

2026

U.S.

Houzz State of AI:

Construction & Design

Findings are from 600+ businesses and
3,000+ renovating homeowners on Houzz.





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Pros & AI

Findings are from U.S.-based construction and design businesses, such as architects, interior designers, remodelers with or without design services, general contractors, builders and specialty service providers on Houzz.

2026 U.S. Houzz State of AI in Construction & Design | © Houzz Inc.





Survey Respondents and Methodology

About data collection

Data for this report were gathered through a survey fielded between June and July 2026, sent via email to U.S.-based professionals in the construction and design industry who are registered on Houzz.

601

U.S. businesses

97%

provide residential services

90%

have full visibility into the company

43%

have \$500,000 or more in gross annual revenue

84%

are an owner or a partner

17%

have \$2 million or more in gross annual revenue

26%

have 5 or more employees

State of the Industry: Where AI Stands Today

Construction and design professionals are familiar with artificial intelligence and are applying it to their work. This year, 83% of professionals say they're familiar with AI in general — up sharply from 69% a year ago. Only 7% remain entirely unfamiliar. The shift goes beyond general awareness. Three in four professionals (75%) now report familiarity with AI tools built expressly for construction and design, **a 16-percentage-point jump from 2025, and that is spurring adoption.** In 2026, 41% of firms report using AI for everyday business tasks, up 7 percentage points year over year.

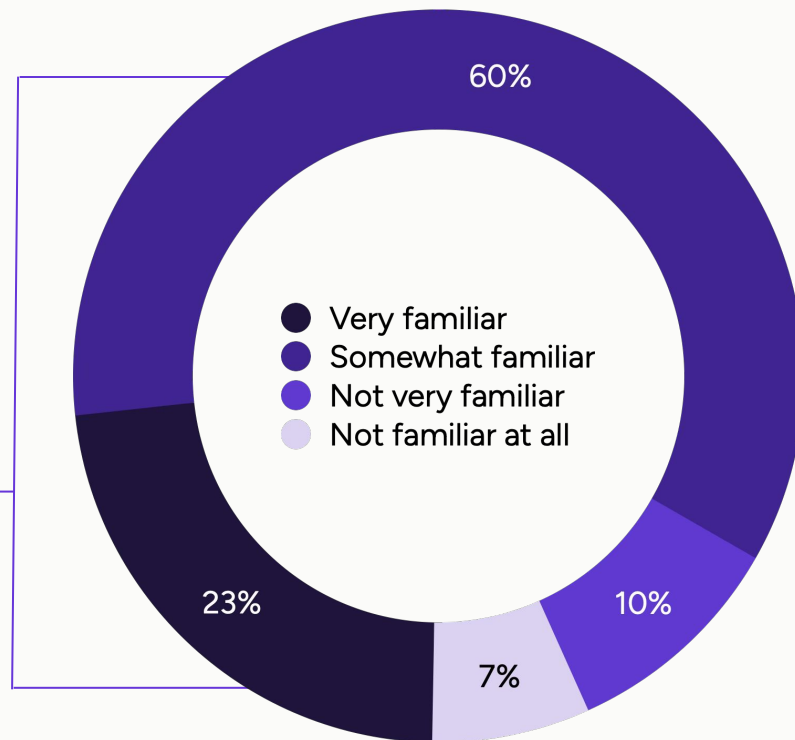
Professionals who use AI are saving time and money. Among users, 52% save three or more hours a week, and nearly 1 in 5 (18%) save eight or more hours — a full workday every week. **That translates to an estimated \$134,000 in annual productivity gains per firm on average.**

As more construction and design professionals work with AI, the larger share of businesses expect the technology to transform their industry. Still, 37% of pros are concerned about the reliability and accuracy of AI (up from 33% in 2025).



Most construction and design firms are familiar with AI

83% ^{+14 pp[#]}
are familiar with AI in general



[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

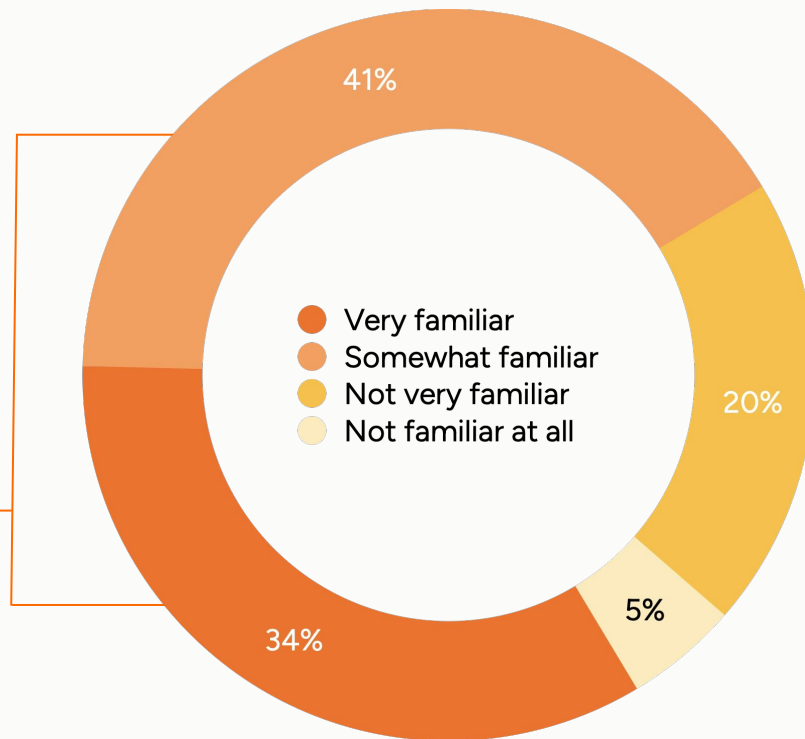
Note: Respondents were asked, "Which of the following best describes your familiarity with what AI is and how it is used in general?"



Awareness of AI tools jumps

75% ^{+16 pp[#]}

are familiar with AI tools for
construction and design



[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

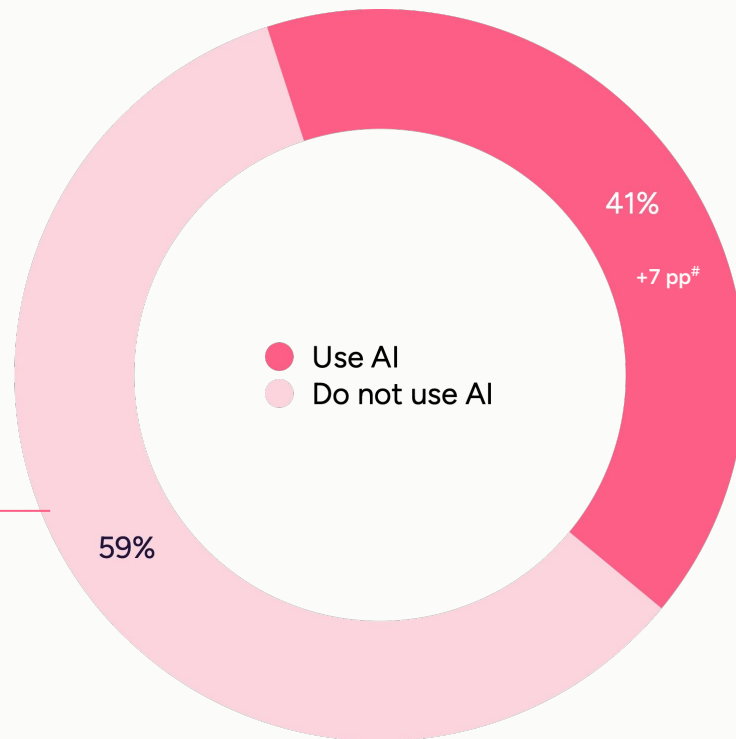
Note: Respondents who had at least heard about AI in general were asked, "Which of the following best describes your familiarity with AI applications in the construction or design industry?"



Adoption rates are climbing

33%

of construction and design firms are exploring AI for business



*Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Note: Respondents were asked, "Is your company currently using any AI-powered tools or software for everyday business tasks?"



Weekly time savings add up to annual gains

\$134,000

average gain annually per firm among
construction and design pros

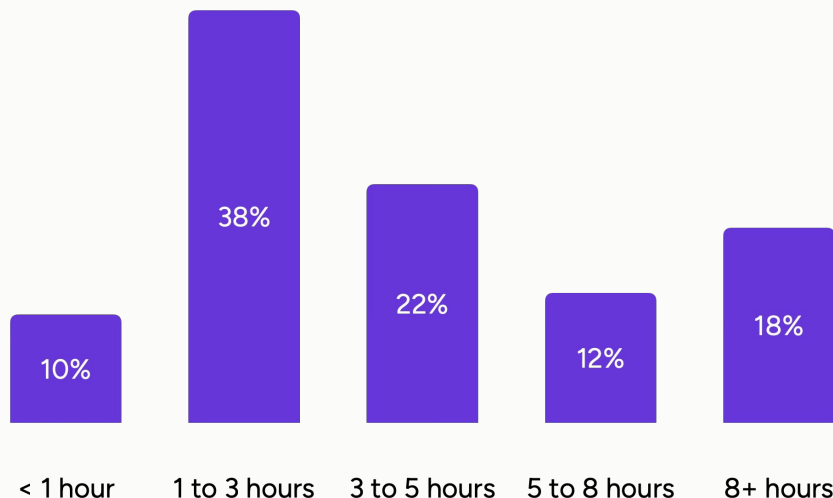
\$244,000

average gain annually per firm among
construction pros

\$80,000

average gain annually per firm among
designers

Time Saved Weekly Using AI



Notes: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"

The estimated average annual productivity gains per firm are based on self-reported weekly time savings from AI use and average annual revenues. The calculation assumes a 40-hour workweek and that time saved translates into a productivity gain. The aggregated gain across the construction and design sectors is calculated as a weighted average of the sector-specific estimates, using weights of 33% for construction firms and 67% for design firms. Productivity gains are rounded to the nearest dollar.

