

# 2021 Houzz & Home AUSTRALIA

Overview of Home Renovation in  
2020 and 2021



# Big Ideas



## HOME RENOVATION SPEND RISES

Home renovation spend has grown 5% in the last year to a median \$21,000, from \$20,000 in 2019. Higher budget projects (with the top 10% of project spend) reached \$150,000 or more in 2020.

## ACTIVITY CONTINUES THROUGH 2021

The busy renovation market will continue through 2021, with 48% of homeowners planning to renovate this year. Two in five of renovating homeowners also plan to decorate or furnish their homes in 2021 (41%).

## HOMEOWNERS INVEST IN KITCHENS

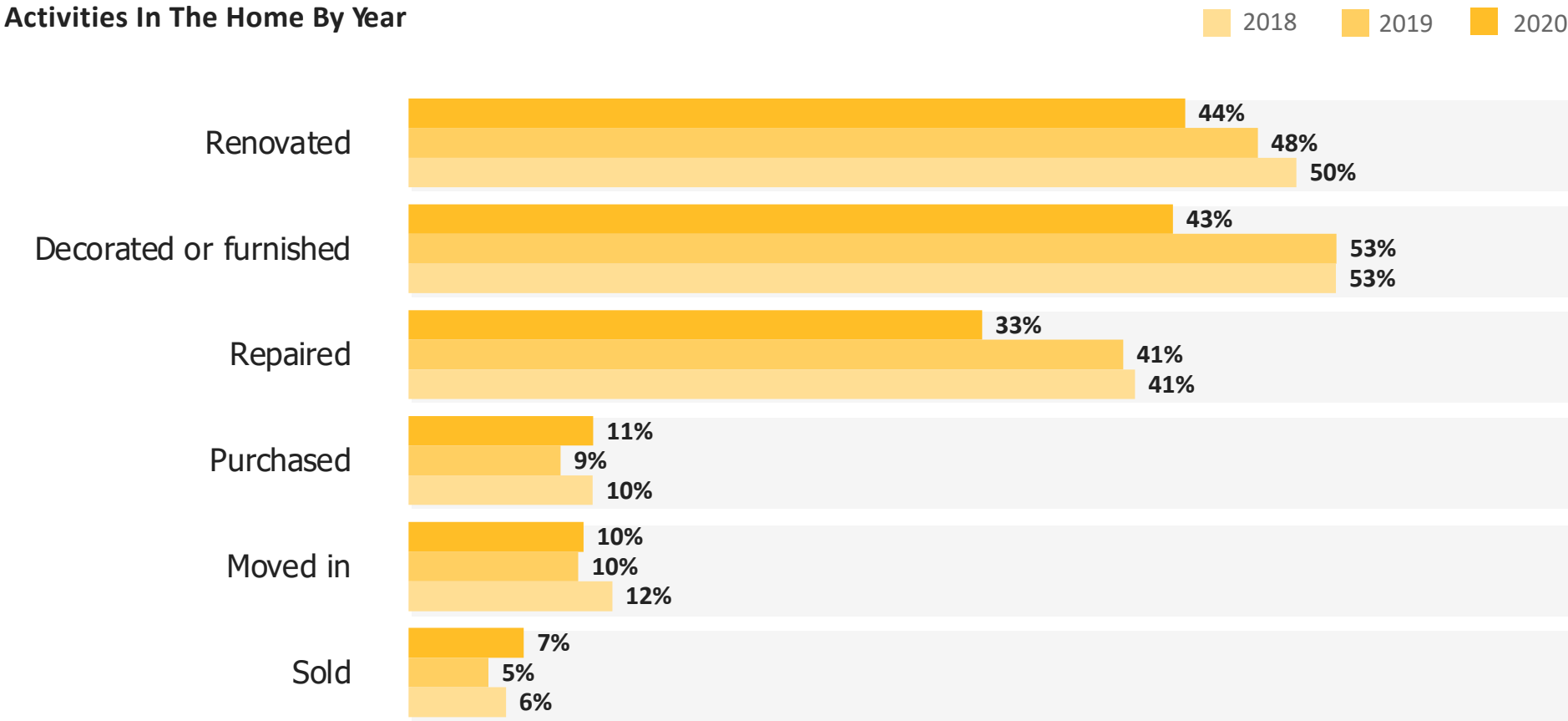
Homeowners are making major changes to their kitchens, with more than half reporting they had changed the layout of the kitchen (54%) and two in five homeowners upgraded their plumbing, electrical or HVAC systems (40%). One third of homeowners reframed, moved or added walls, and two in five increased the size of the kitchen during renovations (33% and 43%, respectively).

