

HOUZZ RESEARCH

2024 U.S. Pets & the Home Study





Big Ideas

Pets Are a Priority During Renovations

Nearly half of our survey respondents (48%) prioritize their pets' needs during home renovations. Considerations include pet-friendly products and materials (34%) and choosing a design or functionality specific to the pet, such as incorporating space for a pet bed or feeding station (22%). More than half of renovating pet owners (57%) make special arrangements for their pets during renovation projects. The majority of those (43%) limit their furry friends' access within the home, and 6% temporarily move animals out of the home.

Popular Projects Among Pet Owners

Nearly half of the pet owners we surveyed (48%) have completed a home improvement project in the past two years, while 14% are in the midst of one and 15% are in the planning stages. Among those who recently completed a project, flooring was the most popular upgrade (51%). Other popular upgrades include outdoor landscaping (34%), walls or baseboards (34%), and doors or door frames (31%).

Custom Installations During Renovations

Nearly 1 in 10 renovating pet owners adds at least one built-in animal area as part of the makeover. Feeding stations (39%) and outdoor enclosures (34%), such as "catios," top the list. Other popular built-ins for pets are sleeping or relaxation areas (21%), as well as grooming stations, play structures and litter boxes (18% each).

Pet Owners Are Hiring Pros

More than 4 in 5 renovating pet owners (86%) hire a professional to help with their project. They hire general contractors most frequently (48%), followed by specialty tradespeople, such as electricians and plumbers (29%). A quarter of renovating pet owners (25%) hire flooring specialists for their projects.

Dogs Lead the Pack

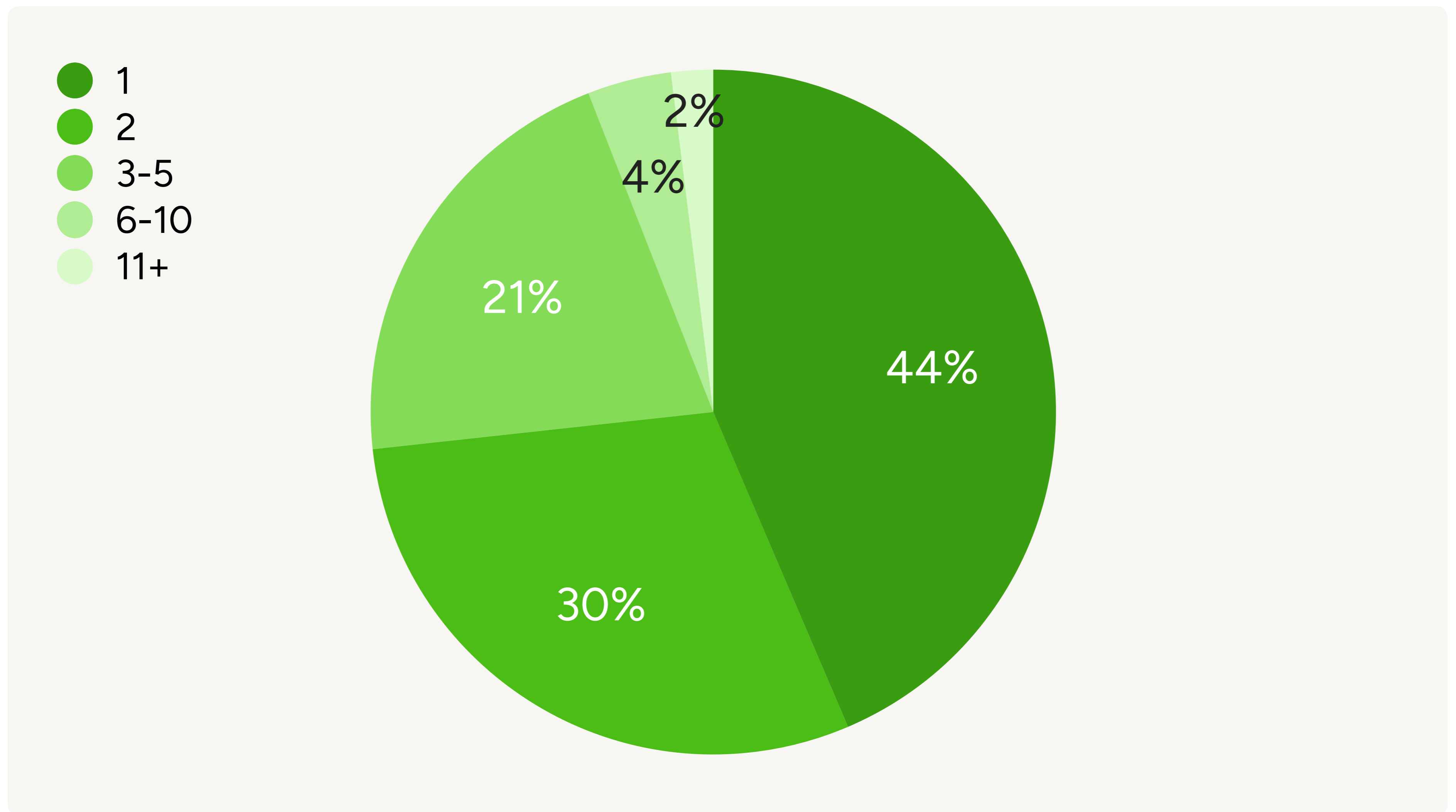
More than 2 in 5 pet owners (44%) have a single pet, while more than a quarter (26%) have three or more animals in their home. Dogs are the most common pets (83%), followed by cats (33%), and those percentages suggest that some pet owners have both. Birds and fish follow distantly in popularity (3%), and some homeowners have reptiles, horses, goats and even aquatic snails. Nearly all pet owners (96%) say their pets provide companionship, 75% say they reduce stress, and 56% say they 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	83%	Fish	3%
Cat	33%	Rabbit	1%
Bird	3%	Horse or goat	1%