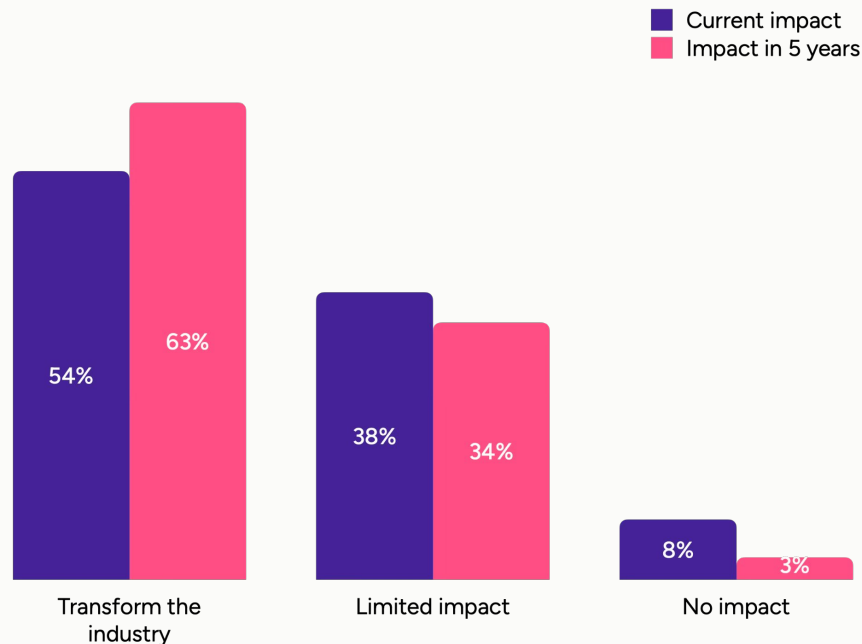


Most pros expect AI to transform construction and design industry

97%

of construction and design pros believe AI will have some impact on their industry in the next five years

Pros' Perspectives on AI's Current and Future Industry Impact



Note: Respondents were asked, "How do you see AI's current impact on the construction and design industry?" and "What do you expect AI's industry impact to be in 5 years?"

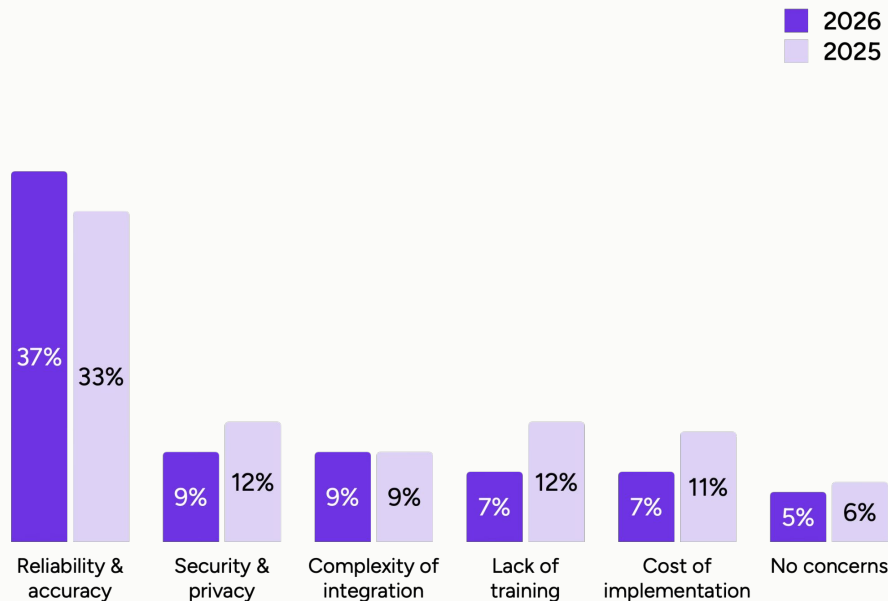


Worries about reliability and accuracy grow

95%

have some concerns about using AI

Concerns About Using AI Tools



Note: Respondents were asked, "Which of the following is your biggest concern about using AI tools for your business?"

Construction Firms & AI

Findings are from U.S.-based professionals providing residential or commercial construction services on Houzz.

2026 U.S. Houzz State of AI in Construction & Design | © Houzz Inc.



State of AI: Construction Sector

AI use by construction firms has jumped from 2025. Today, more than half of construction firms (52%) use AI tools for everyday business tasks, up 20 percentage points from a year ago. Another 34% are exploring AI solutions, and 14% aren't using them at all. **Among firms that have adopted AI, the vast majority are frequent users.** Four in five (80%) use AI daily, 16% weekly, and only 4% turn to it rarely.

Construction firms are using AI tools across their work. Sales and marketing is the top use (64%), followed by planning and design (61%), project and client management (59%), administrative work (52%) and business operations (45%). Each function grew year over year, with the steepest climb in creative and client-facing work: AI use in sales and marketing nearly doubled, as did planning and design. Within those areas, AI is used the most to create social media content (74%), pre-project visuals (70%, up from 42%), and task creation and tracking (70%, up from 33%). Estimates or proposals remain the most common application (87%).

The returns are substantial. Construction firms using AI save 4.7 hours a week on average, and nearly a third (32%) save eight hours or more. That share is close to double the industrywide figure of 18%. **Those savings translate into an estimated \$244,000 in annual productivity gains per construction firm on average.** Satisfaction with AI is more widespread compared with a year ago.



AI adoption is growing across construction

A majority (52%) of construction firms are using AI tools for everyday business tasks, up 20 percentage points from a year ago.

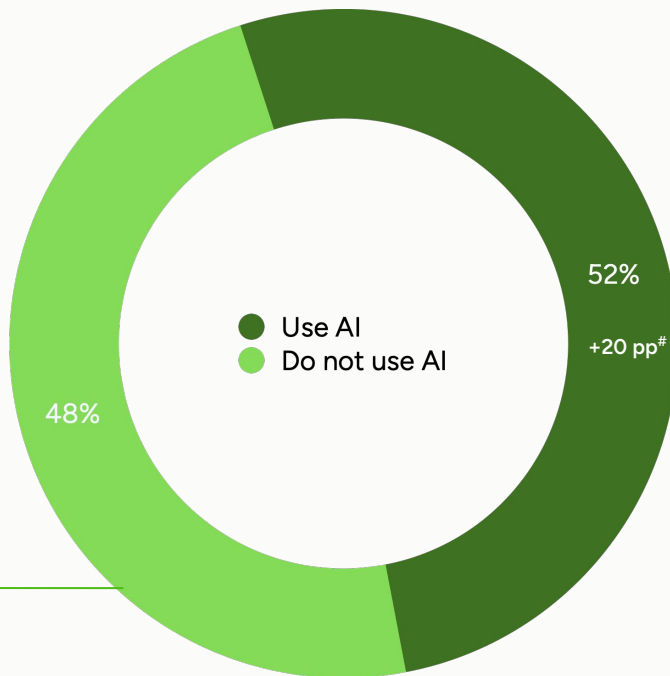
Only a small fraction (14%) of the industry is not using AI tools and has no plans to use them.

34%

of construction firms are exploring AI for business

*Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

AI Use Among Construction Firms



Note: Respondents were asked, "Is your company currently using any AI tools or software for everyday business tasks?"



Most contractors use AI daily

80%

use AI daily

16%

use AI weekly

4%

use AI rarely or as
needed

Note: Respondents were asked, "Are you currently using any AI tools or software for business tasks?"

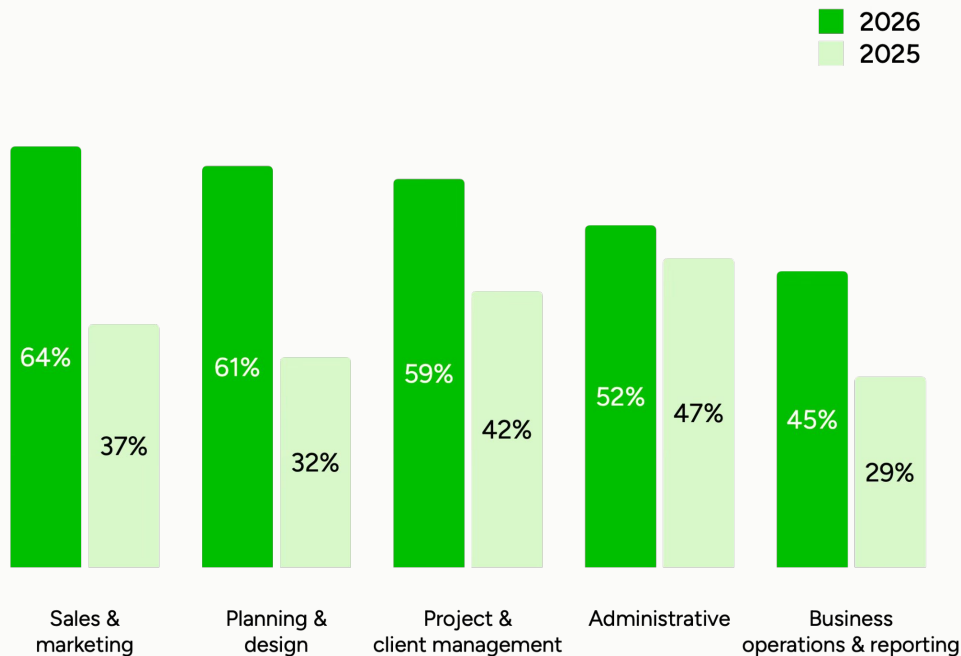


AI adoption expands across business functions

Every area where AI was used rose from last year, several sharply.

AI use for sales and marketing climbed 27 percentage points; planning and design grew 29 percentage points.

AI Business Applications Among Construction Firms



Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

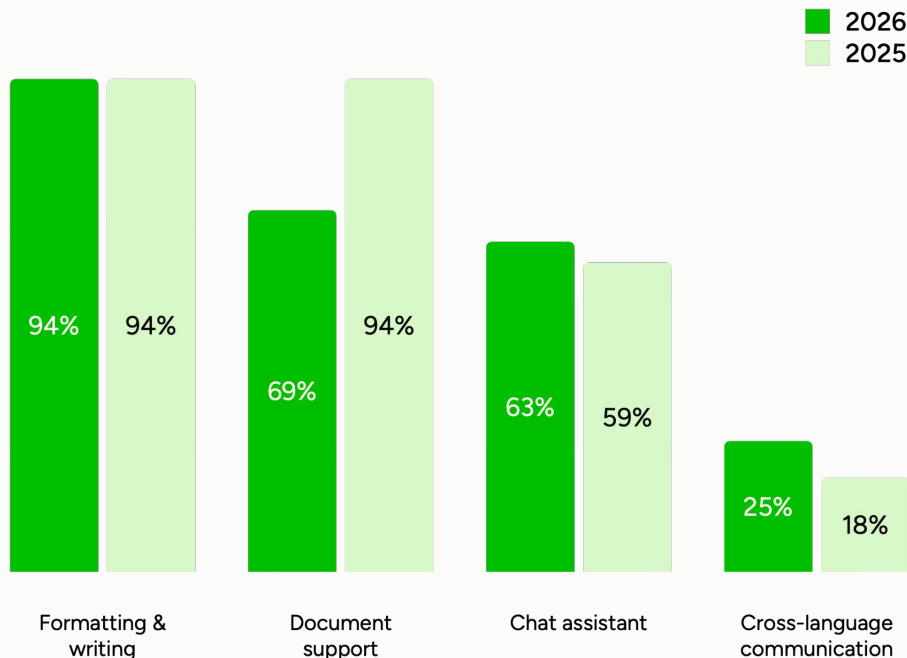


Writing remains top administrative use

Writing is the most common use of AI in administrative tasks.

While fewer firms use AI for cross-language communication, including translation, this area showed the most growth, from 18% to 25%.

Top AI Applications for Administrative Tasks



Note: Respondents were asked, "For which of the following administrative tasks is AI being currently used within your company? Select all that apply."