## OUTDOOR PROJECTS HEAT UP

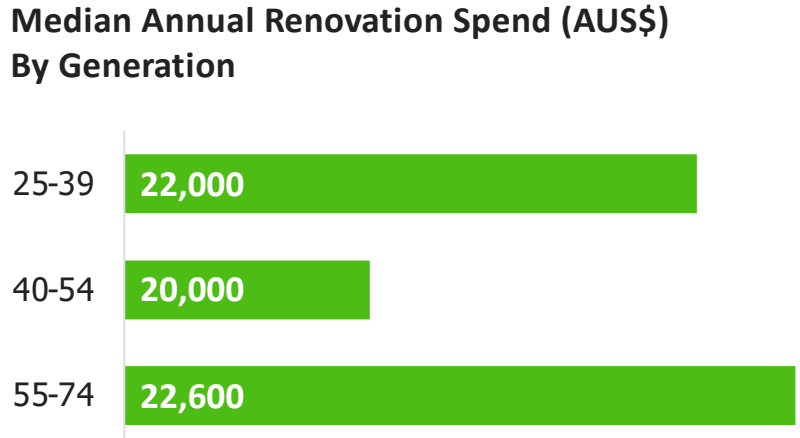
Planned projects for outdoor areas are popular amongst nearly three in five homeowners (59%). Improvements to outdoor spaces were directed towards the grounds, with beds or borders showing a significant seven percentage point increase among renovating homeowners in 2020 (34% versus 27% in 2019).

# What We Are Doing in Our Homes

CHARTS AND TABLES SHOW THE FREQUENCY OF ACTIVITIES RELATED TO THE PRIMARY HOME IN 2018, 2019 AND 2020, AS WELL AS THE MEDIAN RENOVATION SPEND PER RENOVATING HOMEOWNER IN 2018, 2019 AND 2020, OVERALL AND BY AGE, AS REPORTED BY HOMEOWNERS ON HOUZZ AUSTRALIA.



