

HOZZ RESEARCH

2024 U.S. Houzz & Home Study





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Big Ideas

Home Renovation Spend Hits New High

Renovation spend has surged in the past three years, with the median spend* increasing by 60% between 2020 (\$15,000) and 2023 (\$24,000). The top 90th percentile of spend rose as well, increasing by 77% between 2020 (\$85,000) and 2023 (\$150,000). In addition, more than half of renovating homeowners (51%) spent \$25,000 or more on their renovations in 2023, up from 37% in 2020.

Planning Time Far Exceeds Building Time

Homeowners dedicate about twice as much time on average to the planning phase of a renovation project compared with the construction phase, across all rooms. Kitchen renovations had the longest timeline in 2023, with 9.6 months of planning and 5.1 months of building on average. Living rooms follow, with 8.1 months of planning and 4.1 months of building.

Credit Card Use Surges

Cash from savings continues to be the most common funding for renovation projects (83%), followed at a distance by credit cards (37%). That said, credit card use jumped by 9 percentage points in 2023, from 28% in 2022. Homeowners gravitate toward diversified funding sources for bigger-budget projects, between \$50,000 and \$200,000, using home loans and cash from home sales (23% and 21%, respectively) nearly as commonly as credit cards (32%).

Gen Xers Still Spend the Most

Gen Xers** spent the most on renovation projects for the second year in a row. Their median spend in 2023 was \$25,000, compared with Baby Boomers at \$24,000. The top 10% of spenders in these groups had substantial project budgets, with Gen Xers at \$180,000 and Baby Boomers at \$131,000.

Kitchens and Bathrooms Lead in Project Activity

Kitchens continue to lead as the most commonly renovated interior room (29%), followed closely by guest bathrooms and primary bathrooms (27% and 25%, respectively). Living room projects also are popular, with 1 in 5 homeowners (21%) undertaking them. The median spend for kitchen and primary bath projects jumped in 2022, and in 2023 it increased again — by 20% and 11%, reaching \$24,000 and \$15,000, respectively.

Professional Hiring Remains Strong

While overall pro hiring remains consistent with the previous year, with more than 9 in 10 renovating homeowners hiring professional help, the share hiring specialty service providers has increased slightly, rising from 46% in 2022 to 47% in 2023. The average number of specialty service providers hired has stayed constant at 1.7 over these two years. On the other hand, the share of renovating homeowners hiring construction professionals, such as general contractors, has decreased from 44% in 2022 to 42% in 2023. Nearly a quarter of renovating homeowners (24%) hired design-related pros to assist with their projects in 2023.

Product Purchasing Slows Slightly

Among renovating homeowners, 64% bought paint for their projects in 2023, making this once again the most popular purchase. However, that percentage is 4 points lower than in 2022. Light fixtures are purchased most frequently (52%) after paint. And given that kitchens and baths are the most popular spaces to renovate, it's not surprising that faucets and shower heads rank just below lighting (49%). Notably, major kitchen appliances dropped by 4 percentage points, with only 32% of renovating homeowners buying them.

*Median spend is the midpoint level, meaning half of renovating homeowners surveyed spent more and half spent less. Spend has not been adjusted for inflation.

**Generational categories follow Pew Research Center's age ranges: Gen Zers (18-26), Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).



01
2023
Overview &
2024 Plans





Renovation Momentum Ebbs Slightly

The share of homeowners undertaking renovations dipped by 2 percentage points in 2023, but enthusiasm remains strong, as 56% of survey respondents still took on home renovation projects. And despite this downtick, the median amount spent on home renovations has continued to increase since 2020, reaching \$24,000 in 2023. Similarly, the top 10% of spending has risen consistently; it reached \$150,000 in 2023.

Interest in home decoration stayed stable, with 56% of respondents taking on decorating projects in 2023 versus 57% in 2022.

Home repairs remain the third-most-popular home improvement activity (47%). Building a new home came in a distant fourth place, undertaken by only 4% in 2023.

FREQUENCY OF HOME-RELATED ACTIVITIES AMONG HOMEOWNERS IN 2023*



1 NATIONAL RENOVATION SPEND PER HOUSEHOLD**

MEDIAN SPEND		90TH PERCENTILE SPEND	
2023	\$24,000	2023	\$150,000
2022	\$22,000	2022	\$140,000
2021	\$18,000	2021	\$100,000

*Multiple responses were allowed.
 **Spend has not been adjusted for inflation.



Renovation Plans Carry On, With Caution

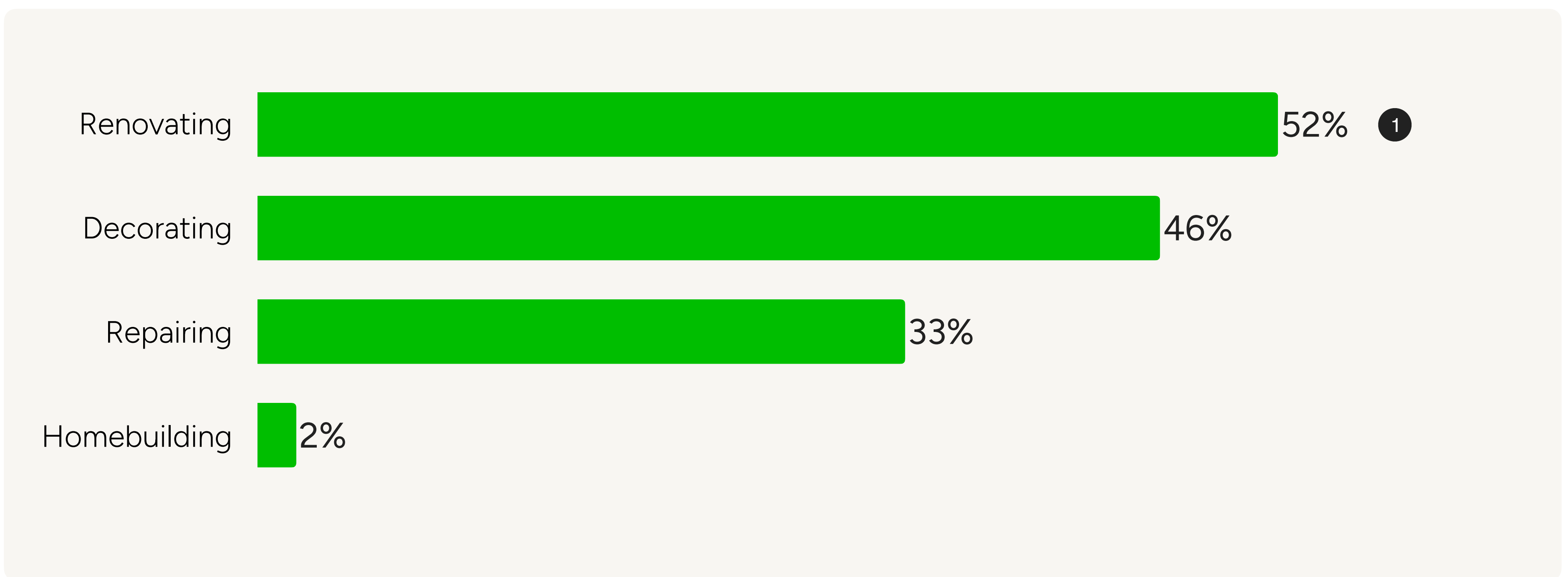
While more than half of homeowners (52%) plan to renovate in 2024, the share is 3 percentage points lower year over year, indicating a sense of caution.

The median planned expenditure for renovations in 2024 stands at \$15,000, the same as in 2023. The top 10% of spenders report allocating \$80,000 for projects in 2024, which is \$5,000 less than in 2023.

Decorating remains the second-most-popular planned home improvement project this year, with nearly half of respondents (46%) intending to undertake it in 2024.

Meanwhile, a third of homeowners (33%) are prioritizing repairs, and only 2% are planning to build a new home.

FREQUENCY OF PLANNED 2024 HOME-RELATED ACTIVITIES AMONG HOMEOWNERS*



1 PLANNED NATIONAL RENOVATION SPEND PER HOUSEHOLD**

MEDIAN SPEND

2024

\$15,000

90TH PERCENTILE SPEND

2024

\$80,000

*Multiple responses were allowed.
**Spend has not been adjusted for inflation.



02

2023 Financing & Motivations





Budgets Keep Growing

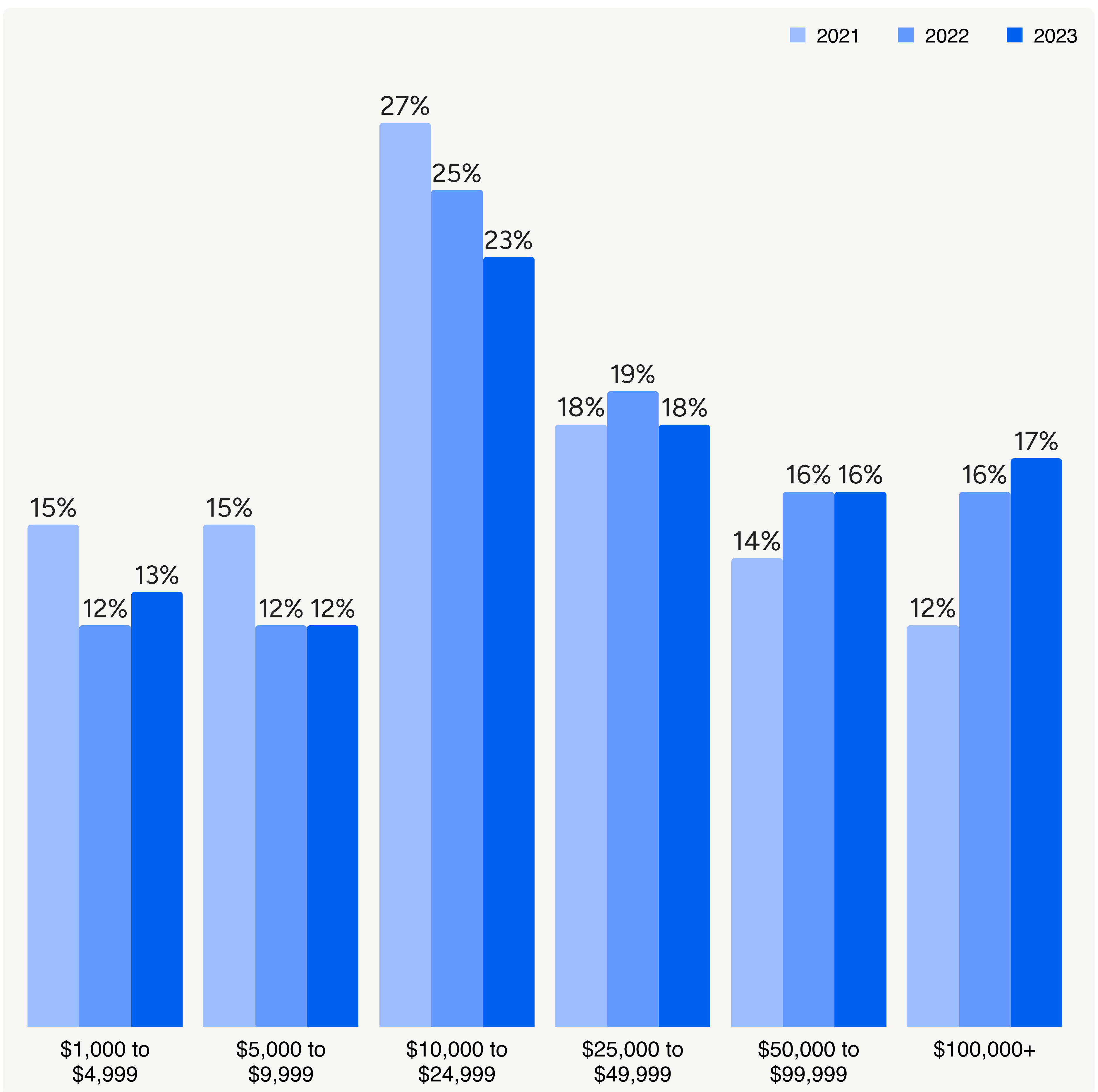
Home renovation budgets are noticeably trending higher, with the share of homeowners spending \$25,000 or more increasing from 44% in 2021 to 51% in 2023. This increase is especially significant given that the share was 37% in 2020.

On the lower end of the budget spectrum, a quarter of renovating homeowners completed upgrades for less than \$10,000. The share spending between \$10,000 and \$25,000

has remained relatively stable, decreasing by only 1 or 2 percentage points each year since 2020.

Finally, the share of homeowners allocating more than \$100,000 for renovations ticked up slightly in 2023, reaching 17%.

FREQUENCY OF SPEND RANGES AMONG HOMEOWNERS WHO RENOVATED IN 2021, 2022 AND 2023*



*Spend has not been adjusted for inflation.



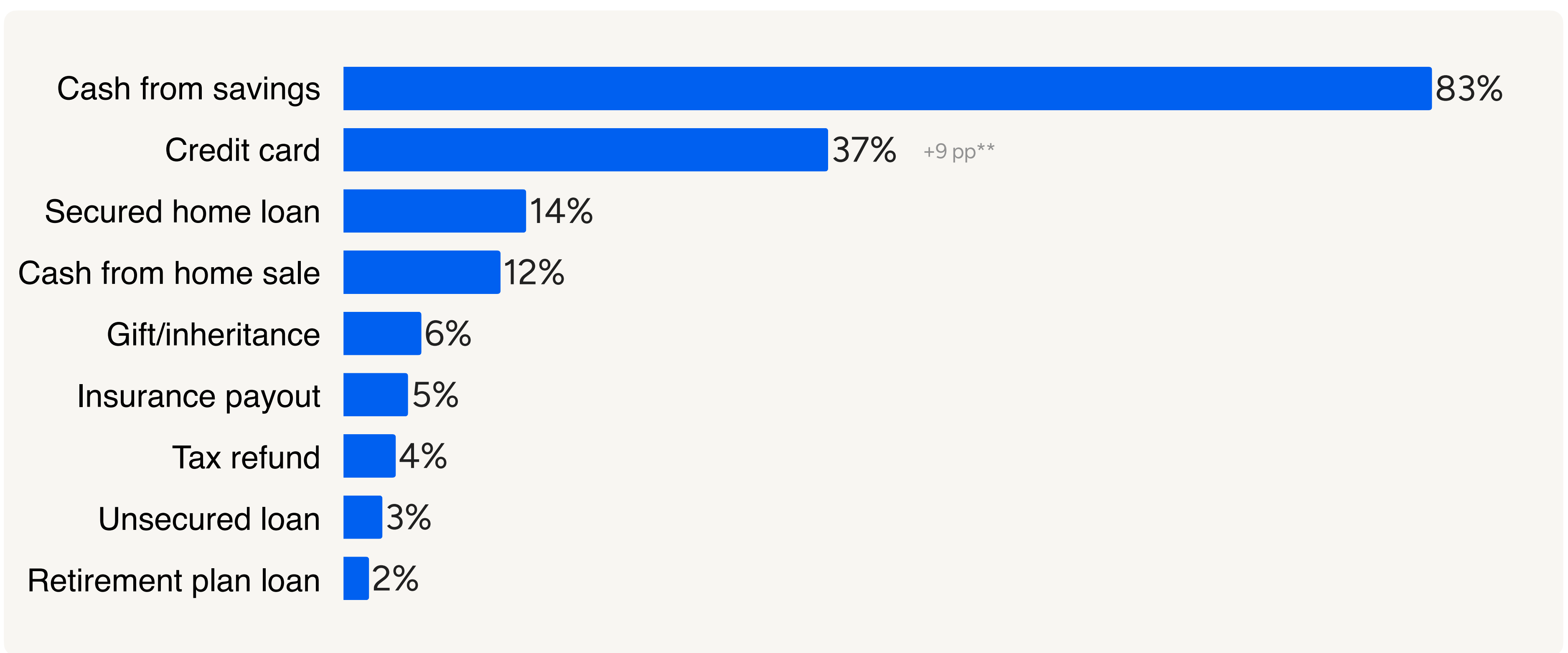
Credit Card Use Surges

The share of homeowners using credit cards for renovation projects jumped in 2023, increasing by 9 percentage points to reach 37%. This trend applies to both lower-budget projects (up to \$5,000) and higher-budget projects (from \$50,000 to \$200,000), with the use of credit cards for those up by 10 and 7 percentage points, respectively.

For higher-budget projects (\$50,000 to \$200,000), homeowners used secured home loans and cash from home sales nearly as frequently as credit cards (23%, 21% and 32%, respectively). Notably, homeowners in this spending category utilized diverse funding sources more than homeowners undertaking lower-budget projects.

Cash, however, remains the most popular funding option (83%) for projects in all spend ranges.

FREQUENCY OF TOP FUNDING SOURCES AMONG HOMEOWNERS WHO RENOVATED IN 2023*



TOP FUNDING SOURCES

	With Spend of \$1,000 to \$5,000	With Spend of \$50,000 to \$200,000
Cash from savings	82% -4 pp**	82% +5 pp**
Credit card	40% +10 pp**	32% +7 pp**
Secured home loan	8%	23%
Cash from home sale	5%	21%
Tax refund	5%	4%
Gift/inheritance	3%	9%
Insurance payout	3%	6%
Unsecured loan	2%	4%
Retirement plan loan	1%	3%

*Multiple responses were allowed.

**Indicates year-over-year change of 4 or more percentage points.

***Spend has not been adjusted for inflation.



Time and Financing Remain Top Factors

Nearly 2 in 5 homeowners cited finally having the time as one of their top triggers for beginning a renovation, and more than a third cited finally having the financial means, making these the top two considerations overall (39% and 36%, respectively).

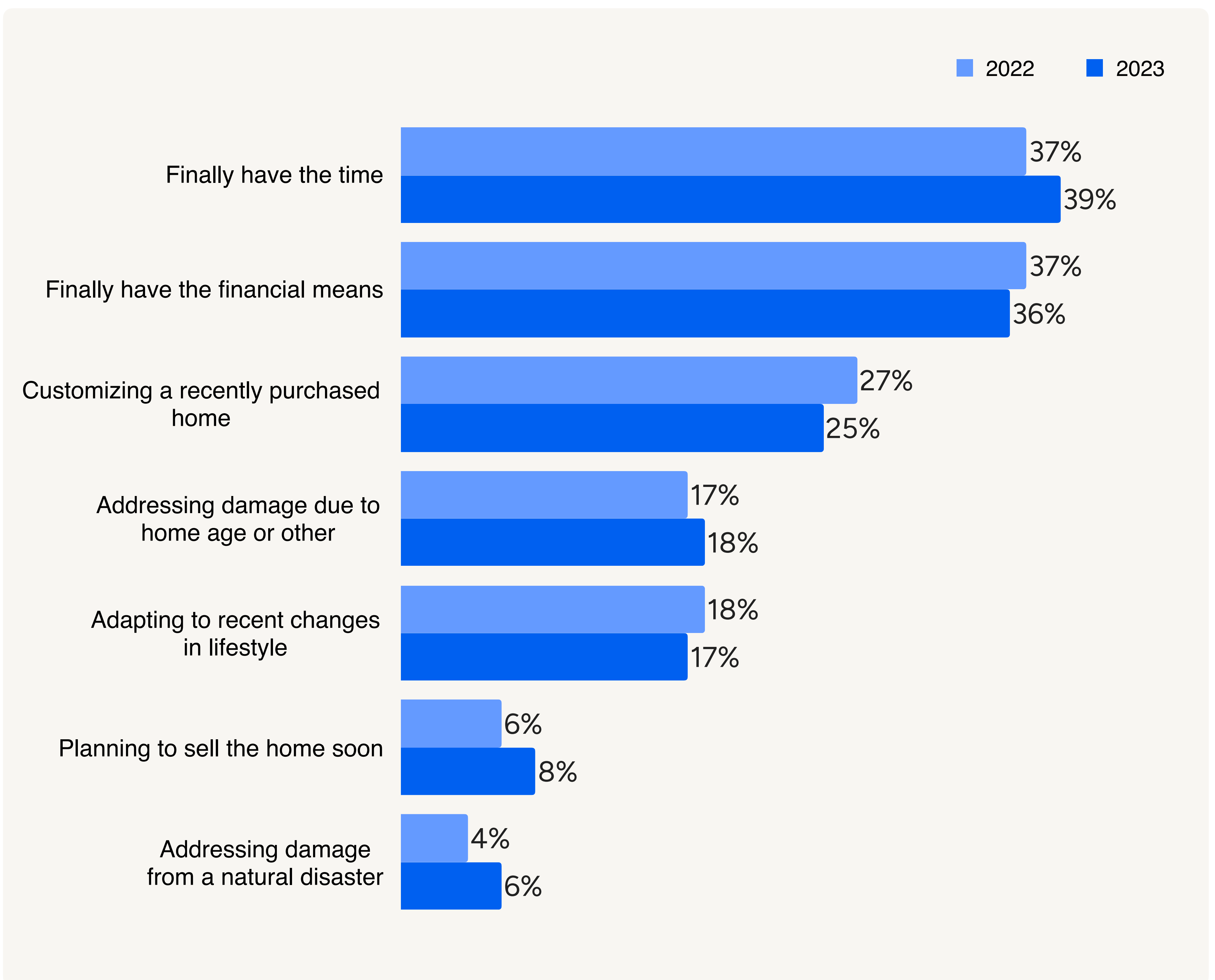
The share noting the desire to customize a recently purchased home as a top trigger decreased slightly, but this motivation remains one of the top three for a quarter of renovating homeowners (25%).

Nearly 1 in 5 renovating homeowners (18%) reported addressing home damage as a key reason, and a similar share (17%) pointed to adapting to recent lifestyle changes.

Notably, the share of homeowners renovating with the intention of selling their home rose by 2 percentage points, to 8%.

Finally, the share of renovating homeowners planning to stay put for at least 11 years inched up to 62% in 2023.

FREQUENCY OF TOP RENOVATION TRIGGERS AMONG HOMEOWNERS WHO RENOVATED IN 2022 AND 2023*



PLAN TO STAY IN THE HOME 11+ YEARS

2023	62%
2022	61%
2021	59%

*Up to three responses were allowed.