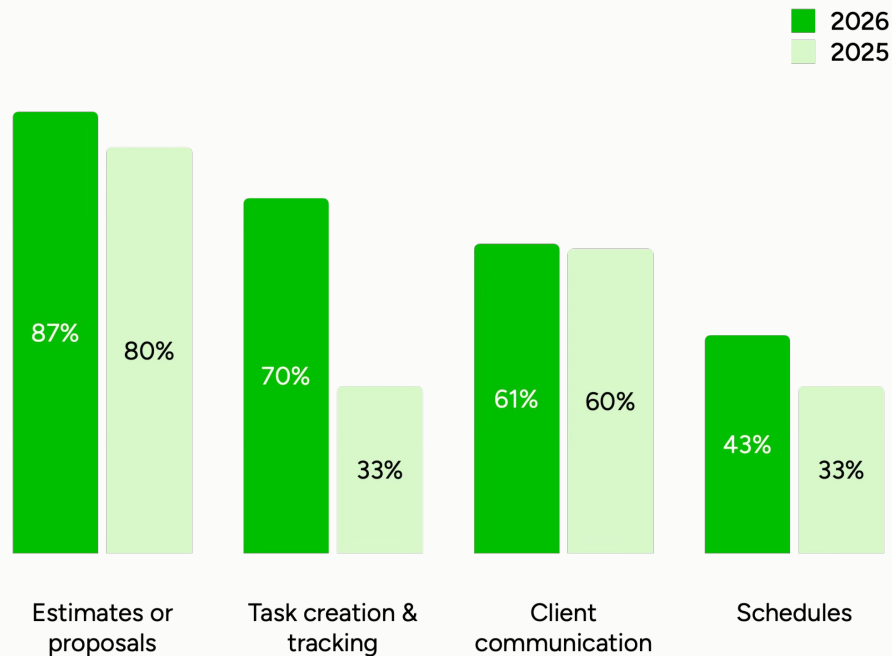


AI is supporting more project tasks

AI usage increased across all project and client management applications, with task creation and tracking more than doubling from last year.

Use in scheduling also grew, to 43% from 33%.

Top AI Applications in Project and Client Management



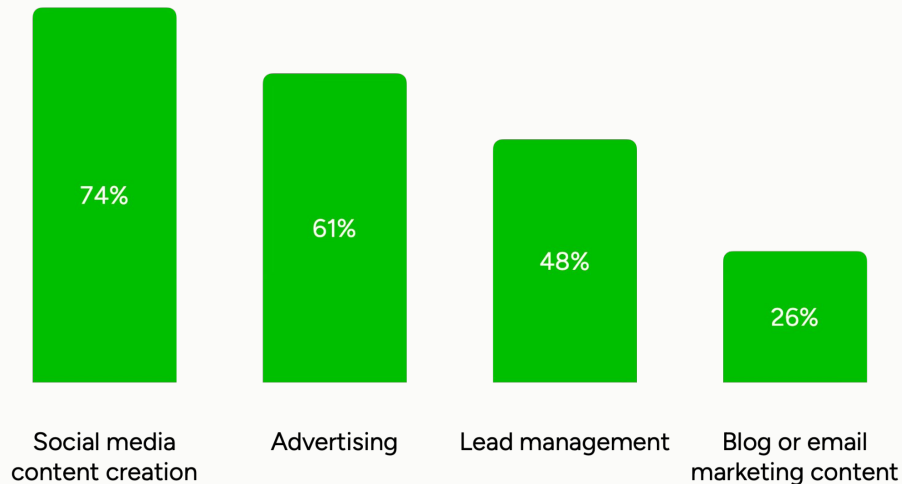
Note: Respondents were asked, "For which of the following project and client management tasks is AI being currently used within your company? Select all that apply."



Firms turn to AI for social media help

The concentration of AI use across sales and marketing functions signals that AI tools are handling high-volume, fast-turnaround work that firms need but may not have time to produce, such as social media posts.

Top AI Applications in Sales and Marketing



Note: Respondents were asked, "For which of the following sales and marketing tasks is AI being currently used within your company? Select all that apply."

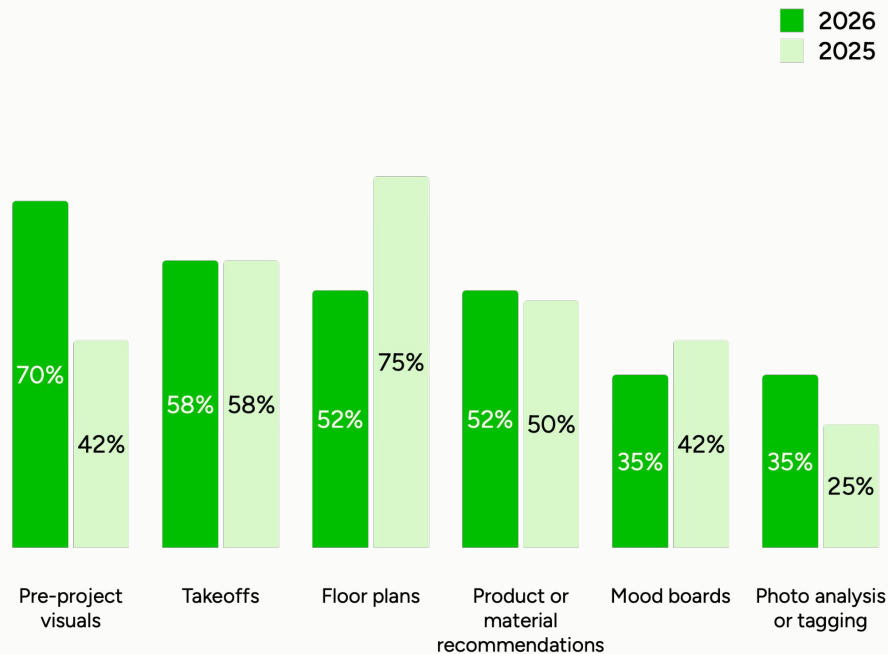


Pre-project visuals are the top planning application

Pre-project visuals became the leading planning and design application, climbing to 70% from 42%.

In this early stage, construction firms use AI to illustrate an idea for clients before technical work begins.

Top AI Applications in Planning and Design



Note: Respondents were asked, "For which of the following planning and design tasks is AI being currently used within your company? Select all that apply."

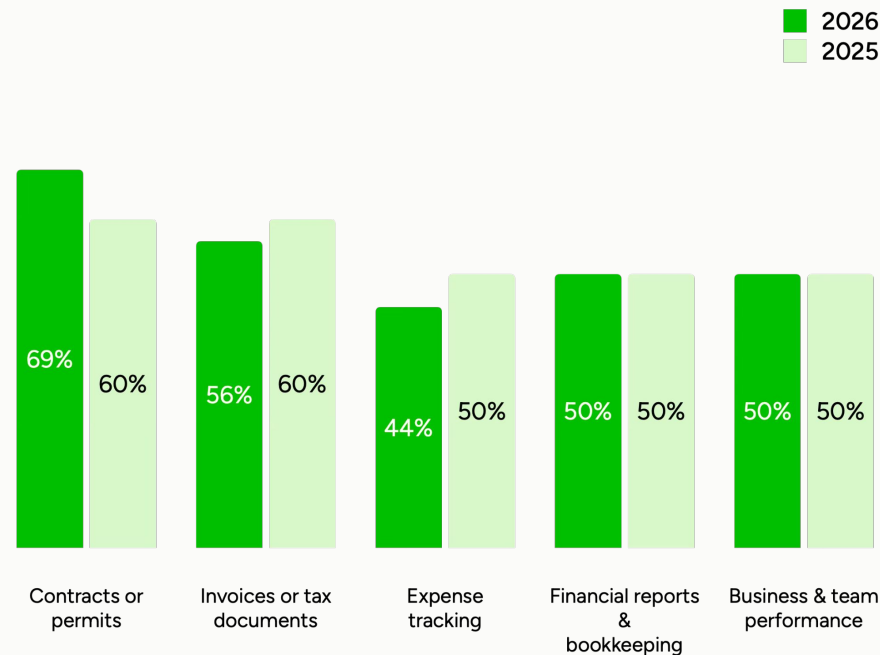


Contract and permit drafting is a leading application

Back-office use of AI was nearly flat compared with last year.

Drafting contracts or permits was the most widespread operations application at 69%, up from 60% last year, and the only category to post a meaningful gain.

Top AI Applications in Business Operations and Reporting



Note: Respondents were asked, "For which of the following business operations and reporting tasks is AI being currently used within your company? Select all that apply."



Nearly a third of firms save a full workday each week

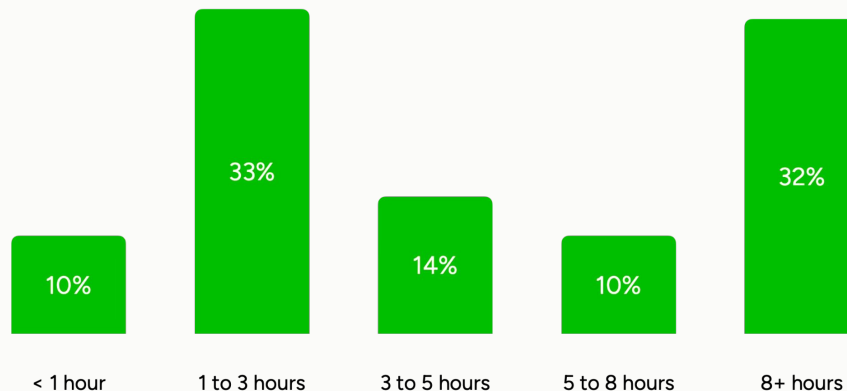
Construction firms using AI save 4.7 hours a week on average. Nearly a third (32%) report saving eight or more hours weekly.

These savings translate into annual productivity gains, at an estimated \$244,000 per construction firm.*

4.7

hours saved on average weekly

Time Saved Using AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"

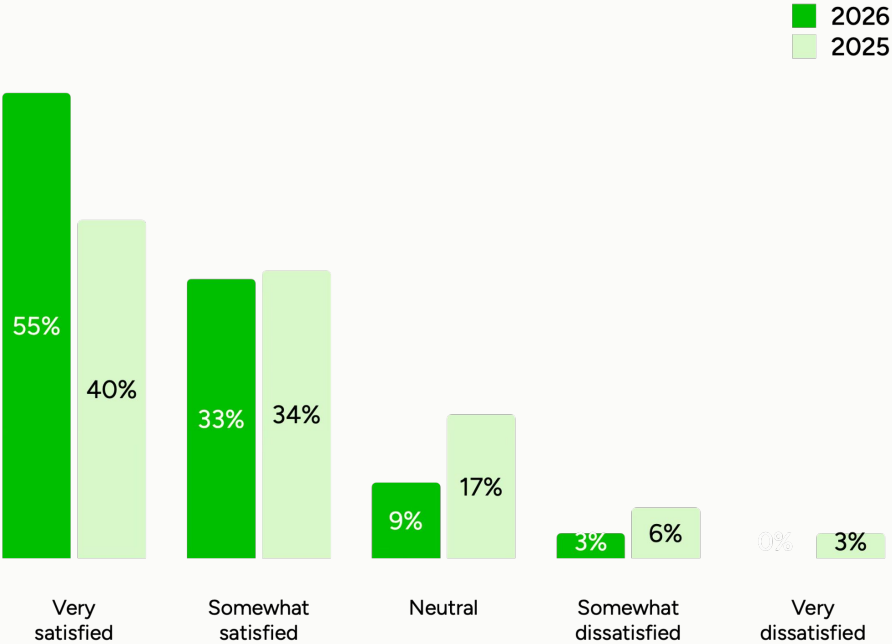
*The calculation assumes a 40-hour workweek and that time saved translates into a productivity gain. Productivity gains are rounded to the nearest dollar.