	2018	2019	2020
MEDIAN	20,000	20,000	21,000
90TH PERCENTILE*	180,000	150,000	150,000

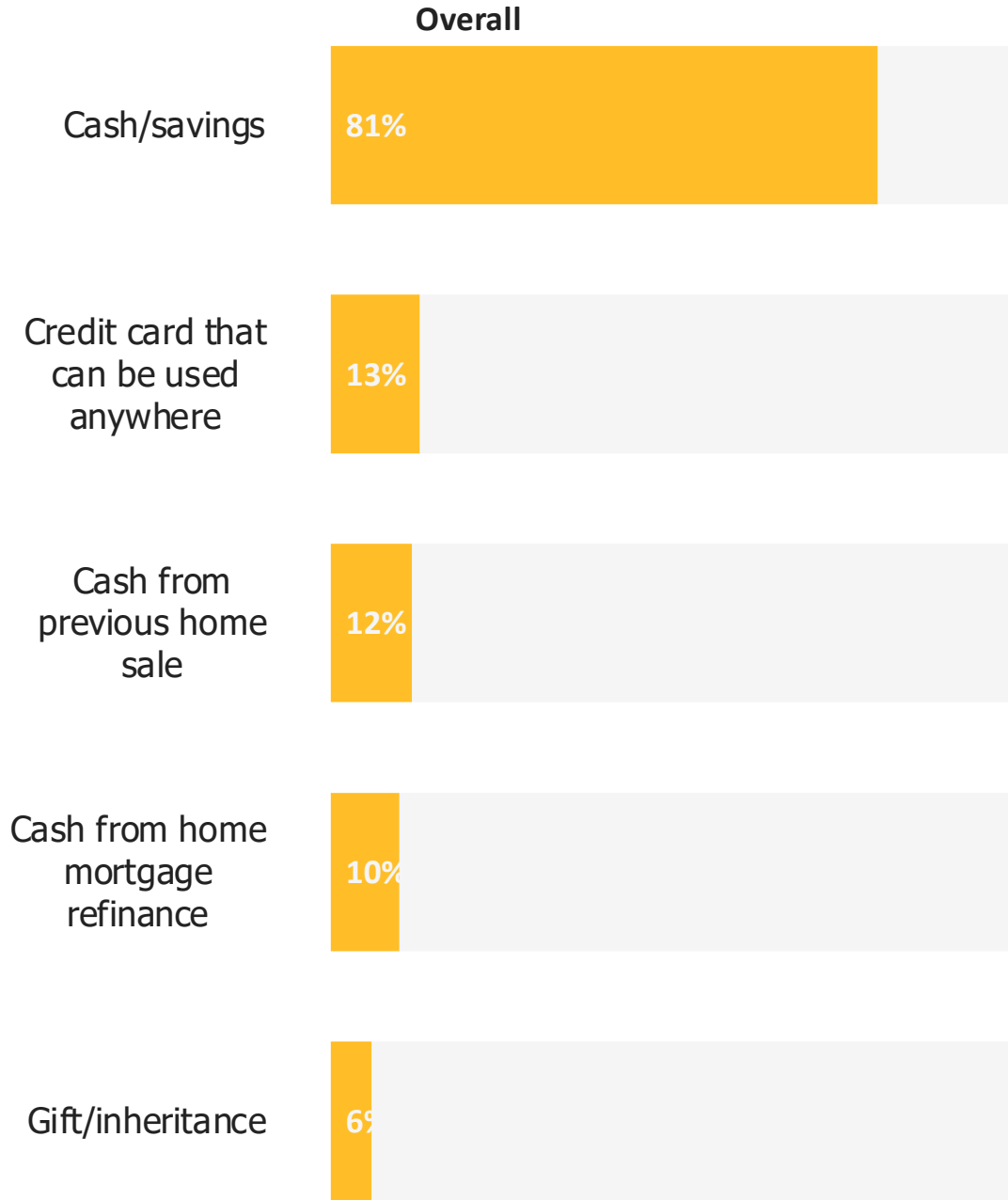


\*The top 10 percent of home renovation projects by spend.