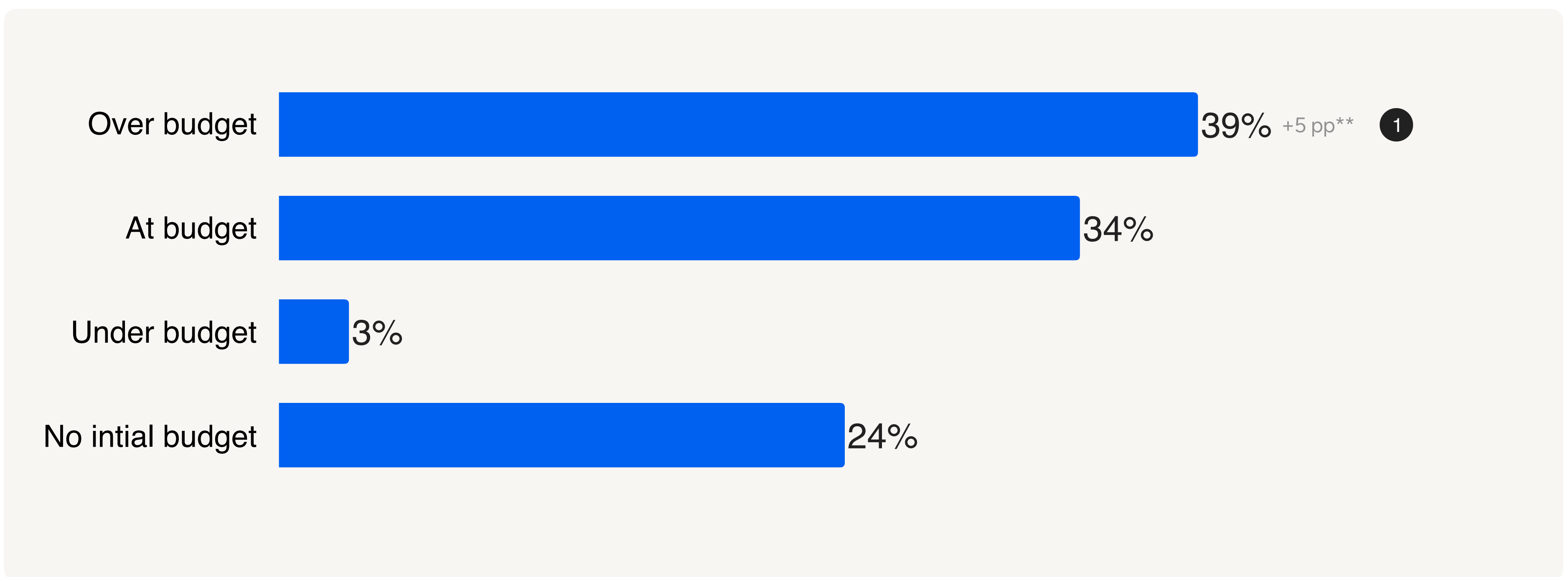
Majority Go Over Budget

Although 76% of homeowners set a budget for their home improvements in 2023, many found it challenging to stick to it. Indeed, nearly 2 in 5 exceeded their budget in 2023, and the share is up by 5 percentage points from two years prior. The main reasons include unforeseen costs for products and services, increased project complexity and choosing more expensive products and materials.

on budget, and a few (3%) even came in under budget.

However, more than a third of homeowners managed to stay

FREQUENCY OF BEING UNDER, AT OR OVER BUDGET AMONG RENOVATING HOMEOWNERS IN 2023*



HAD BUDGET BEFORE STARTING RENOVATION

2023	76%
2021	73%
2019	71%

1 TOP 3 REASONS FOR GOING OVER BUDGET IN 2023*

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

*Multiple responses were allowed.

**Percentage point difference between 2023 and 2021 shares.



03

Projects & Spend





Planning Time Far Exceeds Building Time

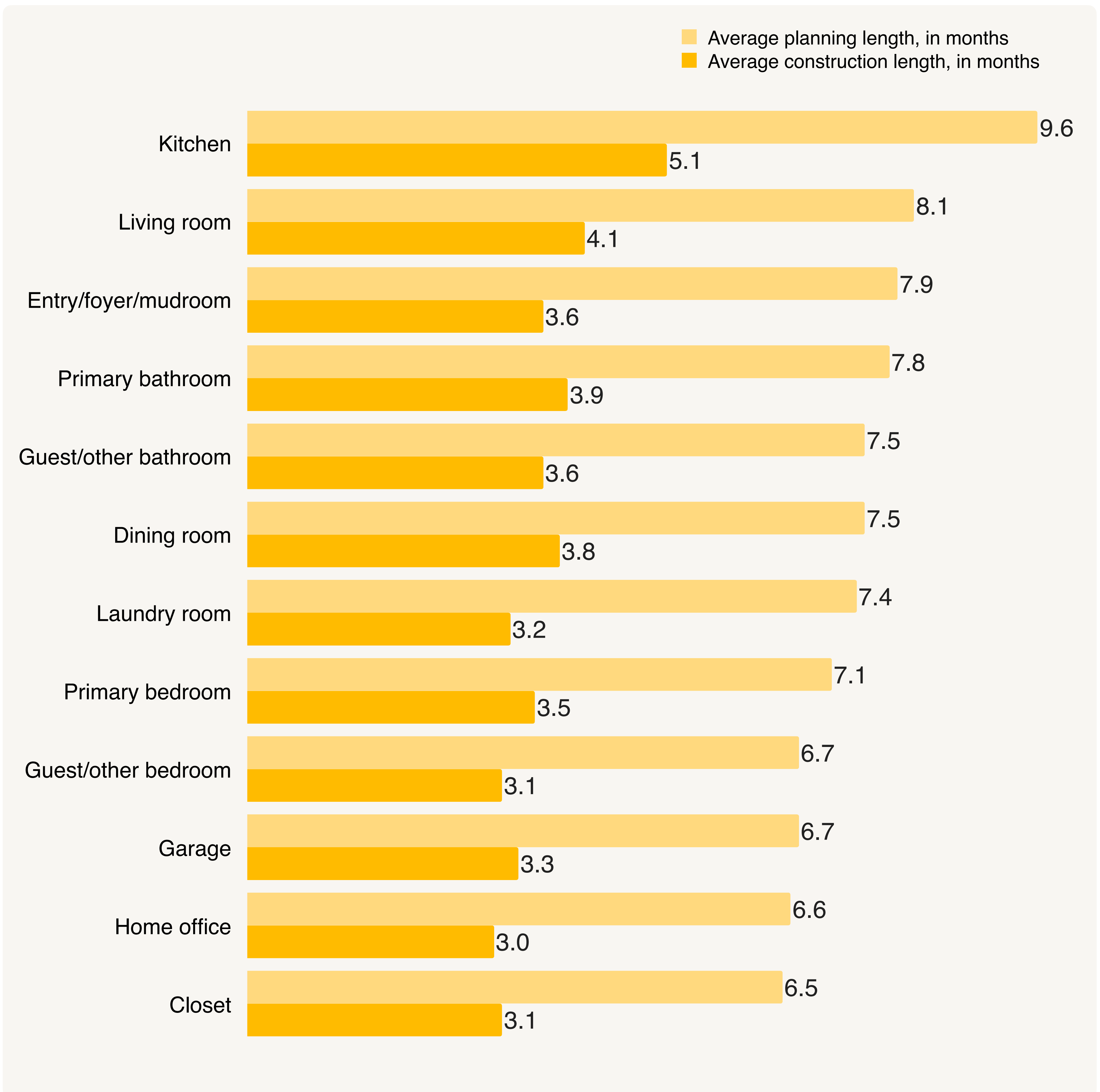
Homeowners dedicate about twice as much time on average to the planning phase of a renovation project compared with the construction phase, across all rooms.

of building. As for smaller areas, such as closets, homeowners dedicate more than six months on average to planning, while construction takes more than three months on average.

Kitchen renovations had the longest timeline in 2023, with 9.6 months of planning and 5.1 months of building on average.

Living rooms follow, with 8.1 months of planning and 4.1 months

AVERAGE LENGTH OF PROJECTS, IN MONTHS, AMONG RENOVATING HOMEOWNERS IN 2023*



*Does not include additions.



Homeowners Make Over Many Types of Spaces

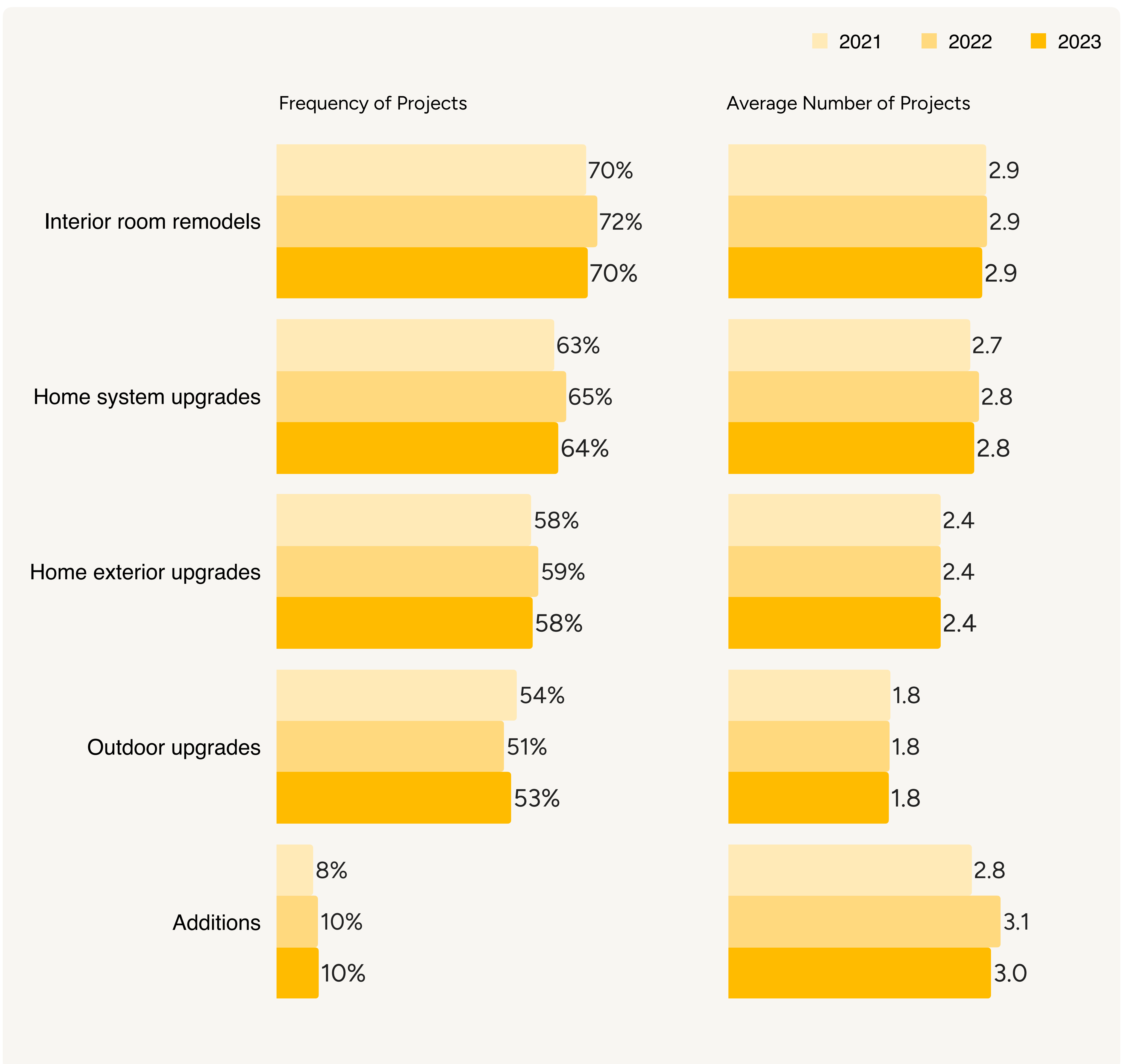
Homeowners are again undertaking comprehensive remodels, although the 2023 percentage varies slightly from 2022, and often address multiple projects simultaneously.

Seven out of 10 renovating homeowners invest in interior room remodeling, and 64% enhance their home systems. More than half of homeowners make exterior improvements and update their outdoor spaces (58% and 53%, respectively).

The share of homeowners adding square footage via additions is the same year over year (10%).

Homeowners undertake nearly three interior room upgrades and nearly two exterior enhancements on average during their renovations.

FREQUENCY OF RENOVATION ACTIVITY AND NUMBER OF PROJECTS AMONG HOMEOWNERS WHO RENOVATED*



*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 and the like), features (lawns, fences and the like) and systems (irrigation, lighting and the like). *Home exterior upgrades* refers to upgrades to windows, roofing and the like. *Additions* refers to expansions of the home's footprint by increasing the square footage of kitchens, dining rooms and the like.



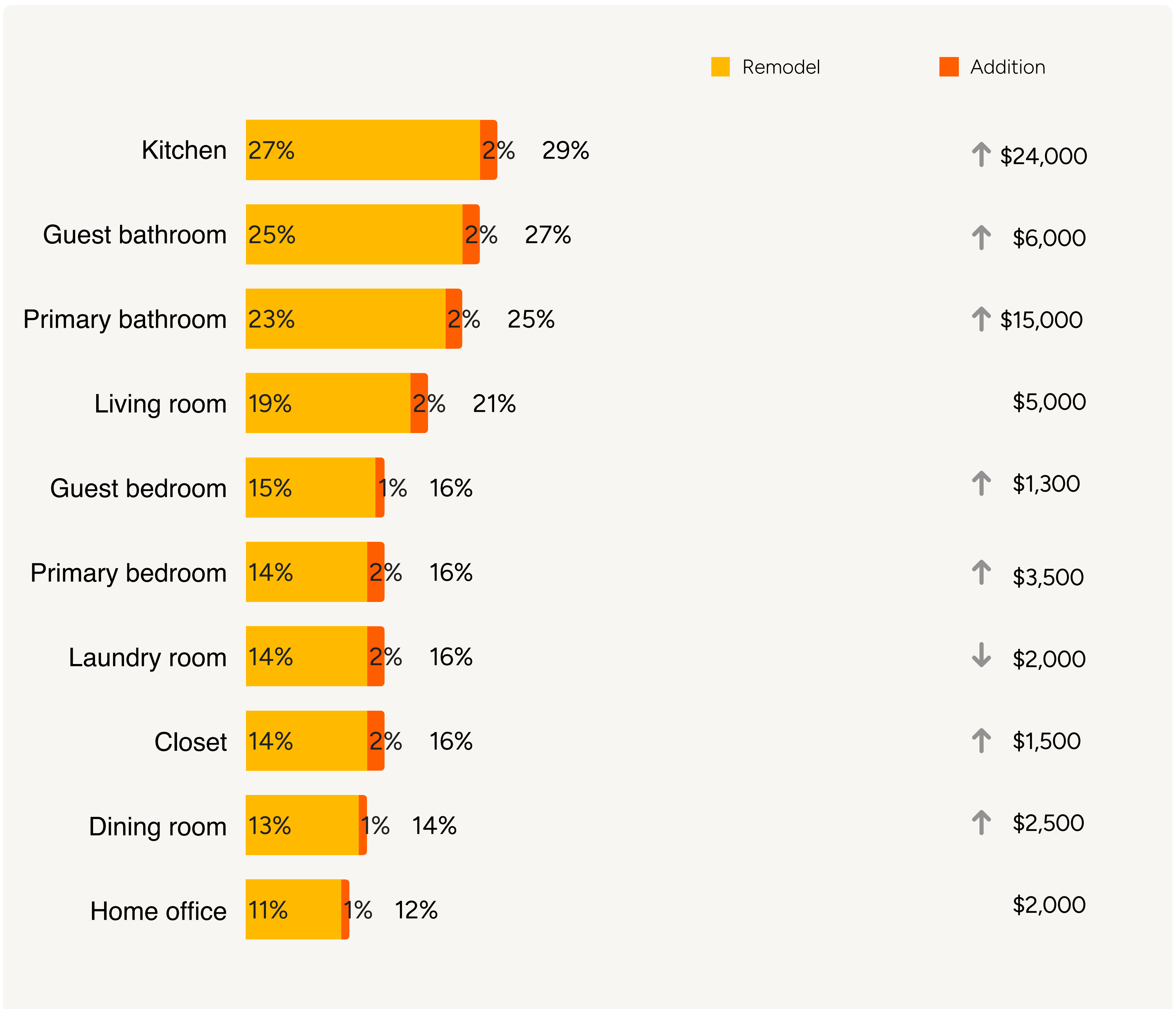
Kitchens and Baths Get Most Makeovers

The kitchen unsurprisingly is the most commonly renovated room, with 27% of homeowners undertaking a remodel of it and 2% creating an addition for it. Guest bathroom and primary bathroom remodels follow closely, at 25% and 23%, respectively, while additions are at 2% each. The living room is the next most popular, at 19% for remodels and 2% for additions.

The share of homeowners renovating laundry rooms and closets is the same as in the prior year (16% each).

The median spend increased for most interior room upgrades year over year. The exceptions: living rooms and home offices, for which the median spend is unchanged. And homeowners spent less on laundry room updates in 2023 versus 2022.

FREQUENCY OF AND MEDIAN SPEND ON TOP INTERIOR ROOM RENOVATIONS AMONG RENOVATING HOMEOWNERS*



*Multiple responses were allowed. Spend has not been adjusted for inflation.



Kitchen and Bath Budgets See Slight Boost

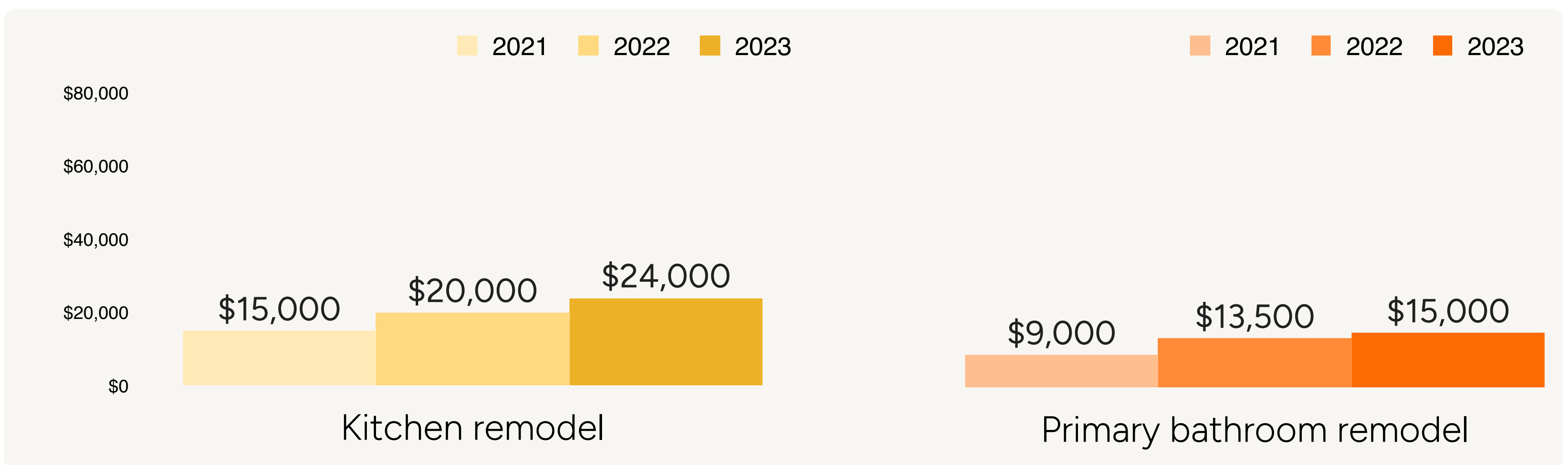
The median spend on kitchen and bathroom renovations increased by 20% and 11%, respectively, reaching \$24,000 for kitchens and \$15,000 for bathrooms in 2023. These increases are more subdued compared to the jumps of 33% for kitchens and 50% for bathrooms in 2022.

Notably, the median spend on major kitchen remodels, in which all the cabinets are upgraded and appliances refreshed, stayed

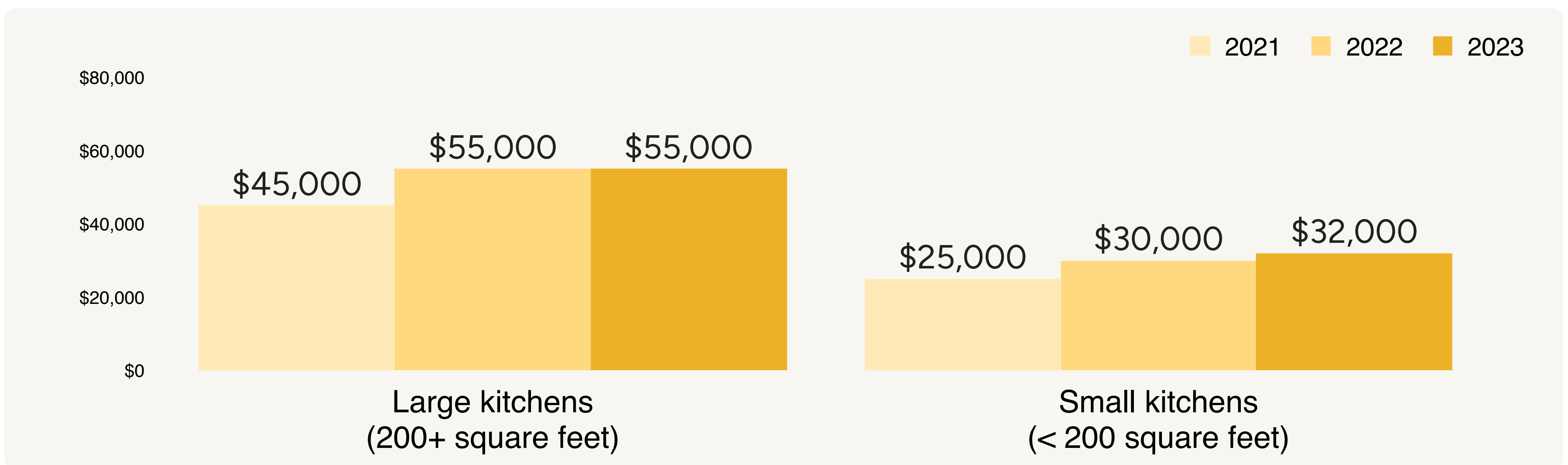
consistent for large kitchens, at \$55,000. In contrast, the median spend on kitchens smaller than 200 square feet increased slightly (\$32,000 in 2023 versus \$30,000 in 2022).