Majority of contractors are satisfied with AI tools

Nearly 9 in 10 construction pros (88%) are satisfied with AI tools this year, with more than half (55%) very satisfied with the results.

Levels of Satisfaction With AI Tools



Note: Respondents using AI tools or software for business tasks were asked, “Overall, how satisfied are you with the use of AI-powered tools in your workflow?”



Pros are paying for stand-alone AI tools

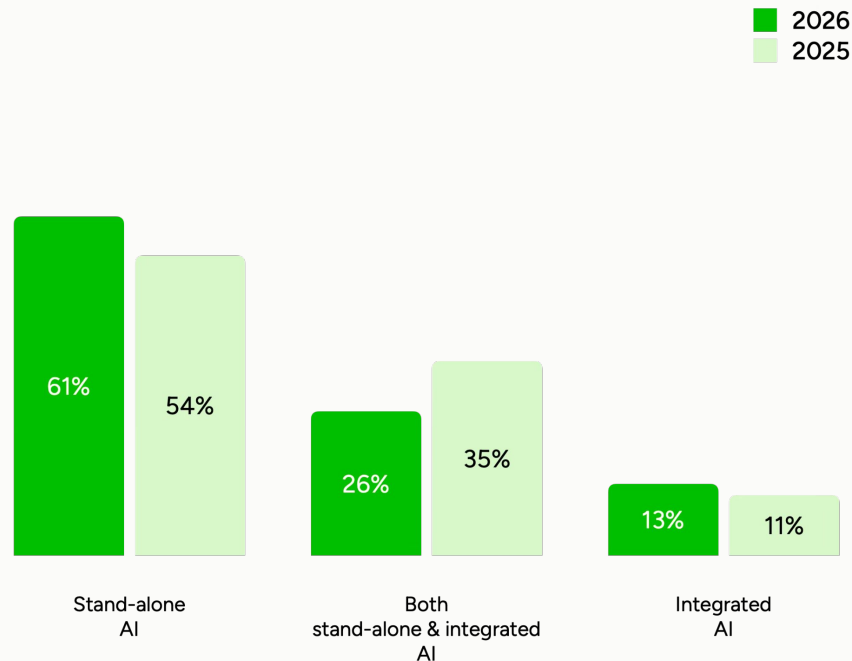
Among contractors using AI, 61% work only with independent tools outside their existing business software, and another 26% use those alongside integrated features.

Just 13% rely on integrated AI alone — a figure likely understated, as AI often works inside existing software unnoticed. Nearly three-quarters pay for stand-alone AI.

74% +6 pp[#]
pay for stand-alone AI

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Usage of Stand-Alone and Integrated AI Tools



Notes: Respondents using AI tools or software for business tasks were asked, "Which of the following best describes the AI tools you use for business tasks?"

Stand-alone AI refers to tools that operate without depending on other software or systems.

Integrated AI refers to AI-powered features built into existing business software.



Time savings is the biggest AI benefit

Nearly three-quarters (71%) of construction pros using AI say time savings is one of the top three benefits — 20 percentage points ahead of improved written communication (51%), and more than double project organization (34%).

Benefits of Using AI Tools

No. 1	Save time (71%)
No. 2	Improve quality of written communication (51%)
No. 3	Organize project (34%)

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI? Select top three."



AI improves client proposals

AI tools are polishing some client-facing tasks and speeding up others for construction firms: 58% produce more professional proposals, 52% share visuals faster, and 39% respond more quickly to clients.

Ways AI Changed Client-Facing Work

No. 1	Allows for more professional proposals (58%)
No. 2	Show clients visuals quicker (52%)
No. 3	Respond to clients faster (39%)

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following best describe how, if at all, has using AI changed your client-facing work?" Select top three.

Design Firms & AI

Findings are from U.S.-based professionals providing residential or commercial design-only services.

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State of AI: Design Sector

AI adoption is rising steadily among design firms. Nearly 2 in 5 design businesses use AI for everyday tasks (39%), up 8 percentage points from a year ago. Of the 61% not yet using AI, 31% are actively exploring where it fits into their business. Once adopted, AI becomes a regular tool: More than half (53%) use AI tools daily, 45% weekly and only 3% rarely.

Planning and design work has replaced administrative tasks as the most-used AI application, doubling to 68%.

Administrative work fell to 67% from 79%, and sales and marketing dropped to 44% from 59%. Business operations (27%) and project and client management (25%) nearly doubled from last year. Within those functions, AI use is heavily concentrated on **pre-project visuals (82%)** and social media content creation (90%). Client communication and creating and tracking tasks (both 82%) are also growth areas, with **task tracking nearly tripling from a year ago**. Estimate (53%) and schedule (41%) applications, areas where specialized tools may still lack AI, dipped.

Design firms using AI save 3.6 hours a week on average, with most saving between one to three hours (43%) or three to five hours (21%). Roughly a quarter save five hours or more. **Those hours translate into an estimated \$80,000 in annual productivity gains per design firm on average.**

Satisfaction with AI rose to 84%, up from 70%, boosted almost entirely by designers who previously had been undecided. Among the firms using stand-alone AI tools, 76% are paying for use.



Nearly 2 in 5 designers use AI for business

More than a third of design firms (39%) are using AI for everyday business tasks, up 8 percentage points from last year.

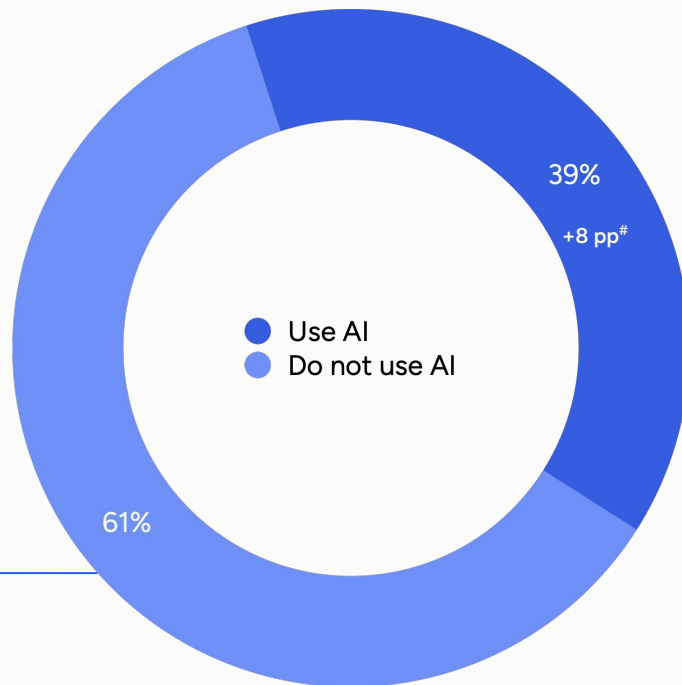
While 61% of designers are not using AI in their business workflows, 31% are exploring their options.

31%

of design firms are exploring AI for business

*Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

AI Use Among Design Firms



Note: Respondents were asked, "Is your company currently using any AI tools or software for everyday business tasks?"



Most designers use AI daily

53%

use AI daily

45%

use AI weekly

2%

use AI rarely or as
needed

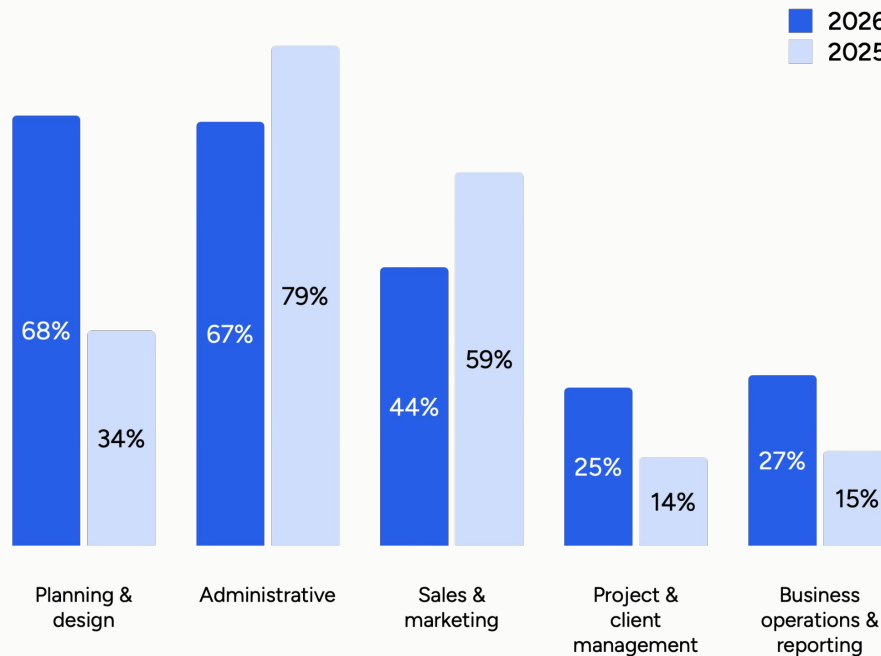
Note: Respondents were asked, "Are you currently using any AI tools or software for business tasks?"



Planning and design are the top AI application

Planning and design is the leading AI application for design firms this year, doubling to 68%.

AI Business Applications Among Design Firms



Note: Respondents were asked, "For which of the following functions is AI being currently used within your company? Select all that apply."