# How We Are Funding Our Home Renovations

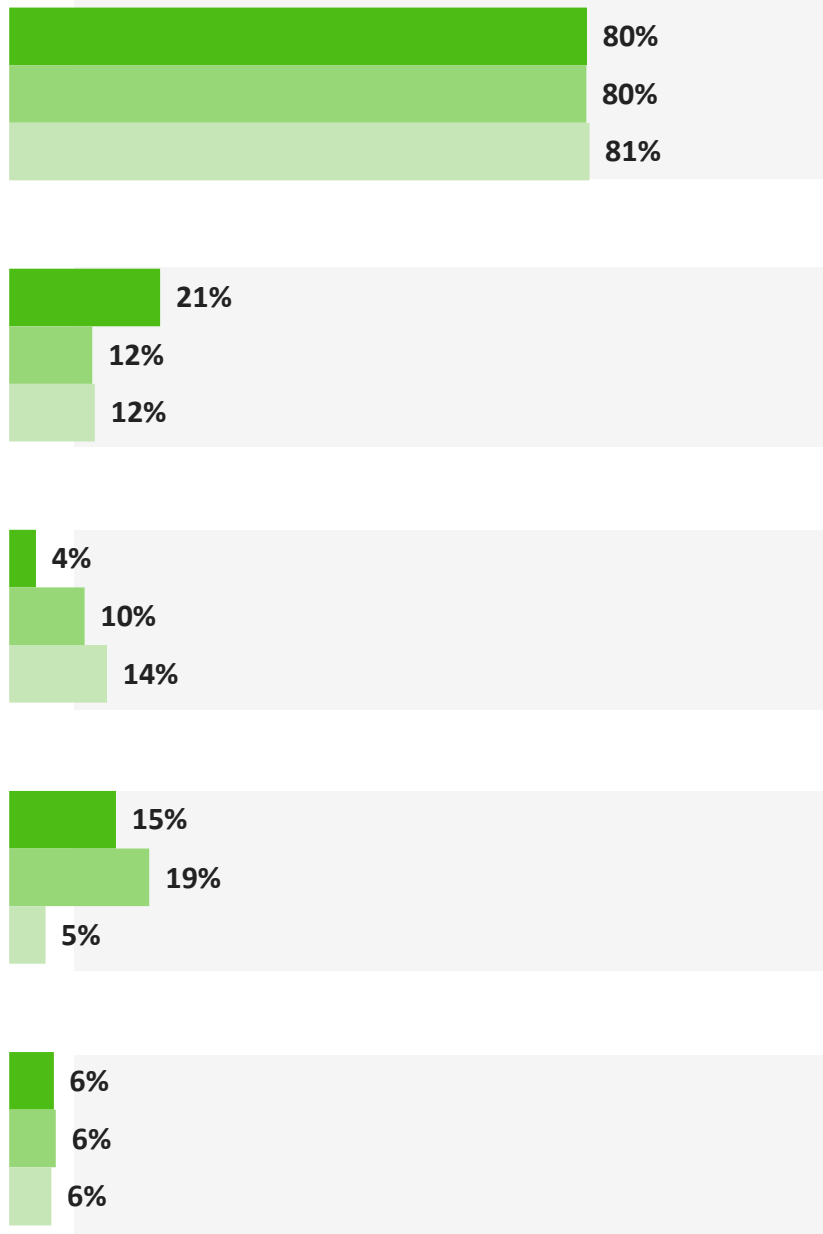
CHARTS SHOW THE FREQUENCY OF TOP FIVE FUNDING SOURCES FOR HOME RENOVATIONS, OVERALL AND BY AGE, AS REPORTED BY HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES IN 2020.