Pet Access to Interiors

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

63%

Allow their pets into all areas of the home

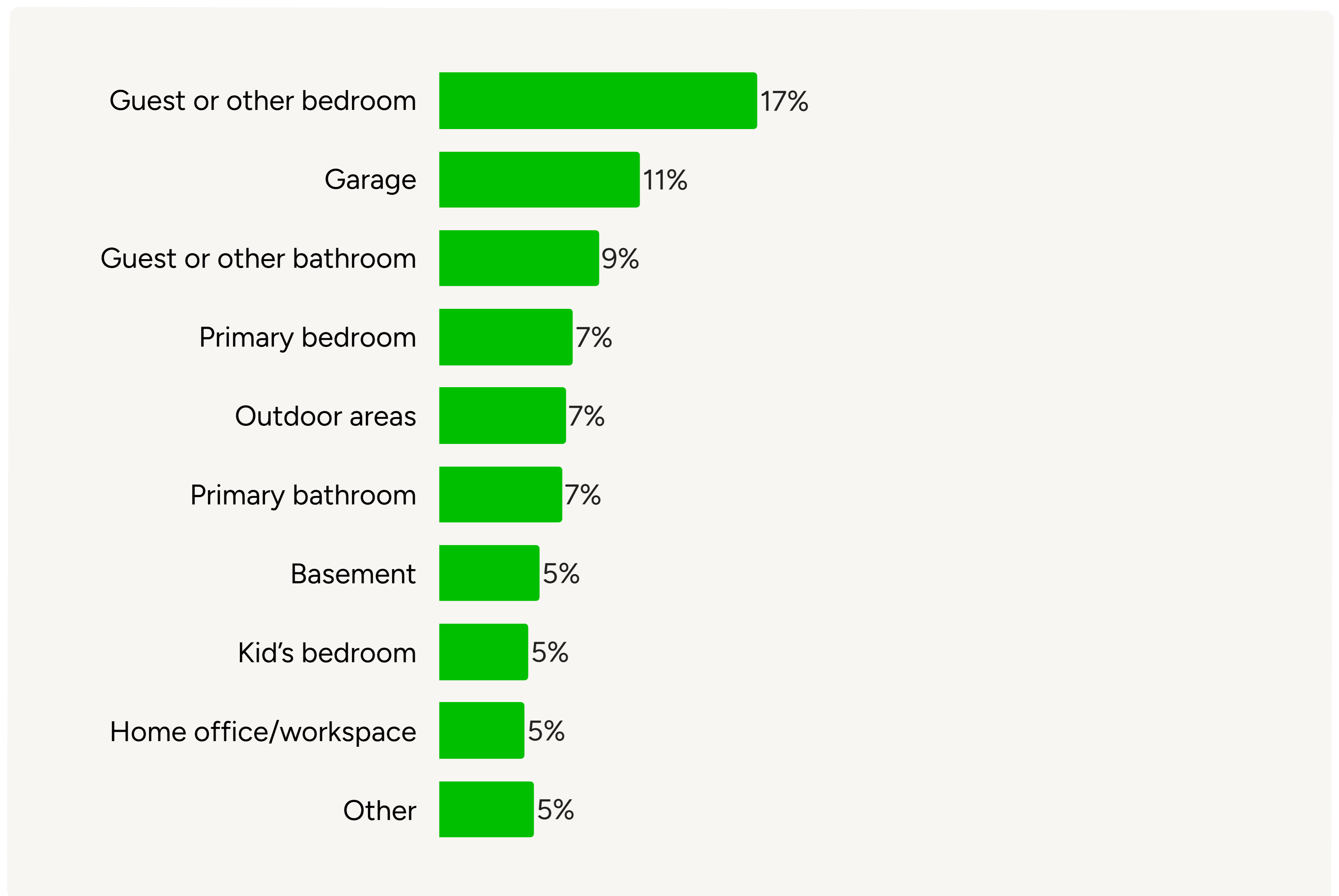
90%

Allow their pets to have full or some access to furniture

61%

Co-rule the house with their pets

AREAS WHERE PETS ARE NOT ALLOWED



SLEEPING ARRANGEMENTS

Owner's bed	47%
