

HOUZZ RESEARCH

2024Q4 U.S. Houzz Renovation Barometer

Architectural & Design
Service Sector



Contents

3	Expected Business Activity Indicator
10	Project Backlog Indicator
17	Recent Business Activity Indicator
24	Methodology



01

Expected Business Activity Indicator

Expected Business Activity Indicator

FIGURE 1: EXPECTED BUSINESS ACTIVITY INDICATOR - NATIONAL

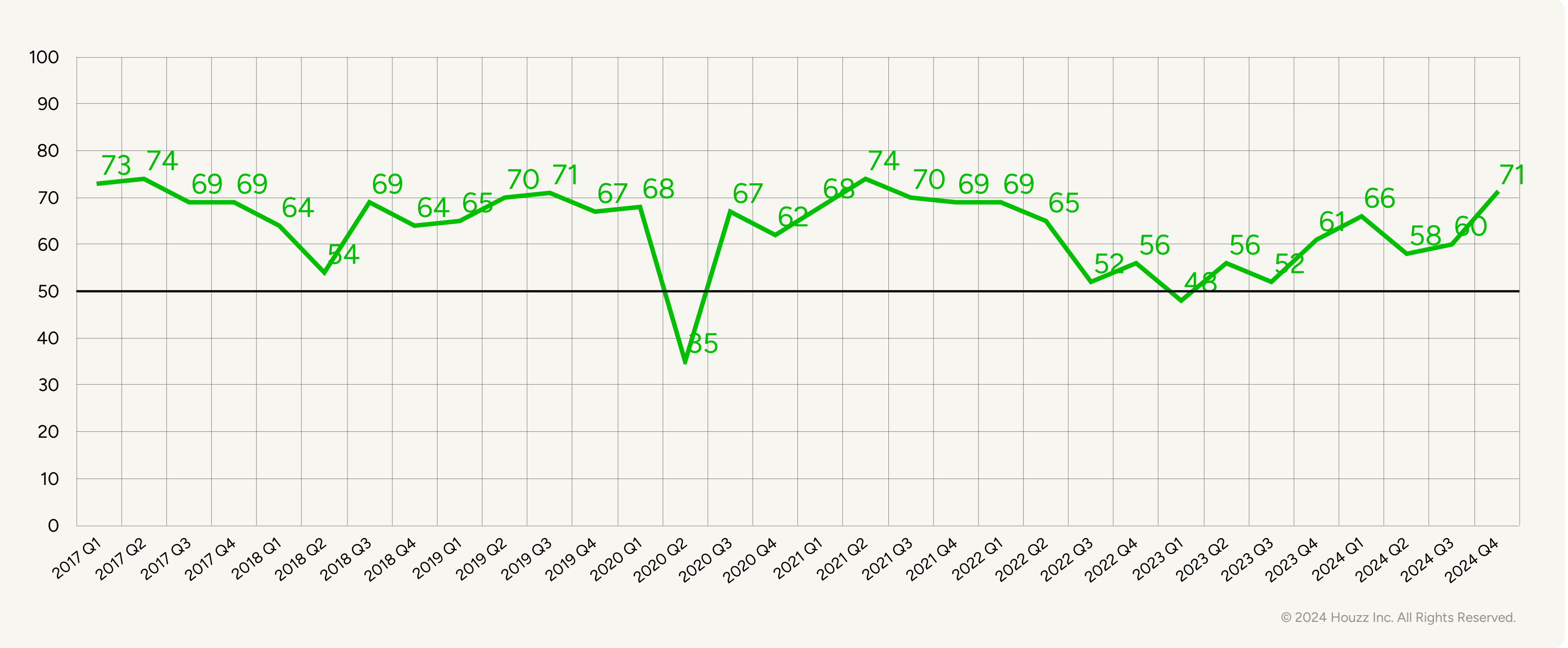


FIGURE 2: EXPECTED BUSINESS ACTIVITY INDICATOR - COMPONENTS

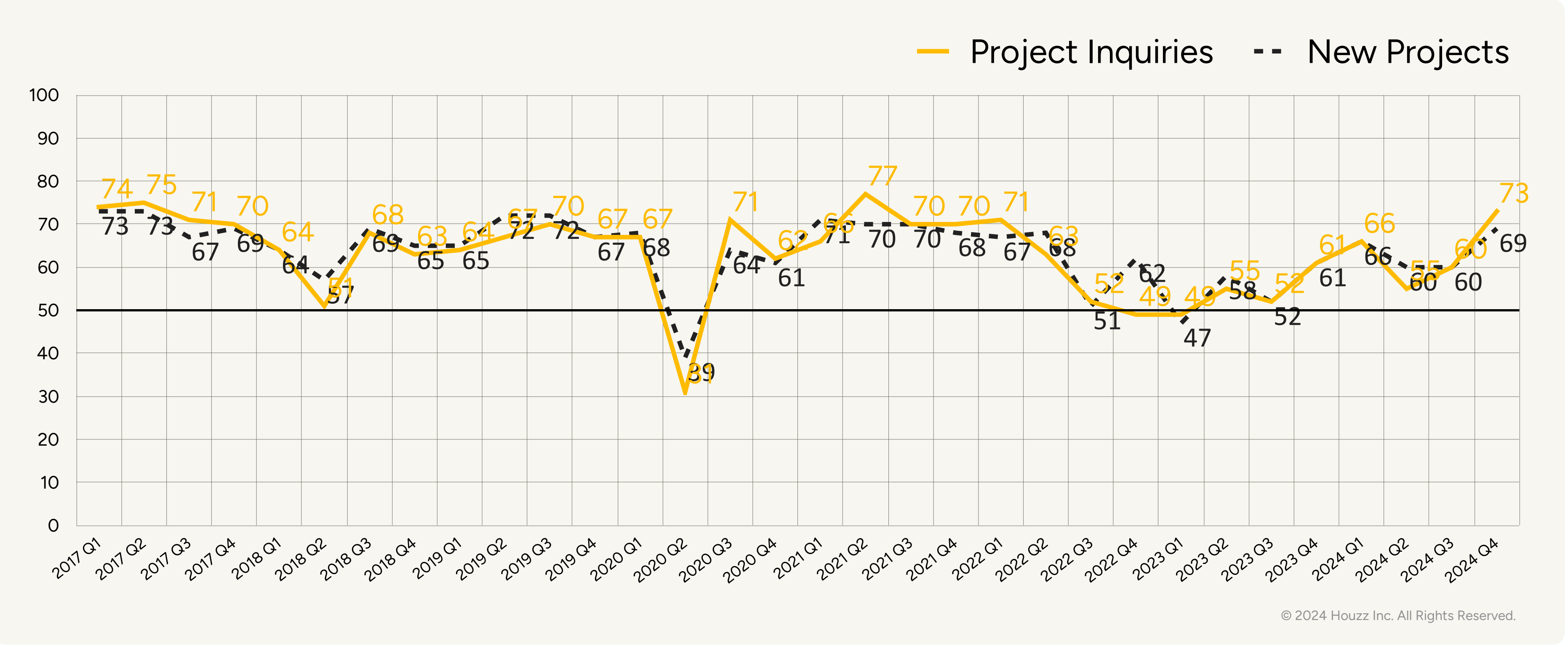
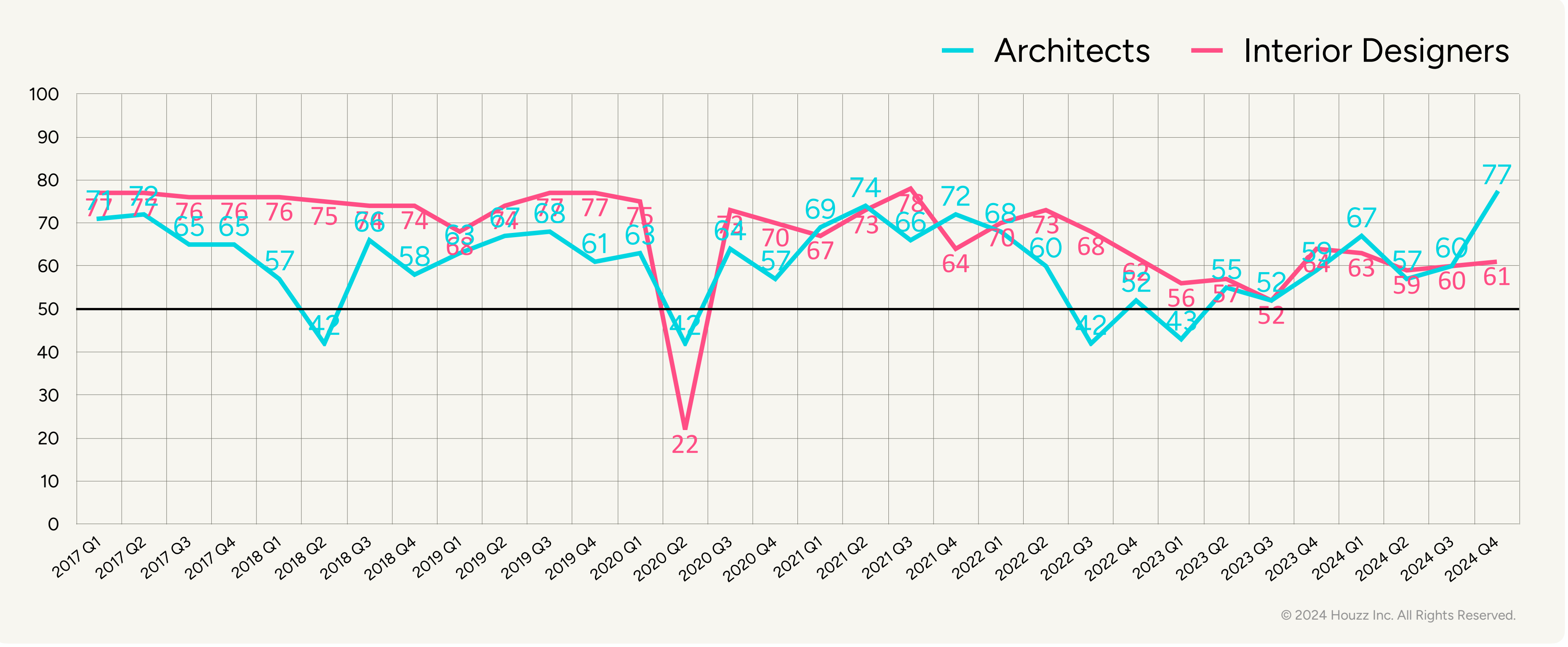