**Top Five Renovation Funding Sources In 2020**



25-39 40-54 55-74

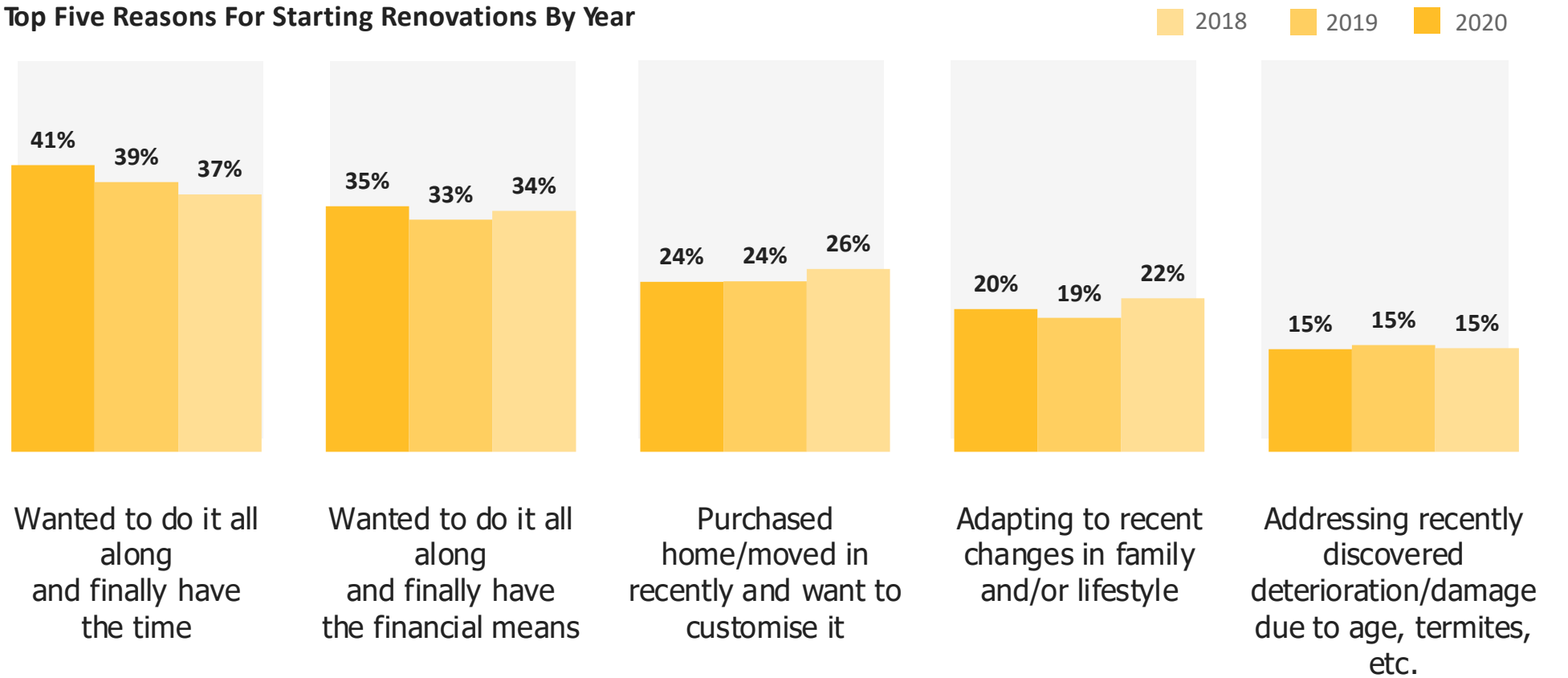
**Renovating Homeowners By Age**



# Why We Are Renovating Now

CHARTS AND TABLES SHOW THE FREQUENCY OF TOP FIVE REASONS FOR STARTING RENOVATIONS, OVERALL AND BY AGE, AS REPORTED BY HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES IN 2018, 2019 AND 2020.