For bathrooms, the median spend on remodels involving updates to cabinetry (including the vanity), countertops and toilets remained unchanged from 2022, at \$25,000 for larger bathrooms and \$15,000 for smaller ones.

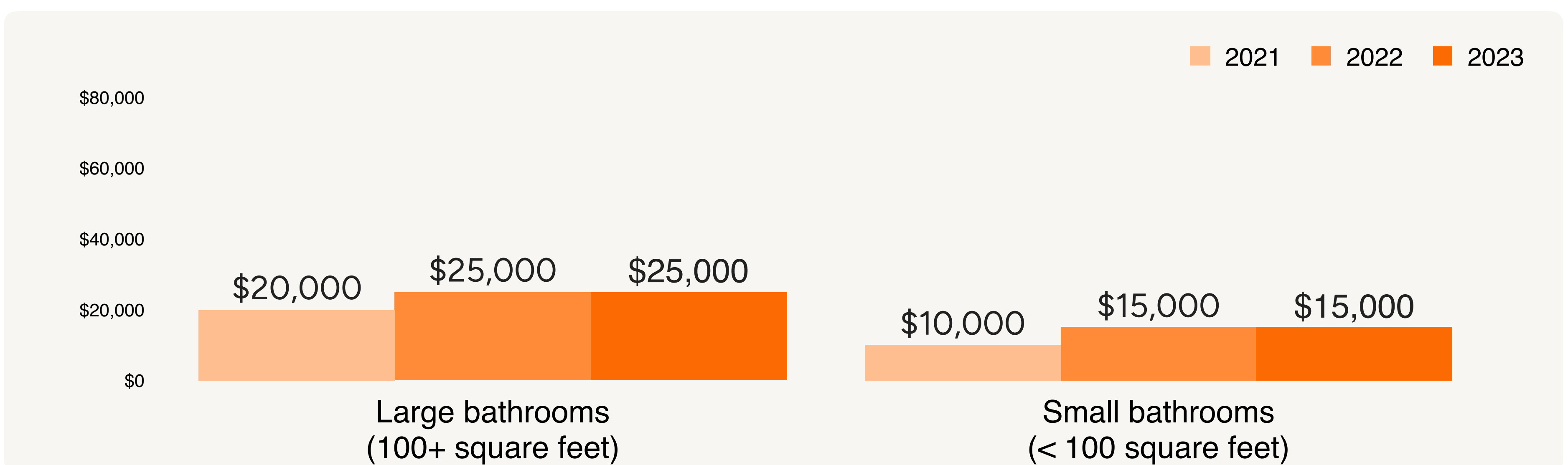
MEDIAN SPEND ON KITCHEN AND PRIMARY BATHROOM REMODELS*



MAJOR KITCHEN REMODEL**



MAJOR BATHROOM REMODEL***



*Projects done as DIY and with professional help. Spend has not been adjusted for inflation.

**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.



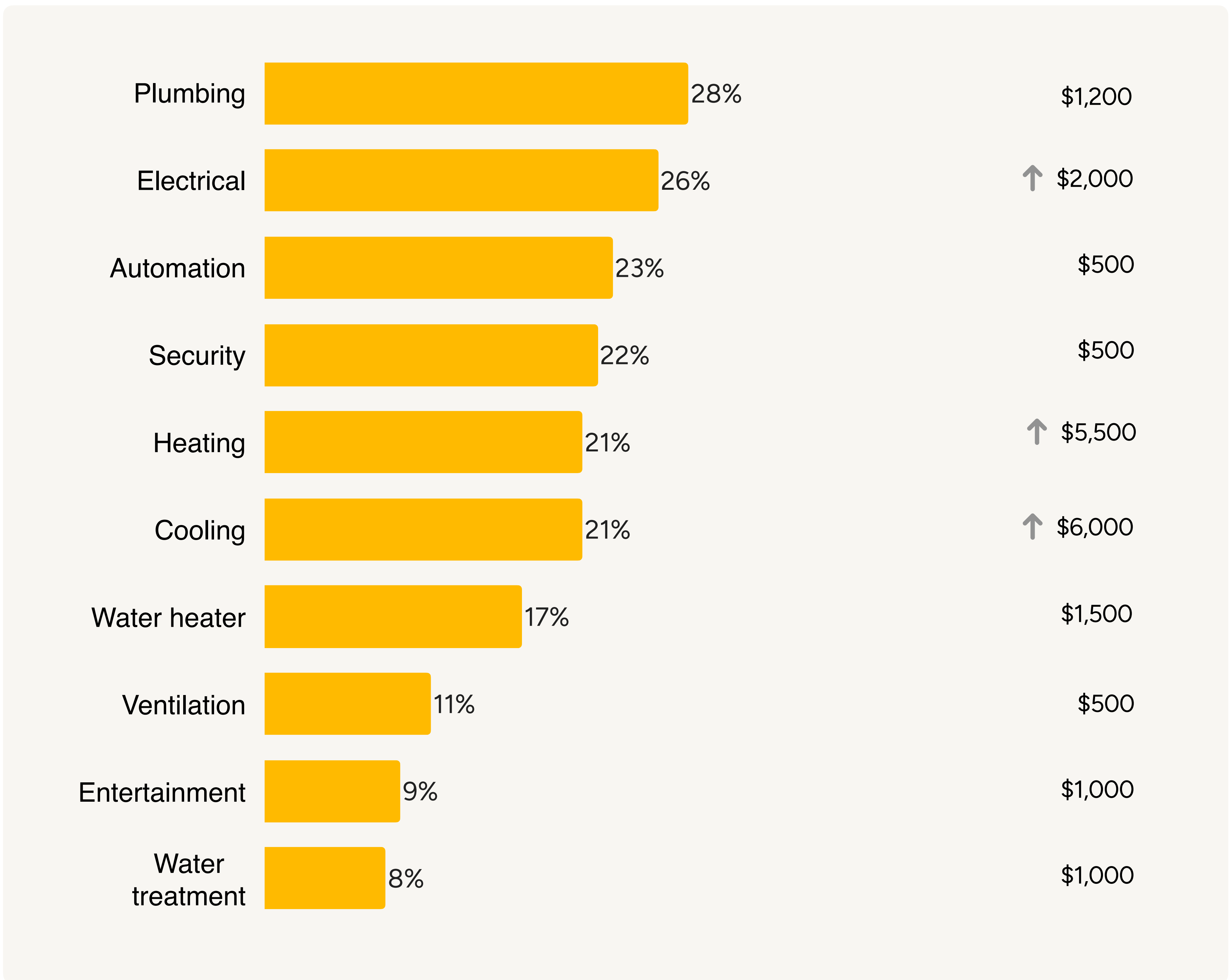
Heating and Cooling Investments Ramp Up

The median spend for various home system upgrades mostly has held steady year over year. However, the median spend on heating and cooling systems has increased by 10% for both, reaching \$5,500 and \$6,000, respectively. These two types of upgrade also command the highest amount of all home systems.

The median spend on electrical system upgrades also rose, from \$1,800 in 2022 to \$2,000 in 2023.

Homeowners continue to enhance several systems, upgrading plumbing (28%), electrical (26%) and automation (23%) most frequently. Notably, security upgrades have maintained their share (22%) since overtaking heating and cooling in 2020.

FREQUENCY OF AND MEDIAN SPEND ON TOP HOME SYSTEM UPGRADES AMONG RENOVATING HOMEOWNERS*



*Multiple responses were allowed. Spend has not been adjusted for inflation.



Spend Rises for All Exterior Projects

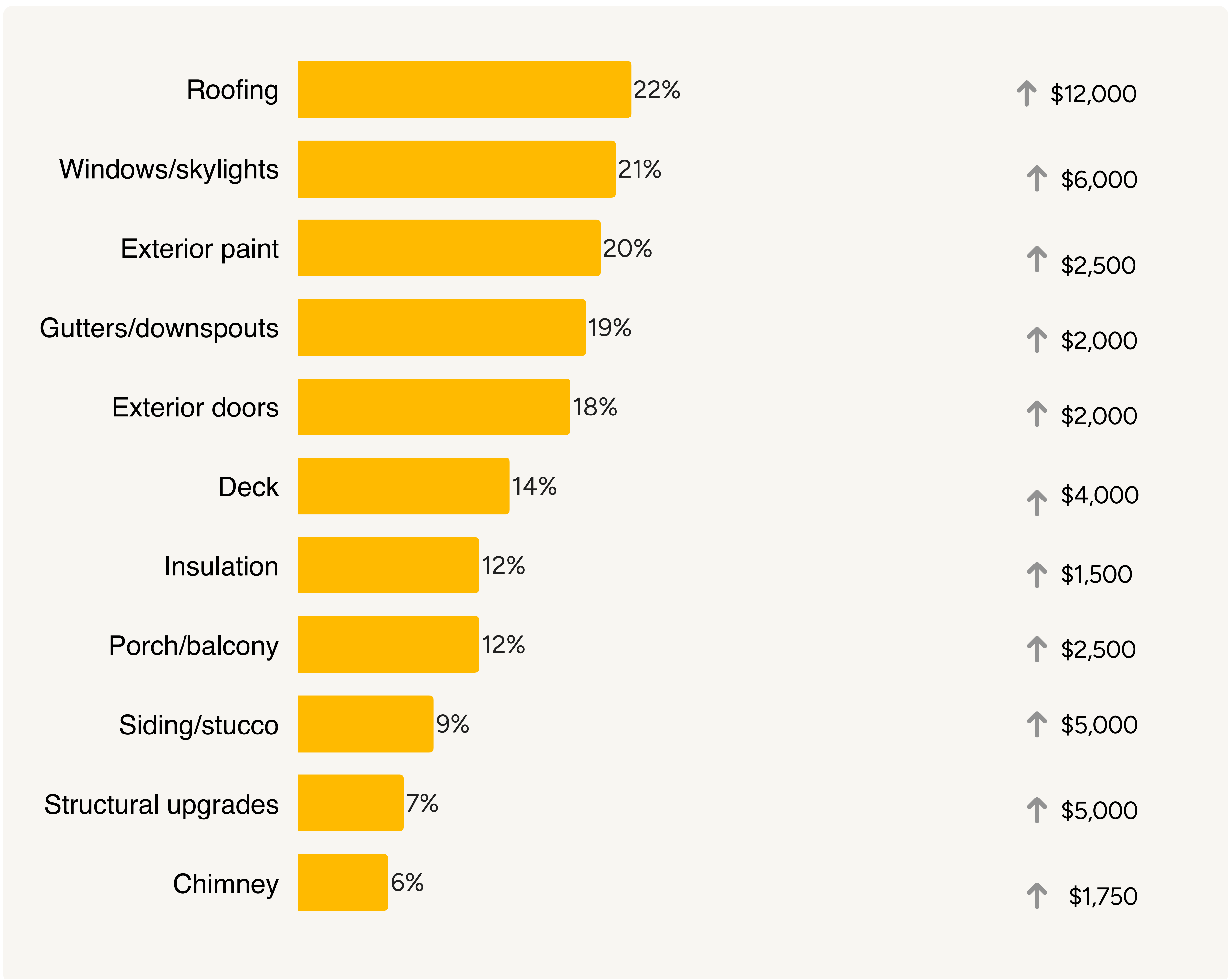
The four most popular types of exterior upgrades garnered similar interest among renovating homeowners. Roofing leads the pack at 22%, closely tailed by windows or skylights at 21%, exterior paint at 20%, gutters or downspouts at 19%, and exterior doors at 18%. Each category differs from the next ranked category by only a single percentage point.

Despite their similar popularity, these upgrades diverge in

median amount spent. Roofing upgrades are at \$12,000; windows and skylights are at \$6,000; and exterior paint, gutters or downspouts, and exterior doors are at \$2,500, \$2,000 and \$2,000, respectively.

Despite these differences, the median spend increased across all exterior upgrade categories.

FREQUENCY OF AND MEDIAN SPEND ON TOP EXTERIOR BUILDING UPGRADES AMONG RENOVATING HOMEOWNERS*



*Multiple responses were allowed. Spend has not been adjusted for inflation.



Rise in Outdoor Security Enhancements

Across outdoor system renovations, lighting leads in popularity among renovating homeowners at 22%. Security enhancements (such as installing cameras or sensors), however, are not far behind at 18%, and are up by 2 percentage points year over year.

About 3 in 10 renovating homeowners (29%) revamp beds and borders; some also attend to lawns, patios or terraces, or

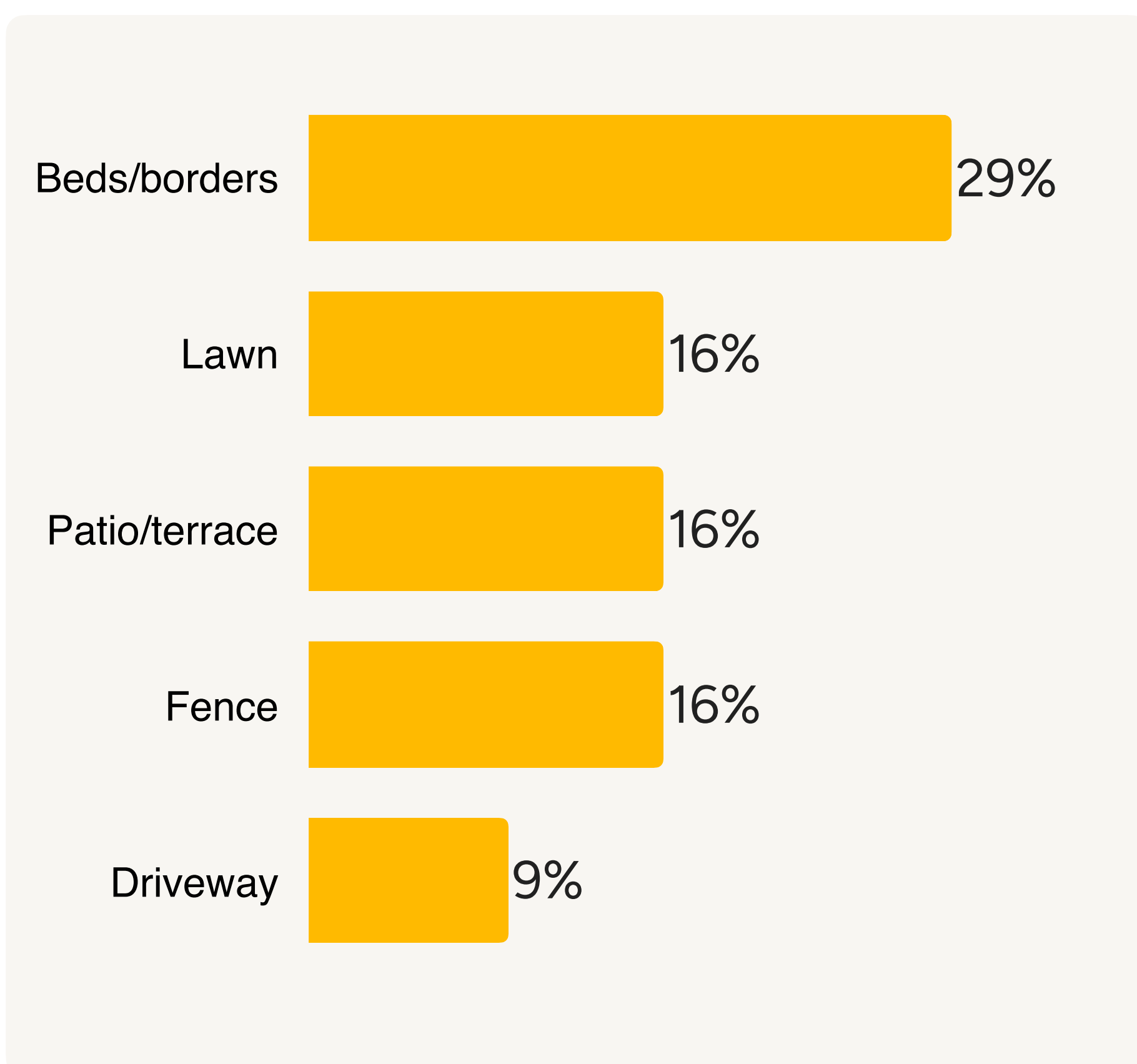
fences (16% each).

Among outdoor structures, deck renovations are the most popular (14%), outpacing upgrades of sheds or workshops (8%), gazebos or pergolas (6%), and swimming pools (5%).

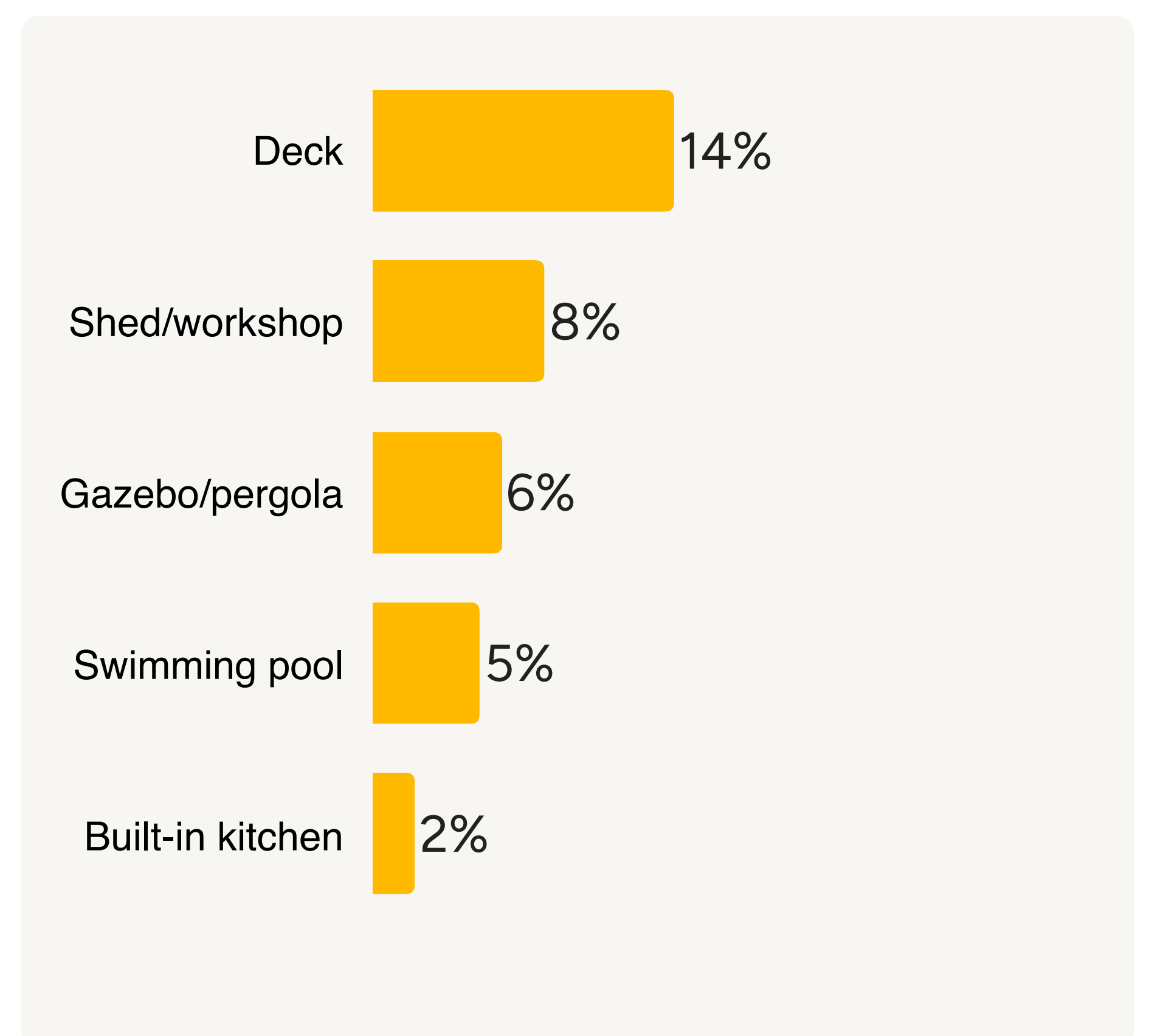
Additionally, 2% of renovating homeowners improve their built-in outdoor kitchens; this share has remained consistent since 2021.