FIGURE 3: EXPECTED BUSINESS ACTIVITY INDICATOR – SUBSECTORS



Expected Business Activity Indicator

TABLE 1: NATIONAL

Quarter	Overall	Project Inquiries	New Projects	Quarter	Overall	Project Inquiries	New Projects
2017 Q1	73	74	73	2021 Q1	68	66	71
2017 Q2	74	75	73	2021 Q2	74	77	70
2017 Q3	69	71	67	2021 Q3	70	70	70
2017 Q4	69	70	69	2021 Q4	69	70	68
2018 Q1	64	64	64	2022 Q1	69	71	67
2018 Q2	54	51	57	2022 Q2	65	63	68
2018 Q3	69	68	69	2022 Q3	52	52	51
2018 Q4	64	63	65	2022 Q4	56	49	62
2019 Q1	65	64	65	2023 Q1	48	49	47
2019 Q2	70	67	72	2023 Q2	56	55	58
2019 Q3	71	70	72	2023 Q3	52	52	52
2019 Q4	67	67	67	2023 Q4	61	61	61
2020 Q1	68	67	68	2024 Q1	66	66	66
2020 Q2	35	31	39	2024 Q2	58	55	60
2020 Q3	67	71	64	2024 Q3	60	60	60
2020 Q4	62	62	61	2024 Q4	71	73	69

Expected Business Activity Indicator

TABLE 2: ARCHITECTS

Quarter	Overall	Project Inquiries	New Projects
2017 Q1	71	71	70
2017 Q2	72	73	71
2017 Q3	65	68	62
2017 Q4	65	65	65
2018 Q1	57	57	58
2018 Q2	42	37	47
2018 Q3	66	65	66
2018 Q4	58	56	59
2019 Q1	63	62	64
2019 Q2	67	64	70
2019 Q3	68	66	69
2019 Q4	61	61	61
2020 Q1	63	62	64
2020 Q2	42	38	46
2020 Q3	64	69	59
2020 Q4	57	56	57
2021 Q1	69	66	73
2021 Q2	74	80	68
2021 Q3	66	66	66
2021 Q4	72	74	70
2022 Q1	68	70	65
2022 Q2	60	58	63
2022 Q3	42	44	40
2022 Q4	52	44	60
2023 Q1	43	45	41
2023 Q2	55	54	57
2023 Q3	52	54	51
2023 Q4	59	60	58
2024 Q1	67	68	67
2024 Q2	57	54	60
2024 Q3	60	60	60
2024 Q4	77	80	73

TABLE 3: INTERIOR DESIGNERS

Quarter	Overall	Project Inquiries	New Projects
2017 Q1	77	78	76
2017 Q2	77	78	77
2017 Q3	76	76	76
2017 Q4	76	77	75
2018 Q1	76	77	75
2018 Q2	75	75	74
2018 Q3	74	74	75
2018 Q4	74	73	75
2019 Q1	68	68	68
2019 Q2	74	73	74
2019 Q3	77	77	76
2019 Q4	77	76	77
2020 Q1	75	75	76
2020 Q2	22	19	26
2020 Q3	73	74	73
2020 Q4	70	72	68
2021 Q1	67	67	68
2021 Q2	73	73	73
2021 Q3	78	78	78
2021 Q4	64	64	64
2022 Q1	70	72	69
2022 Q2	73	71	75
2022 Q3	68	66	70
2022 Q4	62	59	65
2023 Q1	56	56	57
2023 Q2	57	56	59
2023 Q3	52	50	54
2023 Q4	64	63	65
2024 Q1	63	63	63
2024 Q2	59	58	61
2024 Q3	60	59	61
2024 Q4	61	61	62

Expected Business Activity Indicator

TABLE 4: ALL GROUPS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	71	76	78	77	78	73	80	81	85
2017 Q2	74	84	77	78	70	74	79	82	84
2017 Q3	68	68	69	73	67	70	67	64	63
2017 Q4	64	69	66	59	73	62	64	56	66
2018 Q1	72	66	65	67	61	70	70	67	69
2018 Q2	60	47	58	50	60	62	56	47	57
2018 Q3	74	68	71	67	64	65	65	66	66
2018 Q4	58	55	60	57	57	57	62	56	58
2019 Q1	68	70	70	66	69	64	71	68	69
2019 Q2	75	80	74	78	80	73	77	78	78
2019 Q3	70	74	68	71	70	67	71	71	72
2019 Q4	53	57	60	57	57	55	62	52	59
2020 Q1	69	69	73	72	69	68	73	70	71
2020 Q2	28	34	27	33	30	25	31	36	30
2020 Q3	71	68	76	70	70	66	72	74	71
2020 Q4	56	51	59	53	54	59	57	52	54
2021 Q1	70	69	75	70	69	75	73	73	68
2021 Q2	78	78	79	77	77	77	78	78	78
2021 Q3	72	78	71	71	72	66	75	76	76
2021 Q4	63	63	64	52	50	56	60	67	57
2022 Q1	72	75	74	67	70	68	71	68	66
2022 Q2	71	74	72	71	73	66	73	74	72
2022 Q3	57	61	54	48	53	48	53	46	48
2022 Q4	51	65	52	54	48	48	51	66	49
2023 Q1	46	44	62	44	40	47	47	36	45
2023 Q2	66	79	67	67	66	61	67	75	74
2023 Q3	56	74	49	57	46	44	55	47	59
2023 Q4	60	69	53	55	63	47	55	69	49
2024 Q1	66	77	74	83	73	73	73	60	81
2024 Q2	71	42	64	65	65	64	70	59	67
2024 Q3	67	70	68	70	63	65	66	69	75
2024 Q4	67	84	60	67	59	57	60	68	57