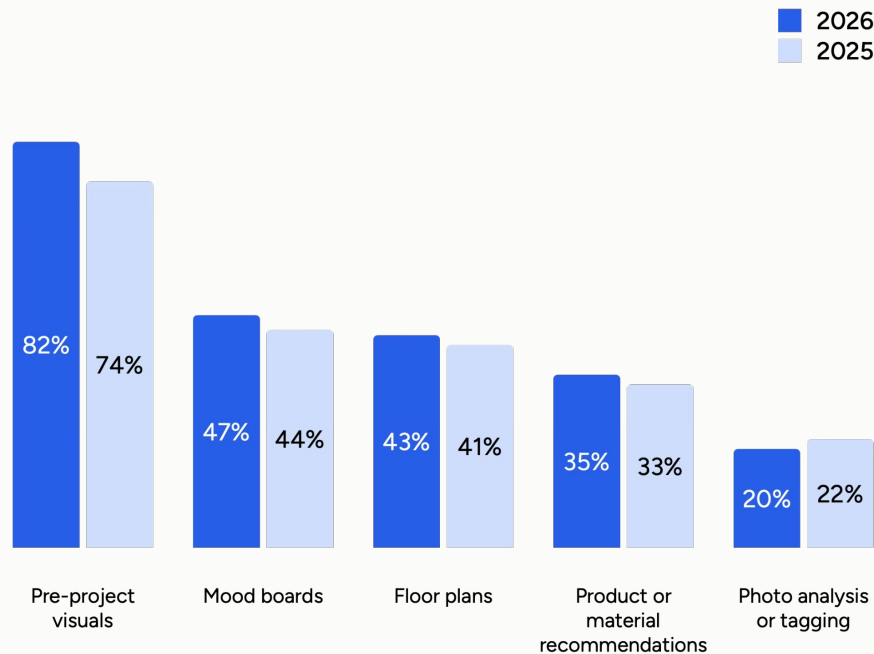


Designers use AI to show clients their vision

Designers use AI the most to help their clients envision a finished project before work begins.

AI use is spread more evenly between other tasks.

Top AI Applications in Planning and Design



Note: Respondents were asked, "For which of the following planning and design tasks is AI being currently used within your company? Select all that apply."

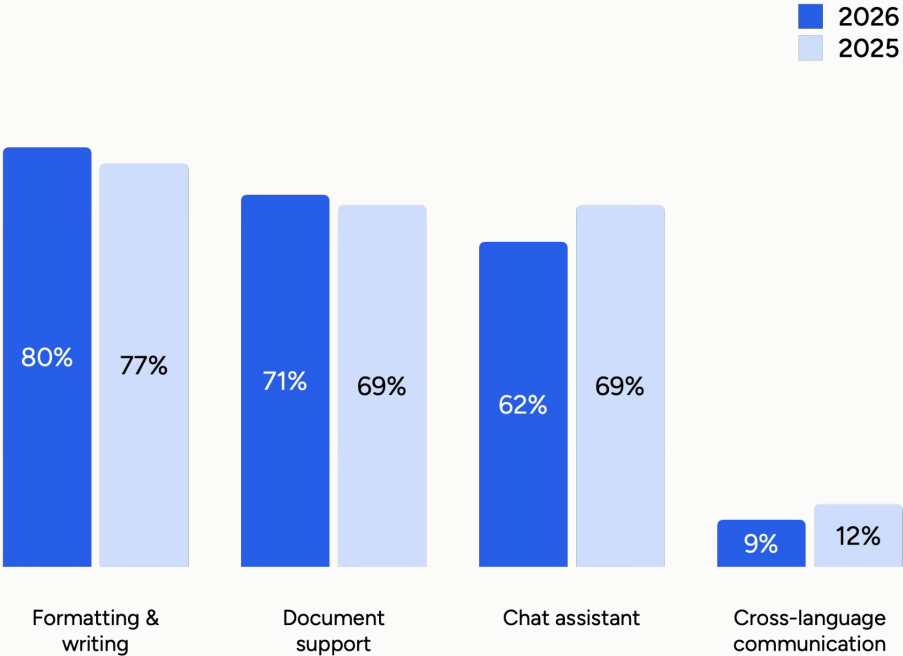


Writing is a top AI application

For administrative tasks, designers mostly rely on AI for writing.

AI use for all administrative tasks stayed relatively steady year over year.

Top AI Applications for Administrative Tasks



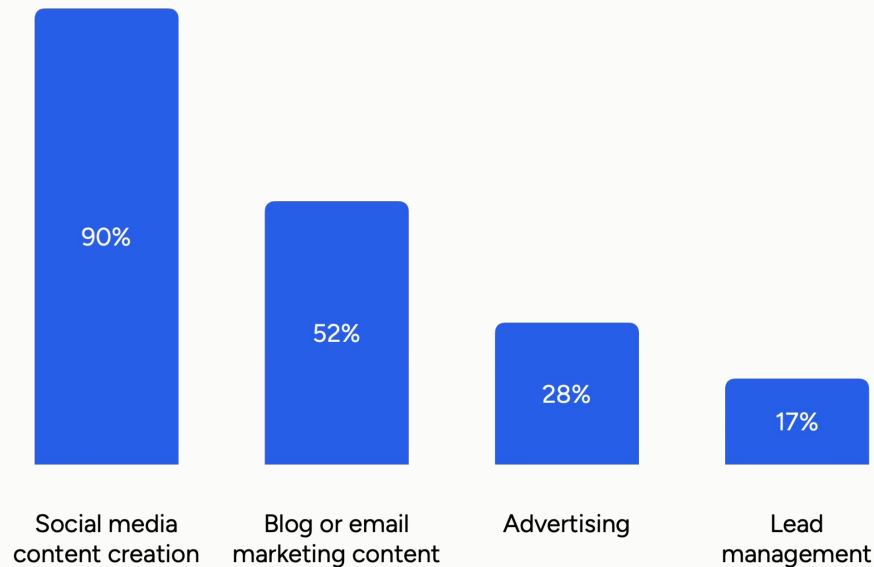
Note: Respondents were asked, "For which of the following administrative tasks is AI being currently used within your company? Select all that apply."



AI use is focused in social media content creation

Design firms lean on AI for help creating marketing content, particularly for activities like social media posts (90%).

Top AI Applications in Sales and Marketing



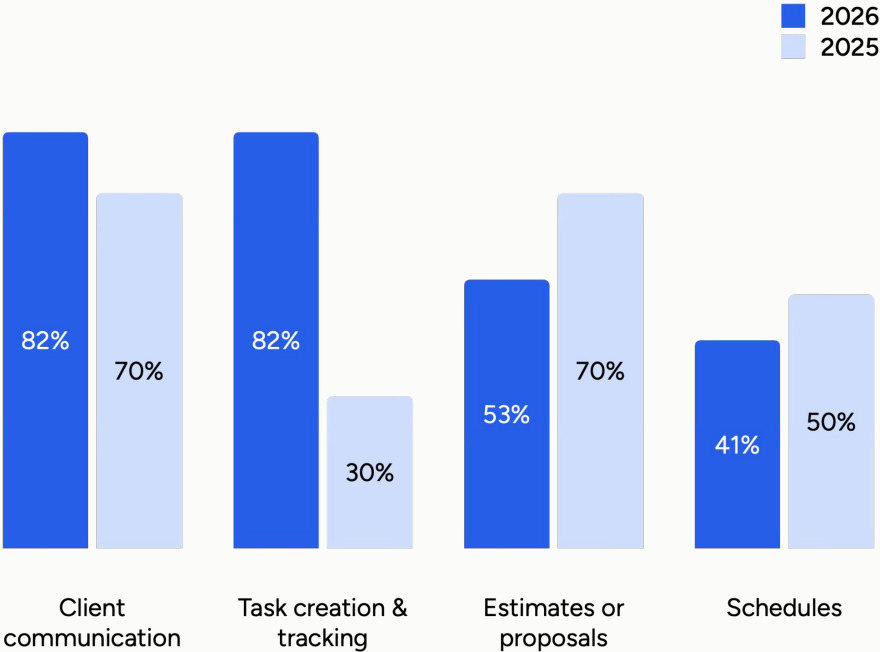
Note: Respondents were asked, "For which of the following sales and marketing tasks is AI being currently used within your company? Select all that apply."



AI task tracking nearly triples

Client communication, along with task creation and tracking, are the leading project and client management applications for design firms, both used by 82% of firms.

Top AI Applications in Project and Client Management



Note: Respondents were asked, "For which of the following project and client management tasks is AI being currently used within your company? Select all that apply."

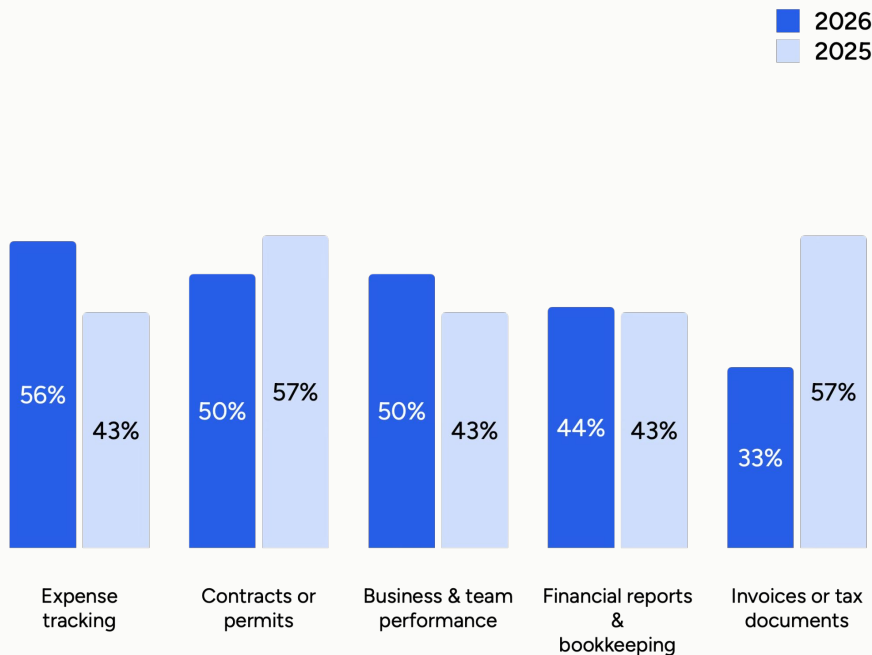


Expense tracking leads operational AI applications

More design firms are using AI tools to track expenses and oversee company performance metrics.

Interestingly, designers are cutting back AI use for invoices or tax documents.

Top AI Applications in Business Operations and Reporting



Note: Respondents were asked, "For which of the following business operations and reporting tasks is AI being currently used within your company? Select all that apply."



Designers save nearly four hours a week

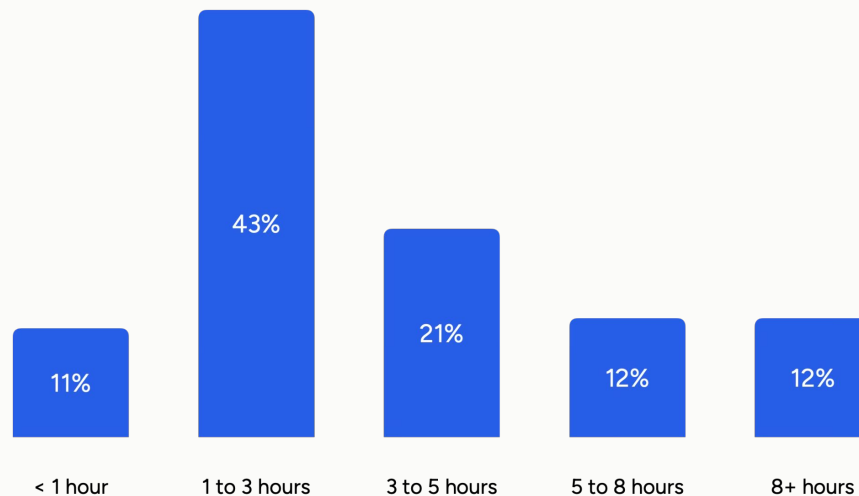
AI tools are saving most designers one to five hours a week.