FREQUENCY OF TOP OUTDOOR UPGRADES AMONG RENOVATING HOMEOWNERS*

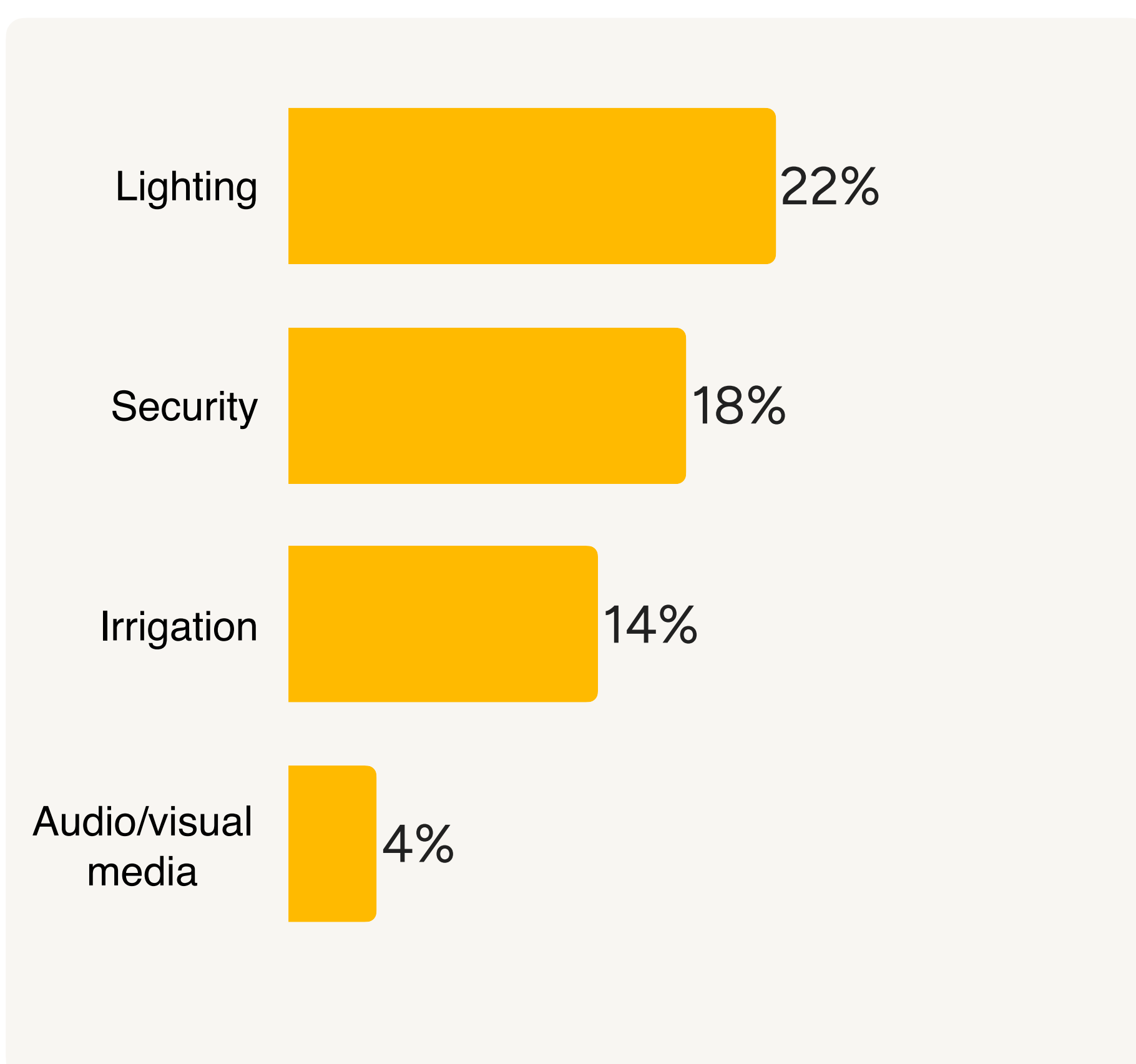
OUTDOOR GROUNDS



OUTDOOR STRUCTURES



OUTDOOR SYSTEMS



*Multiple responses were allowed.



04

Professional Involvement





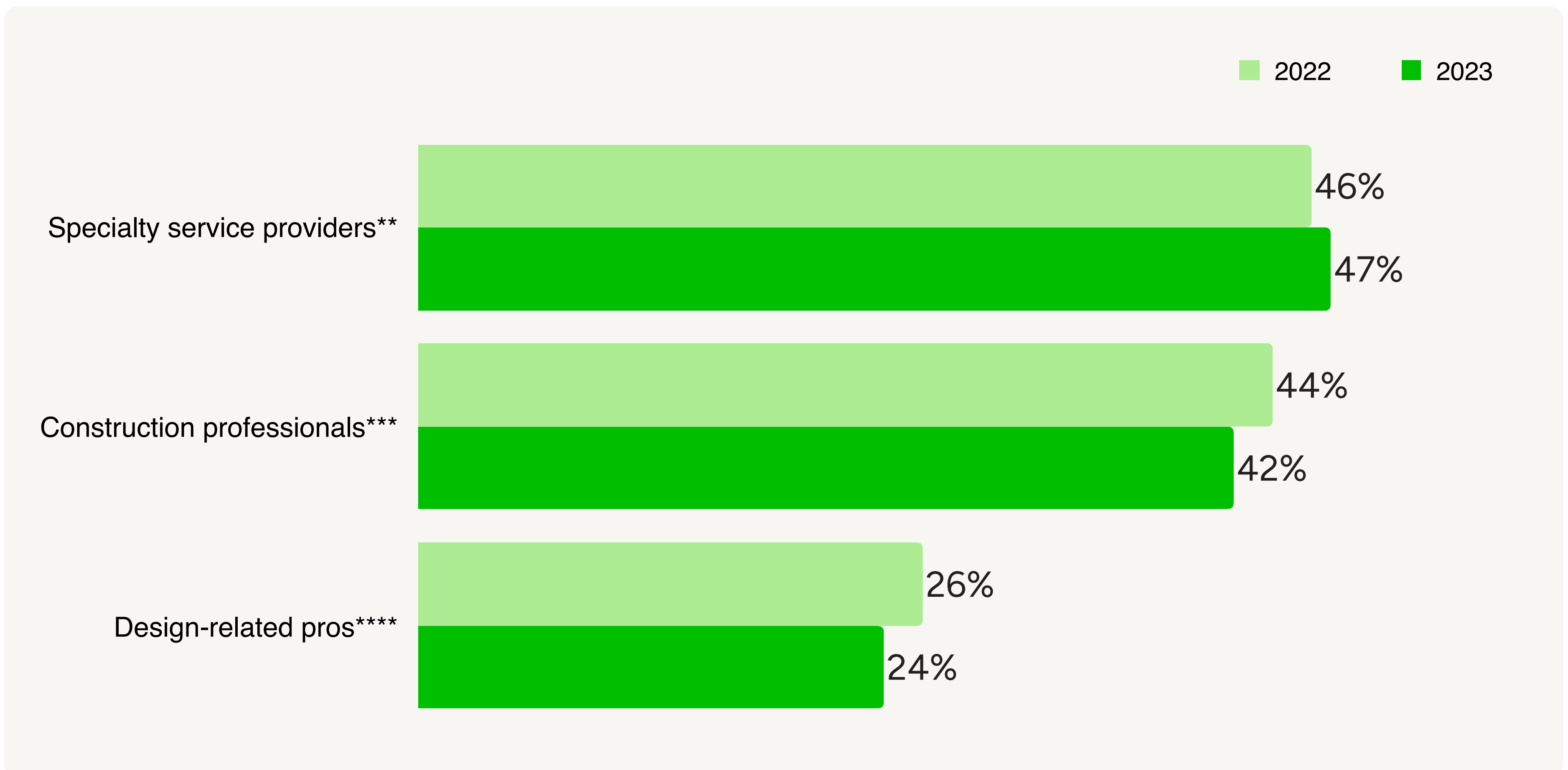
Pro Hiring Remains Strong

While pro hiring overall remains consistent with the previous year, with more than 9 in 10 renovating homeowners hiring professional help, the share hiring specialty service providers has increased slightly, rising from 46% in 2022 to 47% in 2023. The average number of specialty service providers hired has stayed constant at 1.7 over these two years.

On the other hand, the share of renovating homeowners hiring construction professionals, such as general contractors, has decreased from 44% in 2022 to 42% in 2023.

Nearly a quarter of renovating homeowners (24%) hired design-related pros to assist with their projects in 2023.

FREQUENCY OF PROFESSIONAL HIRING BY RENOVATING HOMEOWNERS*



OVERALL HIRING		AVERAGE NUMBER OF SPECIALTY SERVICE PROVIDERS** HIRED	
2023	91%	2023	1.7
2022	91%	2022	1.7
2021	89%	2021	1.7

*Multiple responses were allowed.

**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.



More Homeowners Enlist Specialty Service Pros

General contractors remain by far the most frequently hired construction professional, with nearly three-quarters of renovating homeowners hiring them in 2023. Builders follow distantly, hired by 3 in 10 renovating homeowners.

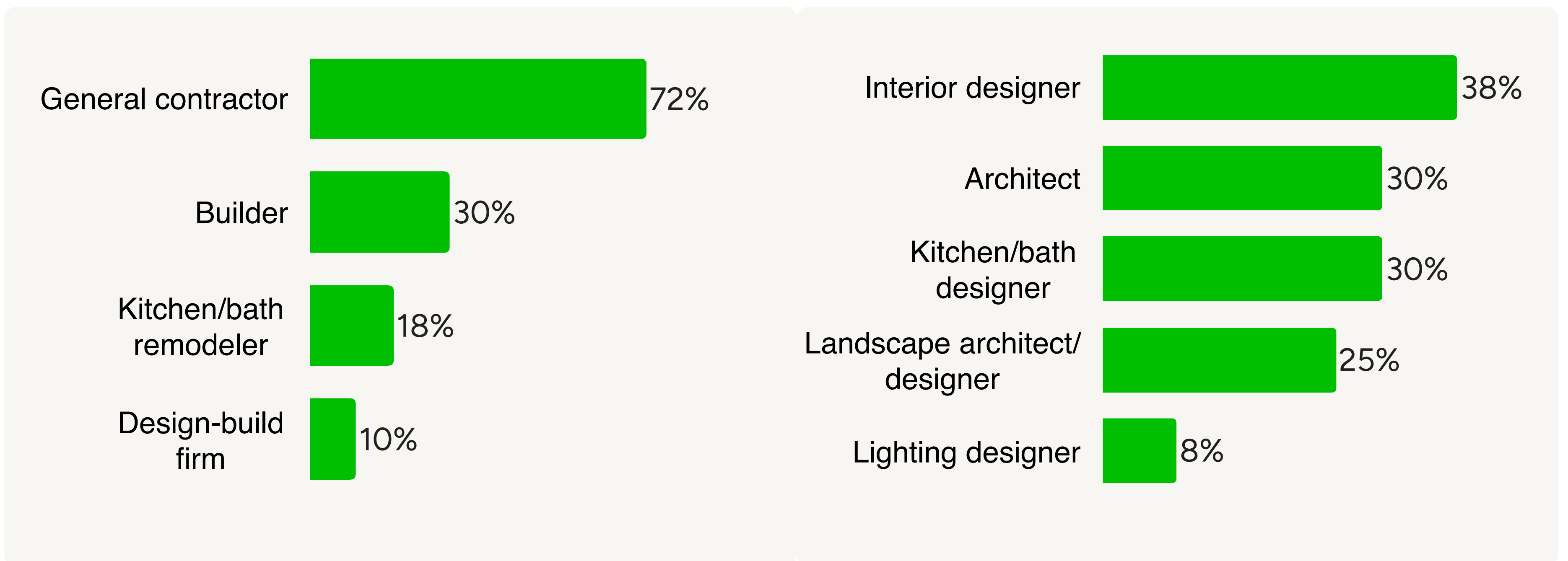
Interestingly, while kitchen and bath remodelers lost some popularity among renovating homeowners (dipping from 20%

in 2022 to 18% in 2023), design pros specializing in kitchens or bathrooms gained 3 percentage points, rising from 27% in 2022 to 30% in 2023.

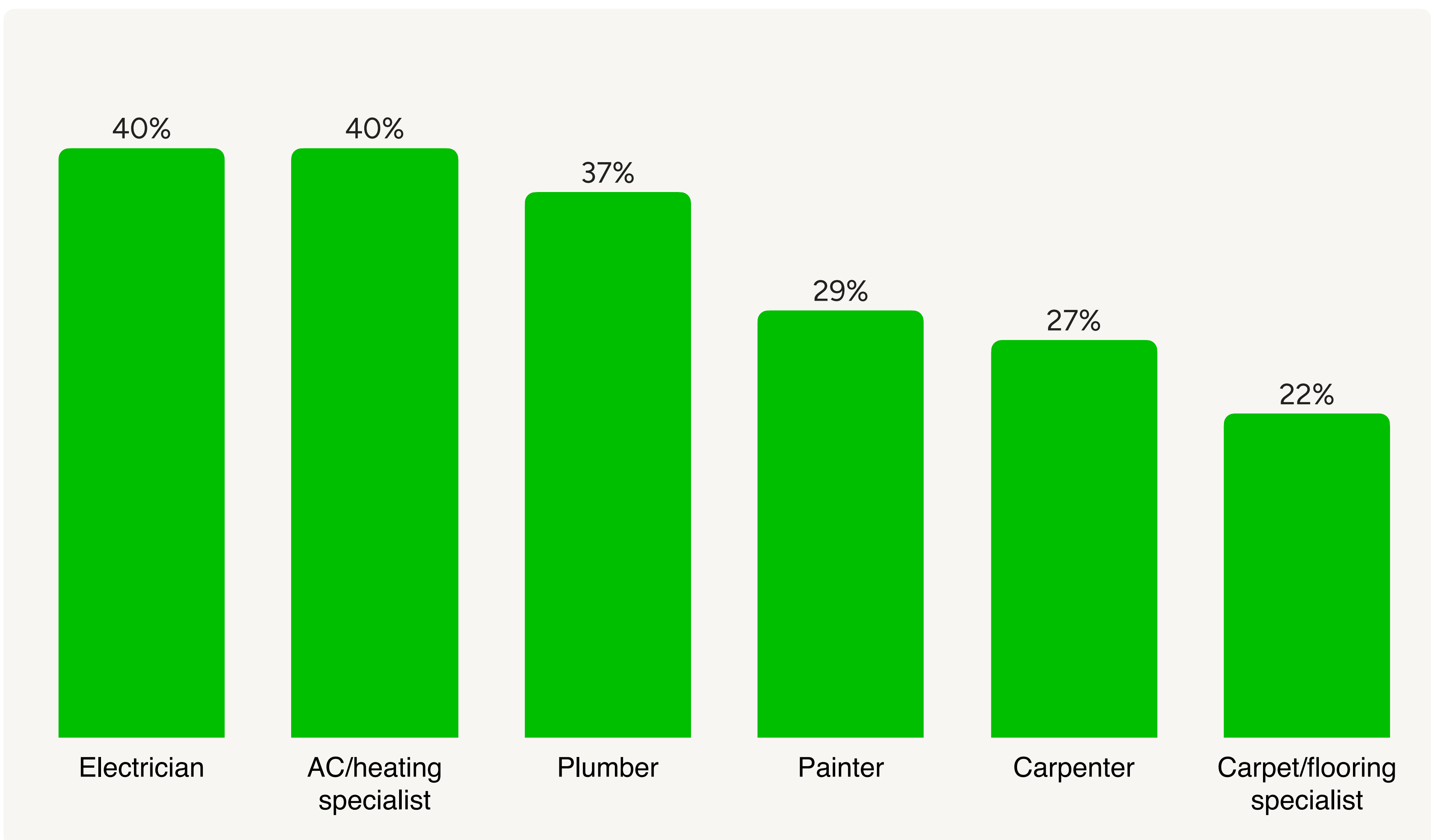
Among specialty service providers, electricians and AC or heating professionals are the most popular, at 40% each.

AMONG 42% HIRING A CONSTRUCTION PROFESSIONAL*/**

AMONG 24% HIRING A DESIGN-RELATED PRO*/***



AMONG 47% HIRING A SPECIALTY SERVICE PROVIDER*/****



*Data has been weighted to reflect share of professionals hired.

**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.

****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).



05

2023 Popular Product Purchases





Product Purchasing Slows Slightly

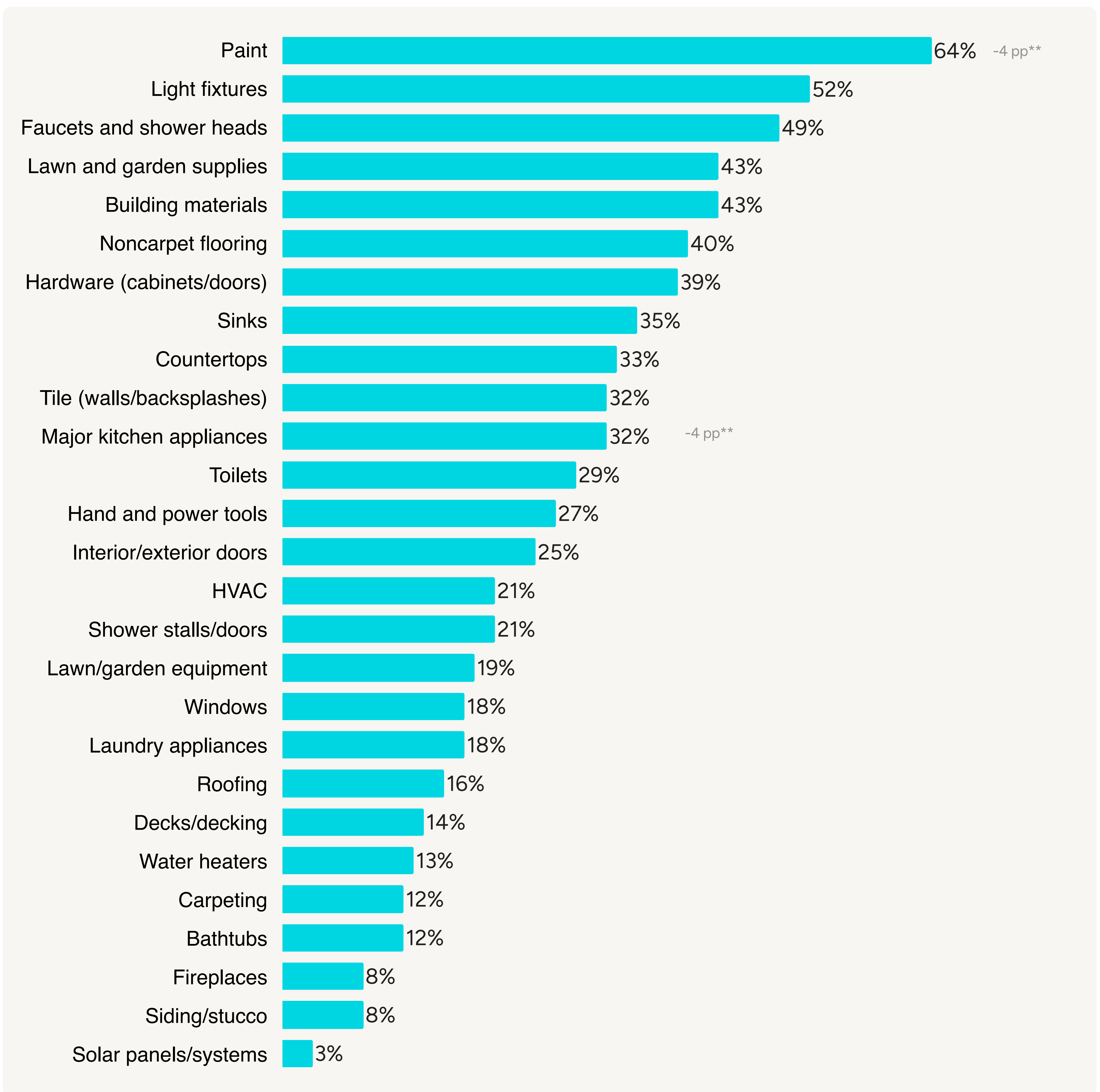
Among renovating homeowners, 64% bought paint for their projects in 2023, making paint once again the most popular purchase. However, that percentage is 4 points lower than in 2022.

Light fixtures are the next most common purchase (52%). And given that kitchens and baths are the most popular spaces to renovate, it's not surprising that faucets and shower heads rank just below lighting (49%).

Notably, major kitchen appliances dropped by 4 percentage points, with only 32% of renovating homeowners buying them.

The share of homeowners purchasing solar panels for a renovation remains stable at 3%.

FREQUENCY OF TOP HOME IMPROVEMENT-RELATED PURCHASES AMONG HOMEOWNERS WHO RENOVATED IN 2023*



*Multiple responses were allowed.

**Indicates year-over-year change of 4 or more percentage points.



Decor Purchases Dip

As with home improvement products overall, renovating homeowners bought decor items less frequently in 2023 versus 2022. The highest share declines were for indoor decor, notably small furniture (39%), large furniture (37%) and storage and organization solutions (33%). These categories dropped by 14, 13 and 12 percentage points, respectively.

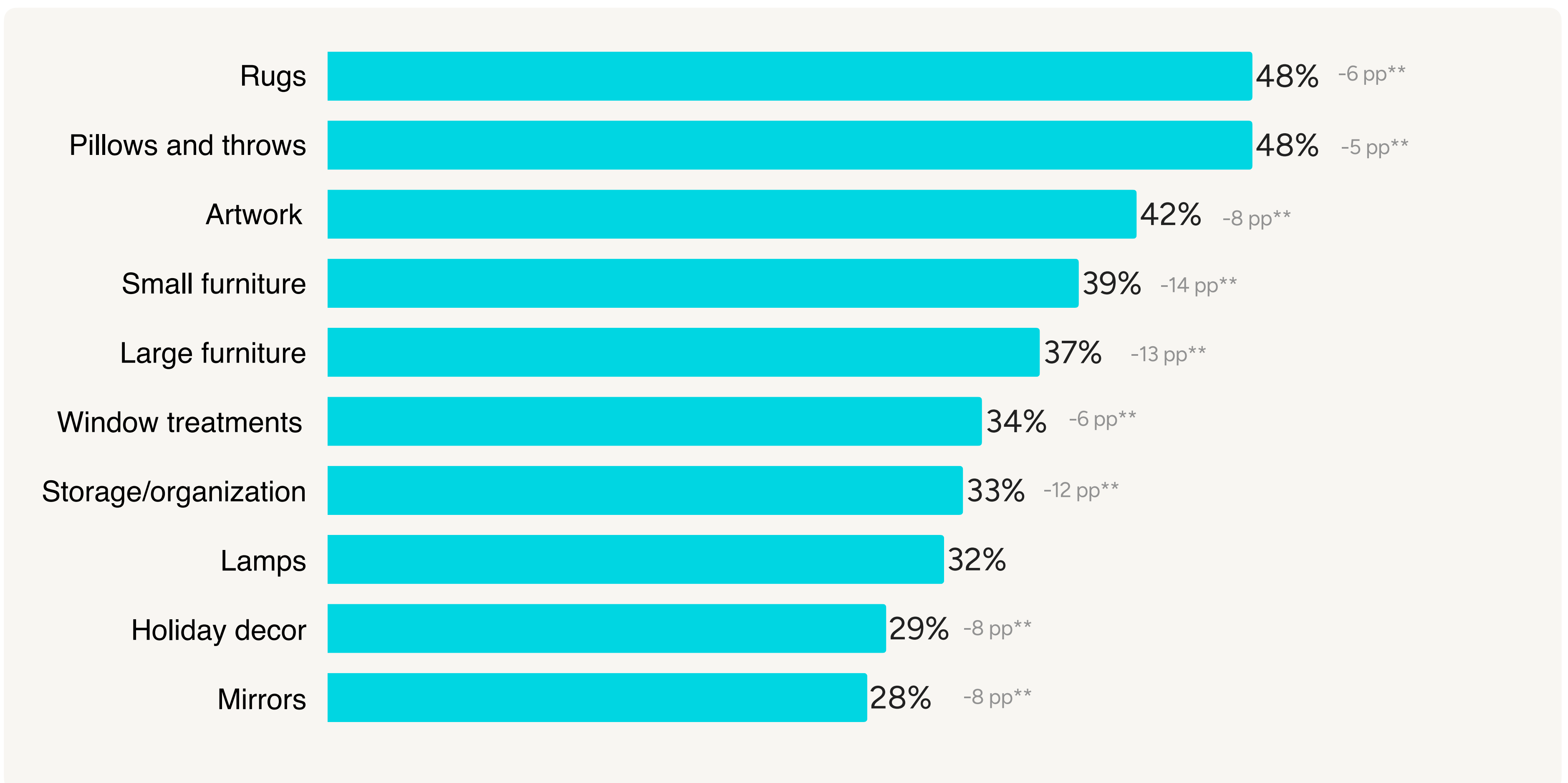
Purchases for most outdoor areas declined as well — notably large furniture and fire features, down by 7 and 6 percentage

points, respectively. Lighting purchases, however, stayed about the same (27% in 2022 versus 26% in 2023), while rugs and artwork both increased (by 1 and 3 percentage points, respectively).