Expected Business Activity Indicator

TABLE 5: ARCHITECTS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	64	78	77	75	76	68	81	79	84
2017 Q2	72	76	72	74	66	70	79	79	82
2017 Q3	64	68	66	68	60	67	67	63	53
2017 Q4	58	63	63	52	74	57	62	44	63
2018 Q1	68	58	58	59	51	64	63	58	60
2018 Q2	47	25	45	31	46	53	43	26	43
2018 Q3	72	66	69	65	61	63	63	66	64
2018 Q4	51	48	54	52	50	53	54	50	52
2019 Q1	66	69	70	66	67	60	72	69	68
2019 Q2	72	80	71	78	81	69	76	76	77
2019 Q3	66	72	66	68	67	66	67	67	71
2019 Q4	45	51	53	48	49	49	53	40	51
2020 Q1	63	65	71	67	65	62	70	65	66
2020 Q2	30	37	28	36	33	25	33	41	33
2020 Q3	70	67	77	72	71	66	72	76	73
2020 Q4	50	45	55	48	48	57	50	44	50
2021 Q1	68	74	78	72	73	77	74	77	69
2021 Q2	77	76	78	77	76	76	77	77	76
2021 Q3	70	78	70	65	68	58	73	72	74
2021 Q4	68	68	65	52	48	55	59	76	58
2022 Q1	73	78	77	67	72	67	69	68	62
2022 Q2	66	71	69	66	69	59	68	70	67
2022 Q3	52	52	48	34	41	40	41	29	35
2022 Q4	52	71	48	53	49	46	50	75	47
2023 Q1	38	40	66	42	33	42	42	30	42
2023 Q2	70	86	70	69	68	61	67	81	78
2023 Q3	58	84	44	59	43	38	54	44	64
2023 Q4	61	70	54	60	59	44	48	69	38
2024 Q1	73	89	75	88	82	81	83	63	86
2024 Q2	73	30	66	67	68	66	70	60	69
2024 Q3	69	80	76	70	74	67	65	77	76
2024 Q4	69	74	60	71	59	56	57	75	53

Expected Business Activity Indicator

TABLE 6: INTERIOR DESIGNERS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	82	73	81	81	81	82	79	83	86
2017 Q2	79	98	86	85	79	79	80	87	87
2017 Q3	74	67	73	83	79	74	66	65	79
2017 Q4	73	79	71	71	71	72	67	75	72
2018 Q1	78	80	78	82	77	79	82	82	83
2018 Q2	82	85	80	80	83	78	79	83	80
2018 Q3	77	72	75	71	68	70	70	66	69
2018 Q4	69	68	69	65	69	64	74	67	68
2019 Q1	73	71	71	67	74	71	70	67	72
2019 Q2	81	79	77	78	79	80	78	81	81
2019 Q3	76	78	72	75	75	69	77	76	75
2019 Q4	67	69	74	71	72	66	76	74	74
2020 Q1	79	77	76	80	75	77	77	80	79
2020 Q2	26	29	26	28	26	26	27	28	26
2020 Q3	73	69	74	68	69	67	73	69	68
2020 Q4	65	61	66	61	64	62	69	67	61
2021 Q1	72	59	70	67	64	70	70	66	66
2021 Q2	79	80	79	77	80	78	79	78	80
2021 Q3	75	78	74	82	78	78	79	82	79
2021 Q4	55	54	64	52	53	58	61	51	55
2022 Q1	70	70	70	68	68	70	73	68	71
2022 Q2	79	81	78	80	80	77	81	82	80
2022 Q3	66	78	65	72	74	61	72	76	70
2022 Q4	49	54	57	56	47	50	53	52	53
2023 Q1	58	51	55	48	53	55	55	46	52
2023 Q2	60	65	63	64	63	60	67	63	65
2023 Q3	54	56	56	53	52	56	55	51	49
2023 Q4	59	67	50	46	68	52	66	70	67
2024 Q1	56	57	73	75	57	60	57	56	71
2024 Q2	68	63	61	62	60	61	70	59	63
2024 Q3	64	53	56	68	45	62	67	56	73
2024 Q4	63	90	60	61	59	59	65	57	64



02

Project Backlog Indicator

Project Backlog Indicator

FIGURE 1: PROJECT BACKLOG INDICATOR - NATIONAL

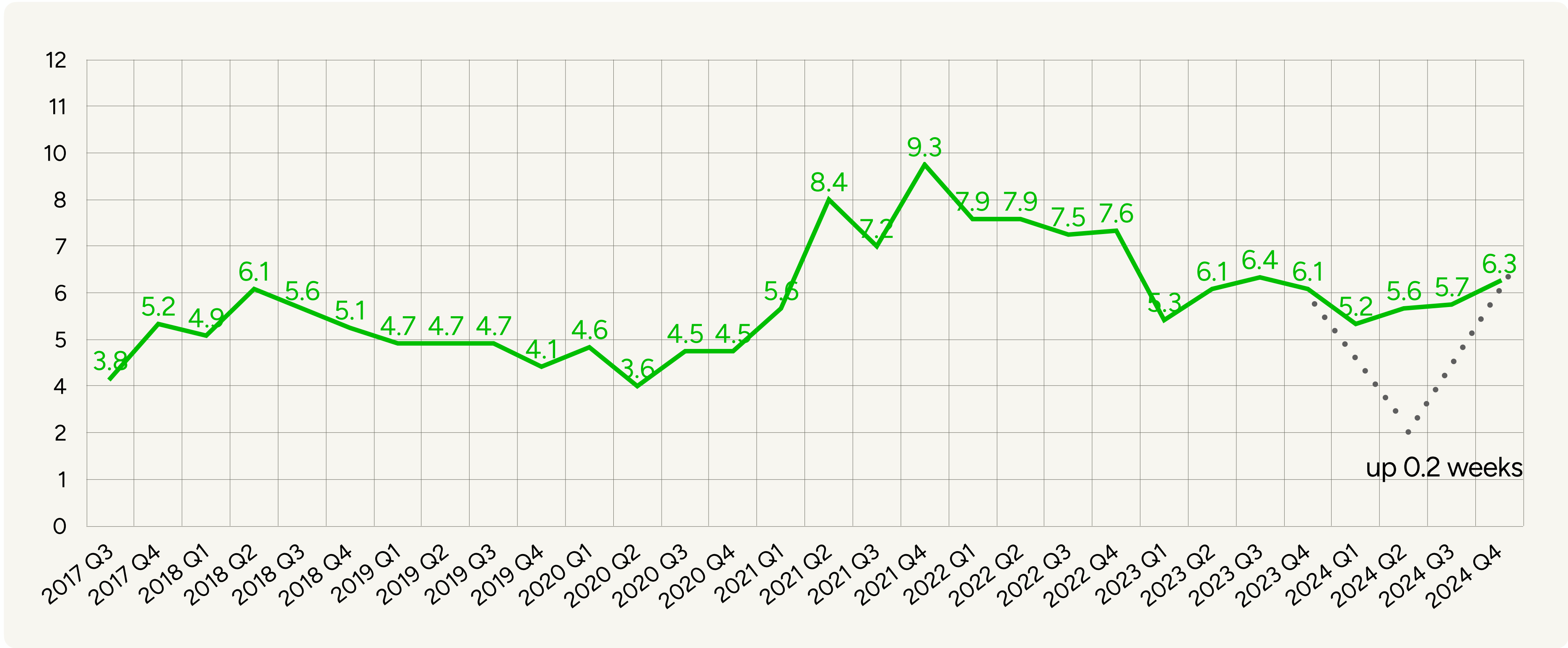
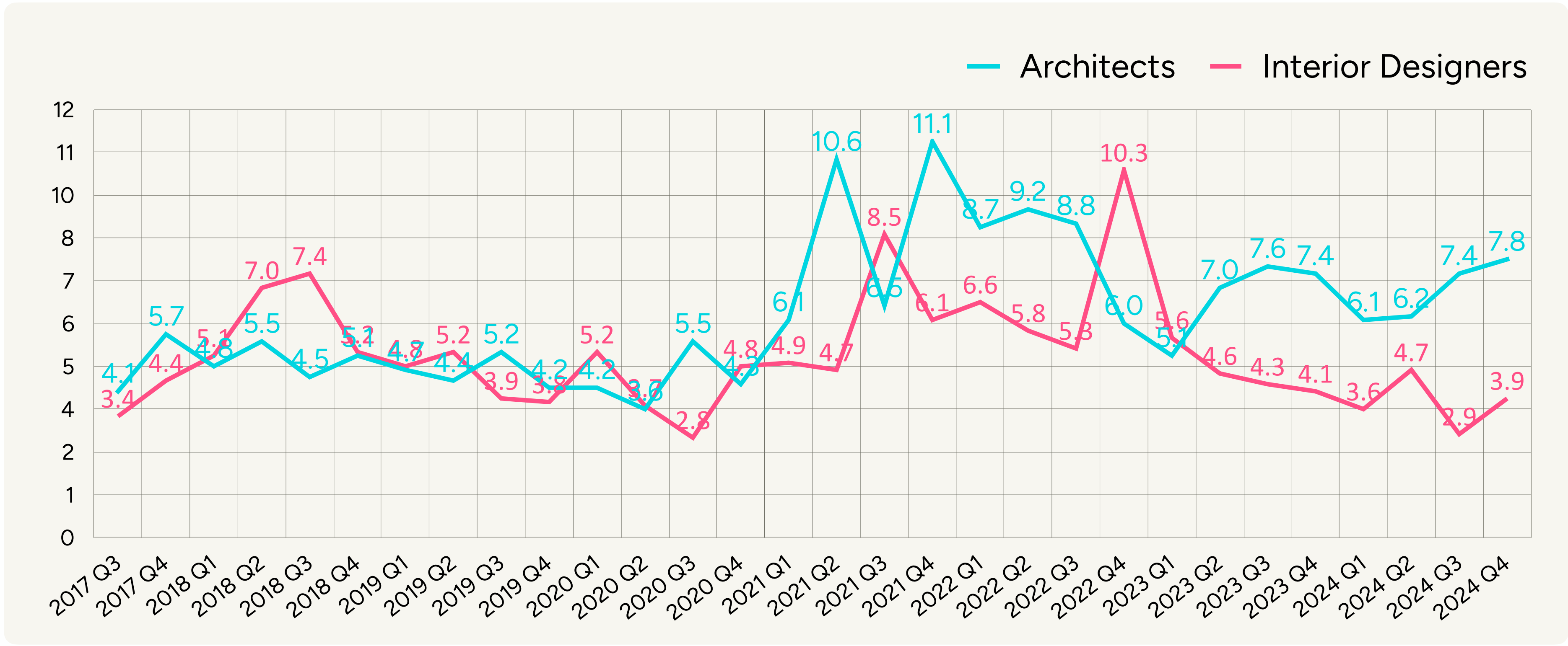


