

HOUZZ RESEARCH

2024 UK Houzz Pets & the Home Study





Big Ideas

Pets Are a Priority During Renovations

More than half of respondents prioritise pets in their decision-making process when upgrading their home (53%). Considerations include pet-friendly products and materials (29%) and choosing design or functionality specific to their pet, like incorporating space for an animal’s bed or feeding station (28%). Nearly two-thirds of renovating pet owners made special arrangements for their pets during renovation projects (63%). The majority limited access for their furry friends within the home (49%), and 7% temporarily moved their animal out of the home.

Popular Projects Among Pet Owners

Nearly half of pet owners (46%) completed a home improvement project in the last two years, 20% are in the midst of one, and 18% are in the planning stages. For those who recently completed a project, the most popular upgrade was flooring (58%), followed by wall or skirting board upgrades (47%).

Custom Installations During Renovations

Nearly 1 in 10 renovating pet owners added built-in areas as part of their home upgrades (7%), with sleeping or relaxation areas (61%), feeding stations (37%) and pet furniture (16%) topping the list. Other built-ins included grooming stations (14%) and play structures, litter boxes and outdoor enclosures, such as catios (9%, each).

Pet Owners Are Hiring Pros

Nearly 9 in 10 renovating pet owners hired a professional to help with their project (87%). Specialty trades, such as electricians and plumbers, and builders were hired most frequently (44% and 43%, respectively). Three in 10 renovating pet owners hired flooring specialists for their projects (30%).

Dogs Lead the Pack

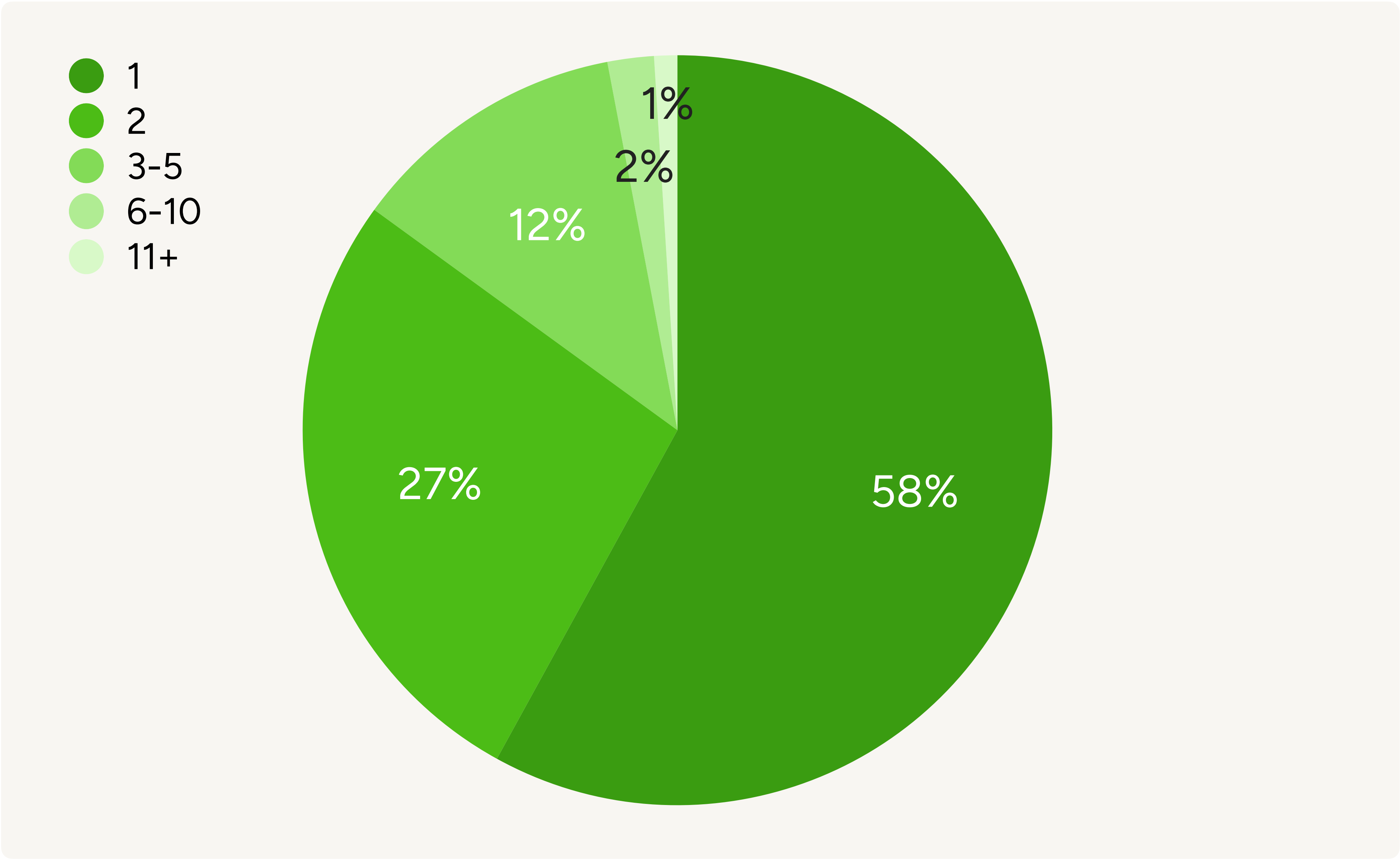
Nearly 3 in 5 pet owners have a single pet (58%), however over 2 in 5 have more than one animal in their home (42%). Dogs are the most common pets (68%), followed by cats (41%), suggesting that some pet owners have both. Fish and birds are tied for third and fourth place at 4% and 2%. Other animals include reptiles, horses, rabbits and even rodents (e.g., gerbils, hamsters, guinea pigs). Nearly all pet owners (91%) say their pets provide companionship, 81% say they offer unconditional love, 73% say they reduce stress, and 61% encourage physical activity.