Pet bed	38%
Somewhere else indoors	8%



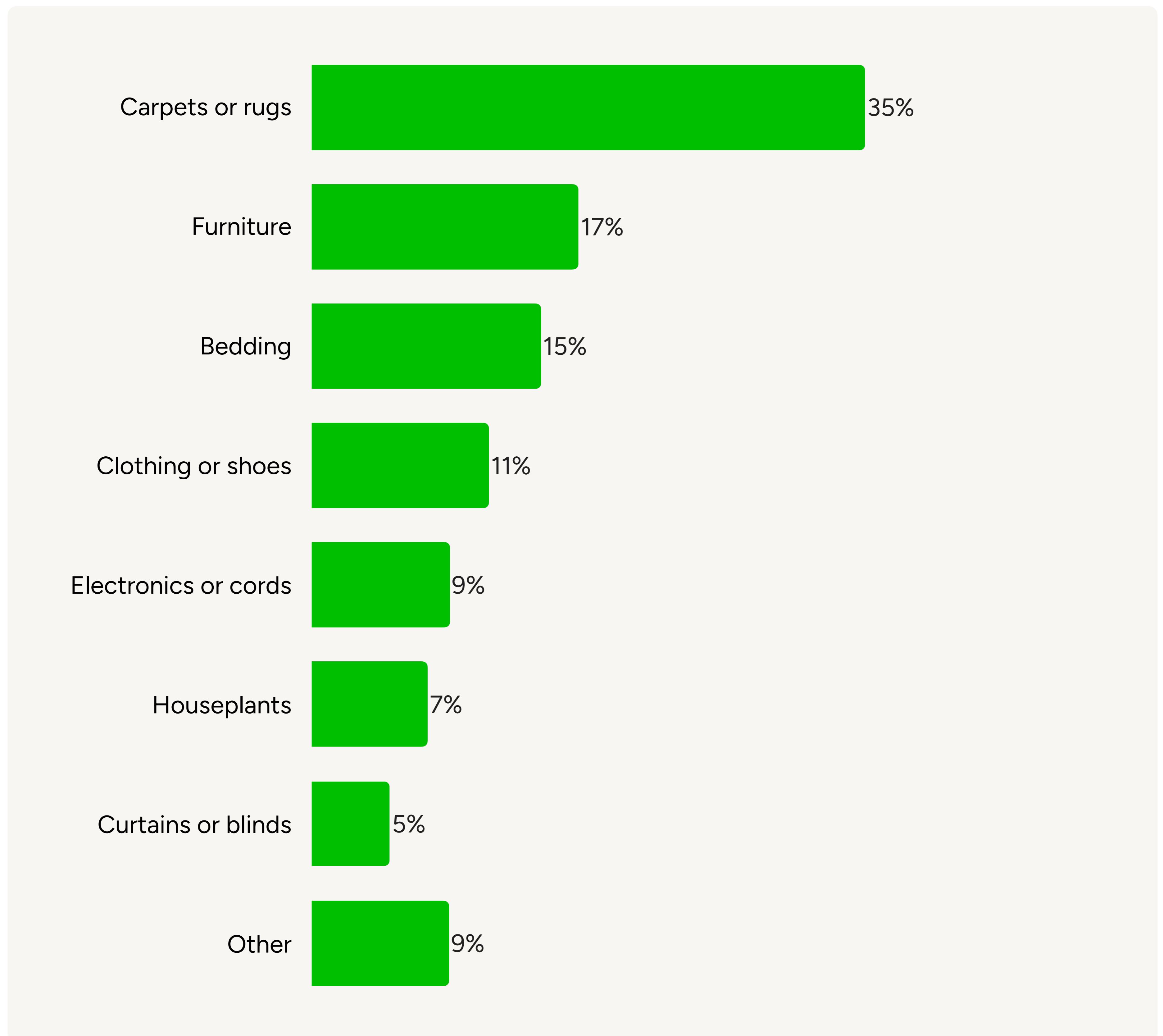
Household Items Replaced Due to Pet Damage

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

73%

Replaced household items due to pet damage

ITEMS REPLACED DUE TO PET DAMAGE





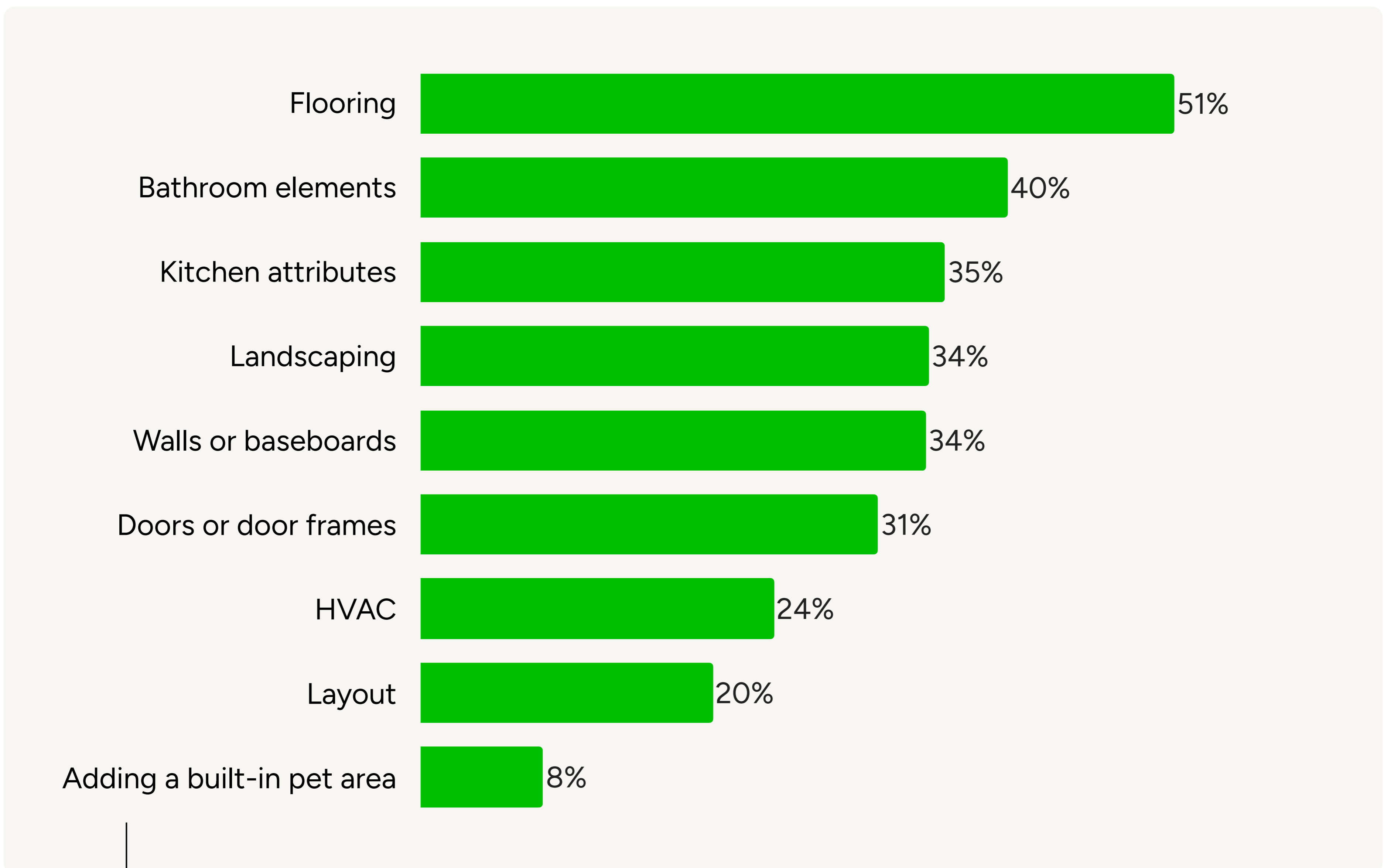
Home Improvement Projects Among Pet Owners