FIGURE 2: PROJECT BACKLOG INDICATOR – SUBSECTORS



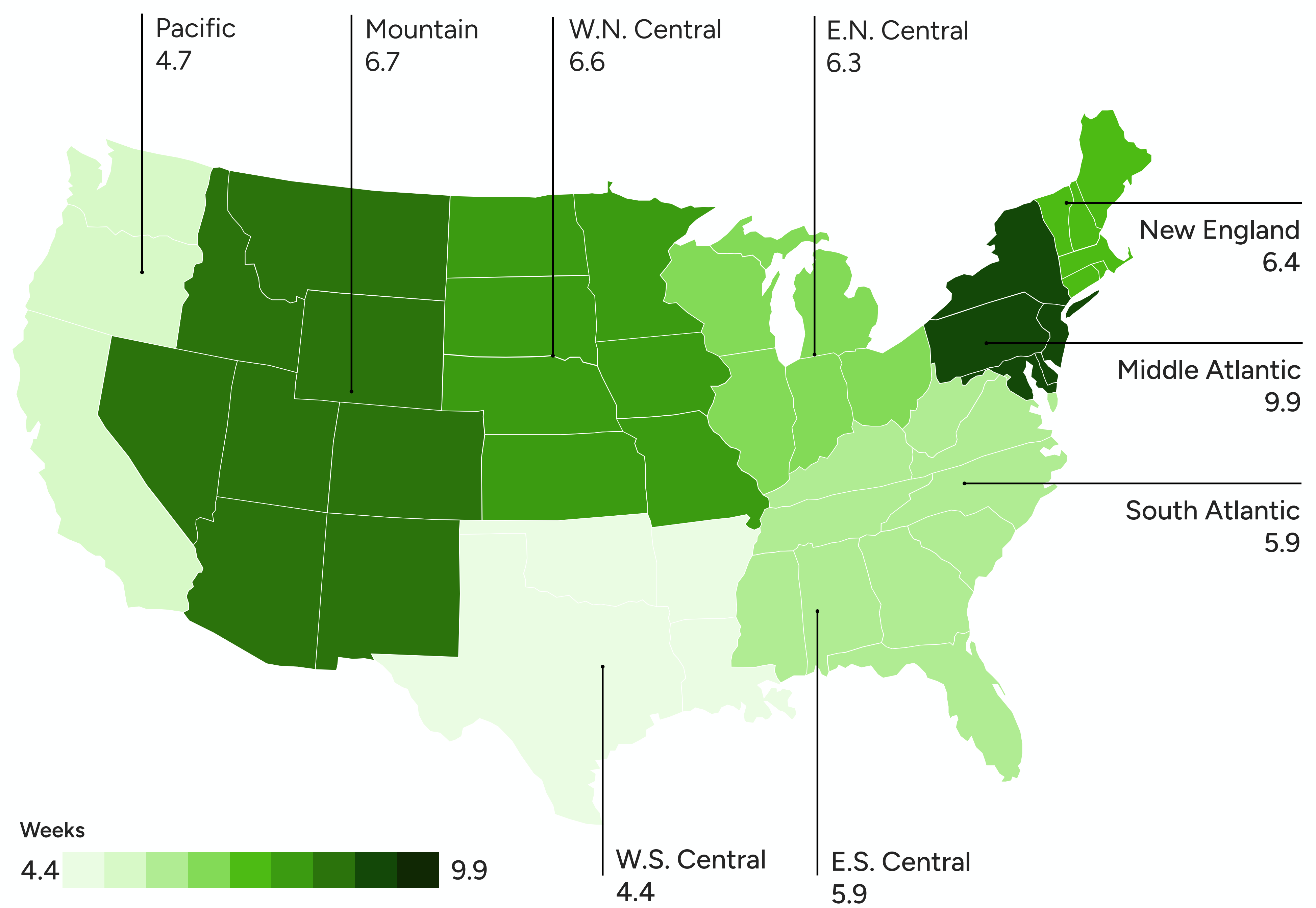
Project Backlog Indicator

TABLE 1: NATIONAL

Quarter	Overall	Architects	Interior Designers
2017 Q3	3.8	4.1	3.4
2017 Q4	5.2	5.7	4.4
2018 Q1	4.9	4.8	5.1
2018 Q2	6.1	5.5	7.0
2018 Q3	5.6	4.5	7.4
2018 Q4	5.1	5.1	5.2
2019 Q1	4.7	4.7	4.8
2019 Q2	4.7	4.4	5.2
2019 Q3	4.7	5.2	3.9
2019 Q4	4.1	4.2	3.8
2020 Q1	4.6	4.2	5.2
2020 Q2	3.6	3.6	3.7
2020 Q3	4.5	5.5	2.8
2020 Q4	4.5	4.3	4.8
2021 Q1	5.6	6.1	4.9
2021 Q2	8.4	10.6	4.7
2021 Q3	7.2	6.5	8.5
2021 Q4	9.3	11.1	6.1
2022 Q1	7.9	8.7	6.6
2022 Q2	7.9	9.2	5.8
2022 Q3	7.5	8.8	5.3
2022 Q4	7.6	6.0	10.3
2023 Q1	5.3	5.1	5.6
2023 Q2	6.1	7.0	4.6
2023 Q3	6.4	7.6	4.3
2023 Q4	6.1	7.4	4.1
2024 Q1	5.2	6.1	3.6
2024 Q2	5.6	6.2	4.7
2024 Q3	5.7	7.4	2.9
2024 Q4	6.3	7.8	3.9