Pet Number and Types

Percentages reflect the proportion of survey respondents who are pet owners.

NUMBER OF PETS IN HOUSEHOLD



PET TYPES

Dog	68%	Rodent	2%
Cat	41%	Rabbit	1%
Fish	4%	Horse	1%
Bird	2%	Reptile	1%

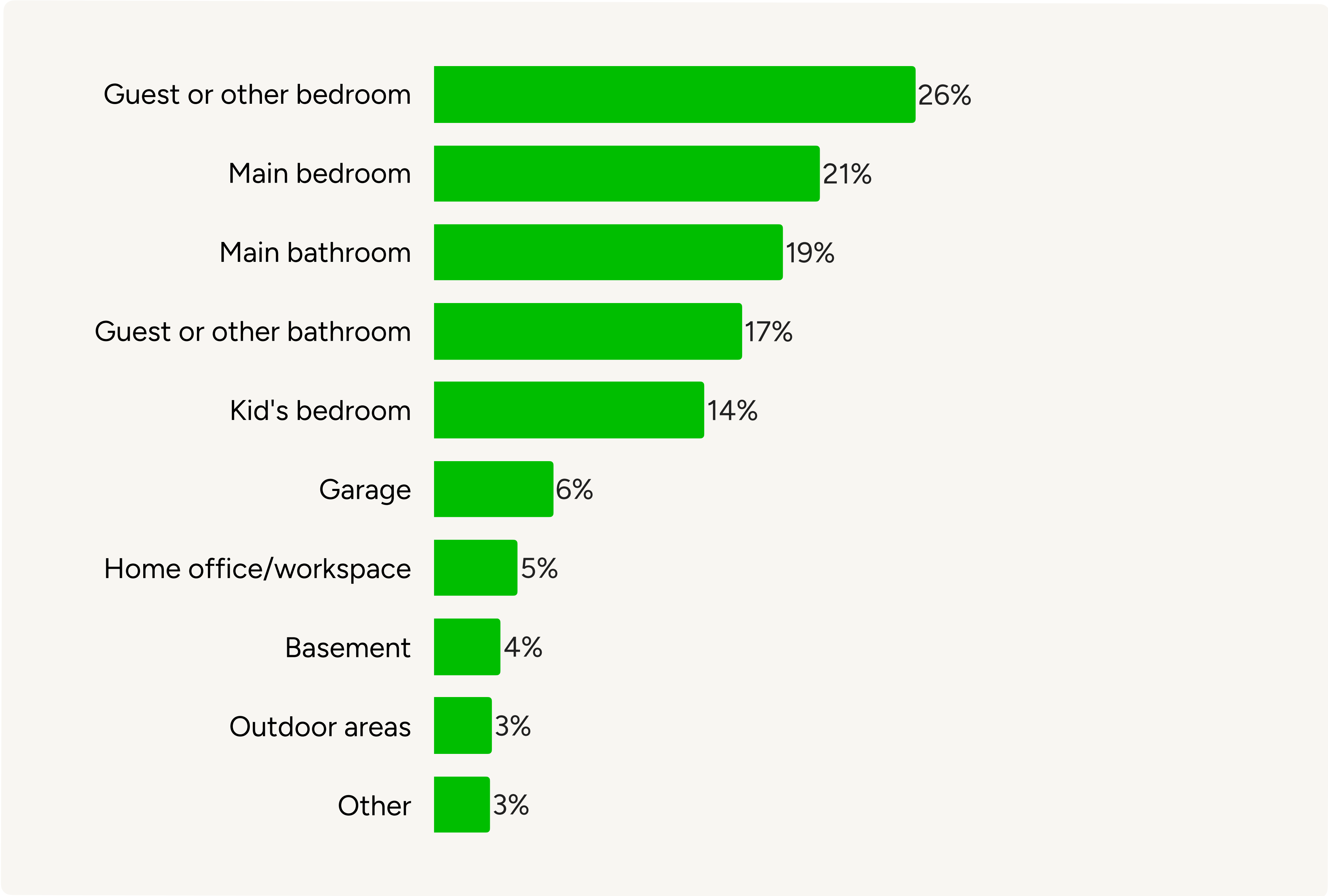


Pet Access to Interiors

Percentages reflect the proportion of survey respondents who are pet owners.