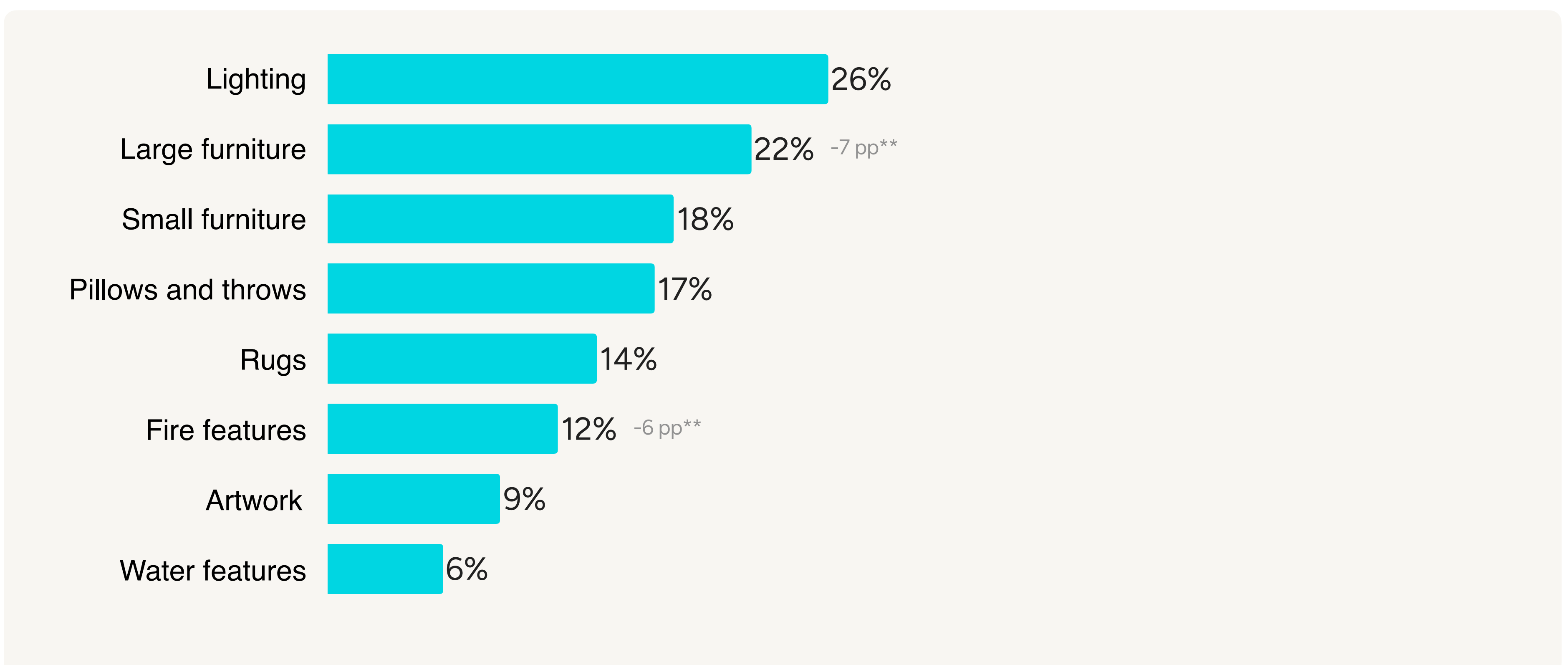
Interestingly, when scaling back on decor, homeowners bought furniture for both indoor and outdoor spaces less frequently.

FREQUENCY OF TOP HOME DECOR-RELATED PURCHASES AMONG HOMEOWNERS WHO RENOVATED IN 2023*

TOP INTERIOR DECOR*



TOP OUTDOOR DECOR*



*Multiple responses were allowed.

**Indicates year-over-year change of 4 or more percentage points.



Warming Up to Remote Climate Control

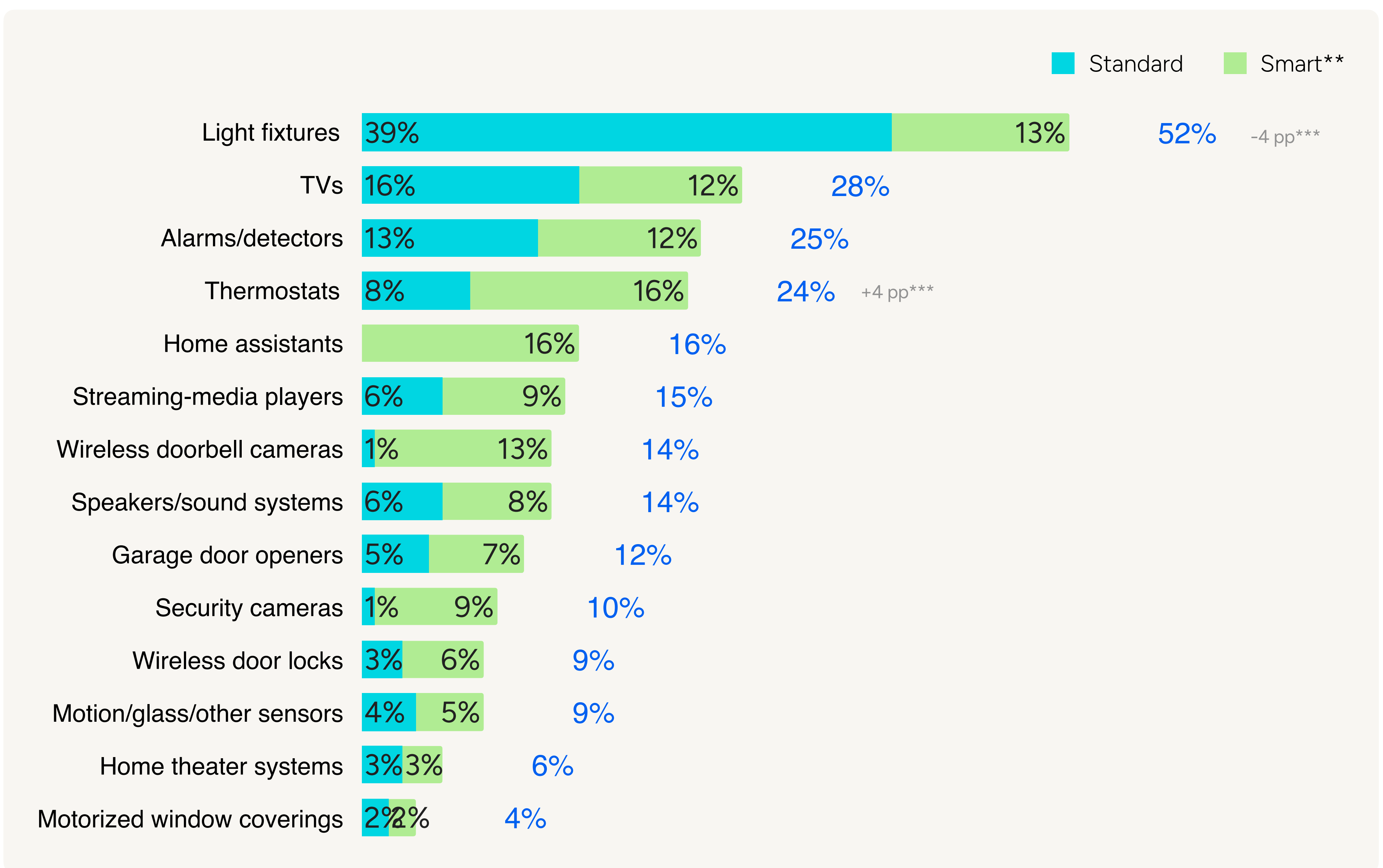
Light fixtures remained the most popular indoor technology purchase among renovating homeowners (52%) in 2023.

Notably, however, the share of homeowners opting for smart lighting (meaning it can be controlled from a mobile device) declined from 17% in 2022 to 13% in 2023.

Nearly a quarter of renovating homeowners (24%) installed thermostats, and the share of those choosing smart thermostats grew by 4 percentage points.

Among outdoor security cameras, smart versions dominate (25%). In fact, only 3% of renovating homeowners install outdoor cameras that are not manageable via a mobile device.

FREQUENCY OF TOP INDOOR TECHNOLOGY PURCHASES AMONG HOMEOWNERS WHO RENOVATED IN 2023*



PURCHASES FOR THE OUTDOORS

Technology	Standard	Smart**
Security cameras	3%	25%
Lighting fixtures	22%	6%
Speakers/sound systems	1%	2%
TVs	2%	1%

*Multiple responses were allowed.

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

***Indicates year-over-year change of 4 or more percentage points.



06

Generational Perspective





Millennials and Gen Xers Are Staying Put Longer

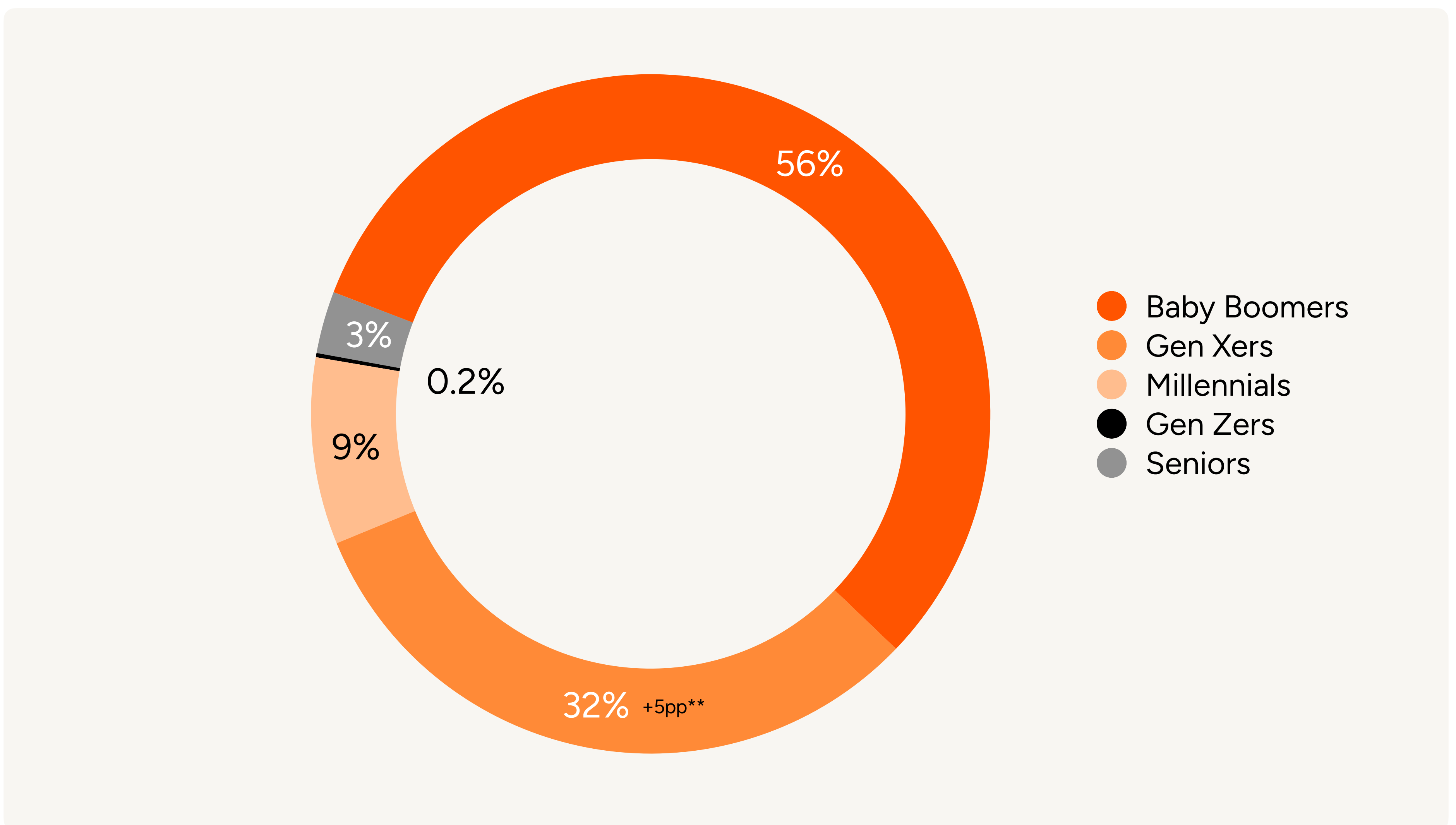
Millennials are establishing longer tenures in their homes, with nearly a third (31%) having lived in their primary residence for six or more years — an increase in share of 8 percentage points between 2022 and 2023. A similar trend is occurring with Gen Xers: 62% now have resided in their homes for more than six years, a rise in share of 6 percentage points.

Baby Boomers (56%) and Gen Xers (32%) undertook renovations most frequently among the generational groups.

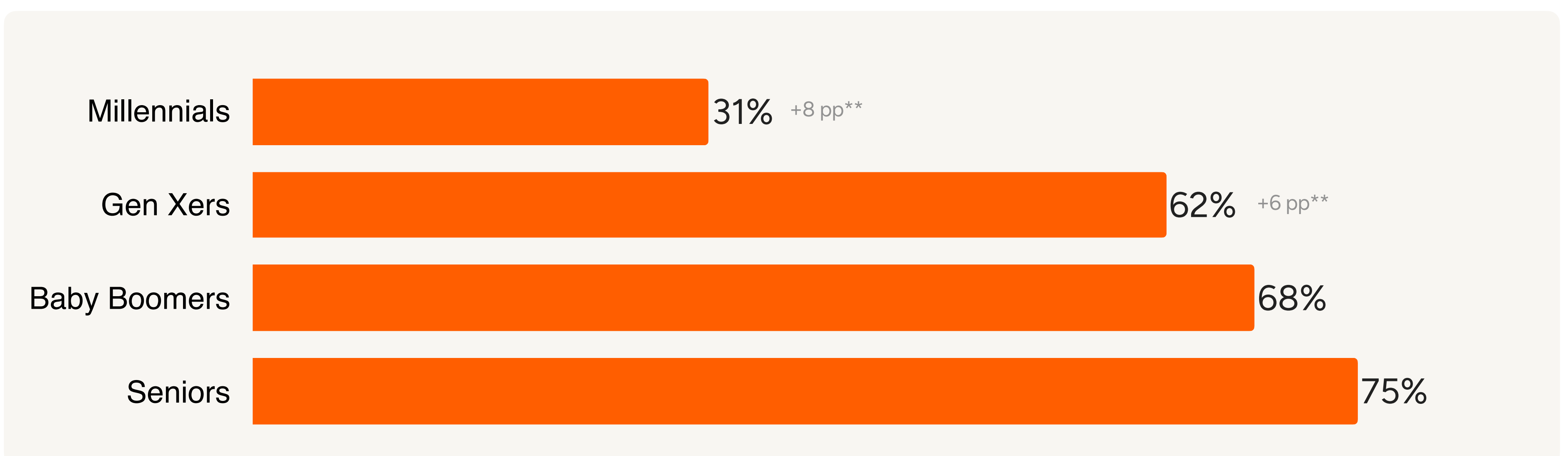
They're followed by Millennials (9%) and Seniors (3%), while Gen Zers comprise the smallest share (0.2%).

Notably, Gen Xers are gaining on Baby Boomers when it comes to renovation activity, with the share of the former increasing by 5 percentage points year over year.

GENERATIONAL BREAKDOWN OF HOMEOWNERS WHO RENOVATED IN 2023*



MOVED INTO THE HOME 6+ YEARS AGO



*Generational categories follow Pew Research Center's age ranges: Gen Zers (18-26), Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).
 **Indicates year-over-year change of 4 or more percentage points.



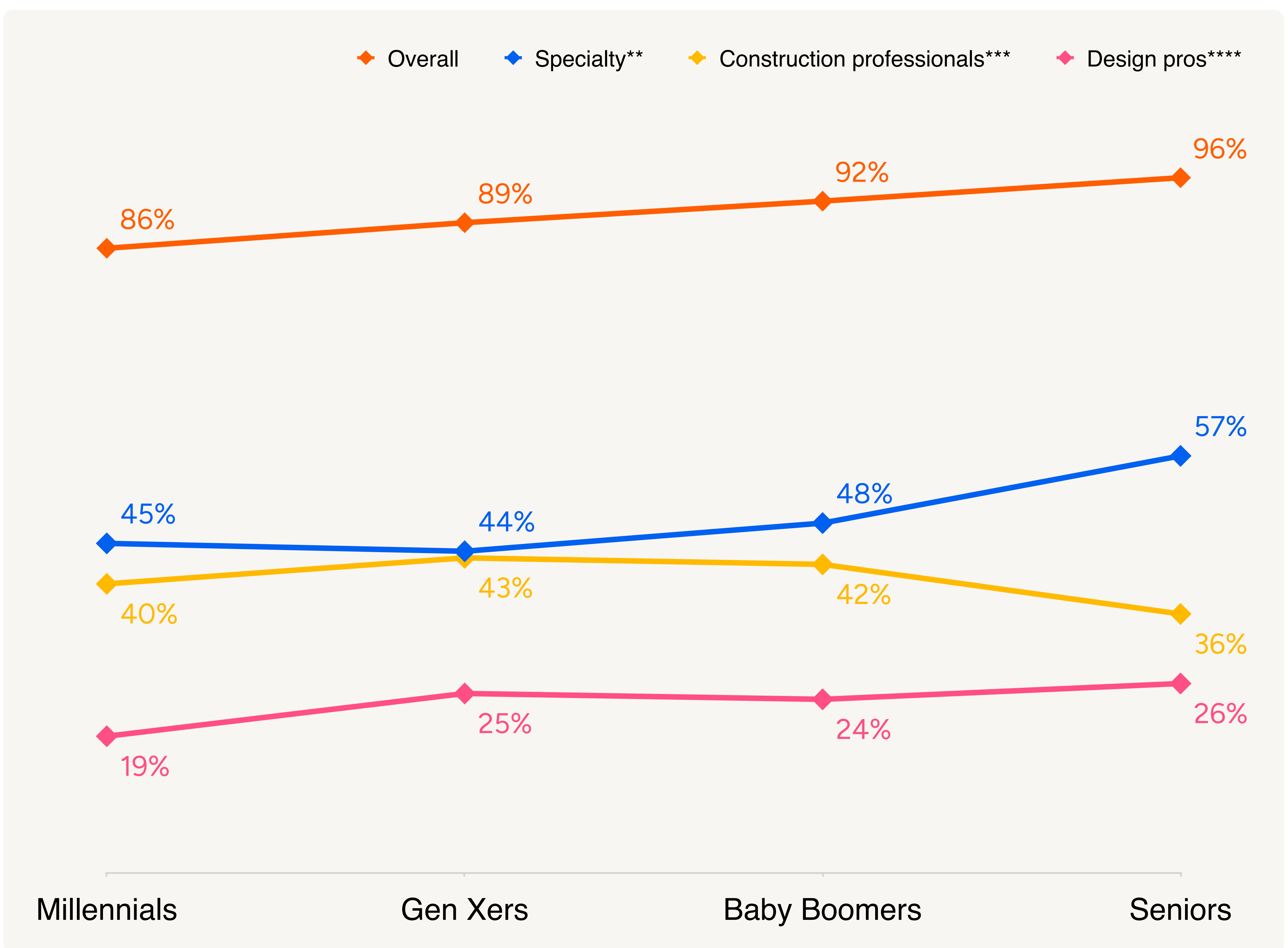
Baby Boomers and Seniors Rely on Pros the Most

Professional hiring remains strong across generational lines but tends to increase with age: 86% of Millennials, 89% of Gen Xers, 92% of Baby Boomers and 96% of Seniors turn to experts for project help.

The hiring of design pros, such as kitchen and bath designers, occurs fairly evenly across the three oldest age groups: 25% of Gen Xers, 24% of Baby Boomers, and 26% of Seniors enlist these pros for their home renovation projects.

The oldest two generations also hire specialty service providers most frequently among all four age groups, with Baby Boomers at 48% and Seniors at 57%.

FREQUENCY OF PROFESSIONAL HIRING BY GENERATION AMONG HOMEOWNERS WHO RENOVATED IN 2023*



*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).