Project Backlog Indicator

Figure 3: Overall Backlog, by U.S. Census Regional Division (in weeks)



Project Backlog Indicator

TABLE 2: ALL GROUPS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q3	3.1	2.9	3.9	3.3	4.6	5.0	3.3	2.7	4.2
2017 Q4	6.0	5.7	4.8	6.1	5.4	5.0	4.7	5.6	5.3
2018 Q1	4.4	3.7	5.2	4.8	5.2	6.1	4.1	3.8	5.1
2018 Q2	5.6	5.9	5.4	6.7	6.0	7.1	6.0	5.7	5.6
2018 Q3	5.2	5.1	5.4	5.6	5.0	6.8	5.3	5.4	5.2
2018 Q4	5.0	5.0	5.2	5.3	5.2	5.3	4.8	5.0	5.3
2019 Q1	4.8	4.6	4.6	5.1	5.1	4.8	4.6	4.7	4.7
2019 Q2	4.2	4.6	4.7	4.6	4.5	5.3	4.6	4.3	4.6
2019 Q3	4.2	4.2	5.3	5.3	4.2	4.8	4.7	4.0	4.4
2019 Q4	4.0	4.4	4.0	4.2	3.8	4.4	3.9	3.6	4.0
2020 Q1	4.9	4.9	4.4	5.8	4.5	4.6	4.0	4.4	4.4
2020 Q2	4.0	3.6	3.7	3.8	3.5	3.5	3.5	3.3	3.5
2020 Q3	4.5	4.6	4.5	4.9	4.0	4.4	4.3	4.5	4.7
2020 Q4	5.0	3.7	4.7	4.9	4.0	5.0	4.1	3.4	4.3
2021 Q1	5.7	4.6	6.2	6.6	4.0	6.2	5.3	3.3	5.6
2021 Q2	8.9	8.8	8.7	9.0	7.9	7.7	8.5	9.0	7.9
2021 Q3	7.1	5.6	9.1	6.6	6.6	7.7	6.6	5.8	6.8
2021 Q4	8.3	7.7	10.8	10.1	11.1	9.8	8.7	6.1	8.1
2022 Q1	10.0	4.7	8.4	8.6	6.1	9.0	6.6	6.0	7.4
2022 Q2	9.0	6.7	9.9	8.0	6.8	7.7	6.9	6.2	7.9
2022 Q3	10.4	6.3	8.2	7.6	7.5	7.0	6.5	6.5	6.8
2022 Q4	8.6	7.0	8.2	6.7	8.3	7.3	6.8	6.1	9.0
2023 Q1	5.3	5.0	6.7	5.2	4.4	5.5	4.9	3.5	4.8
2023 Q2	6.8	8.4	6.7	5.5	5.5	6.2	5.8	4.6	5.7
2023 Q3	7.7	9.2	8.2	4.6	5.2	4.4	8.0	2.5	6.1
2023 Q4	5.8	4.9	8.3	5.3	5.2	5.8	7.1	4.9	4.4
2024 Q1	6.6	4.4	8.1	4.7	5.0	4.1	4.3	4.9	3.9
2024 Q2	5.3	2.8	9.3	4.8	5.8	5.2	5.3	4.2	3.7
2024 Q3	5.9	8.4	5.8	3.3	8.1	3.5	6.0	9.4	8.1
2024 Q4	6.3	5.9	9.9	6.7	6.4	4.7	5.9	6.6	4.4

Project Backlog Indicator

TABLE 3: ARCHITECTS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q3	3.4	3.0	4.0	3.3	5.8	5.4	3.2	2.7	5.0
2017 Q4	7.1	6.5	5.2	6.8	6.0	5.4	4.8	6.1	6.0
2018 Q1	4.2	2.5	5.7	4.1	5.1	6.8	3.4	2.5	4.8
2018 Q2	4.9	4.7	5.2	6.2	4.9	6.7	5.4	4.6	4.9
2018 Q3	3.9	2.9	4.9	4.2	3.0	6.6	4.0	3.4	3.8
2018 Q4	4.8	4.9	5.3	5.2	4.9	5.7	4.6	4.8	5.2
2019 Q1	4.7	4.6	4.9	4.9	5.1	4.5	4.4	4.5	4.6
2019 Q2	3.7	4.1	4.8	3.9	4.0	5.3	4.3	3.5	4.2
2019 Q3	4.6	4.6	6.2	6.1	4.4	5.0	5.1	4.3	4.8
2019 Q4	4.2	4.2	4.3	4.1	3.8	4.6	3.9	3.9	4.3
2020 Q1	4.6	4.3	4.2	5.2	3.4	4.5	3.5	3.4	3.9
2020 Q2	4.2	3.2	3.7	3.4	3.3	3.6	3.4	3.0	3.3
2020 Q3	5.8	6.1	5.2	5.6	4.9	5.5	5.3	5.8	5.9
2020 Q4	4.5	2.9	5.0	4.2	3.0	5.3	3.8	2.4	3.9
2021 Q1	6.1	4.3	7.3	6.7	3.7	7.1	5.7	2.2	6.1
2021 Q2	11.3	11.7	10.9	11.4	10.0	9.6	10.6	11.9	10.0
2021 Q3	7.1	3.1	9.2	4.6	5.0	7.8	5.4	3.3	5.6
2021 Q4	9.8	8.4	13.8	12.0	13.6	11.7	10.4	6.1	9.3
2022 Q1	12.4	3.7	10.1	9.1	5.2	10.1	6.7	5.2	8.0
2022 Q2	10.8	7.4	12.4	8.8	7.1	8.9	7.6	6.7	9.3
2022 Q3	13.7	7.4	9.8	8.2	8.9	7.8	7.4	7.1	7.7
2022 Q4	7.5	3.3	8.2	3.1	5.8	6.6	4.8	2.5	7.2
2023 Q1	5.4	5.0	7.8	4.3	3.8	5.1	4.6	2.7	4.2
2023 Q2	6.6	11.4	7.8	6.6	6.7	7.2	6.6	5.4	7.0
2023 Q3	9.8	12.9	10.4	5.0	5.8	4.6	9.5	1.8	7.9
2023 Q4	7.3	5.8	10.2	5.4	6.2	6.9	8.9	5.9	4.8
2024 Q1	8.8	5.0	9.6	4.9	4.9	4.5	5.2	6.1	4.5
2024 Q2	5.6	1.9	11.9	4.9	6.6	5.7	5.5	3.4	3.2
2024 Q3	8.0	11.9	6.7	4.0	10.1	3.7	8.1	13.0	11.4
2024 Q4	7.7	8.5	13.2	7.7	6.3	5.3	7.4	8.6	5.0