AREAS WHERE PETS ARE NOT ALLOWED



SLEEPING ARRANGEMENTS

Pet bed	52%
Owner's bed	27%
Somewhere else indoors	14%



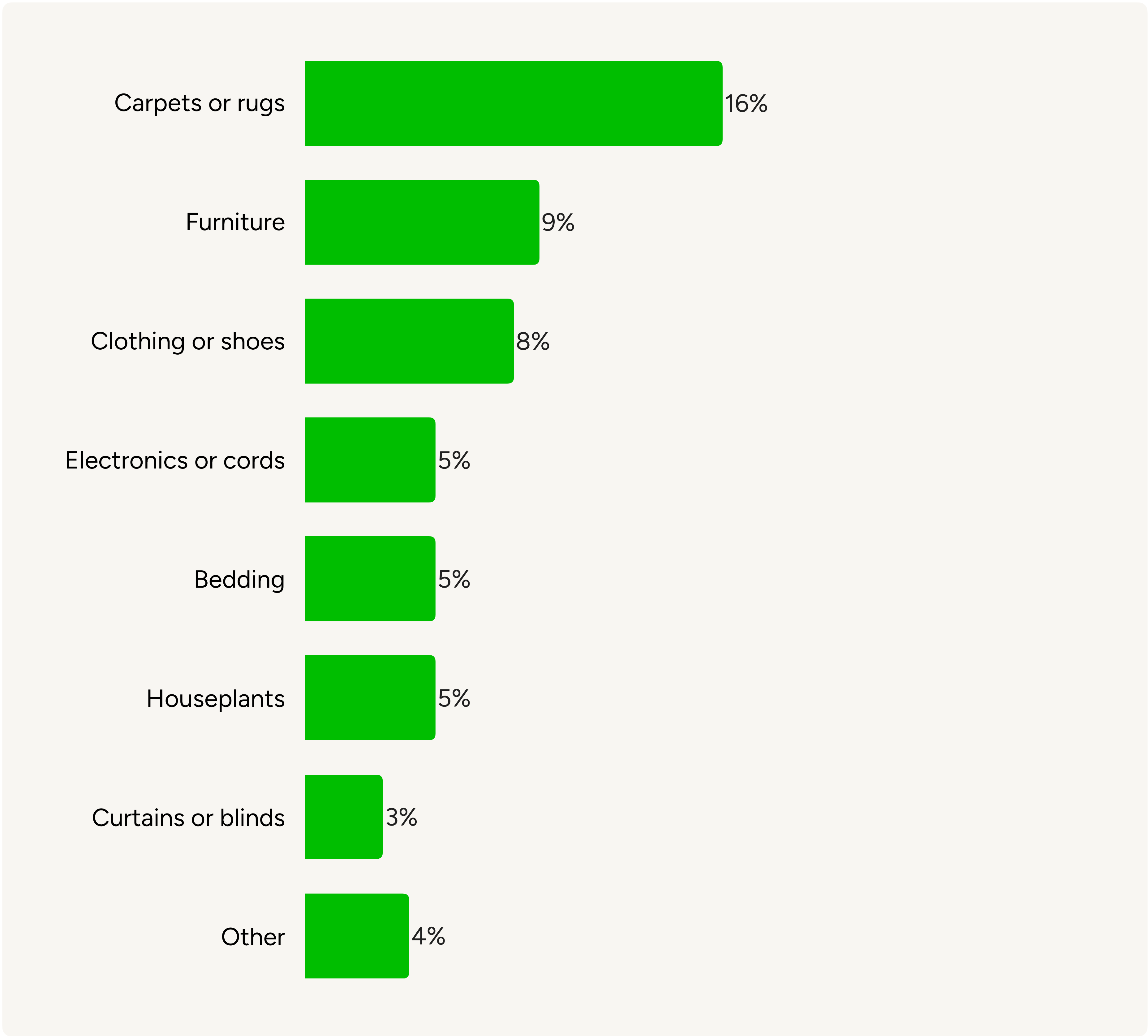
Household Items Replaced Due to Pet Damage

Percentages reflect the proportion of survey respondents who are pet owners.

33%

Share of pet owners who replaced household items due to pet damage

ITEMS REPLACED DUE TO PET DAMAGE





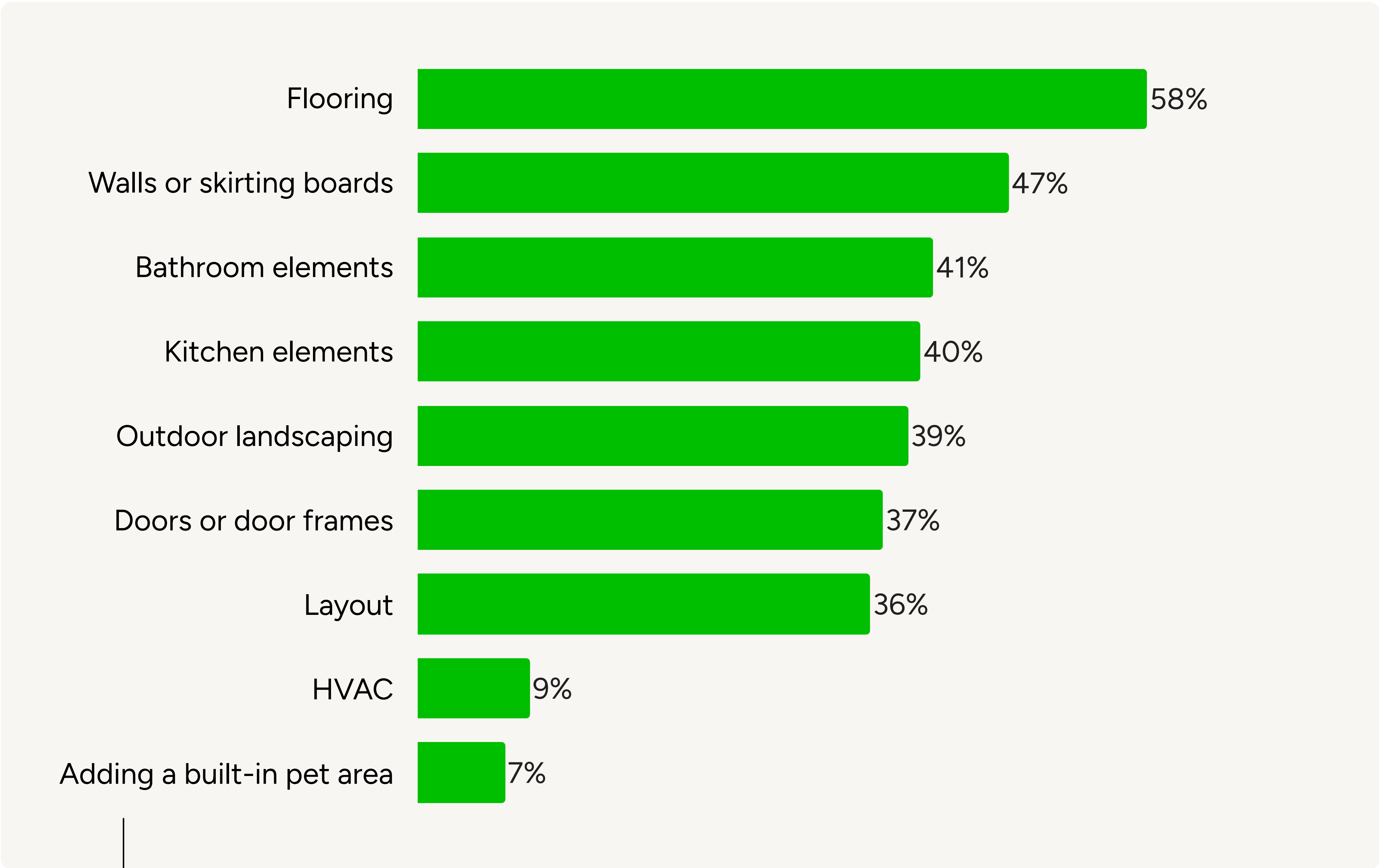
Home Improvement Projects Among Pet Owners