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.

77%

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

Feeding station	39%	Grooming station	18%
Outdoor enclosure	33%	Play area	18%
Sleeping or relaxation area	21%	Litter box area	18%



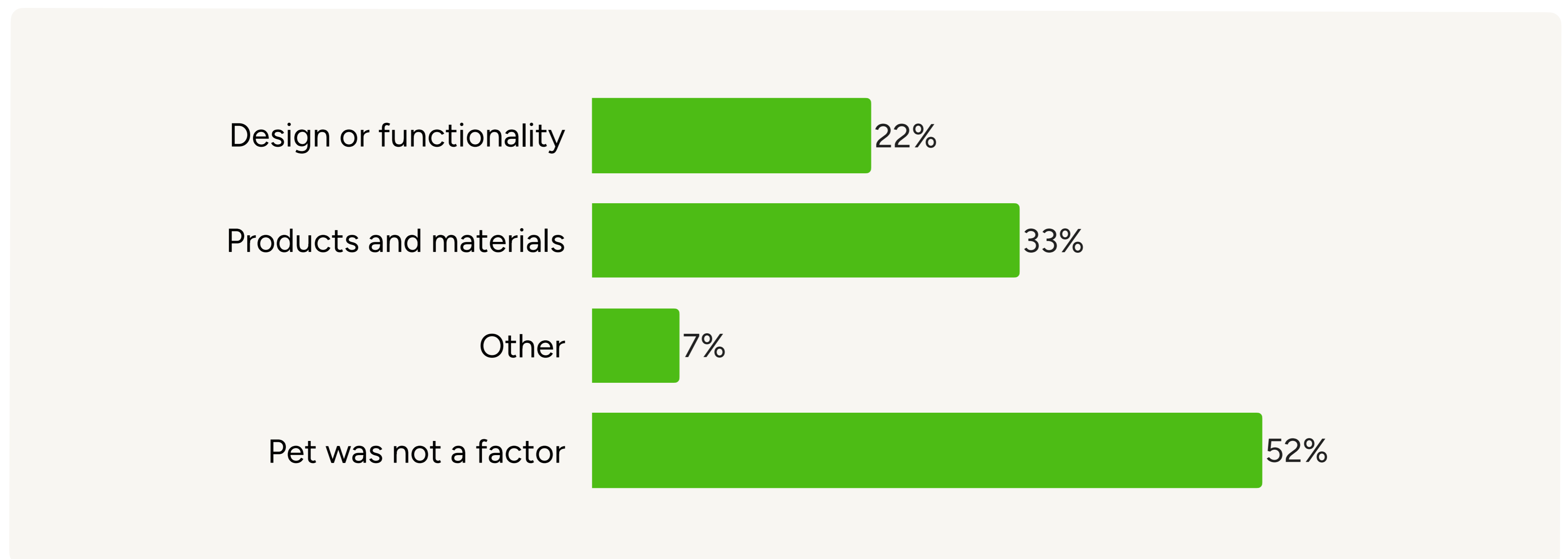
Pet Considerations During Remodels

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.