Project Backlog Indicator

TABLE 4: INTERIOR DESIGNERS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q3	2.8	2.7	3.7	3.2	2.6	4.3	3.3	2.8	2.8
2017 Q4	4.2	4.5	4.2	5.0	4.5	4.5	4.4	4.6	4.1
2018 Q1	4.9	5.9	4.3	5.9	5.4	4.9	5.1	5.8	5.6
2018 Q2	6.8	7.8	5.8	7.6	7.7	7.7	6.9	7.6	6.7
2018 Q3	7.3	9.0	6.3	8.0	8.3	7.1	7.4	8.9	7.7
2018 Q4	5.3	5.1	5.0	5.5	5.8	4.7	5.1	5.4	5.5
2019 Q1	4.9	4.6	4.0	5.4	5.1	5.2	4.9	4.9	4.8
2019 Q2	5.0	5.3	4.7	5.8	5.2	5.3	5.1	5.7	5.3
2019 Q3	3.5	3.5	3.8	4.0	3.8	4.4	3.8	3.6	3.9
2019 Q4	3.6	4.7	3.5	4.3	3.9	4.1	3.8	3.2	3.5
2020 Q1	5.4	6.0	4.7	6.8	6.2	4.7	4.9	6.1	5.3
2020 Q2	3.6	4.1	3.8	4.4	3.8	3.5	3.6	3.7	3.7
2020 Q3	2.4	2.1	3.3	3.7	2.5	2.6	2.7	2.2	2.8
2020 Q4	5.7	5.1	4.0	6.0	5.7	4.5	4.6	5.0	4.9
2021 Q1	4.9	5.1	4.2	6.5	4.7	4.8	4.7	5.2	4.9
2021 Q2	4.9	3.9	4.9	4.9	4.4	4.6	4.9	4.2	4.3
2021 Q3	7.2	9.7	8.8	10.0	9.4	7.4	8.6	10.0	8.9
2021 Q4	5.7	6.5	5.9	7.0	6.9	6.5	5.8	6.0	6.0
2022 Q1	6.1	6.3	5.5	7.8	7.7	7.3	6.4	7.1	6.3
2022 Q2	6.0	5.4	5.7	6.6	6.2	5.8	5.6	5.5	5.4
2022 Q3	4.9	4.3	5.5	6.5	5.2	5.7	5.0	5.3	5.1
2022 Q4	10.5	13.3	8.3	12.7	12.6	8.5	10.2	12.2	12.0
2023 Q1	5.2	4.9	4.9	6.9	5.4	6.4	5.4	4.9	6.0
2023 Q2	7.1	3.3	5.0	3.6	3.6	4.7	4.4	3.4	3.5
2023 Q3	4.1	3.0	4.4	3.9	4.1	4.2	5.4	3.6	3.0
2023 Q4	3.2	3.4	5.1	5.0	3.3	4.1	4.0	3.2	3.7
2024 Q1	2.9	3.4	5.5	4.5	5.3	3.3	2.9	2.9	2.7
2024 Q2	4.6	4.3	4.9	4.5	4.6	4.4	4.9	5.6	4.7
2024 Q3	2.3	2.4	4.3	2.2	4.6	3.1	2.3	3.4	2.5
2024 Q4	4.0	1.5	4.5	5.0	6.5	3.9	3.5	3.3	3.3