Percentages reflect the proportion of survey respondents who have completed, are currently working on or are planning a home renovation project during 2023-24 and are pet owners.

83%

Share of pet owners who are in the middle of, are planning or have completed a home improvement project in the past two years

PET OWNERS’ HOME IMPROVEMENT PROJECTS IN THE PAST TWO YEARS



TOP 6 BUILT-IN PET AREAS ADDED

Sleeping or relaxation area	61%	Grooming station	14%
Feeding station	37%	Play area	9%
Furniture spots	16%	Litter box area	9%



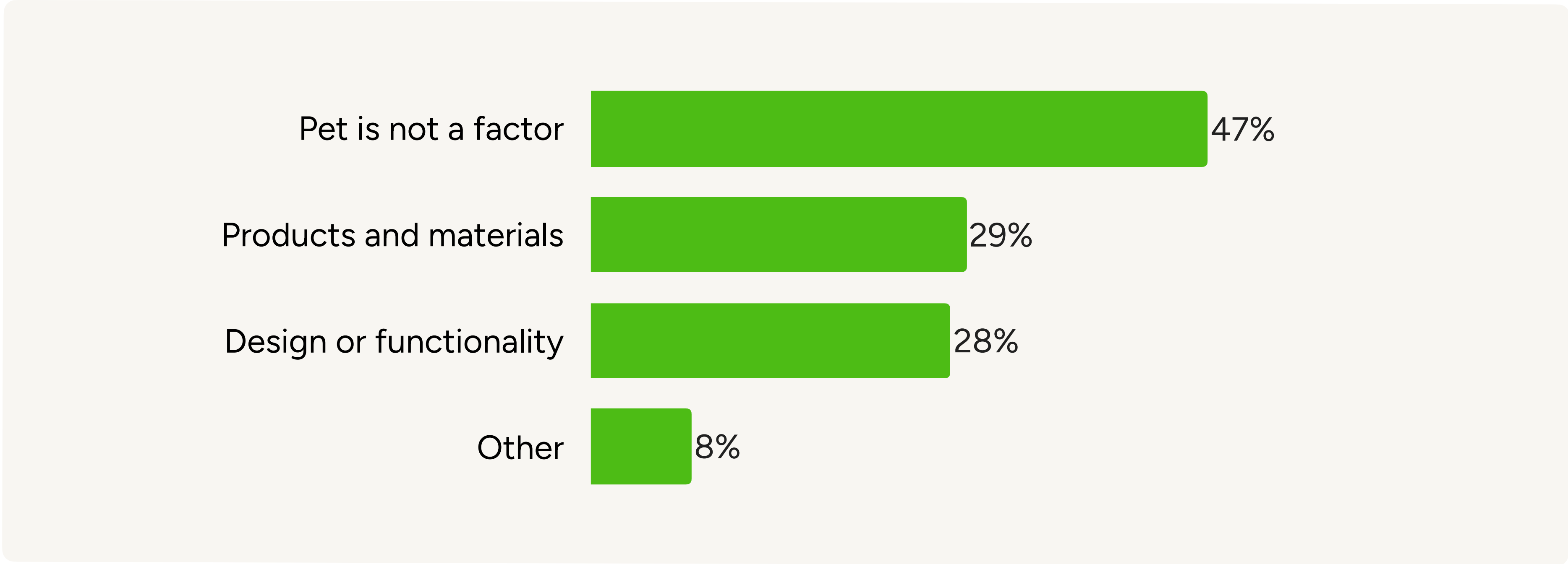