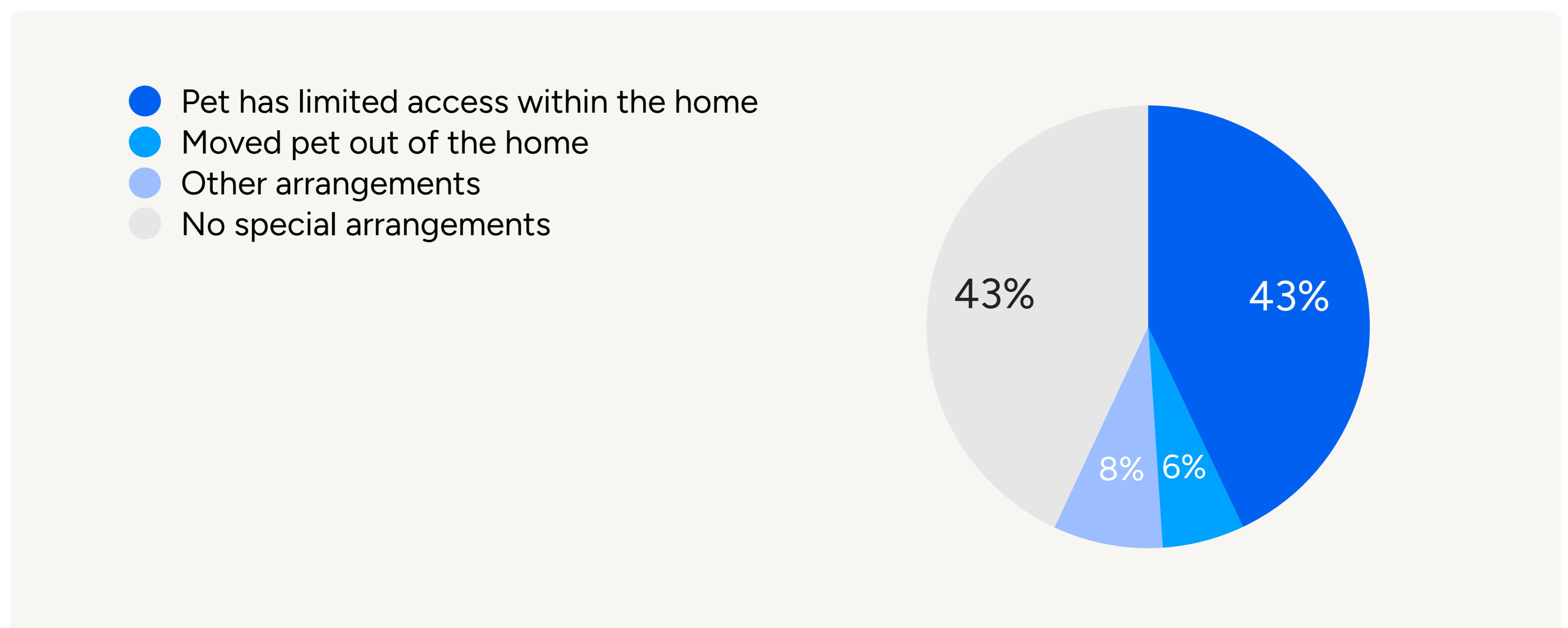
55%

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

PET CONSIDERATIONS IN REMODELING



PET ARRANGEMENTS MADE WHILE REMODELING





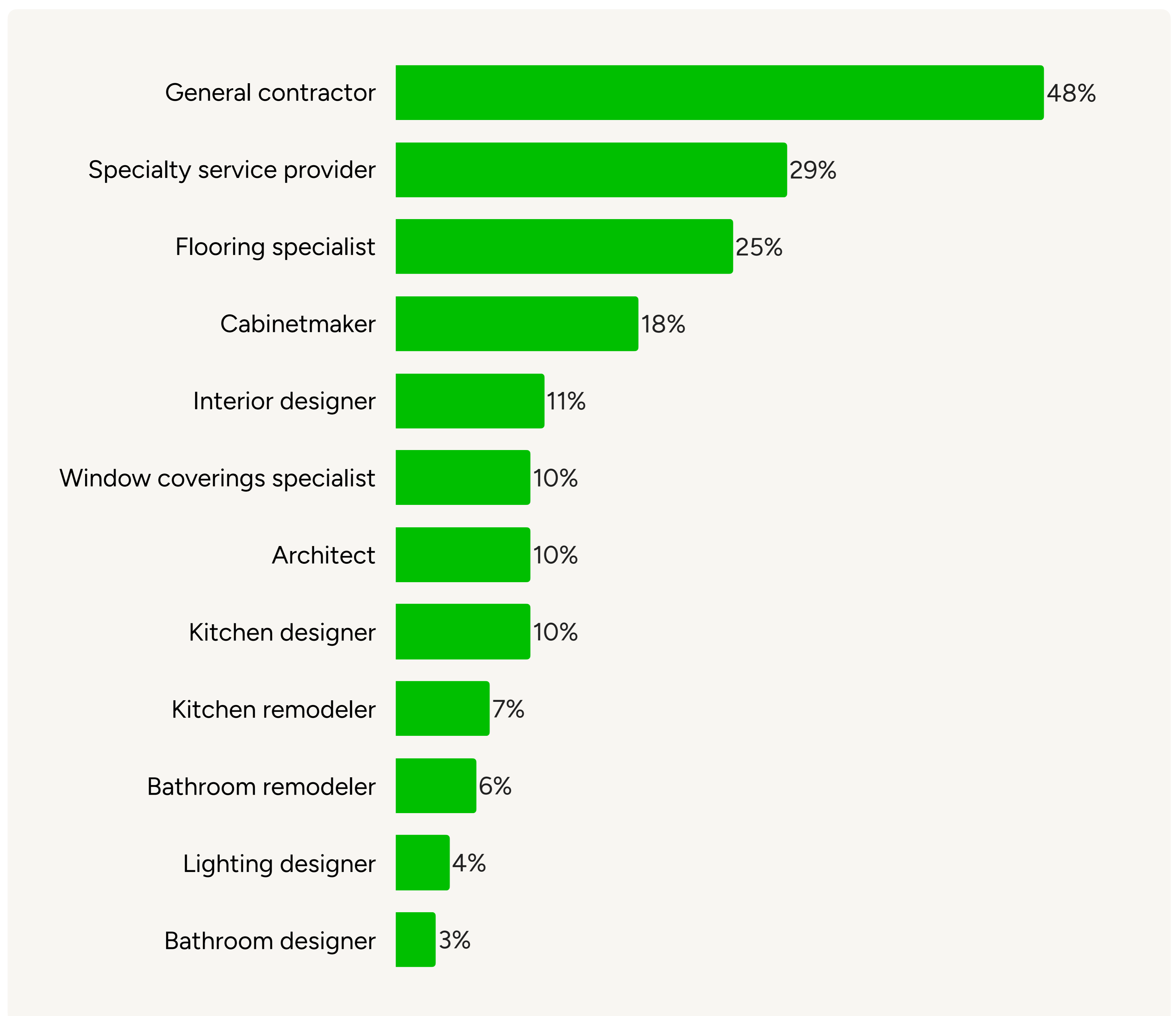
Pro Hiring by Pet Owners

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.