**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.



Gen Xers Still Spend the Most

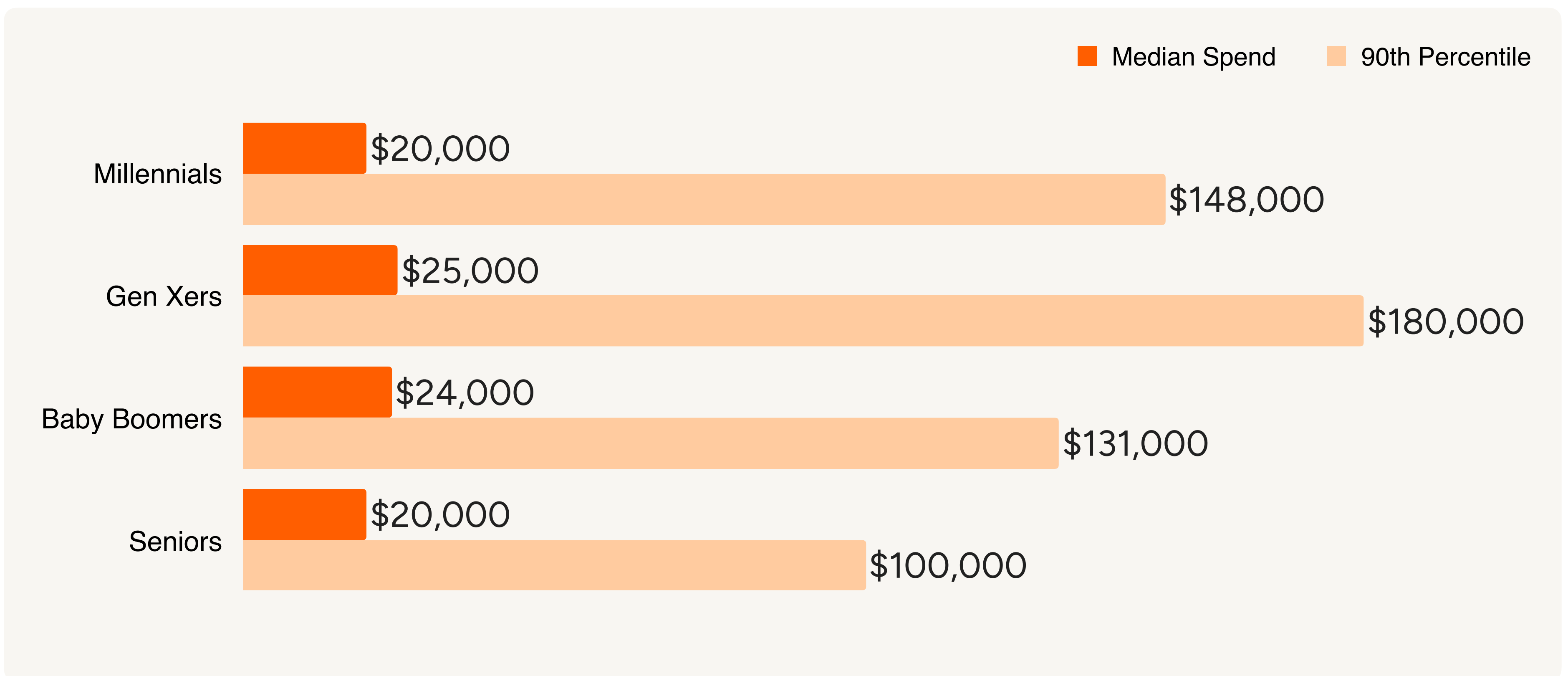
Gen Xers maintained their leading position in median renovation spend in 2023, consistent with 2022. Their median spend was \$25,000, while Baby Boomers follow closely (\$24,000). The top 10% of spenders in these two groups allocated substantial funds for their projects: \$180,000 for Gen Xers and \$131,000 for Baby Boomers.

For kitchen remodels, Gen Xers also outspent all other

generations, with a median spend of \$25,000. Millennials were on the lower end, with a median spend of \$15,000.

For bathroom renovations, Gen Xers and Baby Boomers tied for the top spot, with a median spend of \$15,000. Millennials followed slightly behind (\$12,000), and Seniors spent the least (\$8,500).

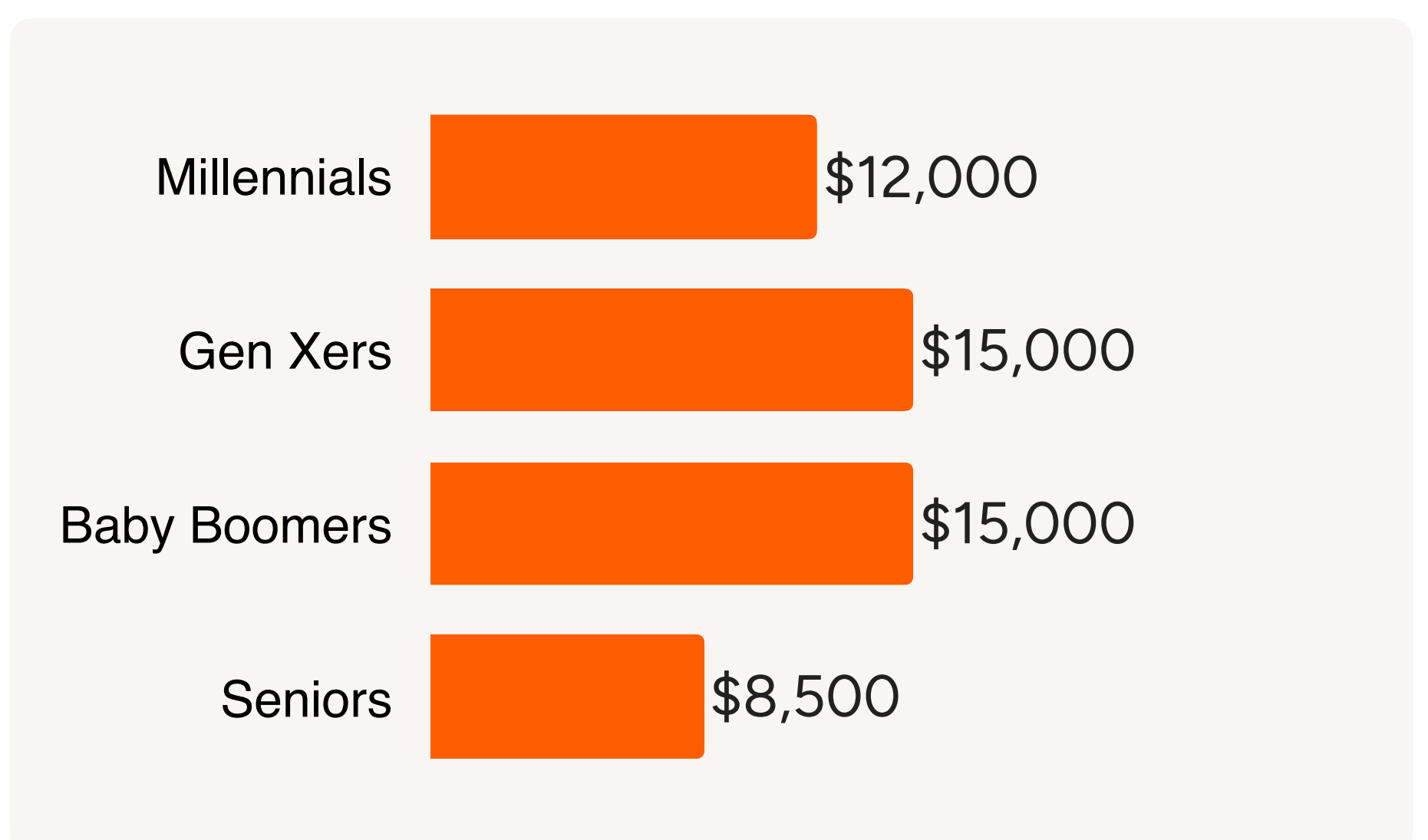
NATIONAL RENOVATION SPEND, BY GENERATION,* PER RENOVATING HOUSEHOLD IN 2023**



MEDIAN SPEND ON KITCHEN REMODELS**



MEDIAN SPEND ON PRIMARY BATHROOM REMODELS**



*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).
 **Spend has not been adjusted for inflation.



Credit Cards Charge Ahead for Renovation Funding

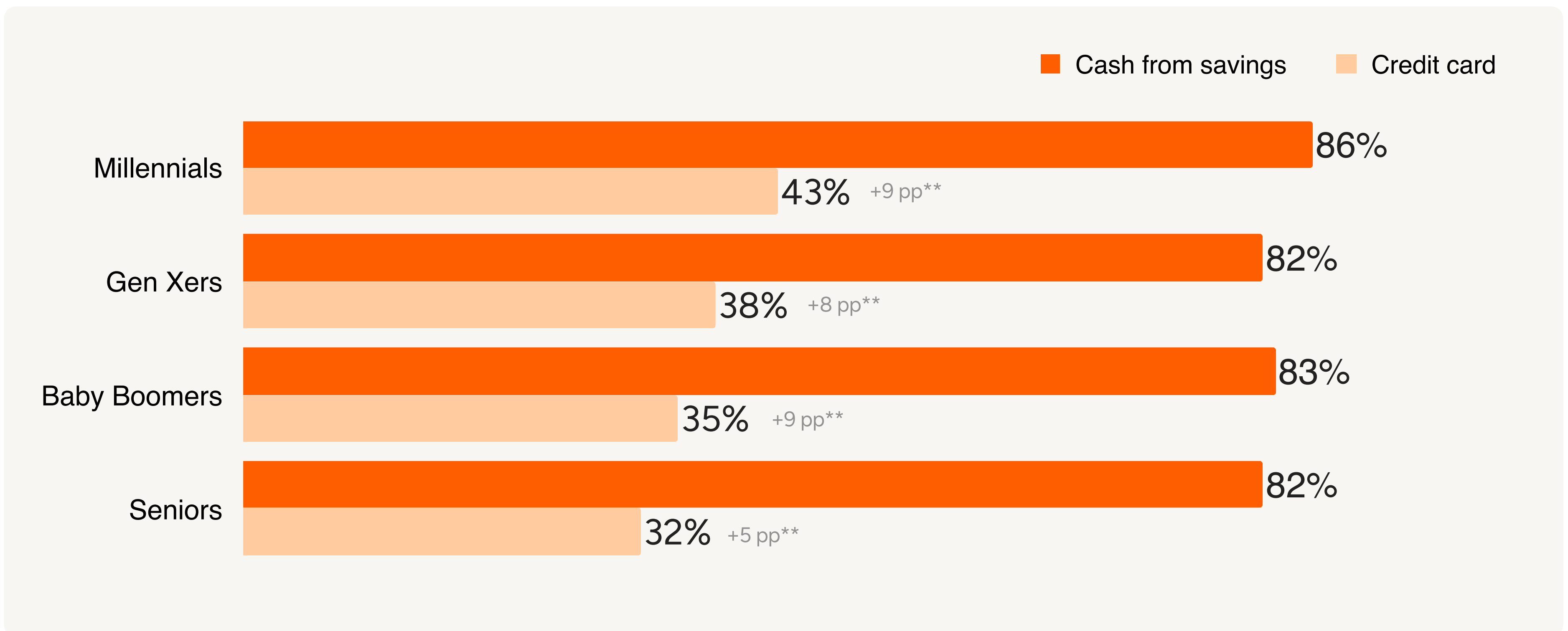
Savings are still the primary source of renovation funding for all generational groups. But credit card use is on the rise, increasing by 5 to 9 percentage points across four age groups, and credit cards remain the second-most-common funding source. Among those using this source, Millennials lead (43%), followed by Gen Xers (38%) and Baby Boomers (35%).

Gen Xers (18%) and Millennials (15%) lead in using secured

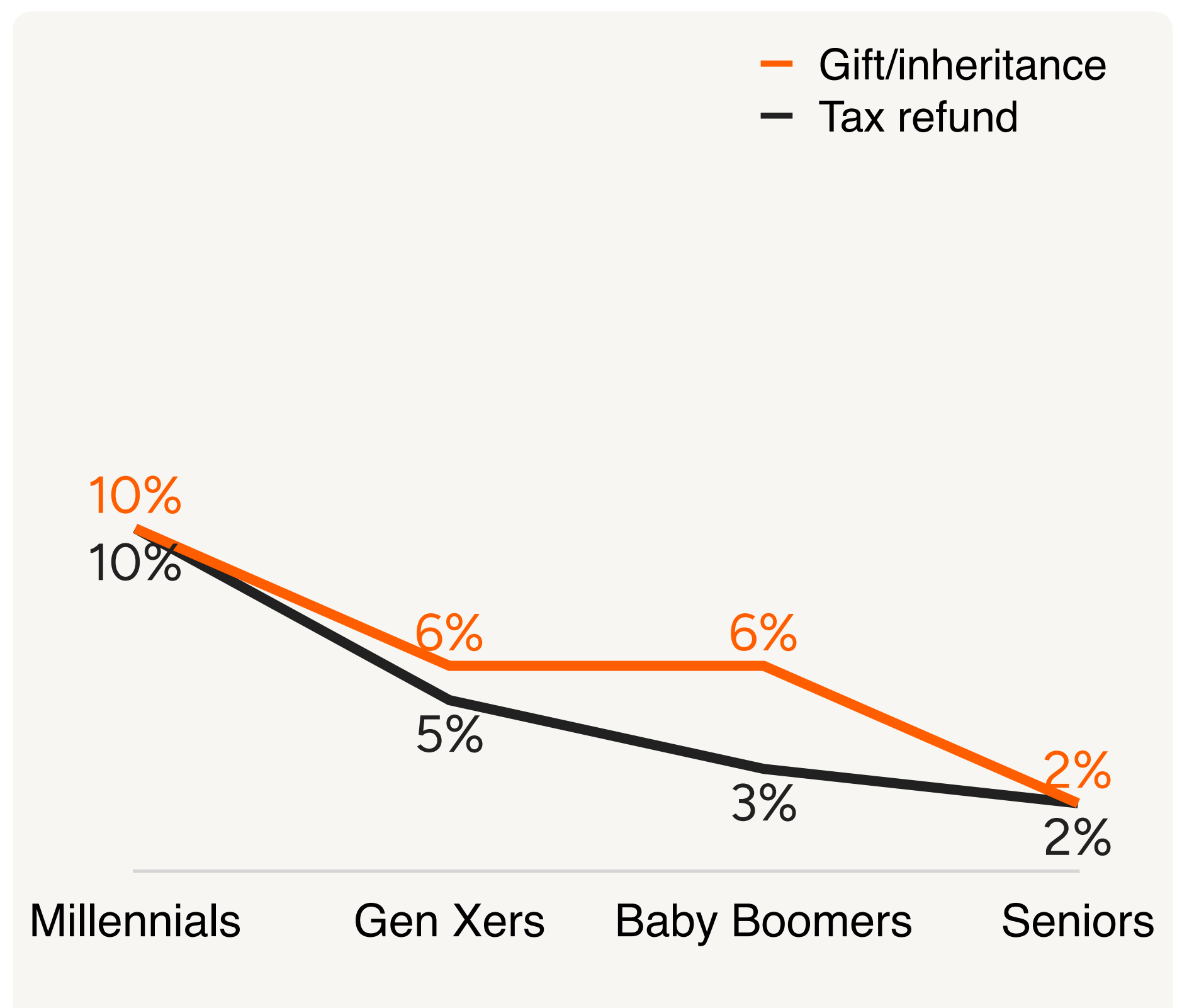
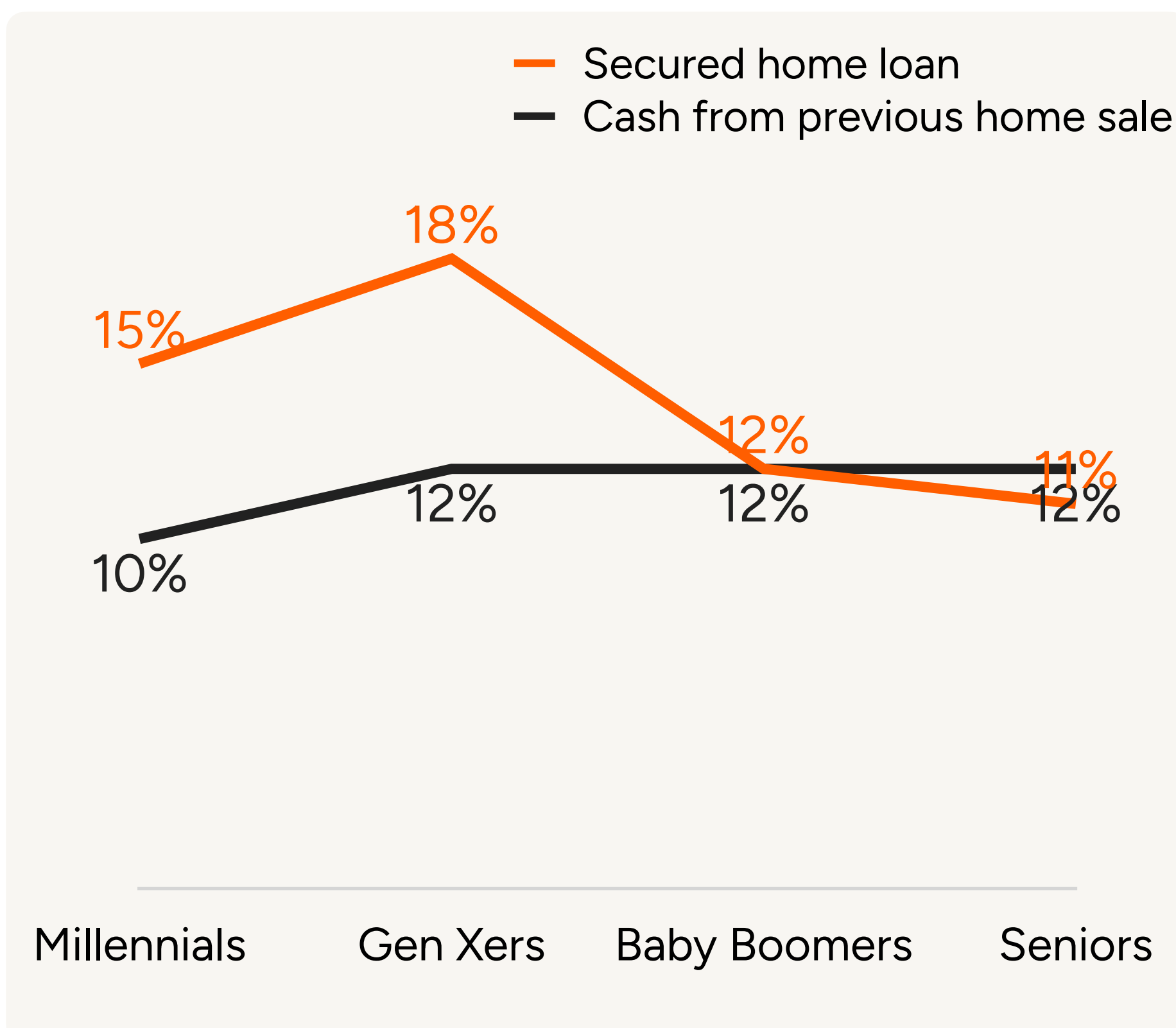
home loans as a funding source for renovations. But the use of cash from a previous home sale is fairly consistent across all four groups: Millennials (10%), Gen Xers (12%), Baby Boomers (12%) and Seniors (12%).

Millennials (10%) are the most likely generation to use other funding sources, such as gifts, an inheritance or a tax refund.

FREQUENCY OF TOP FUNDING SOURCES BY GENERATION AMONG HOMEOWNERS WHO RENOVATED IN 2023*



OTHER FUNDING SOURCES



*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).
 **Indicates year-over-year change of 4 or more percentage points.



All Generations Prioritize Better Light

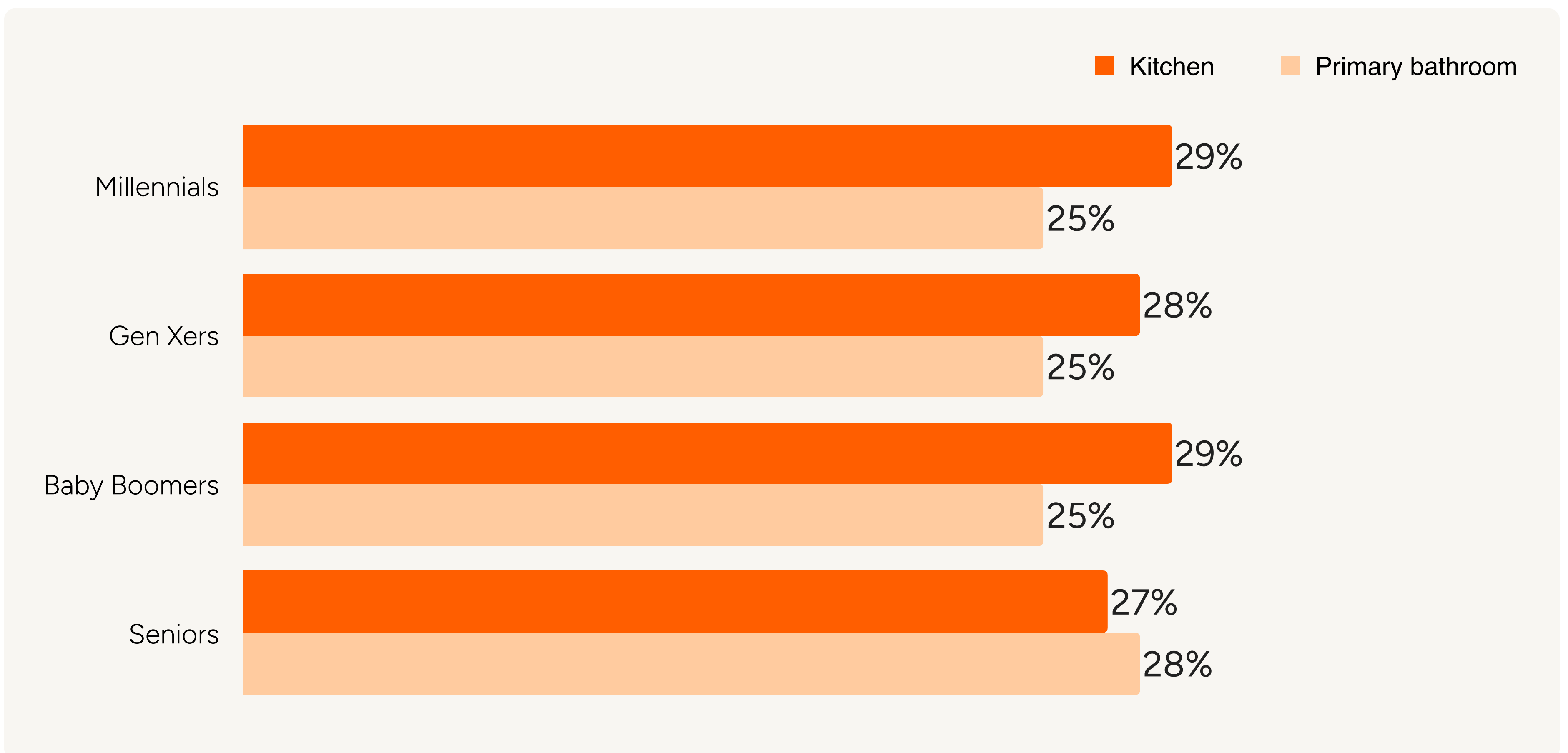
Gen Xers and Baby Boomers are the most likely to upgrade windows or skylights (21% each), but Millennials and Seniors follow closely (20%). Gen Xers and Baby Boomers also are the most likely to upgrade their outdoor lighting (23% and 22%, respectively), but Millennials once again follow closely (21%).

spaces most frequently (21% and 20%, respectively).