03

Recent Business Activity Indicator

Recent Business Activity Indicator

FIGURE 1: RECENT BUSINESS ACTIVITY INDICATOR - NATIONAL

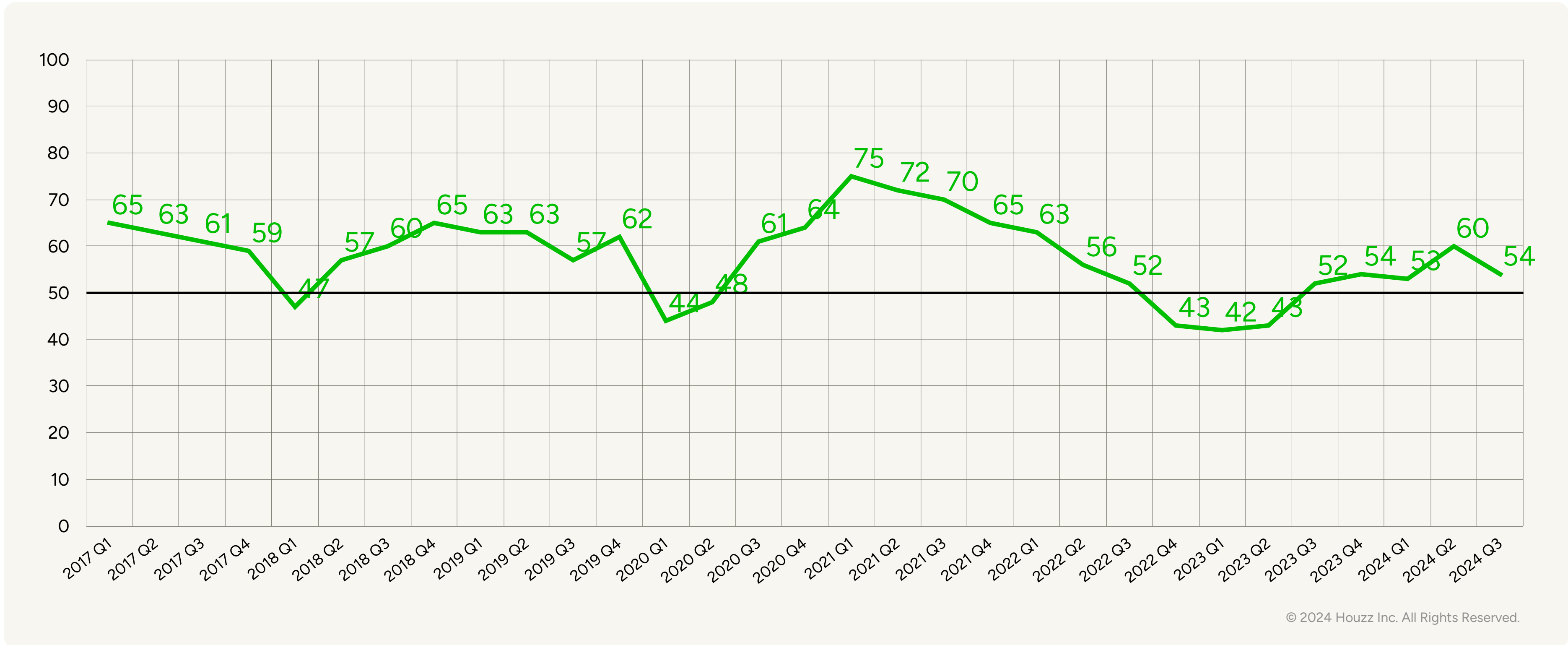


FIGURE 2: RECENT BUSINESS ACTIVITY INDICATOR - COMPONENTS

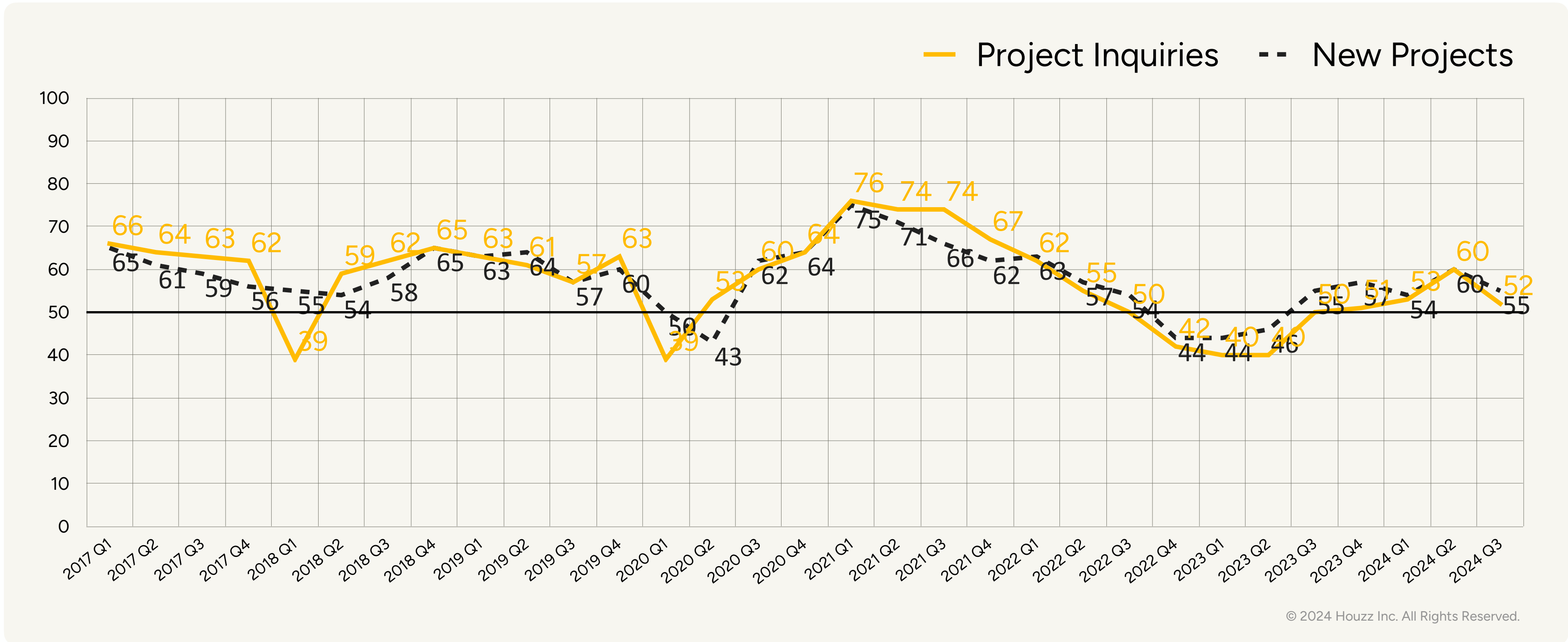
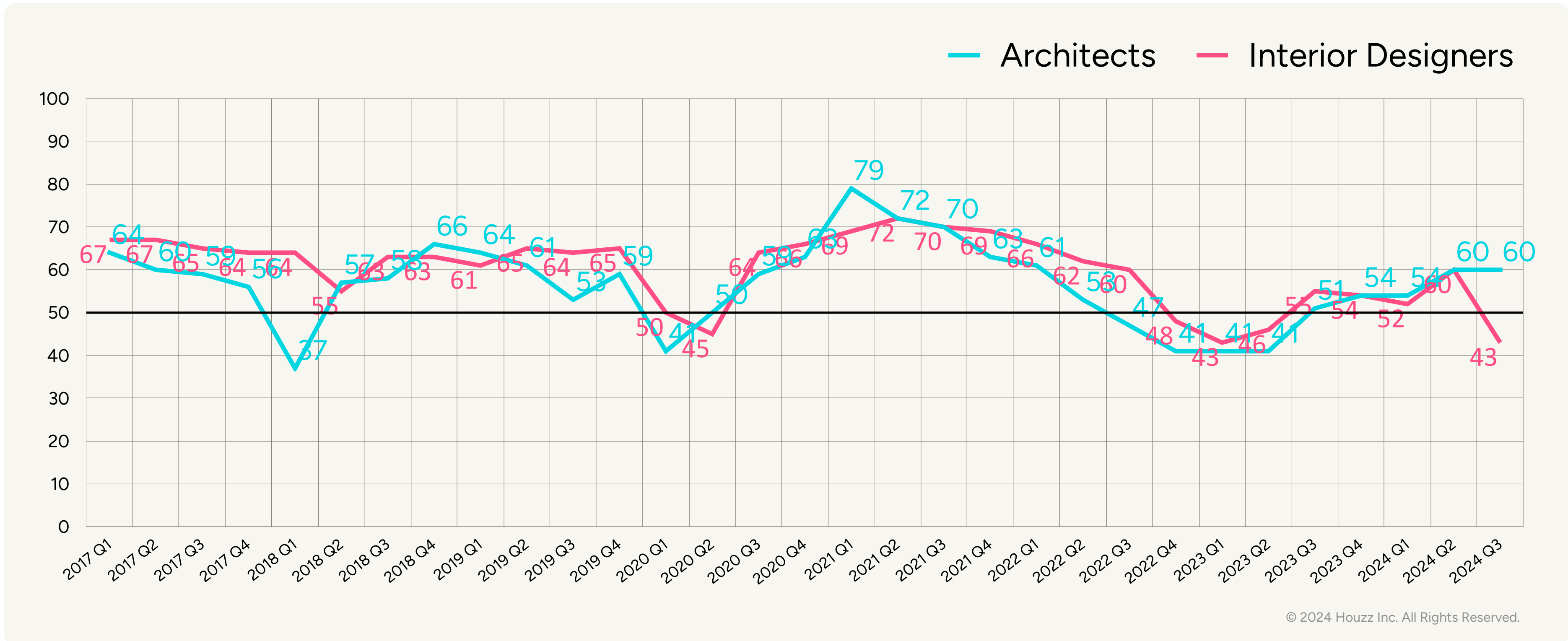


FIGURE 3: RECENT BUSINESS ACTIVITY INDICATOR – SUBSECTORS



Recent Business Activity Indicator

TABLE 1: NATIONAL

Quarter	Overall	Project Inquiries	New Projects	Quarter	Overall	Project Inquiries	New Projects
2017 Q1	65	66	65	2021 Q1	75	76	75
2017 Q2	63	64	61	2021 Q2	72	74	71
2017 Q3	61	63	59	2021 Q3	70	74	66
2017 Q4	59	62	56	2021 Q4	65	67	62
2018 Q1	47	39	55	2022 Q1	63	62	63
2018 Q2	57	59	54	2022 Q2	56	55	57
2018 Q3	60	62	58	2022 Q3	52	50	54
2018 Q4	65	65	65	2022 Q4	43	42	44
2019 Q1	63	63	63	2023 Q1	42	40	44
2019 Q2	63	61	64	2023 Q2	43	40	46
2019 Q3	57	57	57	2023 Q3	52	50	55
2019 Q4	62	63	60	2023 Q4	54	51	57
2020 Q1	44	39	50	2024 Q1	53	53	54
2020 Q2	48	53	43	2024 Q2	60	60	60
2020 Q3	61	60	62	2024 Q3	54	52	55
2020 Q4	64	64	64				

Recent Business Activity Indicator

TABLE 2: ARCHITECTS

Quarter	Overall	Project Inquiries	New Projects
2017 Q1	64	65	64
2017 Q2	60	63	58
2017 Q3	59	62	55
2017 Q4	56	61	50
2018 Q1	37	26	47
2018 Q2	57	62	53
2018 Q3	58	62	55
2018 Q4	66	67	65
2019 Q1	64	65	62
2019 Q2	61	59	63
2019 Q3	53	54	52
2019 Q4	59	62	57
2020 Q1	41	33	49
2020 Q2	50	54	46
2020 Q3	59	60	57
2020 Q4	63	63	62
2021 Q1	79	78	80
2021 Q2	72	75	70
2021 Q3	70	76	63
2021 Q4	63	68	57
2022 Q1	61	62	59
2022 Q2	53	52	53
2022 Q3	47	44	49
2022 Q4	41	40	41
2023 Q1	41	37	45
2023 Q2	41	40	42
2023 Q3	51	48	53
2023 Q4	54	51	57
2024 Q1	54	54	55
2024 Q2	60	60	60
2024 Q3	60	58	63

TABLE 3: INTERIOR DESIGNERS

Quarter	Overall	Project Inquiries	New Projects
2017 Q1	67	67	67
2017 Q2	67	66	67
2017 Q3	65	63	66
2017 Q4	64	63	65
2018 Q1	64	60	68
2018 Q2	55	55	55
2018 Q3	63	63	64
2018 Q4	63	61	65
2019 Q1	61	59	63
2019 Q2	65	64	67
2019 Q3	64	62	65
2019 Q4	65	65	66
2020 Q1	50	47	52
2020 Q2	45	50	39
2020 Q3	64	59	68
2020 Q4	66	65	67
2021 Q1	69	72	66
2021 Q2	72	73	72
2021 Q3	70	69	72
2021 Q4	69	67	71
2022 Q1	66	63	69
2022 Q2	62	61	64
2022 Q3	60	59	61
2022 Q4	48	46	49
2023 Q1	43	45	42
2023 Q2	46	39	53
2023 Q3	55	54	57
2023 Q4	54	51	56
2024 Q1	52	51	53
2024 Q2	60	59	61
2024 Q3	43	43	43