Pet Considerations During Renovations

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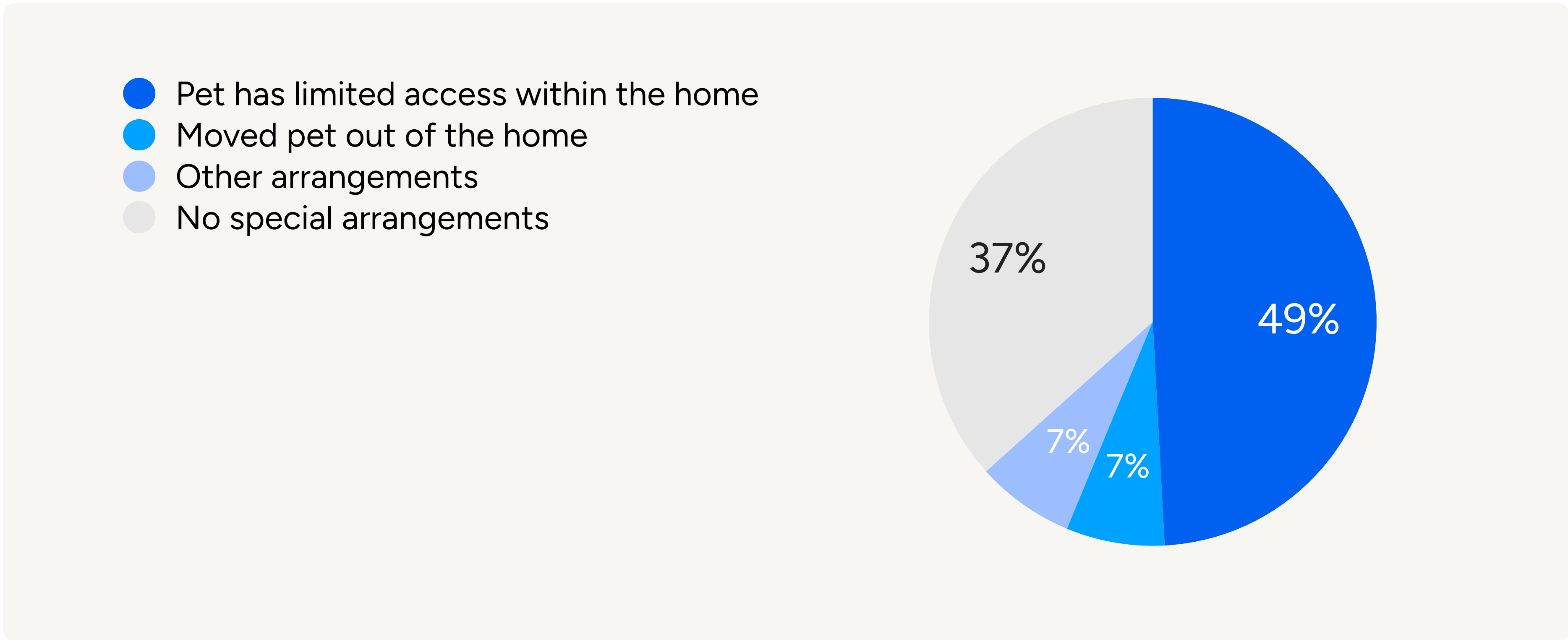
53%

Share of pet owners reporting that their pet is an important factor in renovation decisions

PET CONSIDERATIONS IN RENOVATION



PET ARRANGEMENTS MADE WHILE RENOVATING





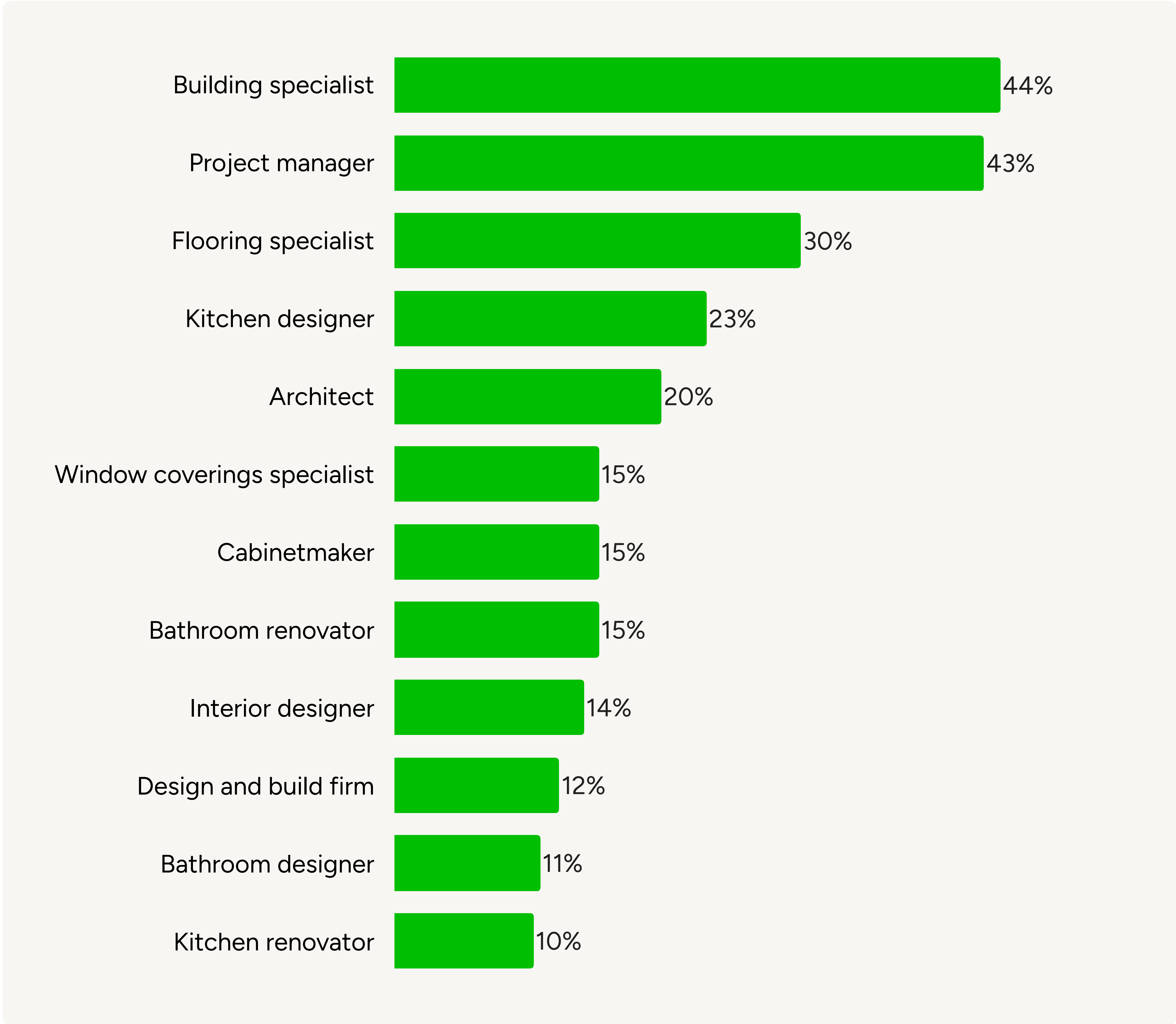
Pro Hiring by Pet Owners

Percentages reflect the proportion of survey respondents who have completed, are currently working on or are planning a home renovation project during 2023-24 and are pet owners.