Notably, 24% of designers say AI saves them more than five hours each week, up from 18% last year.

3.6

hours saved on average weekly

Time Saved Using AI Tools



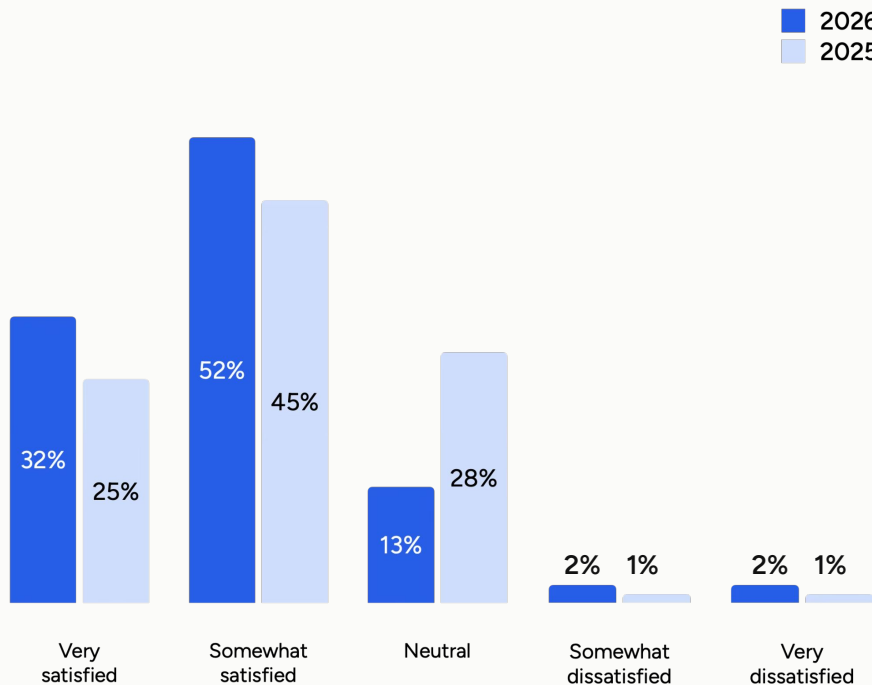
Note: Respondents using AI tools or software for business tasks were asked, "How much time are you saving a week as a result of incorporating AI tools?"



AI satisfaction is more widespread among designers in 2026

More than 4 in 5 designers (84%) are satisfied with AI tools this year, up from 70%, and nearly a third (32%) say they are very satisfied. Most of that improvement came from designers who had been neutral.

Levels of Satisfaction With AI Tools



Note: Respondents using AI tools or software for business tasks were asked, "Overall, how satisfied are you with the use of AI-powered tools in your workflow?"



Designers invest in AI beyond their existing software

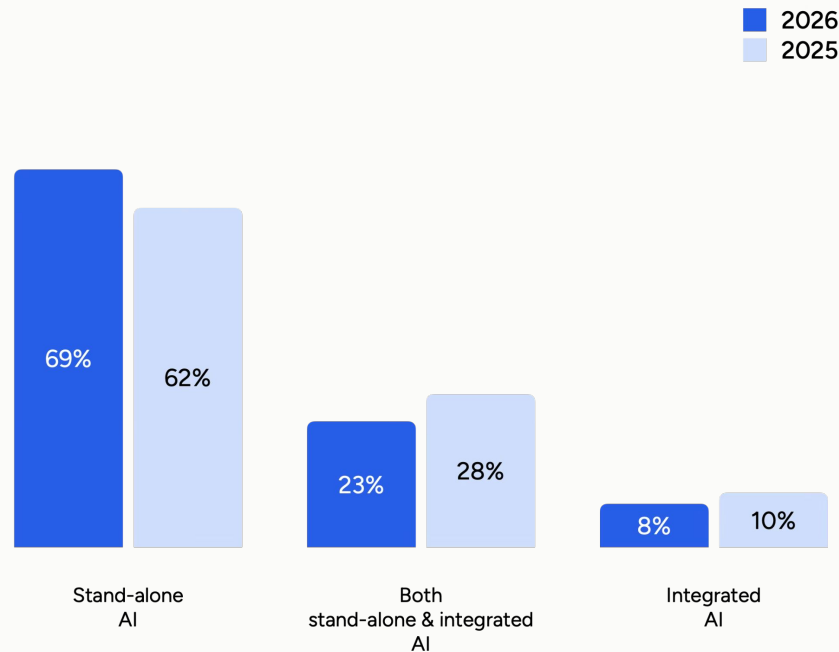
Most designers use stand-alone AI directly in their workflow, and 76% pay for those tools, a 34-percentage-point jump from last year.

Reliance on integrated AI alone is far lower, at 8%, though that figure is likely understated, as AI often works inside existing software unnoticed.

76% ^{+34 pp[#]}
pay for stand-alone AI

[#]Shows a statistically significant difference between 2026 and 2025 studies at or above a 90% confidence level.

Use of Stand-Alone and Integrated AI Tools



Notes: Respondents using AI tools or software for business tasks were asked, "Which of the following best describes the AI tools you use for business tasks?"

Stand-alone AI refers to tools that operate without depending on other software or systems.

Integrated AI refers to AI-powered features built into existing business software.



Designers value time savings and reduced manual workload

Designers say the biggest benefits of using AI tools are time savings and the hands-on production work it absorbs.

Benefits of Using AI Tools

No. 1

Save time
(69%)

No. 2

Reduce manual effort
(51%)

No. 3

Improve quality of written
communication
(46%)

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following benefits have you experienced from using AI?" Select top three.



Clients get visuals faster when designers use AI

The change designers notice most is speed: Visuals reach clients faster and responses are quicker.

Ways AI Changed Client-Facing Work

No. 1	Show clients visuals more quickly (66%)
No. 2	Allow for more professional proposals (52%)
No. 3	Respond to clients faster (36%)

Note: Respondents using AI tools or software for business tasks were asked, "Which of the following best describe how, if at all, has using AI changed your client-facing work?" Select top three.

Homeowners & AI

Findings are from 18+ homeowners in the U.S. who completed, are in the middle of or are in the planning phase of renovation.

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Survey Respondents and Methodology

About data collection

Data were gathered through a survey fielded in June 2026, sent via email to homeowners in the U.S. who are registered on Houzz.

68%

are 62 or older

75%

report project budgets up to \$100K

3,149

18+ renovating
homeowners in the U.S.

34%

completed project

5%

report project budget more than \$500K

State of AI: Renovating Homeowners

Homeowner adoption of AI for renovation projects remains modest and differs strongly by generation. More than 1 in 5 renovating homeowners (22%) use AI for their projects, while 78% have yet to use it for their home improvement project. The biggest users are Millennials (41%), followed by Generation X (27%), Baby Boomers (17%) and Seniors (7%). Projects move faster for AI users, going from gathering ideas to breaking ground in about eight months on average, compared with nine months for nonusers. Adoption rests largely on free, general-purpose tools (63%), with the majority relying on general chatbots (79%). Half of millennials (50%) use at least one paid tool.

Homeowners use AI mostly for inspiration, including gathering renovation, design or style ideas (64%); creating or visualizing design concepts (58%); comparing layouts, products and finishes (50%); and understanding what is possible for a space (44%). Once a project moves to the budgeting and planning phase, AI use falls sharply for troubleshooting and estimating costs (24%, each); planning the timeline (11%); permitting (10%); and understanding contracts (6%).

Just over a quarter of renovating homeowners (27%) are very satisfied with AI tools, while half are somewhat satisfied (50%), and 18% remain neutral. Visualization is both AI's most valued application and its most cited shortcoming — 26% say AI falls short there.

Four in five renovating homeowners (80%) hire a professional for their projects. **When pros use AI tools**, 76% of homeowners say it helps them visualize the project, where general-purpose tools fall short, and 49% say it helps them understand the pro's ideas. More than a third of homeowners (35%) find pros using AI are better prepared, and 31% see those pros as more modern. Nearly 2 in 5 renovating homeowners who don't use AI prefer professional advice (38%).

Note: Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61), Baby Boomers (62-80) and Seniors (81+).

AI adoption differs strongly by generation

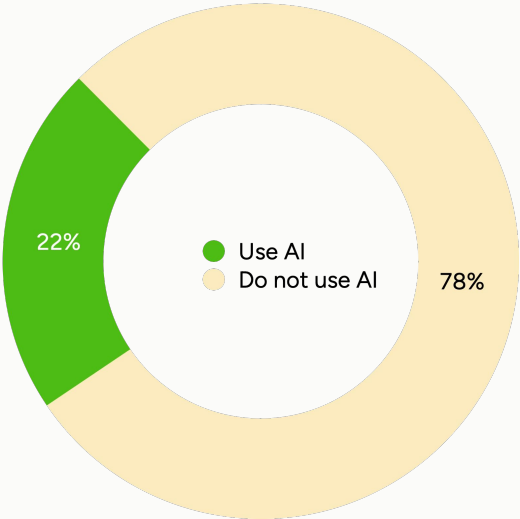
More than 1 in 5 homeowners (22%) turned to AI for their renovation projects. Adoption is heavily generational, concentrated among the youngest homeowners and thinning with each older group.

AI users also moved a little faster, going from gathering ideas to breaking ground about a month sooner than nonusers.

8 months
average planning time for AI users

*Percentages reflect the proportion of all renovating homeowners surveyed.
#Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61), Baby Boomers (62-80) and Seniors (81+).

AI Adoption Among Renovating Homeowners*



Shares of Renovating Homeowners Using AI, by Generation**

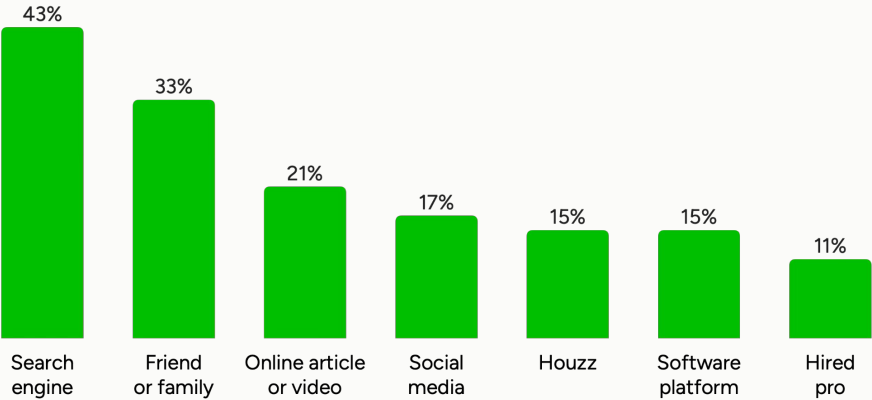
Millennials	41%
Gen Xers	27%
Baby Boomers	17%
Seniors	7%

Homeowners find AI tools through search and word of mouth

Homeowners find AI the same way across every generation: search engines first, friends and family second. Only after that do the paths diverge, with younger homeowners turning to social media and Baby Boomers to articles and videos.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.
#Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61), Baby Boomers (62-80).

