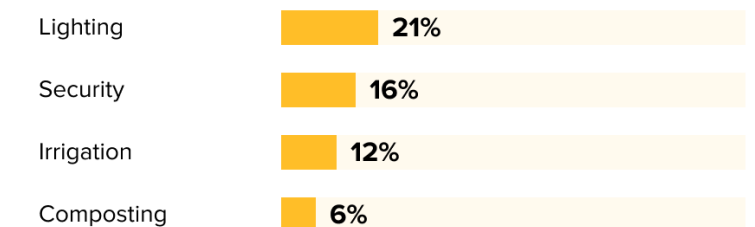
Interior room upgrades  
**75%**



Home exterior upgrades  
**60%**



Outdoor upgrades  
**51%**



## INVESTMENT IN THE HOME

Median spend

**\$20,000**

Spend among the top 10%

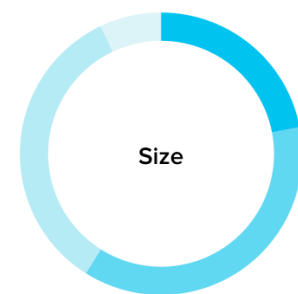
**\$104,000**

# Homes Built in 2001 or Later

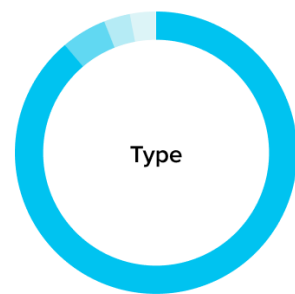
## SHARE OF RENOVATED HOMES BY YEAR BUILT



## CHARACTERISTICS OF HOMES RENOVATED

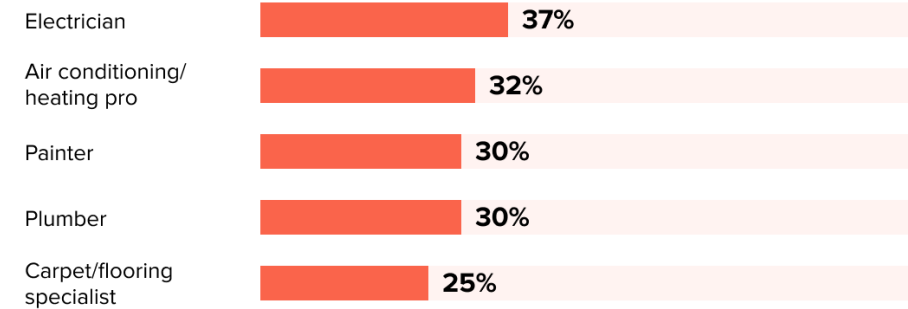


- 21% < 2,000 sq. ft.
- 37% 2,000-2,999 sq. ft.
- 34% 3,000-4,999 sq. ft.
- 8% 5,000+ sq. ft.



- 89% Single-family detached
- 5% Townhouse or row house
- 3% Apartment/condominium
- 3% Other

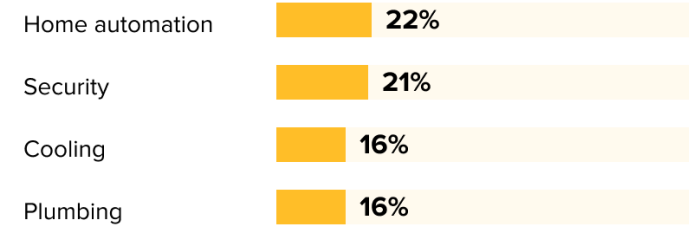
## PRO HIRING



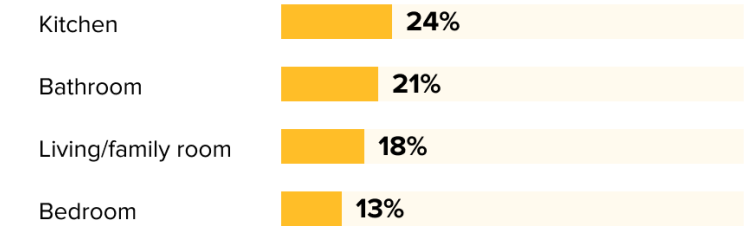
## TOP PROJECTS



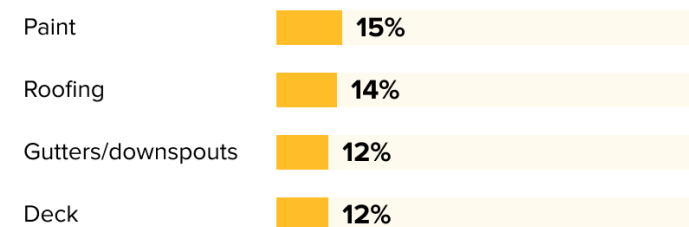
Home system upgrades  
**54%**



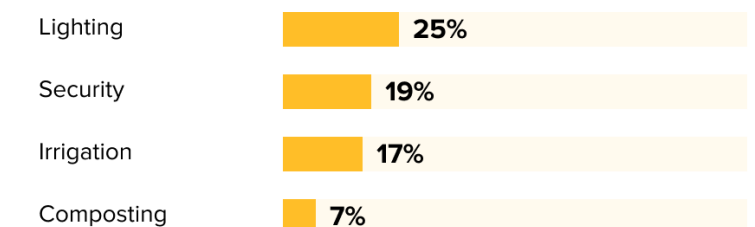
Interior room upgrades  
**62%**



Home exterior upgrades  
**45%**



Outdoor upgrades  
**59%**



## INVESTMENT IN THE HOME

Median spend

**\$15,000**

Spend among the top 10%

**\$90,000**

# METHODOLOGY

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# 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 SEGMENTING

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. The analysis was then performed by segmenting data based on the year houses were built.