Top Five Reasons For Starting Renovations By Year



Wanted to do it all along and finally have the financial means

25-39	<b>39%</b>
40-54	<b>37%</b>
55-74	<b>35%</b>

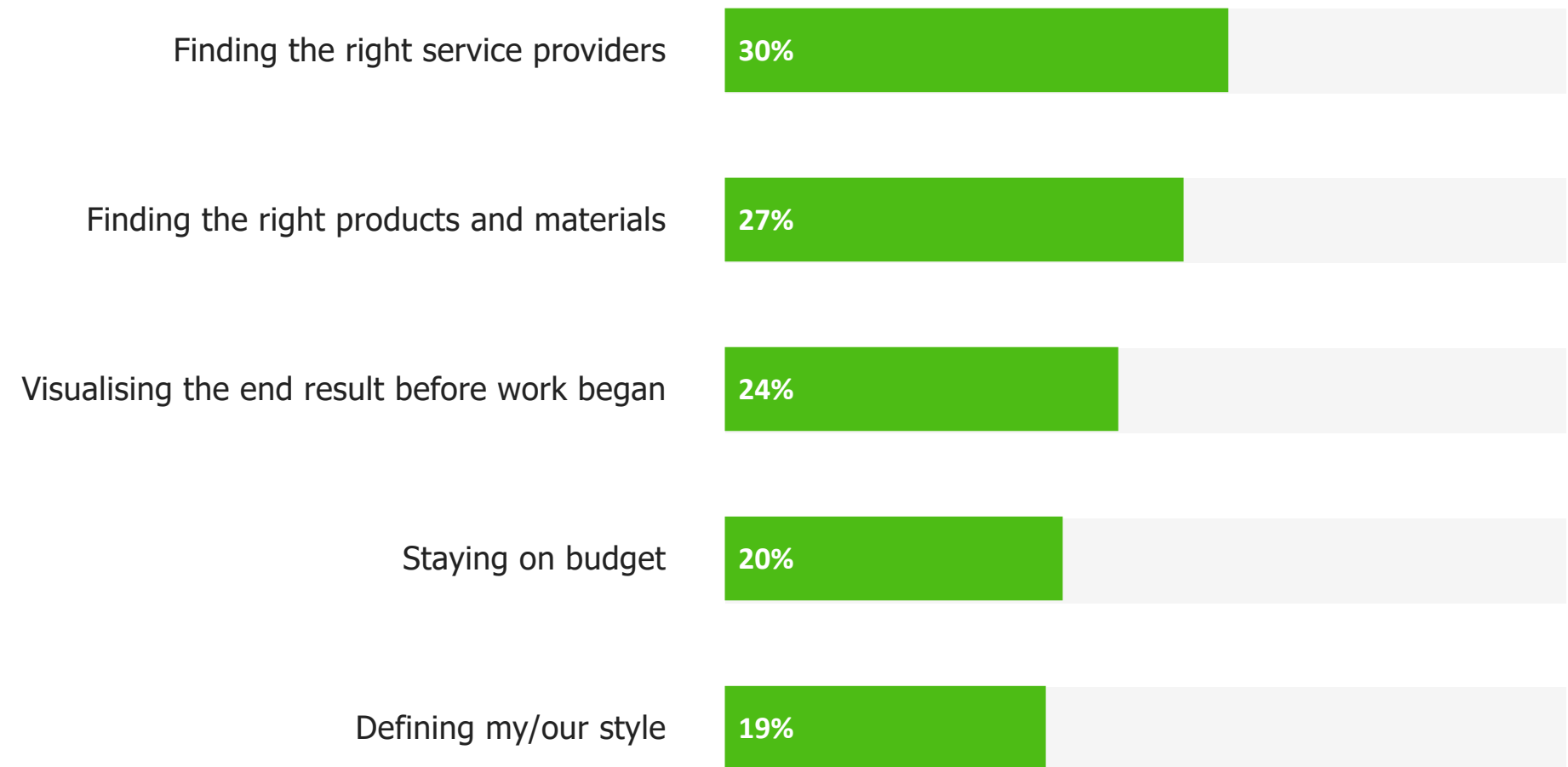
Wanted to do it all along and finally have the time

25-39	<b>61%</b>
40-54	<b>36%</b>
55-74	<b>42%</b>

# What Renovation Challenges We Face

CHARTS AND TABLES SHOW THE FREQUENCY OF CHALLENGES DURING HOME RENOVATIONS, AS REPORTED BY HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES IN 2020\*.