How Homeowners Become Aware of AI-Powered Tools*



Top 3 Awareness Sources, by Generation**

	No. 1	No. 2	No. 3
Millennials	Search engine (39%)	Friend or family (34%)	Social media (21%)
Gen Xers	Search engine (38%)	Friend or family (34%)	Social media (22%)
Baby Boomers	Search engine (40%)	Friend or family (34%)	Online article or video (18%)

Free tools dominate, but half of youngest homeowners pay

Homeowner adoption runs largely on free versions, with 63% paying nothing.

Willingness to pay tracks with age, highest among Millennials and thinning with each older group.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project.

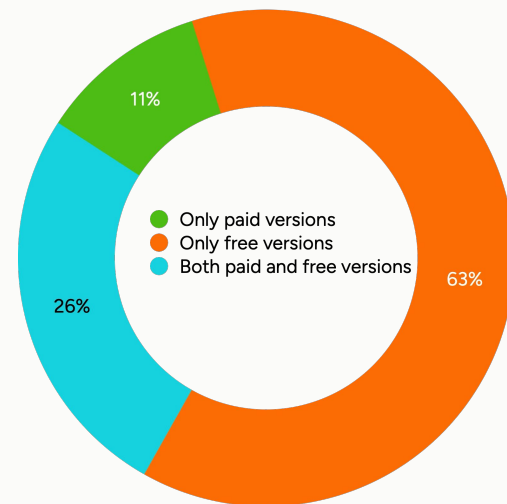
#Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61) and Baby Boomers (62-80).

Use of Paid vs. Free AI-Powered Tools*



37%

pay for the AI-powered tools they use for their projects



Shares of Homeowners Paying for AI-Powered Tools, by Generation**

Millennials	50%
Gen Xers	40%
Baby Boomers	30%

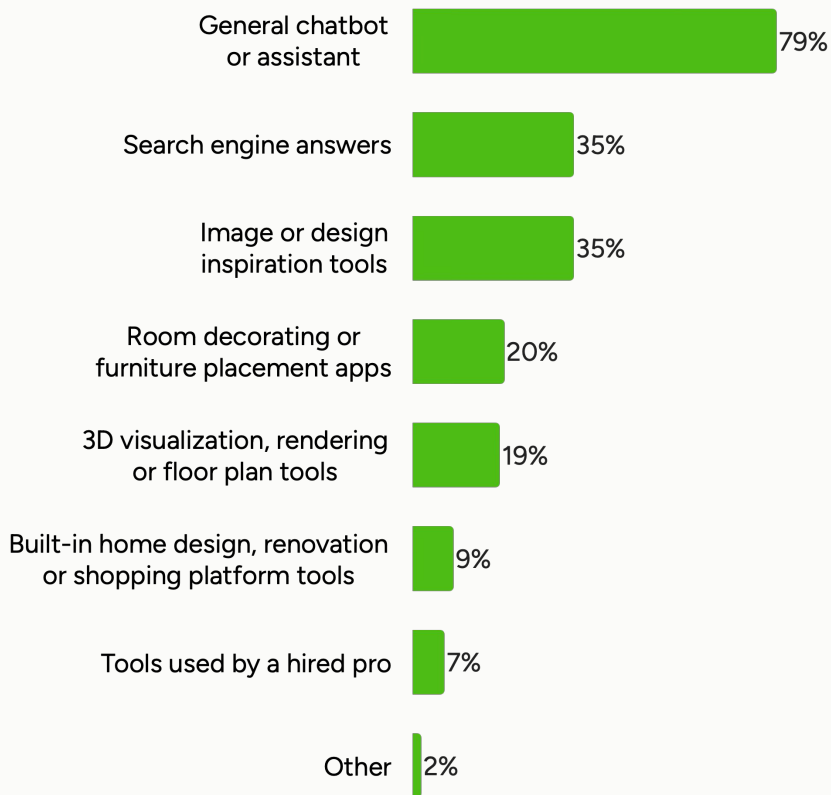
General-purpose chatbots are No. 1 AI among homeowners

General-purpose chatbots are the tool of choice among homeowners with a renovation project at 79%, more than double any alternative.

The tools built specifically for renovation work draw the least use.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.

AI Types Used*



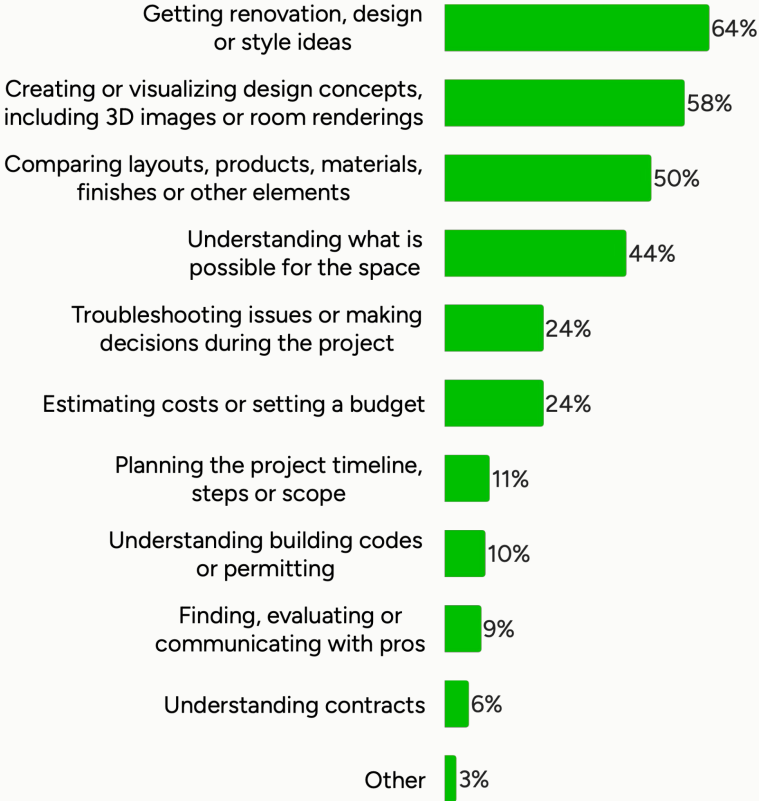
AI use is concentrated in early design stages

AI use concentrates in the early phases — gathering ideas, visualizing concepts, comparing options. Once a project moves into execution, use drops sharply across budgeting, scheduling, permitting, and finding pros.

The split is clear: Homeowners lean on AI far more to imagine and design their projects than to manage the execution of those projects.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.

How Homeowners Use AI for Their Renovation Projects*

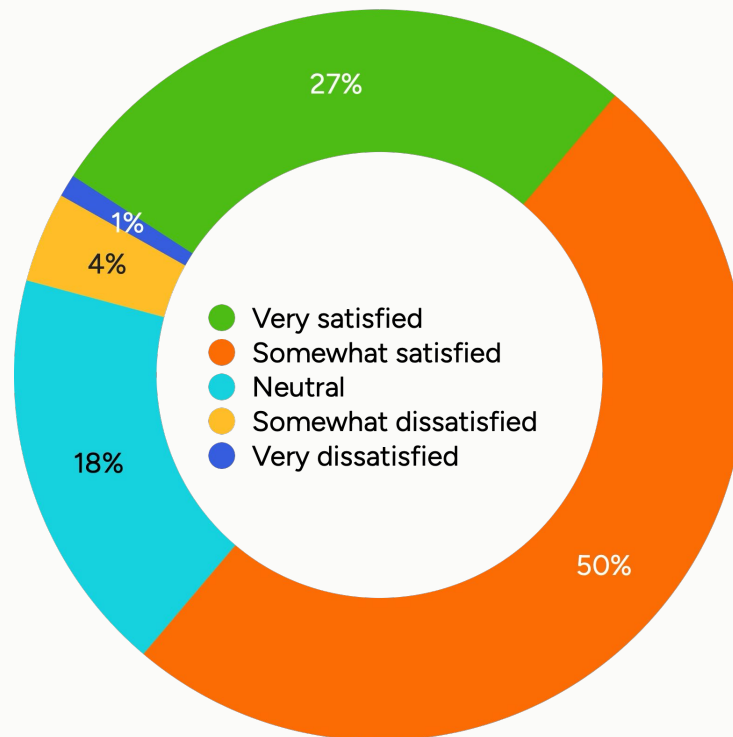


Satisfaction with AI is far from unanimous

Satisfaction is real but reserved. Just over a quarter (27%) are very satisfied, while half land at somewhat satisfied and nearly a fifth stay neutral.

Outright dissatisfaction is rare at 5%.

Satisfaction Levels With AI-Powered Tools Overall*



*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project.

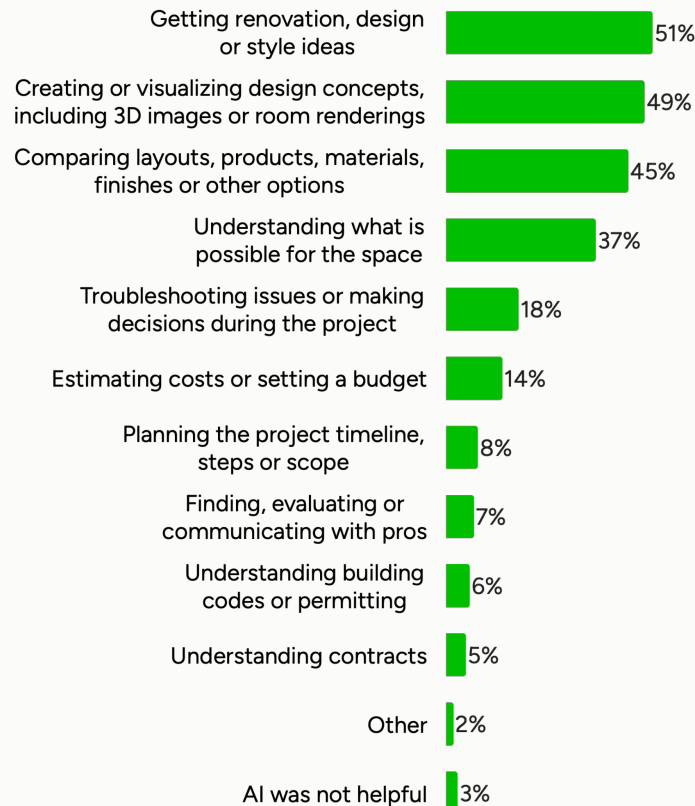
Homeowners find AI most helpful for visualizing projects

AI is most helpful in gathering ideas and visualizing concepts. It's least helpful for budgeting, scheduling, permitting and understanding contracts. Only 3% of homeowners say AI wasn't helpful at all.