87%

Share of pet owners who hire renovation professionals

RENOVATION PROFESSIONALS HIRED BY PET OWNERS

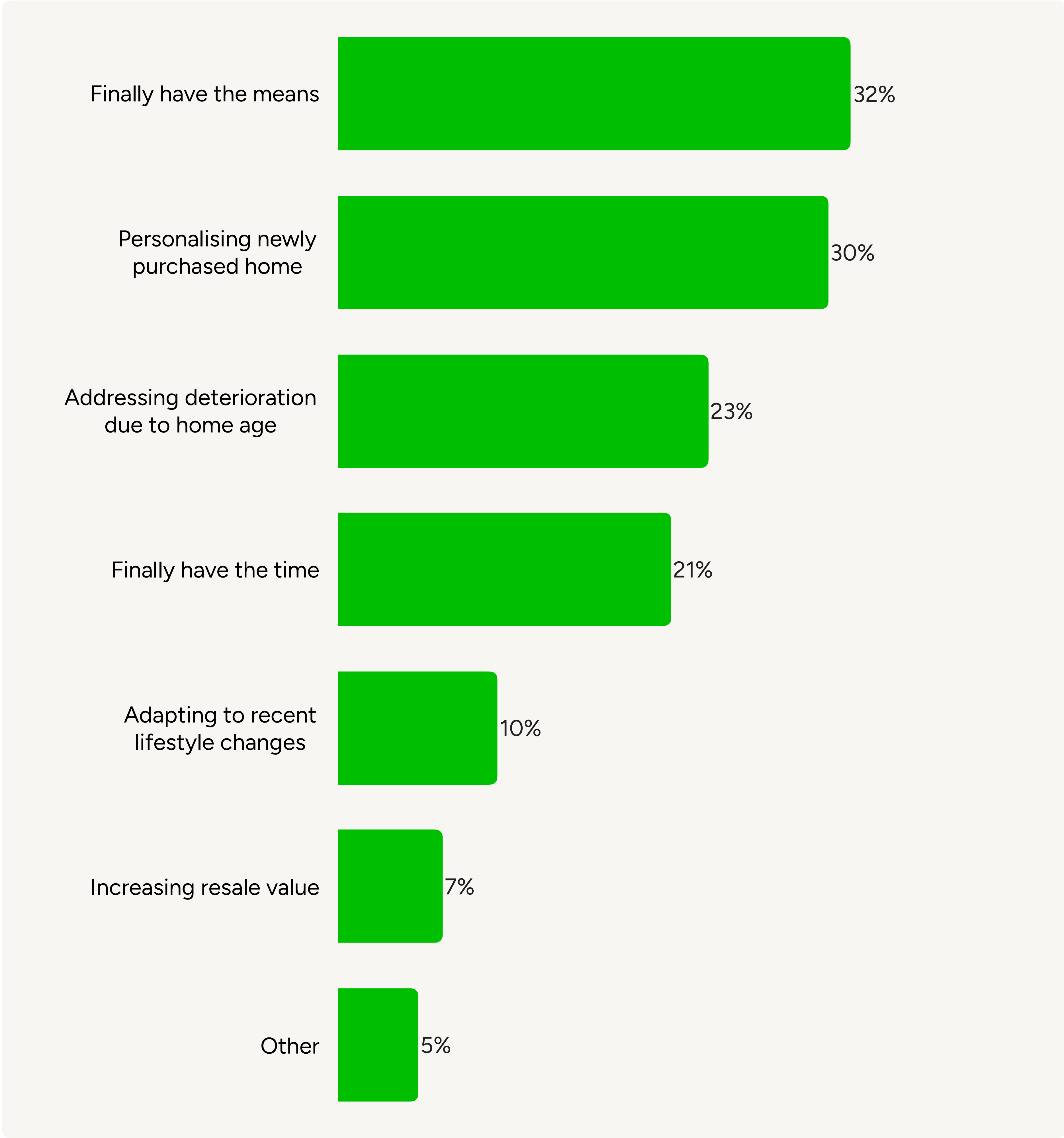




Renovation Motivations Among Pet Owners

Percentages reflect the proportion of survey respondents who have completed, are currently working on or are planning a home renovation project during 2023-24 and are pet owners.