Recent Business Activity Indicator

TABLE 4: ALL GROUPS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	74	82	66	65	63	70	64	73	74
2017 Q2	67	77	60	67	56	67	63	73	64
2017 Q3	58	68	62	58	66	62	69	55	67
2017 Q4	54	49	50	49	49	55	53	46	50
2018 Q1	56	37	49	43	50	58	50	39	42
2018 Q2	64	55	64	58	52	58	55	54	56
2018 Q3	61	64	65	63	60	60	64	61	62
2018 Q4	59	63	59	60	62	54	62	63	61
2019 Q1	62	66	64	65	68	62	68	61	65
2019 Q2	64	68	62	64	64	63	67	65	69
2019 Q3	57	60	57	58	56	54	60	55	63
2019 Q4	55	58	57	61	57	56	58	56	56
2020 Q1	48	50	48	48	41	40	49	48	46
2020 Q2	50	45	42	48	41	46	47	45	53
2020 Q3	64	56	65	61	62	66	63	58	62
2020 Q4	64	54	63	62	60	65	66	57	57
2021 Q1	83	84	82	85	82	76	85	86	84
2021 Q2	71	77	74	73	71	69	74	76	74
2021 Q3	63	77	74	71	61	65	73	76	62
2021 Q4	61	47	68	55	54	62	59	52	61
2022 Q1	66	66	68	67	61	61	66	65	67
2022 Q2	59	59	58	48	56	49	56	67	47
2022 Q3	54	69	59	59	61	49	59	61	63
2022 Q4	36	36	48	38	38	34	37	29	39
2023 Q1	43	49	47	47	44	45	46	45	45
2023 Q2	51	62	39	30	45	33	51	52	51
2023 Q3	61	71	49	54	63	49	53	71	52
2023 Q4	56	51	51	52	50	48	52	46	49
2024 Q1	62	54	65	57	58	55	61	40	43
2024 Q2	67	67	51	65	52	54	62	63	63
2024 Q3	62	75	55	65	57	53	48	82	51

Recent Business Activity Indicator

TABLE 5: ARCHITECTS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	79	81	61	62	55	70	62	72	74
2017 Q2	71	71	54	63	53	68	64	70	63
2017 Q3	60	70	56	59	65	58	70	52	70
2017 Q4	49	43	44	42	44	52	49	39	43
2018 Q1	47	20	39	29	40	53	38	22	29
2018 Q2	67	58	66	62	53	60	56	57	59
2018 Q3	60	63	65	63	59	56	64	63	63
2018 Q4	57	63	60	62	64	53	64	67	61
2019 Q1	61	66	64	65	71	59	70	59	66
2019 Q2	62	66	59	61	61	62	65	62	68
2019 Q3	55	57	54	53	49	51	56	48	58
2019 Q4	52	56	52	58	54	54	57	54	54
2020 Q1	45	48	48	43	36	37	48	45	41
2020 Q2	57	51	45	54	42	50	51	47	57
2020 Q3	59	50	62	57	58	66	59	49	58
2020 Q4	64	54	62	60	60	66	64	49	53
2021 Q1	88	90	87	89	84	79	88	92	89
2021 Q2	68	78	75	70	69	65	74	75	73
2021 Q3	59	77	72	72	53	63	73	78	57
2021 Q4	59	40	67	50	48	61	55	44	59
2022 Q1	64	67	67	67	57	57	65	64	68
2022 Q2	61	56	58	39	51	44	49	67	40
2022 Q3	52	69	59	55	60	45	57	60	61
2022 Q4	33	33	49	35	33	31	31	24	36
2023 Q1	44	55	46	51	48	47	47	48	46
2023 Q2	53	69	36	22	44	28	51	59	54
2023 Q3	64	74	49	65	62	50	46	73	46
2023 Q4	59	49	49	53	51	48	52	42	53
2024 Q1	66	59	67	63	64	60	66	37	41
2024 Q2	65	77	57	61	58	49	56	68	67
2024 Q3	73	90	60	78	58	59	51	91	50

Recent Business Activity Indicator

TABLE 6: INTERIOR DESIGNERS, BY U.S. CENSUS REGIONAL DIVISIONS

Quarter	East North Central Division	East South Central Division	Middle Atlantic Division	Mountain Division	New England Division	Pacific Division	South Atlantic Division	West North Central Division	West South Central Division
2017 Q1	65	86	73	71	76	69	68	76	74
2017 Q2	60	87	69	74	60	66	62	78	67
2017 Q3	54	66	72	56	68	70	65	60	62
2017 Q4	61	60	60	60	58	59	58	57	61
2018 Q1	70	67	67	66	68	67	69	68	65
2018 Q2	61	50	62	52	51	56	52	50	51
2018 Q3	63	65	64	63	61	65	65	59	61
2018 Q4	61	62	58	58	59	56	59	57	61
2019 Q1	65	65	64	65	64	67	65	66	65
2019 Q2	69	71	65	71	70	65	69	70	72
2019 Q3	61	64	61	68	67	58	67	66	70
2019 Q4	62	61	65	66	61	58	61	61	60
2020 Q1	54	54	49	57	49	45	51	55	54
2020 Q2	39	37	37	39	38	39	41	44	46
2020 Q3	72	65	69	68	69	66	69	73	68
2020 Q4	63	55	65	65	60	63	70	70	64
2021 Q1	76	74	74	77	77	69	79	76	77
2021 Q2	74	74	72	78	73	76	74	77	77
2021 Q3	70	77	77	70	74	69	74	74	70
2021 Q4	65	57	68	64	64	64	68	64	63
2022 Q1	68	63	70	68	68	67	67	67	65
2022 Q2	56	65	57	63	64	57	67	68	59
2022 Q3	55	70	59	66	63	57	61	64	66
2022 Q4	42	42	47	44	48	40	46	38	42
2023 Q1	42	41	47	41	38	41	45	42	44
2023 Q2	47	49	43	43	48	42	53	41	46
2023 Q3	56	67	50	35	66	47	65	67	64
2023 Q4	52	54	53	50	48	50	53	53	44
2024 Q1	56	45	60	47	47	48	54	46	46
2024 Q2	70	51	42	71	42	64	71	54	57
2024 Q3	44	50	47	45	57	44	43	67	52



Methodology

The **Houzz Renovation Barometer** is based on a quarterly online survey sent to a U.S. panel of businesses with an online profile on Houzz. The Barometer keeps a pulse on home renovation market conditions via three distinct indices that track expected, current, and recent business activity in two related industry sectors: the construction sector and the architectural and design services sector.

The Expected Business Activity Indicator is based on survey questions that ask businesses to report whether they expect the number of project inquiries and new projects* to increase, decrease, or remain unchanged in the upcoming quarter relative to the prior quarter. Scores for each component are then computed as seasonally adjusted diffusion indices on a scale of 0 to 100, with index values over 50 indicating that a greater proportion of firms reported quarter-over-quarter increases than decreases. The new projects component includes reported changes to the number of new projects and the size of new projects and uses 80% and 20% weights, respectively, to arrive at the final new projects component.

The Recent Business Activity Indicator is based on survey questions that ask businesses to report whether they observed the actual number of project inquiries and new projects* increasing, decreasing, or remaining unchanged in the most recent quarter relative to the prior quarter. Scores for each component are then computed as seasonally adjusted diffusion indices similar to the Expected Business Activity Indicator.

The Recent Business Activity Indicator scores can be compared with the Expected Business Activity Indicator scores for any given quarter to see whether actual activity met, exceeded, or fell short of expectations.

Finally, **the Project Backlog Indicator** is based on survey questions that ask businesses to report wait times in weeks before a company can start work on a new midsize project at the start of the upcoming quarter. Scores are computed as average wait times without a seasonal adjustment.

*The *new projects component* includes reported changes to the *number of new projects* and the *size of new projects* and uses 80% and 20% weights, respectively.

The **Houzz Renovation Barometer** is nationally representative of business activity related to work performed on owner-occupied existing homes, as reported by businesses who state that in the last 12 months, at least 20% of their revenues came from residential remodeling services. Each of the three indicators is available for two subsectors in the construction sector (build-only remodelers and design and build remodelers) and for two subsectors in the architectural and design services sector (architects and interior designers), as well as for nine regions that follow the U.S. Census Bureau divisions.

The aggregated national sector-level indices are computed by:

1. Aggregating regional subsector indices to national levels using division-level weights derived from the 2016 U.S. Census County Business Patterns survey, and
2. Aggregating national sector-level indices to sector levels using subsector weights derived from the 2016 U.S. Census County Business Patterns survey and 2016 BLS Current Employment Statistics Peak Trough series.

Final national weights are equally distributed for build-only remodelers and design and build remodelers in the construction sector. The final national weights are 63% and 37% for architects and interior designers, respectively, in the architectural and design services subsector.

The **Houzz Renovation Barometer** survey for the current quarter was fielded June 29, 2024, through July 9, 2024. N=1,211 (362 design and build remodelers, 153 build-only remodelers, 240 architects, and 456 interior designers).