The figures suggest that real-world expertise is preferred to AI help for more complex, cost-related and team-related tasks.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.

AI Features Homeowners Find Most Helpful*



Homeowners outline where AI falls short

Visualization is both AI's most valued application and its most cited shortcoming — more than a quarter of homeowners (26%) say it falls short there, ahead of product recommendations (15%) and cost estimates (14%).

Homeowners place a high priority on seeing their project designs rendered accurately, and the current sentiment is broadly positive, even as certain areas have room for improvement.

*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.

Areas Where AI Falls Short*

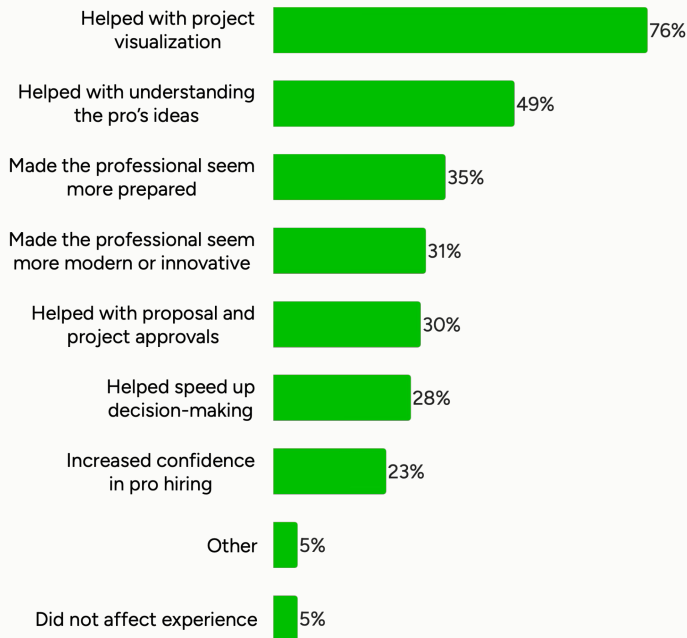


Pros are valued, and their AI use impresses homeowners

Pros remain important: 80% of renovating homeowners hire one. When the pro uses AI, homeowners see the project more clearly, understand the ideas better, and view the pro as more prepared.

*Percentage reflects the proportion of homeowners who completed or are in the middle of a project. Multiple responses were allowed.

Ways a Pro's AI Use Affected Homeowner Experience



80%

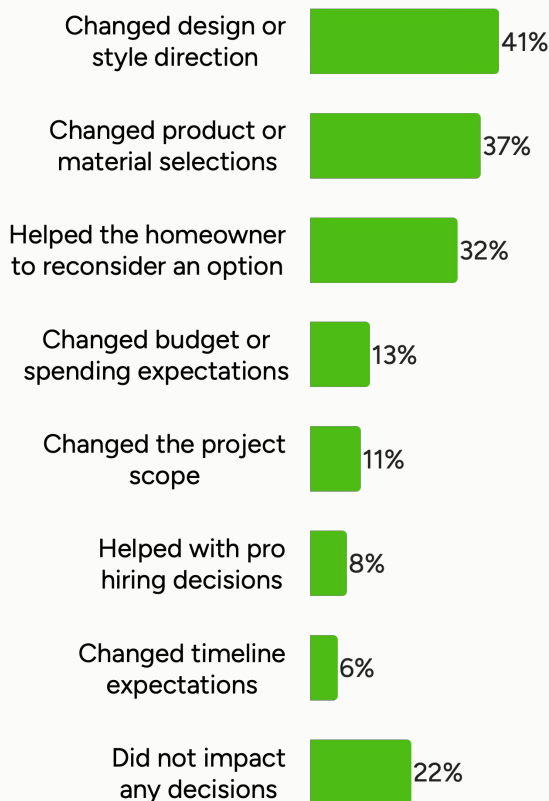
of renovating homeowners hired a pro*

AI shapes design and product choices early on

AI shapes design and product decisions, but barely affects the practical ones — budget, scope, hiring and timeline.

That reinforces the idea that AI is most helpful in visualization than execution.

How AI-Powered Tools Influence Homeowners' Renovation Decisions*



*Percentages reflect the proportion of homeowners who have used or are using AI tools for their renovation project. Multiple responses were allowed.

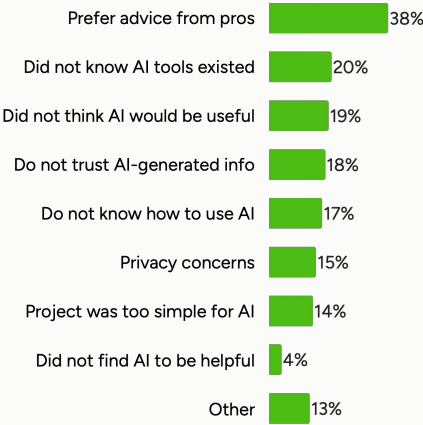
Homeowners who skip AI trust pros

The top reason homeowners skip AI is that they would rather have a professional (38%) — a preference that holds across every generation.

After that, the reasons split by age: Younger nonusers cite distrust, older ones cite unfamiliarity.

*Percentages reflect the proportion of homeowners who did not use AI tools for their renovation project. Multiple responses were allowed.
#Generational categories follow Pew Research Center's age ranges: Millennials (30-45), Gen X (46-61), Baby Boomers (62-80) and Seniors (81+).

Reasons for Not Using AI-Powered Tools*



Top 3 Reasons for Not Using AI for Home Improvement, by Generation#

	No. 1	No. 2	No. 3
Millennials	Preferred pro advice (41%)	Didn't trust AI (24%)	Didn't think AI would be useful (21%)
Gen Xers	Preferred pro advice (37%)	Didn't know AI tools existed (25%)	Didn't trust AI (22%)
Baby Boomers	Preferred pro advice (38%)	Didn't know AI tools existed (19%)	Didn't know how to use AI (18%)
Seniors	Preferred pro advice (48%)	Didn't know AI tools existed (25%)	Didn't know how to use AI (21%)

Methodology

2026 U.S. Houzz State of AI in Construction & Design | © Houzz Inc.



Methodology - Businesses on Houzz

Approach

Houzz is the leading platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Leveraging our large and engaged user base, we collect and share insights to help home professionals stay informed on market trends. To explore the role of artificial intelligence (AI) in the industry, the Houzz research team conducted an online quantitative survey of registered professionals focused on their familiarity with and use of AI.

Completeness and Qualifications

The sample includes 601 U.S. businesses offering construction and design services, many of which provide integrated design-build solutions.

Sampling

Data were collected via an email invitation sent to U.S. professionals registered on Houzz. Respondents were informed that findings would be shared in aggregate with the Houzz community and that individual responses would remain confidential. The survey was fielded between June and July 2026.

Methodology - Homeowners on Houzz

Approach

Houzz is the leading AI platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Our large and engaged community provides unprecedented insights into the latest market trends based on their 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 renovation projects, fielded between June 1 and June 7, 2026.

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 renovation 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 navigate their renovation projects.

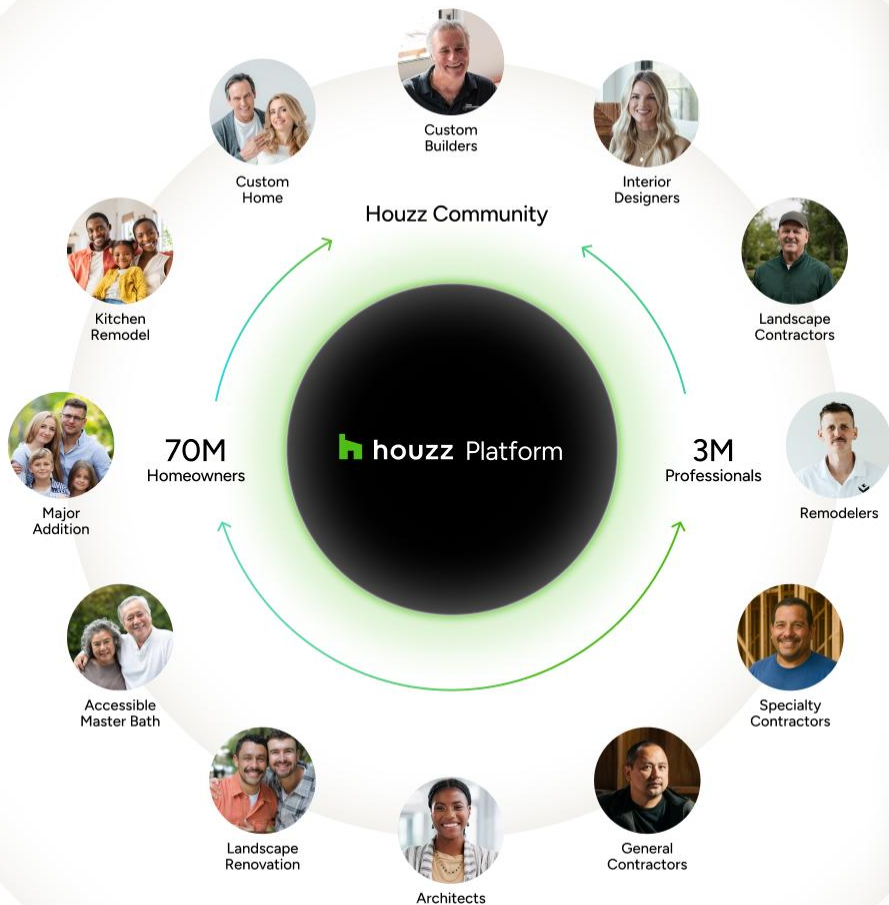
Completeness and Qualifications

The 32-question survey gathered information from 3,149 renovating homeowners, who reported that they were 18 or older and lived in the U.S.

About Houzz

Houzz is the leading AI platform for construction and design, empowering industry professionals and homeowners with the tools they need to make every project a success. Houzz Pro (pro.houzz.com) is an all-in-one software for construction and design professionals that puts AI trained on real industry data to work helping pros collaborate more effectively with clients and teams, deliver exceptional projects, and run more efficient, profitable businesses. The platform gives pros and their clients 24/7 access to project information, 3D visualizations and financial tools. Houzz helps people find ideas and inspiration, hire professionals and get advice for their projects, with more than 3 million pros and over 70 million homeowners and home design enthusiasts around the world relying on it today. For more information, visit houzz.com.





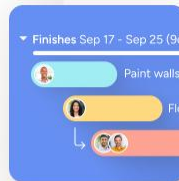
Sales

CRM | Custom Websites | Targeted Advertising
Lead Generation | Contracts



Planning

3D Scanner | 3D Floor Plans | Takeoffs
Product Clipper | Mood Boards | Selections



Project Management

Schedule | Tasks | Client Dashboard | Sub Dashboard
Daily Logs | Time & Expense Tracking | Procurement
Photo, Video & File Storage



Financials

Estimates | Invoices | Proposals | Change Orders
Online Payments | Budgets | Financial Reports
QuickBooks Integration

✦ Houzz AI



houzz.com/research