TRIGGERS FOR RENOVATION AMONG PET OWNERS

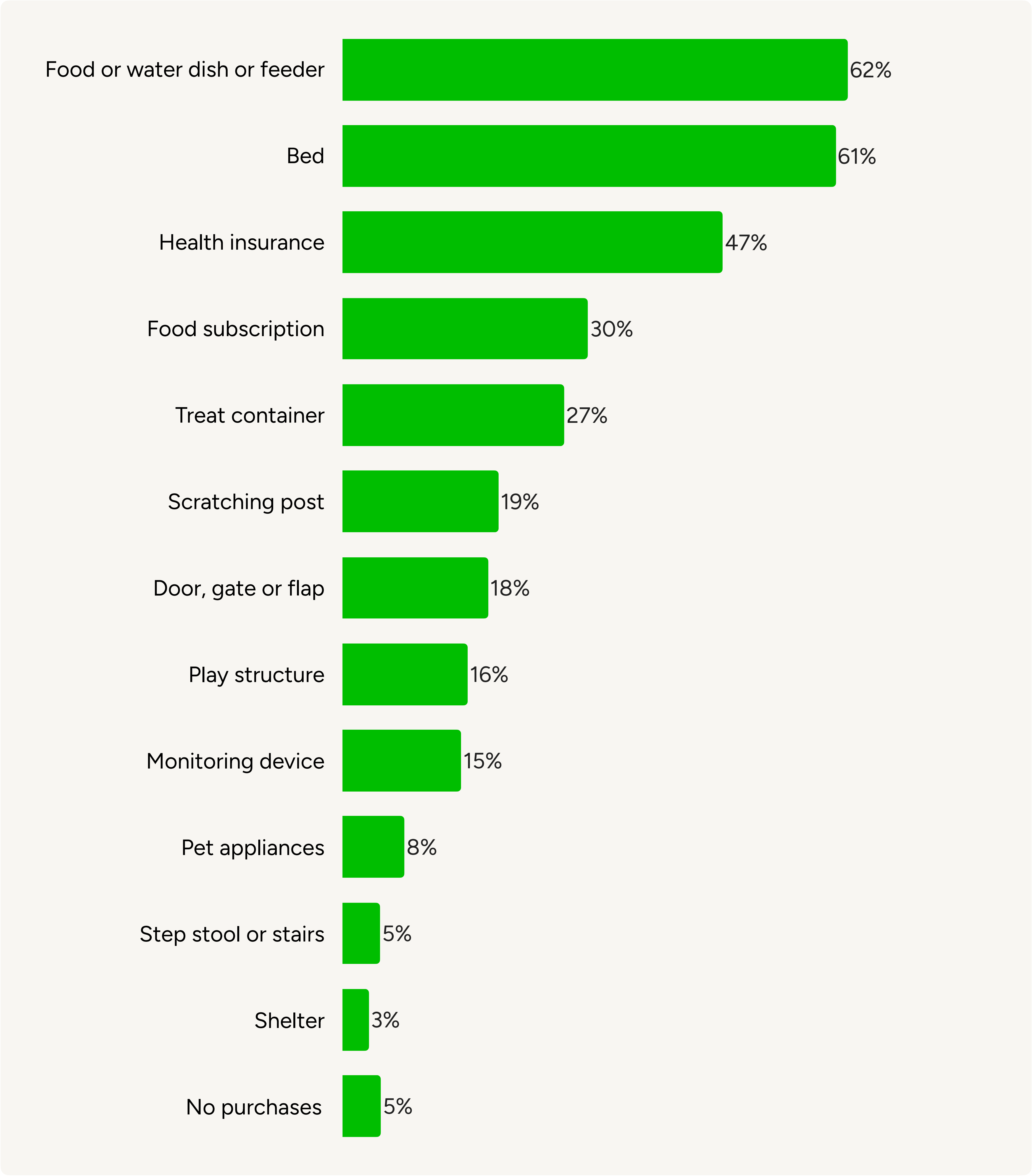




Pet-Related Purchases

Percentages reflect the proportion of survey respondents who are pet owners.