86%

Share of pet owners who hire remodeling professionals

REMODELING PROFESSIONALS HIRED BY PET OWNERS

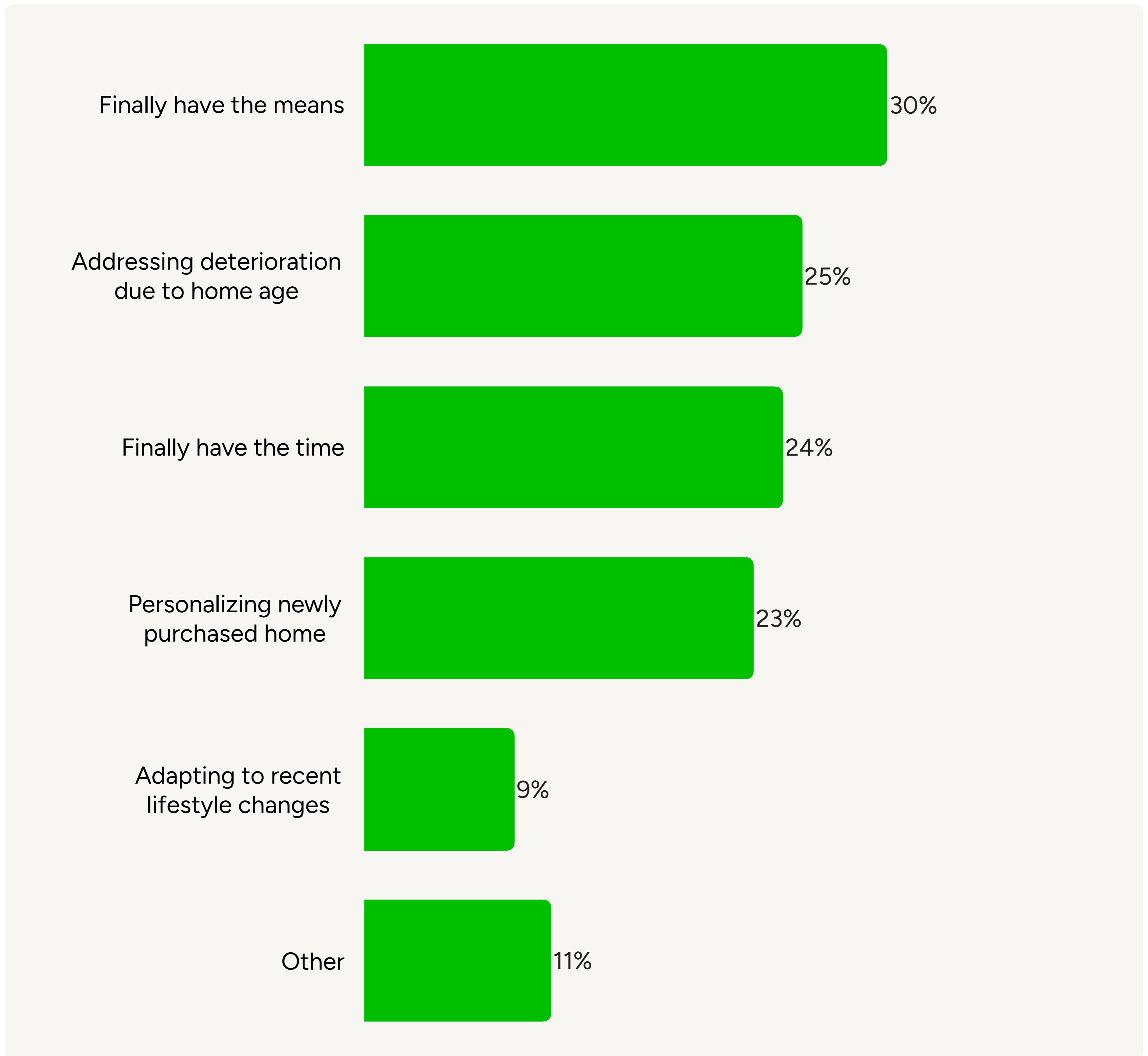




Remodeling Motivations Among Pet Owners

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 REMODELING AMONG PET OWNERS