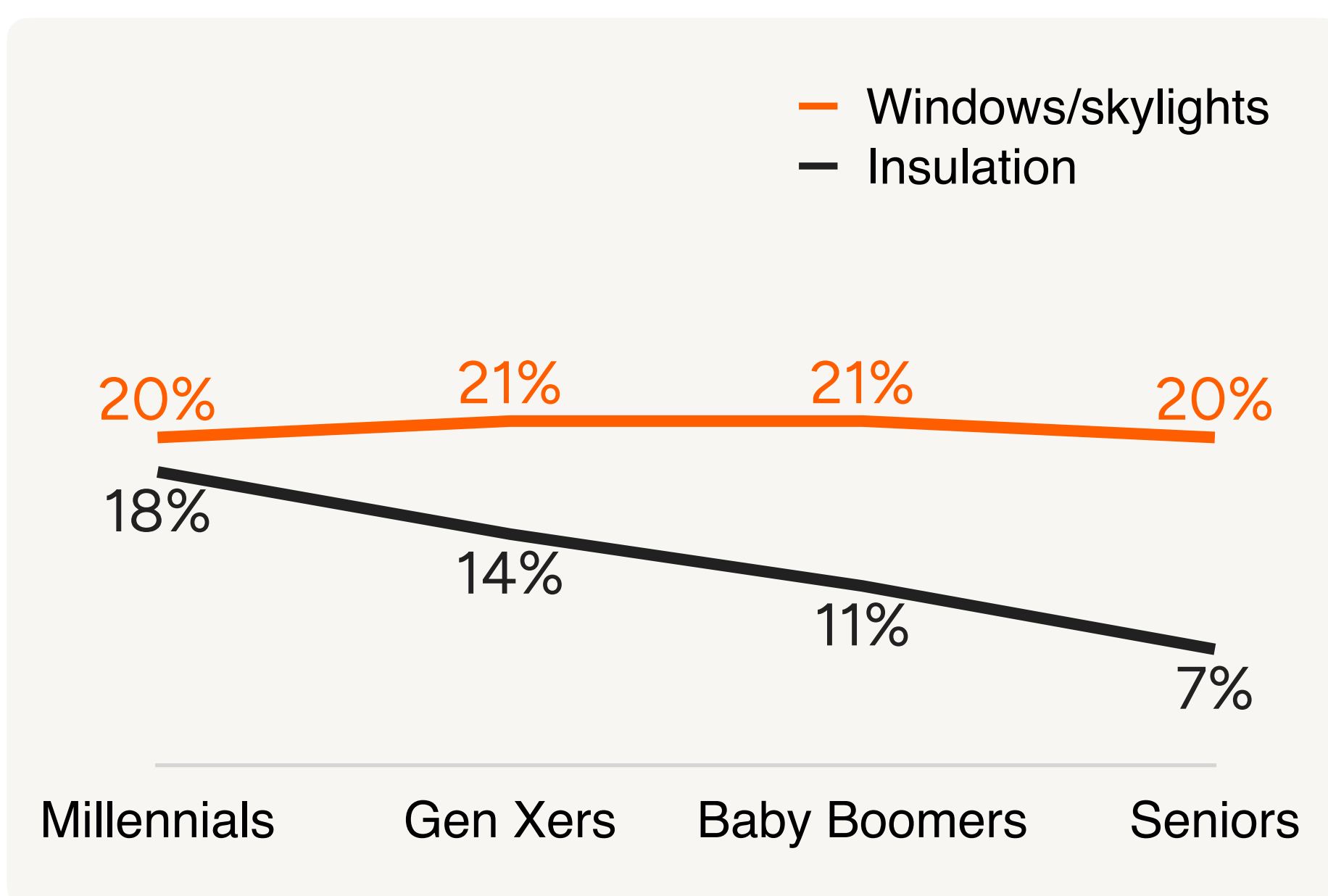
Across the four generational categories, kitchens and primary bathrooms are still renovated most often among interior spaces.

Millennials and Gen Xers update security in their outdoor

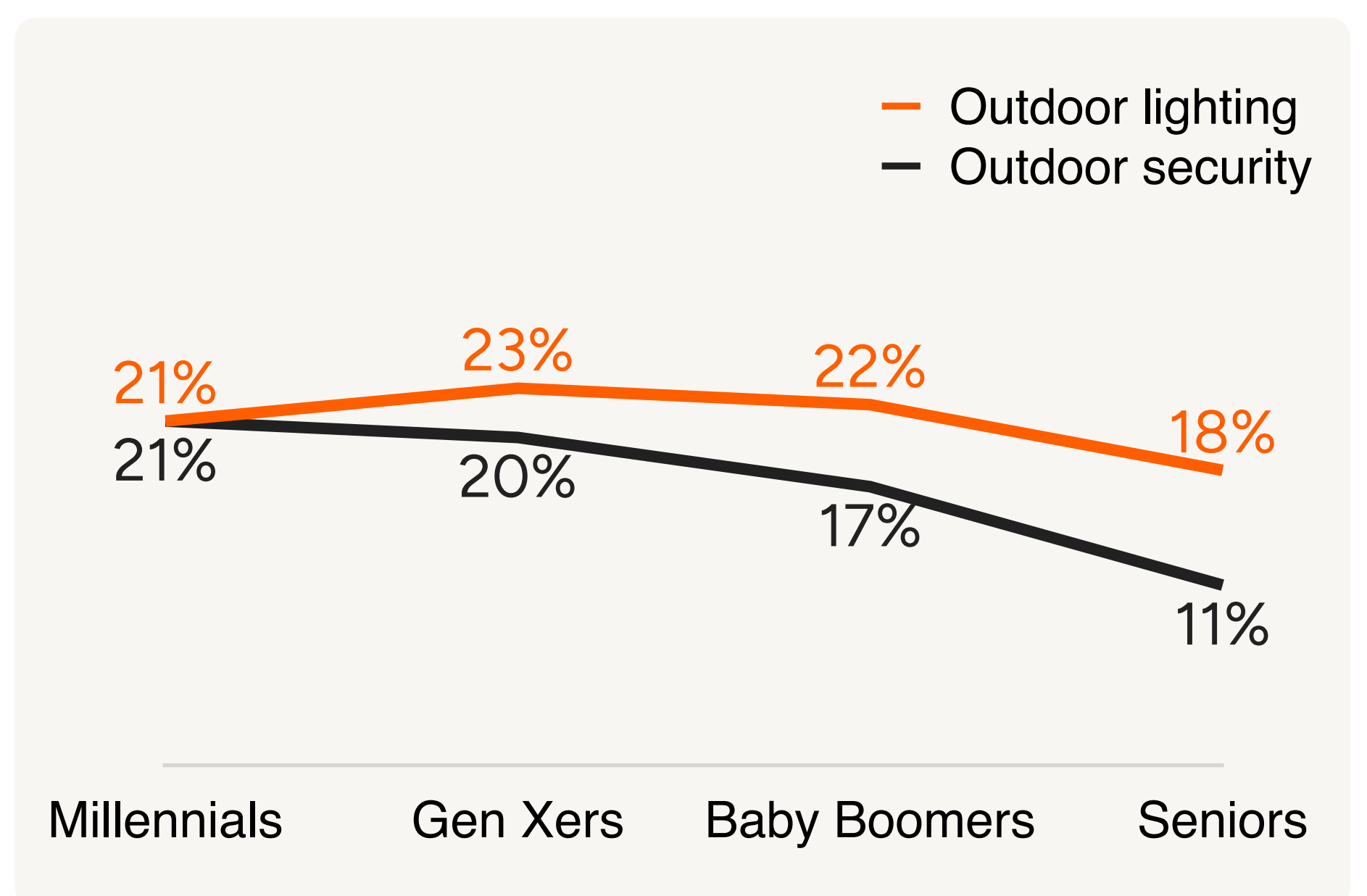
FREQUENCY OF TOP RENOVATION ACTIVITY BY GENERATION AMONG HOMEOWNERS WHO RENOVATED IN 2023*



WINDOWS/SKYLIGHTS AND INSULATION UPGRADES



OUTDOOR SECURITY AND LIGHTING UPGRADES



*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).



Older Homeowners Buy Less Large Furniture

Large indoor furniture purchases dropped notably in popularity among Baby Boomers and Seniors in 2023, decreasing from 59% to 35% and 45% to 26% year over year, respectively.

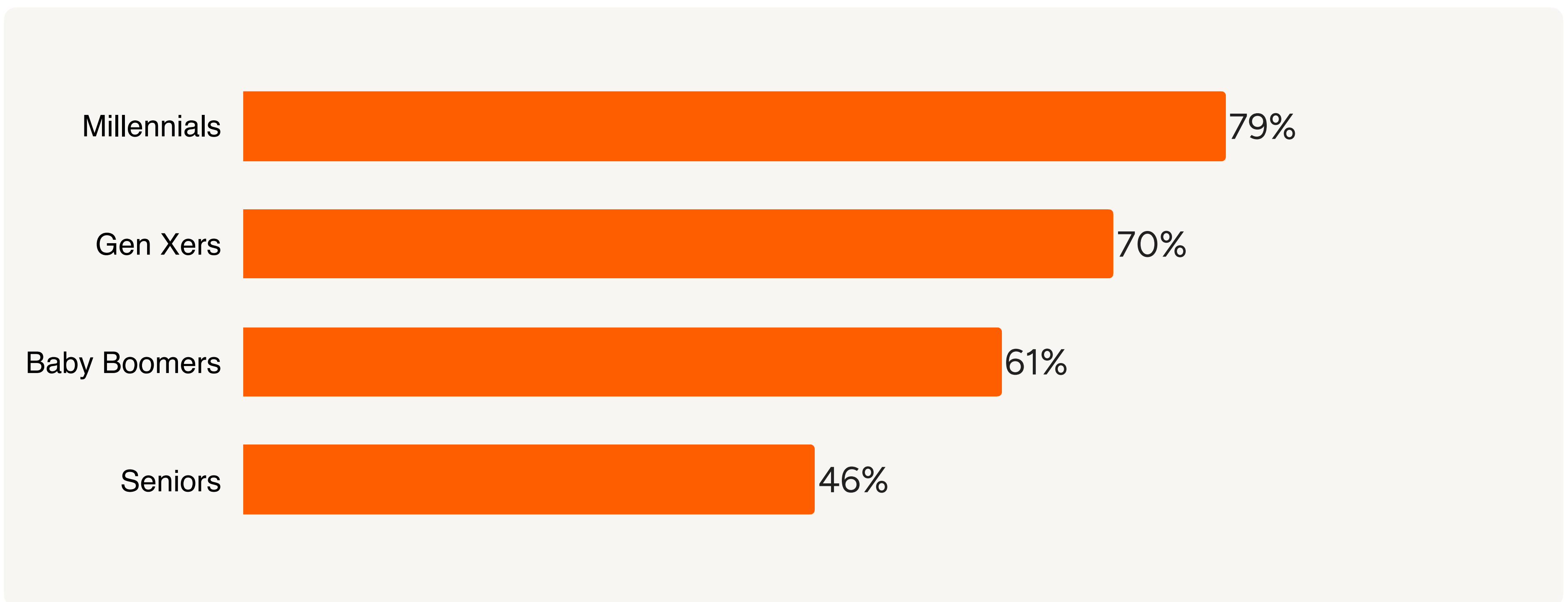
Conversely, Millennials and Gen Xers are more inclined to buy large indoor furniture during renovations, with the shares rising from 37% to 44% and 28% to 40%, respectively.

Outdoor furniture is experiencing a split trend as well, with Baby

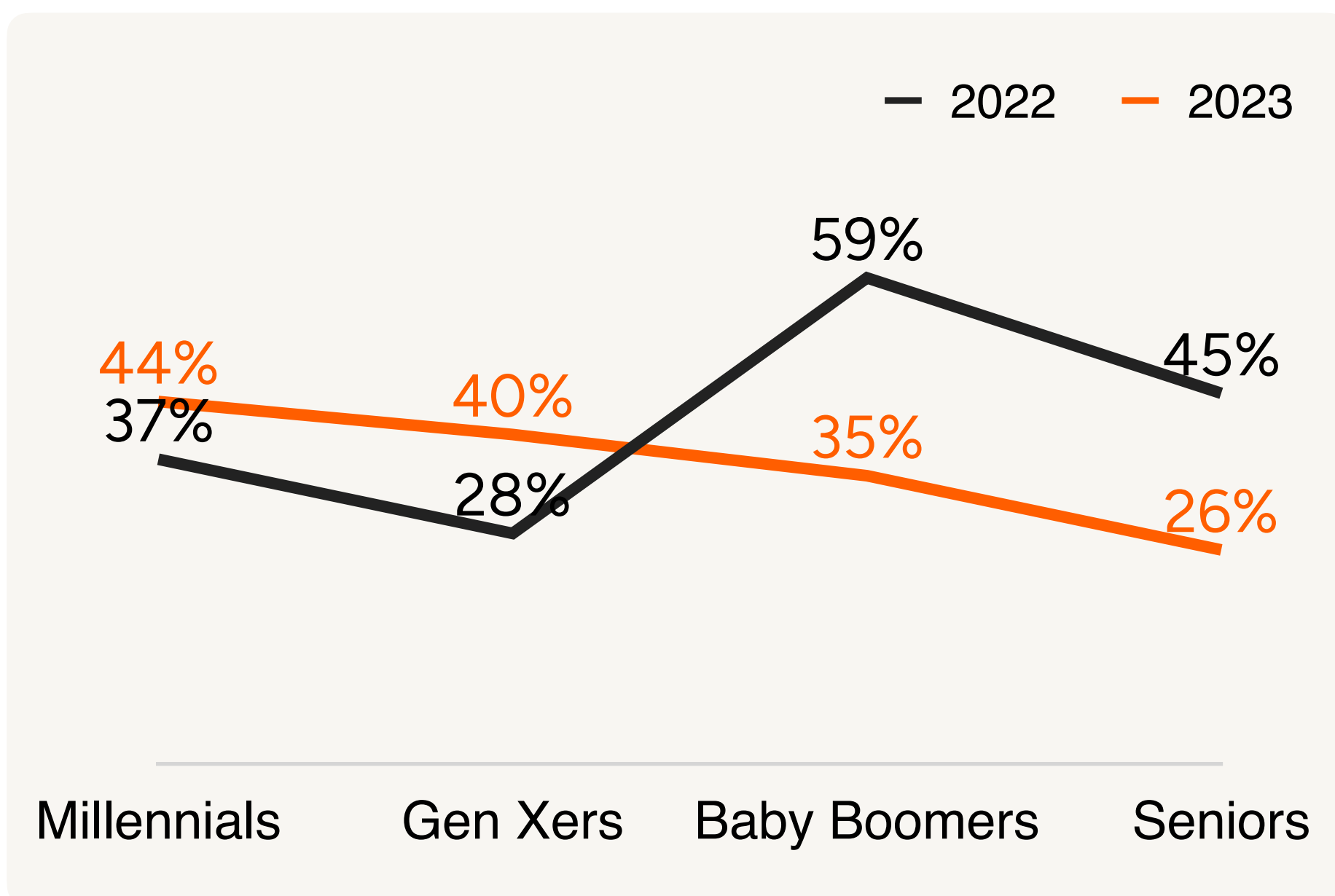
Boomers and Seniors buying less of it, and Millennials and Gen Xers buying more. For the latter two groups, the shares rose from 23% to 27% and 14% to 24%, respectively, year over year.

Among all four generational groups, Millennials once again are the most likely to decorate their homes (79%), with Gen Xers following (70%).

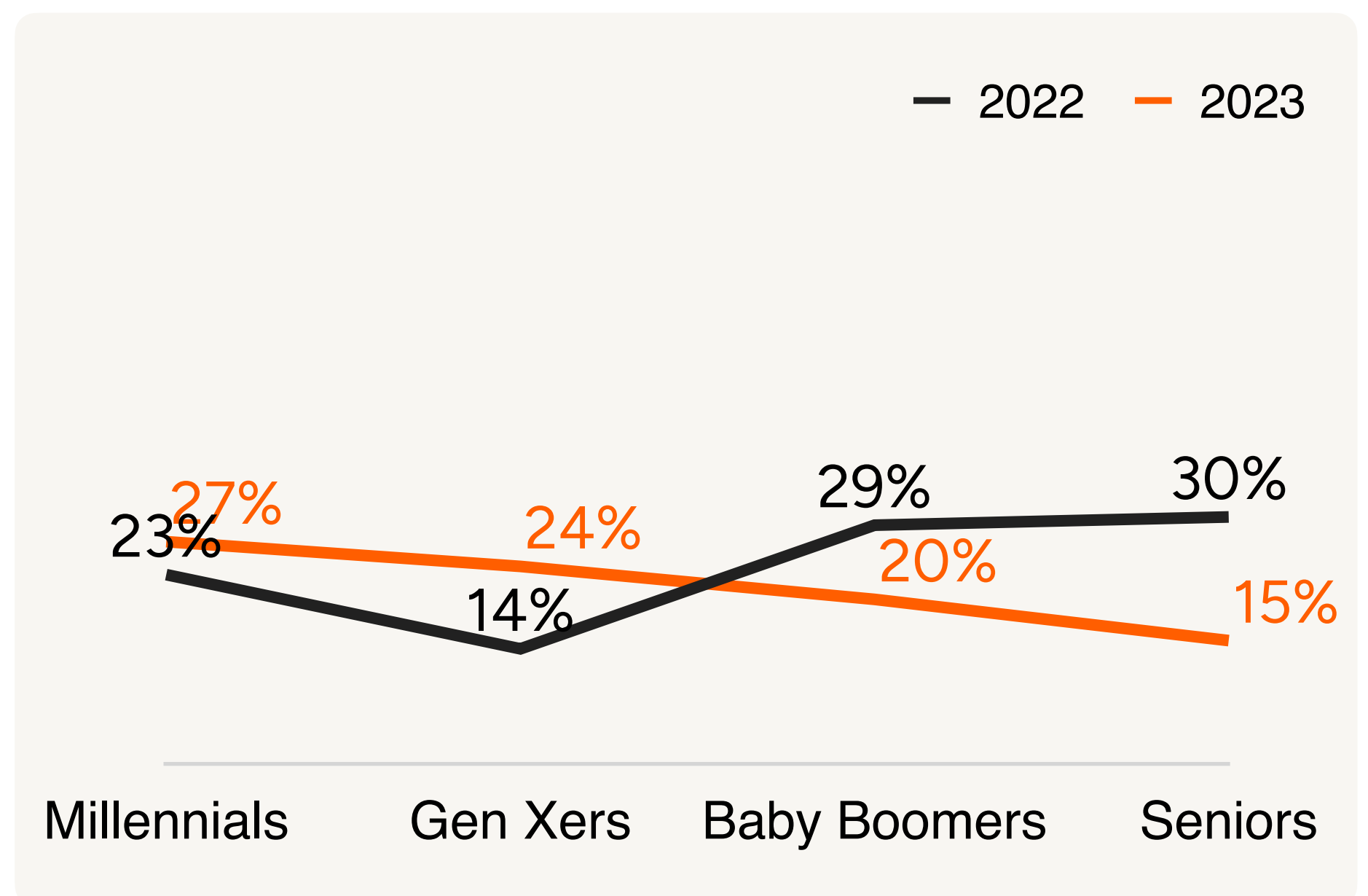
FREQUENCY OF HOME DECORATING BY GENERATION AMONG HOMEOWNERS WHO RENOVATED IN 2023*



INTERIOR LARGE FURNITURE PURCHASES IN 2023 AND 2022**



OUTDOOR LARGE FURNITURE PURCHASES IN 2023 AND 2022**



*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).
 **Interior large furniture refers to lounge sets, dining sets, dressers and the like. Outdoor large furniture refers to lounge sets, dining sets and the like.



07

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 January 19 and February 27, 2024. 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 2023, 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 2024.

Completeness 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 33,830 respondents in the U.S. The current report relies on a subset of responses: U.S. homeowners on Houzz (n=32,615) and U.S. homeowners on Houzz who renovated their primary residence in 2023 (n=17,713).