PET-RELATED PURCHASES MADE IN THE PAST TWO YEARS

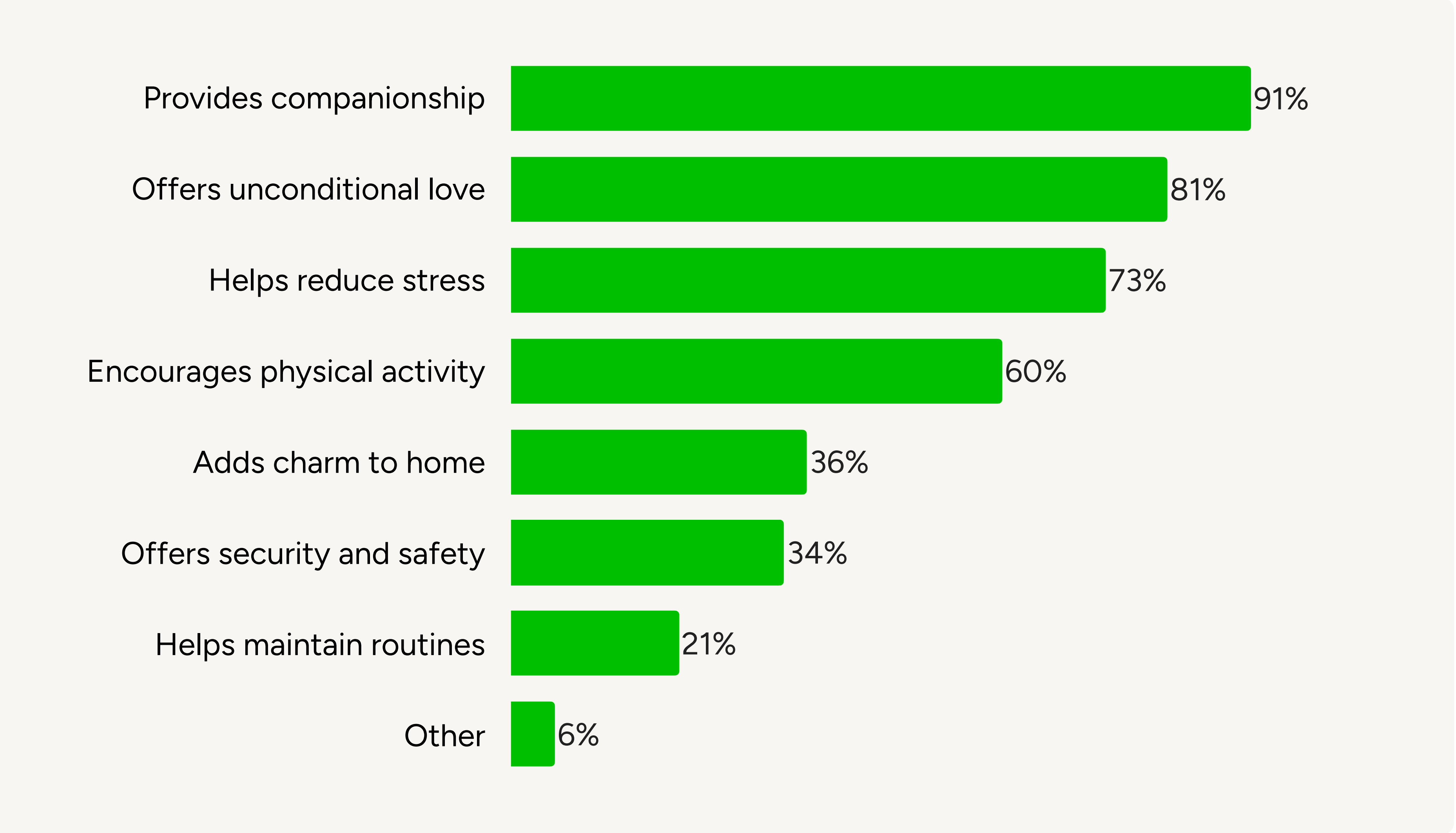




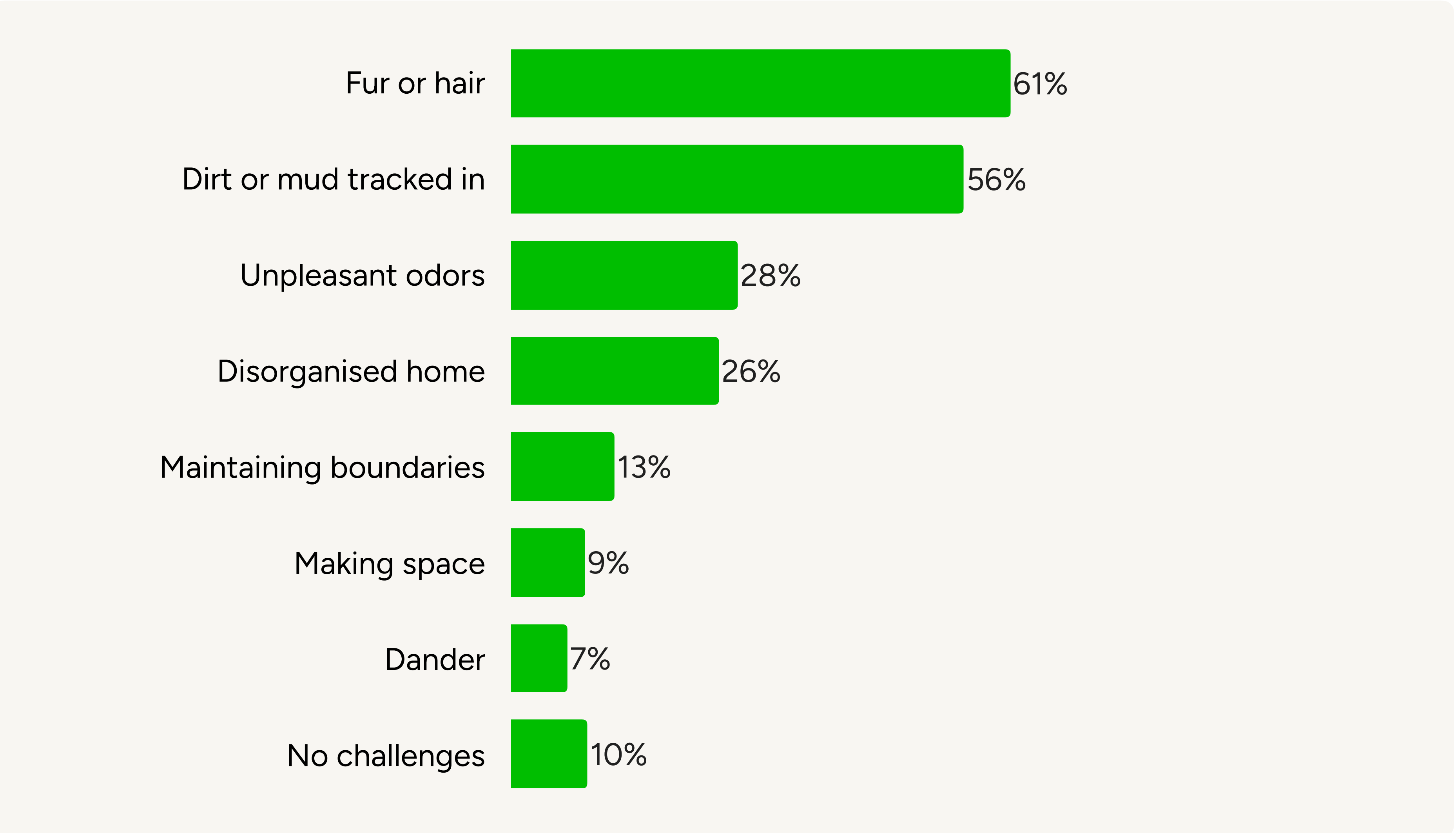
Perks and Drawbacks of Pet Ownership

Percentages reflect the proportion of survey respondents who are pet owners.

BENEFITS OF HAVING A PET



CHALLENGES OF HAVING A PET





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 provides unprecedented insights into 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 their pets and the home, fielded in August 2024.

Sampling and Weighting

Data were gathered via email to registered Houzz users in the United Kingdom. The link invited pet owners to share about their pets and homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community.

Completeness and Qualifications

The 30-question survey gathered information from a total of 1,633 users, who reported they were 18 or older and were pet owners.