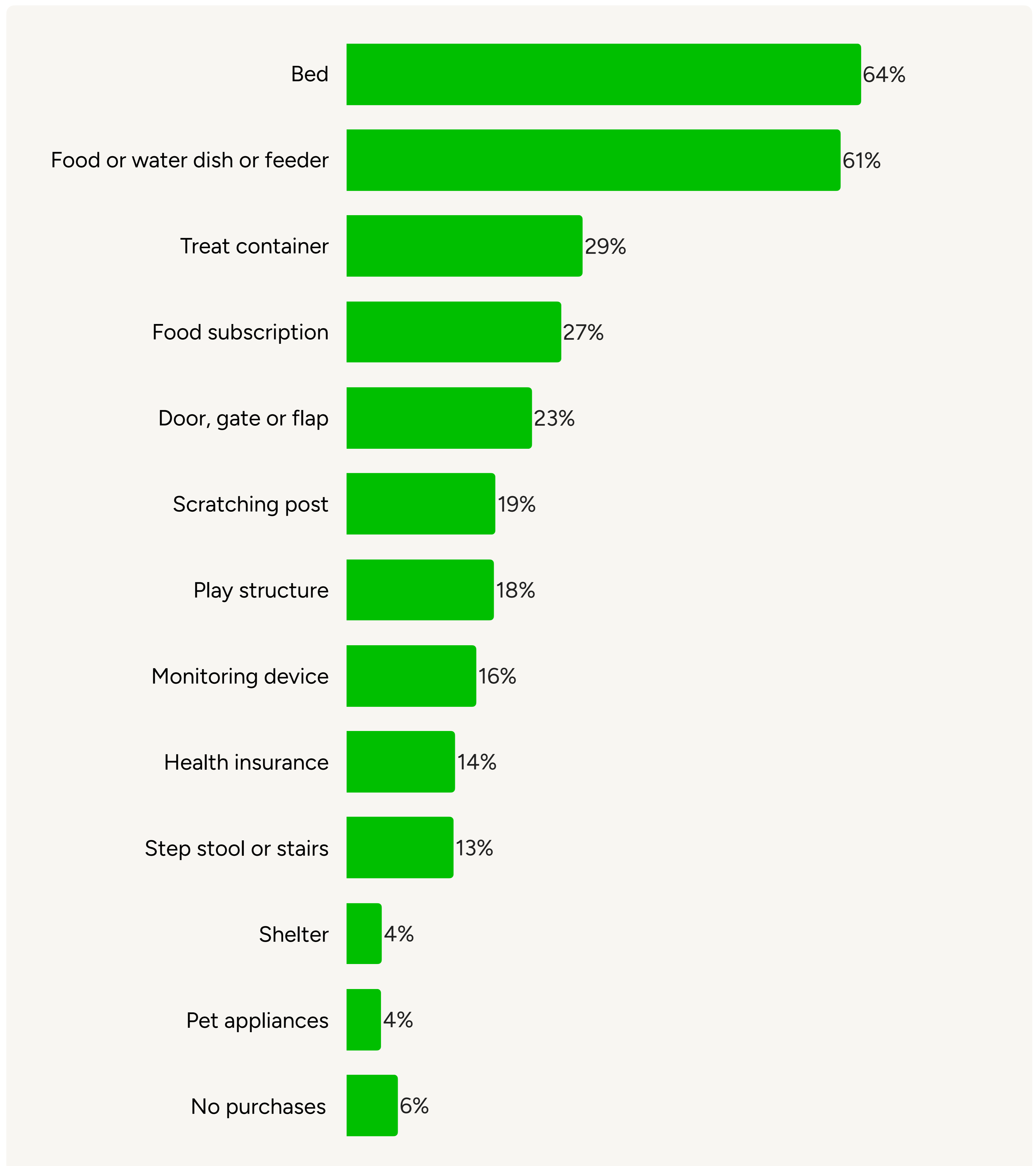




Pet-Related Purchases

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

PET-RELATED PURCHASES MADE IN THE PAST TWO YEARS

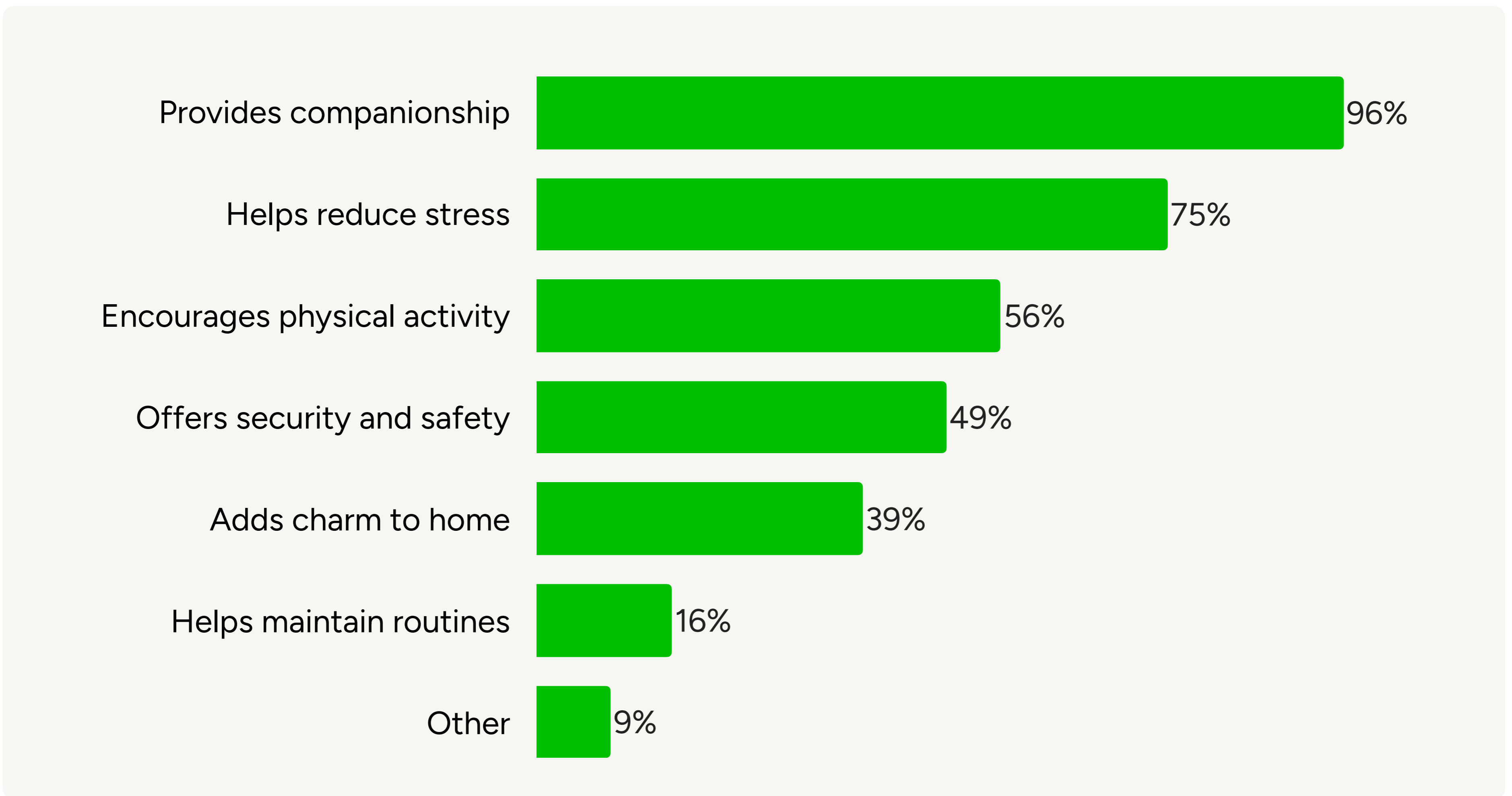