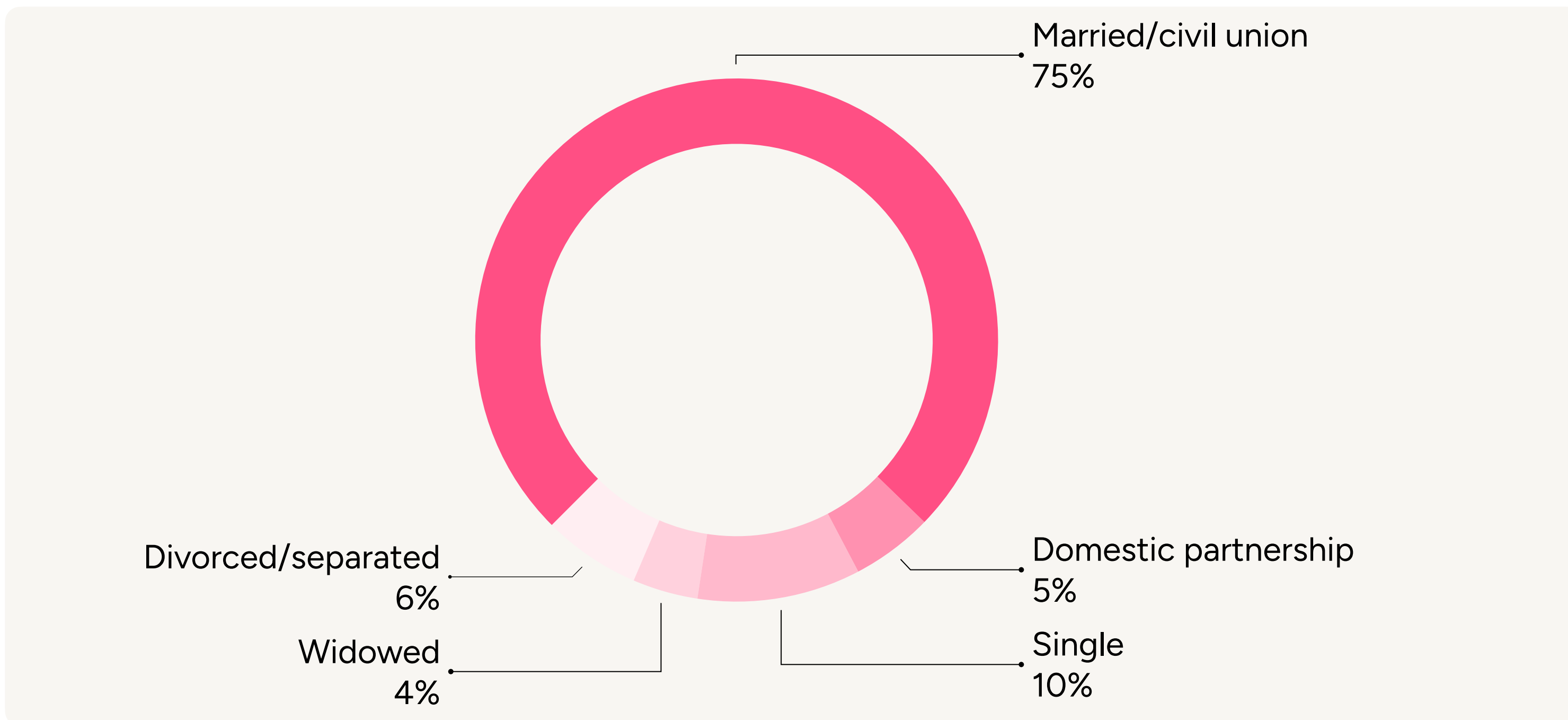
Sampling and Weighting

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their kitchen project details, and people who did not meet the qualification criteria were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own kitchen renovations. The final data were weighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.

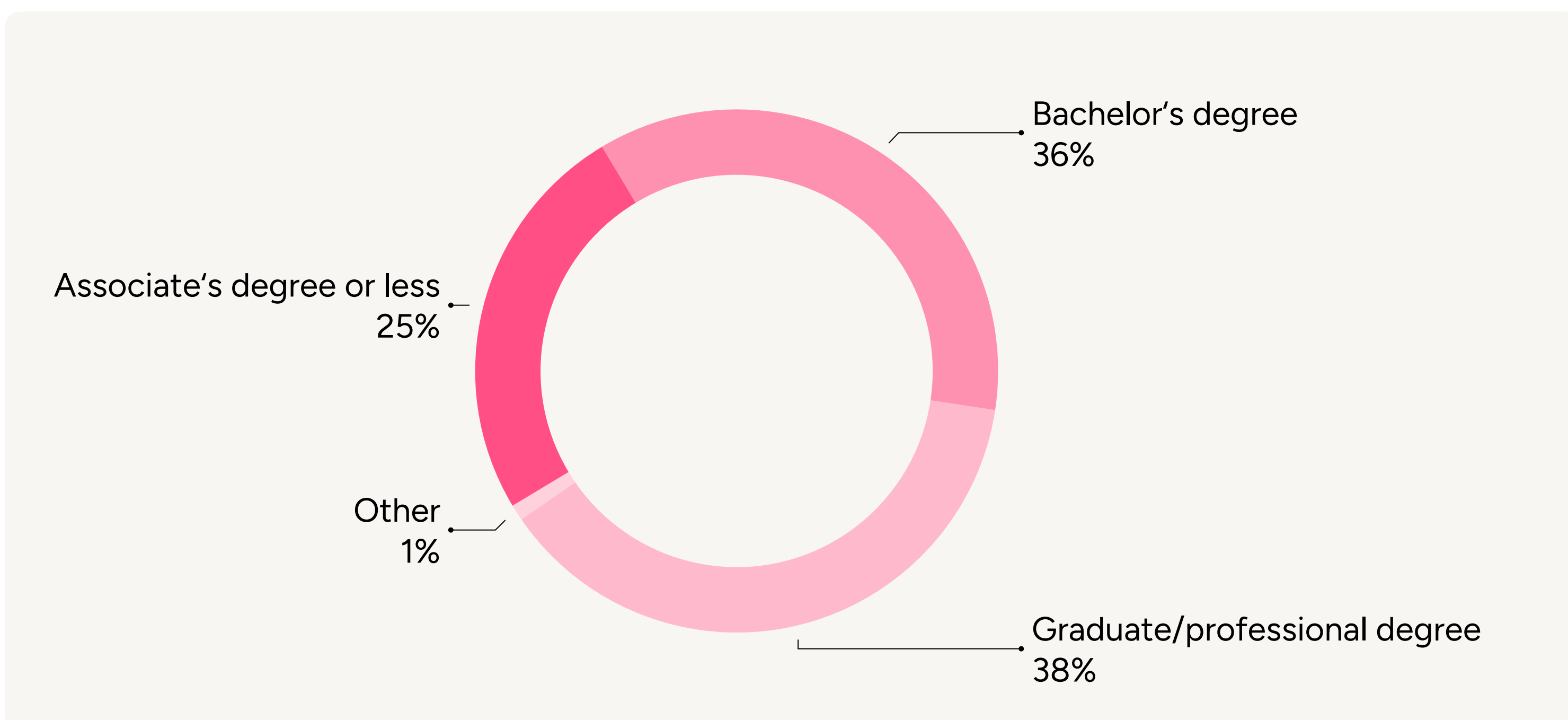


Appendix A: Demographics of Homeowners Who Renovated in 2023

MARITAL STATUS



EDUCATION



ANNUAL HOUSEHOLD INCOME

< \$100,000	28%
\$100,000 to \$149,999	25%
\$150,000	47%

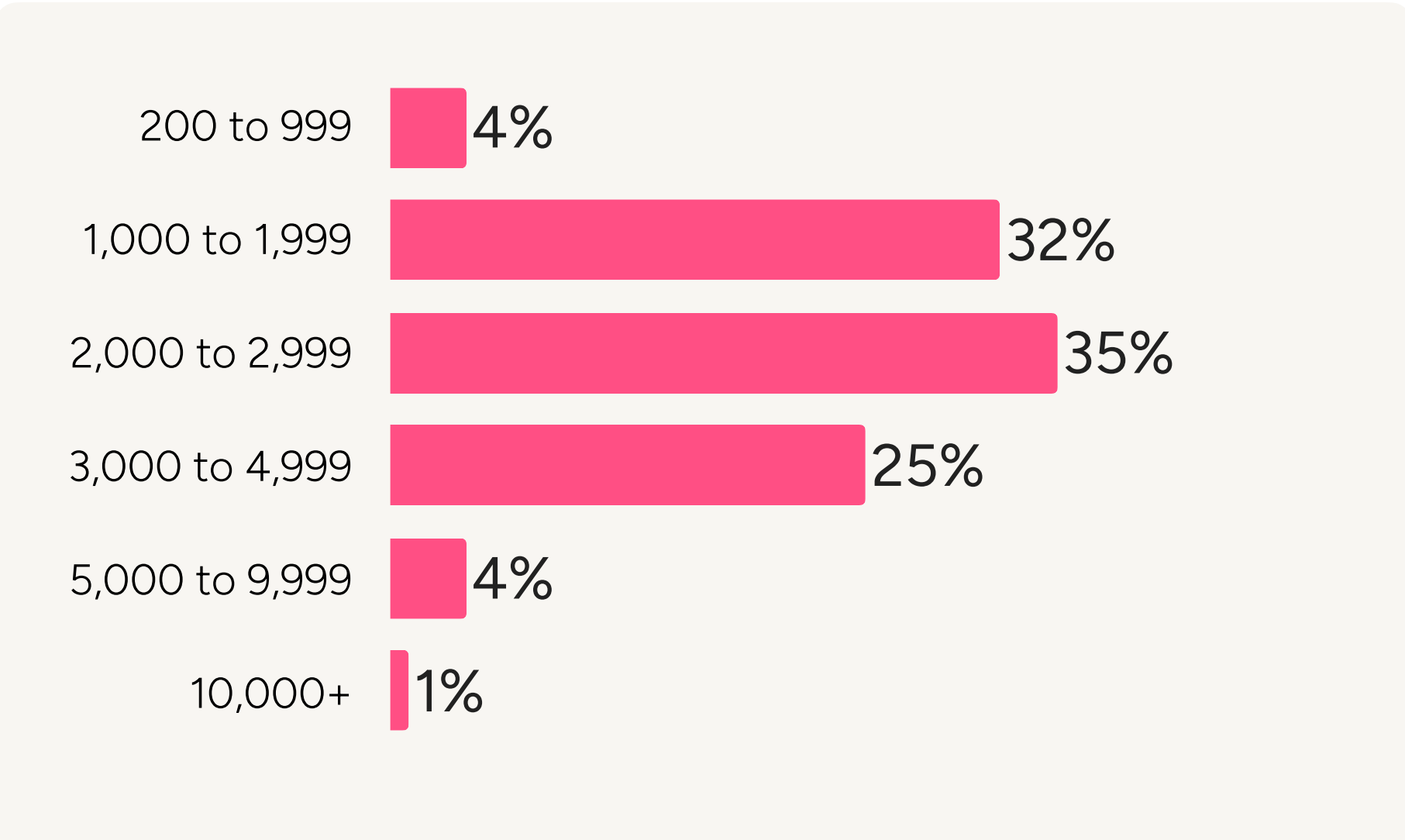
AGE OF RENOVATING HOMEOWNERS

27 to 36	4%
37 to 58	37%
59+	59%

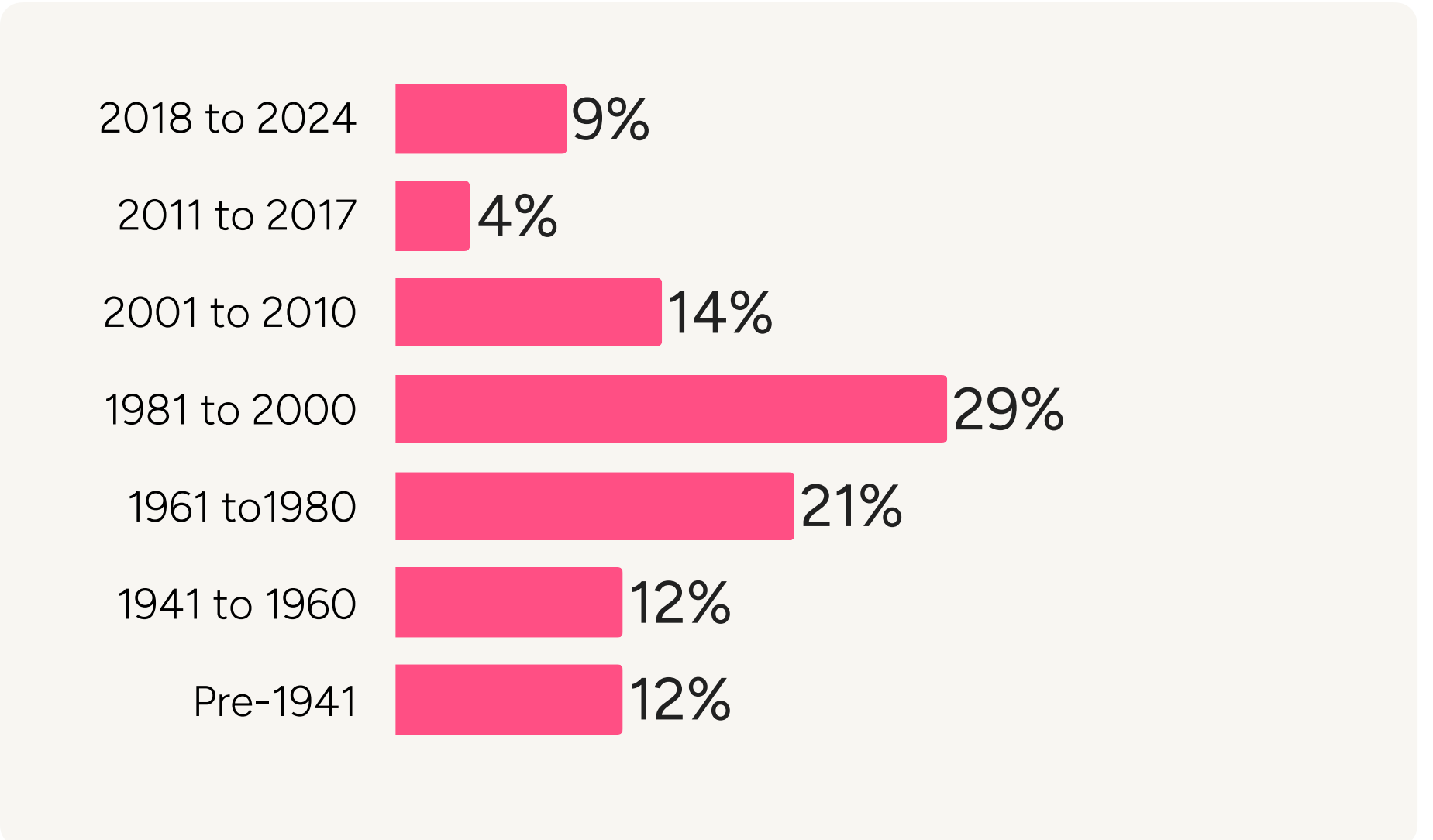


Appendix B: Characteristics of Homes Renovated in 2023

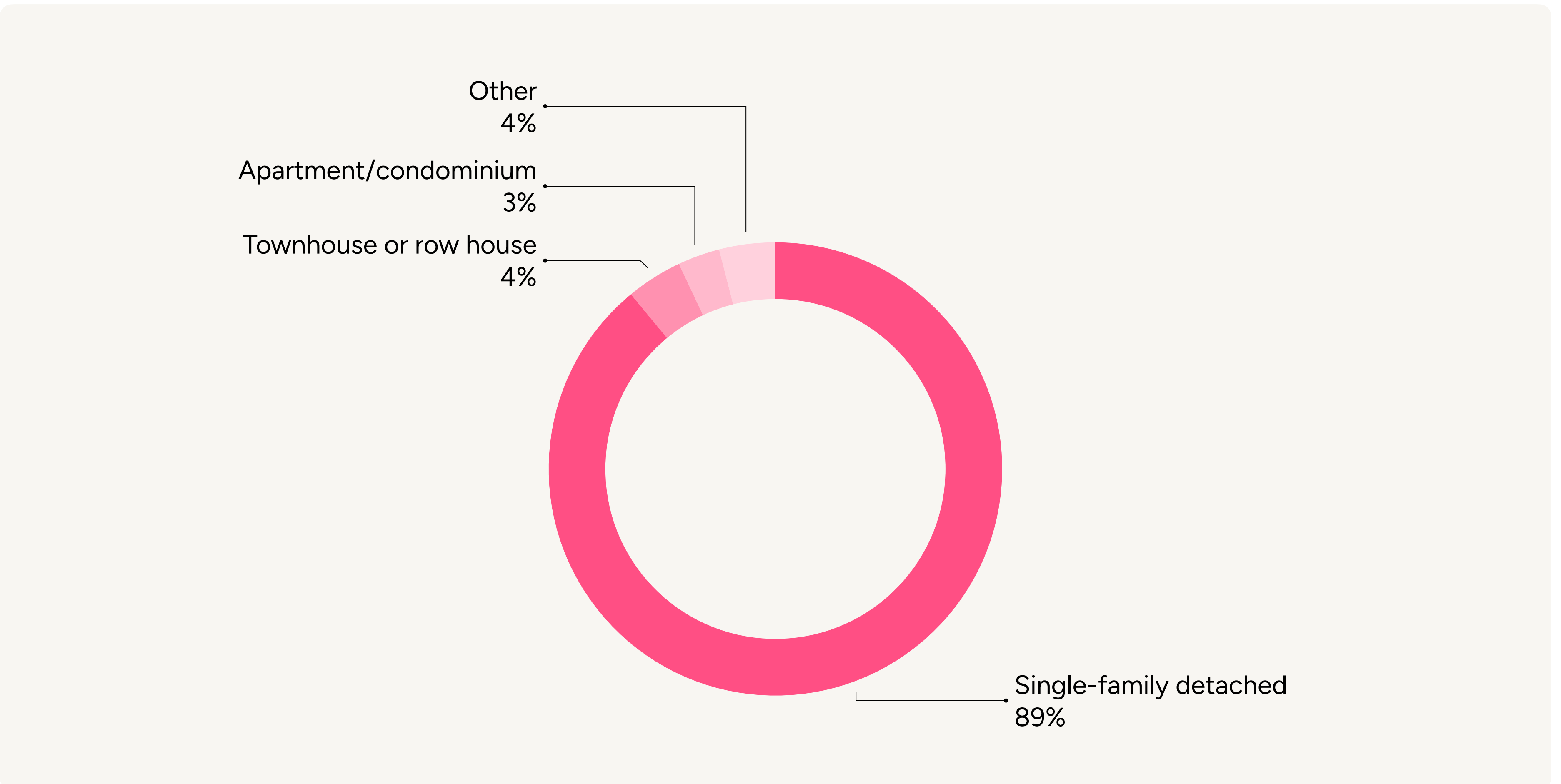
HOME SIZE IN SQUARE FEET



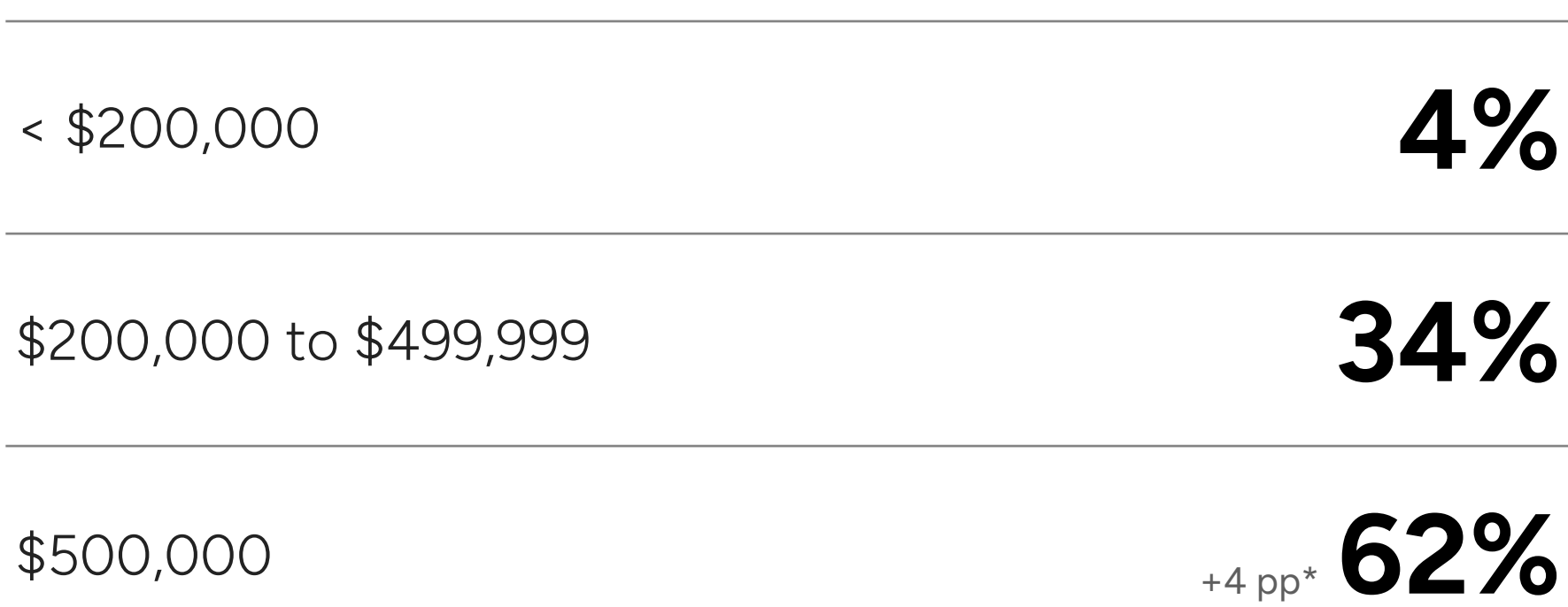
YEAR BUILT



HOME TYPE



OWNER-ESTIMATED HOME VALUE



*Indicates year-over-year change of 4 or more percentage points.



Appendix C: Triggers Among Renovating Homeowners in 2023*

	Millennials	Gen Xers	Baby Boomers	Seniors
Finally have the time	39%	39%	39%	38%
Finally have the financial means	38%	41%	33%	28%
Customizing a recently purchased home	44%	25%	22%	19%
Addressing damage due to home age or other	20%	19%	18%	19%
Adapting to recent changes in lifestyle	21%	16%	18%	25%
Planning to sell the home soon	7%	8%	8%	8%
Addressing damage from a natural disaster	5%	6%	6%	6%
Other	4%	8%	11%	12%

*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).



Appendix D: Funding Sources Used by Renovating Homeowners in 2023*

	Millennials	Gen Xers	Baby Boomers	Seniors
Cash from savings	86%	82%	83%	82%
Credit card	43%	38%	35%	32%
Secured home loan	15%	18%	12%	11%
Cash from previous home sale	10%	12%	12%	12%
Tax refund	10%	5%	3%	2%
Gift/inheritance	10%	6%	6%	2%
Insurance payout	5%	6%	5%	6%
Unsecured loan	5%	4%	2%	2%
Retirement plan loan	1%	2%	2%	2%

*Generational categories follow Pew Research Center's age ranges: Millennials (27-42), Gen Xers (43-58), Baby Boomers (59-77) and Seniors (78+).