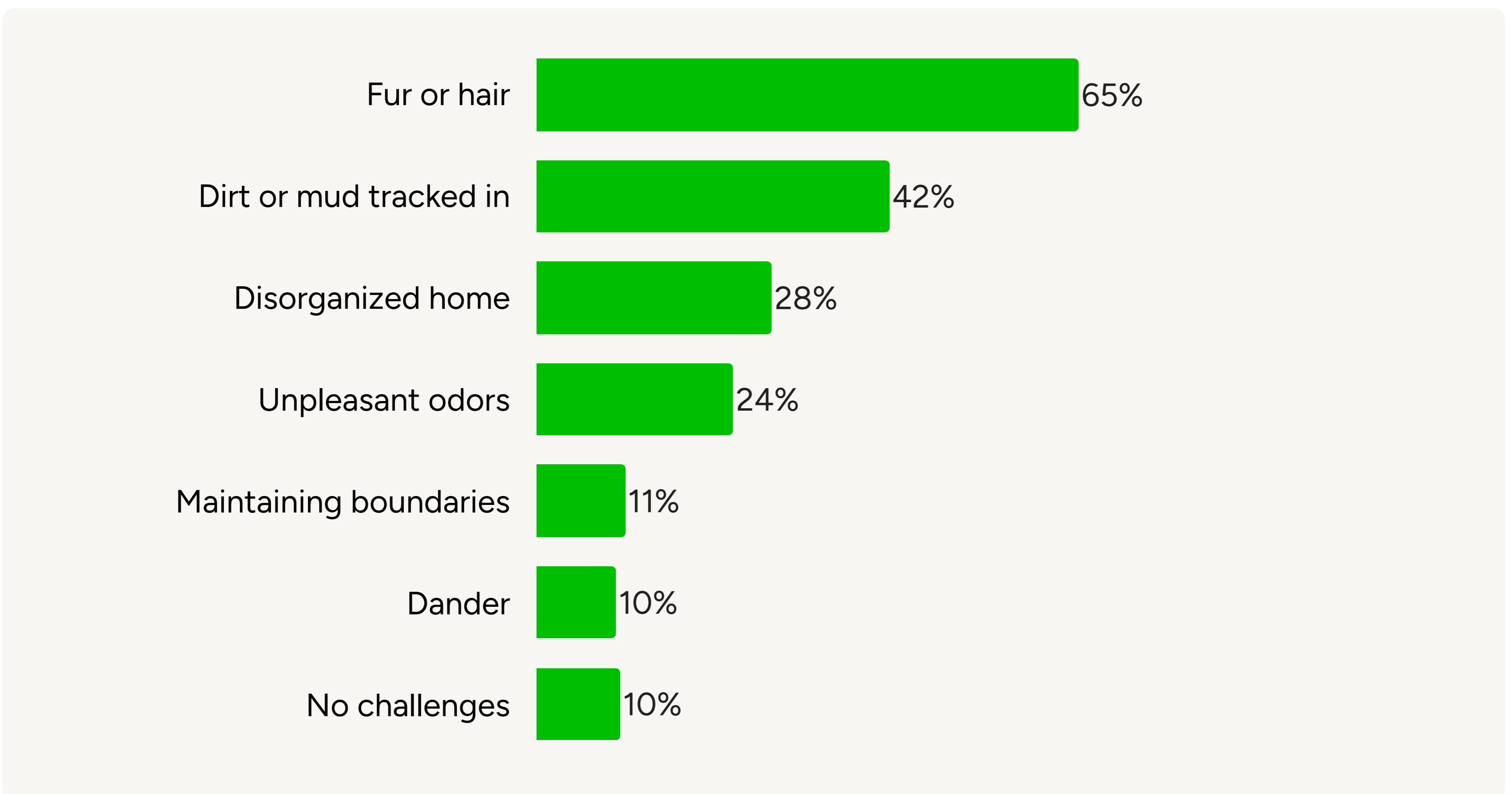
Perks and Drawbacks of Pet Ownership

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. 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 1,165 users, who reported they were 18 or older and were pet owners.