## Top Five Challenges That Come Up During Renovation



## No Challenges

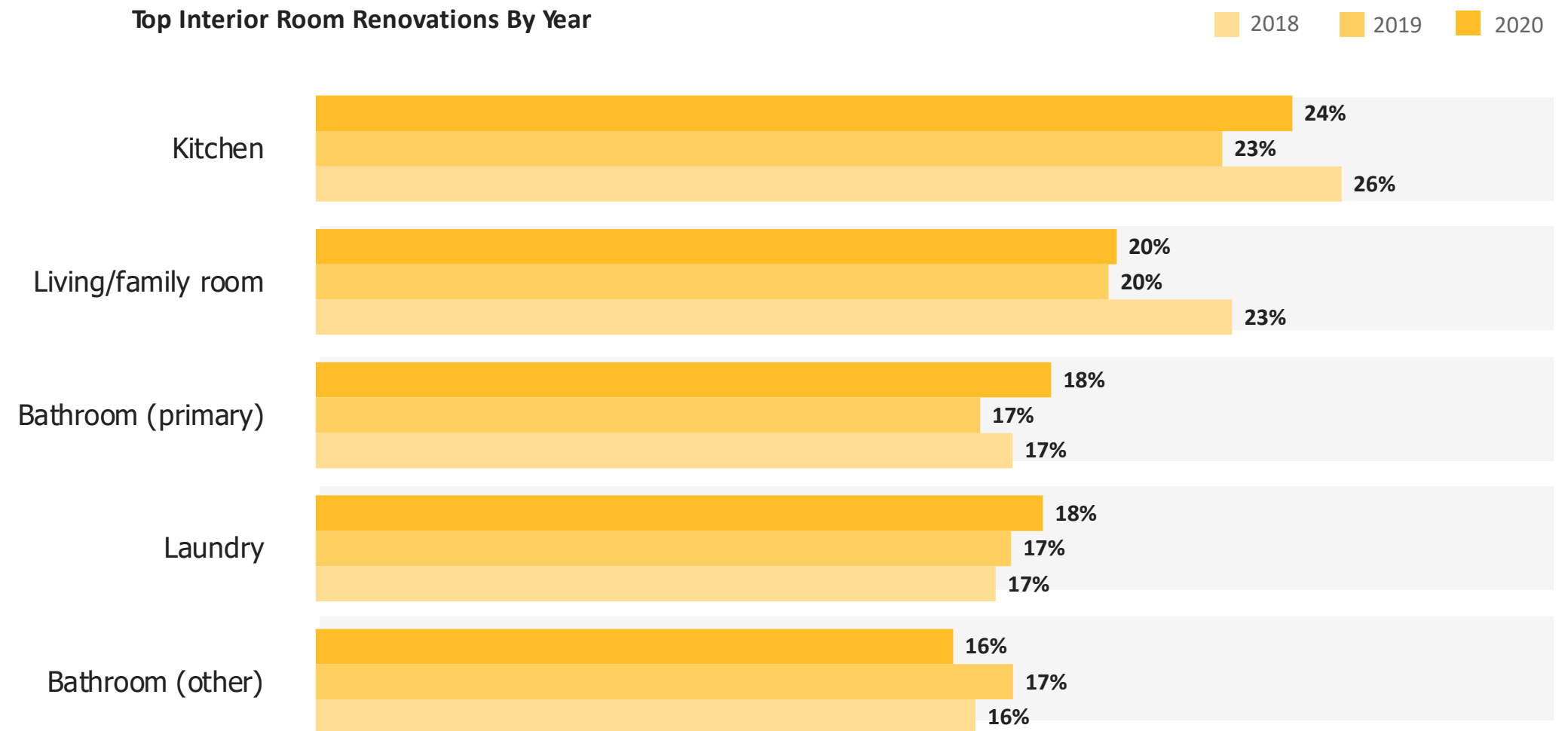
2020	<b>8%</b>
2018	<b>8%</b>

\*Multiple responses (up to three) were allowed.

# Where We Focus Our Efforts

CHARTS AND TABLES SHOW THE FREQUENCY OF MOST POPULAR INTERIOR ROOM RENOVATIONS IN 2018, 2019 AND 2020, AS WELL AS 2020 UPGRADES OF HOME SYSTEMS, EXTERIOR BUILDING FEATURES, AND OUTDOOR FEATURES, AS REPORTED BY HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES.

**Top Interior Room Renovations By Year**



**Top Home System Upgrades in 2020**

Electrical	<b>30%</b>
Plumbing	<b>28%</b>
Cooling	<b>22%</b>

**Top Exterior Feature Upgrades in 2020**

Exterior paint	<b>27%</b>
Windows or skylights	<b>20%</b>
Gutters/drain pipes	<b>20%</b>

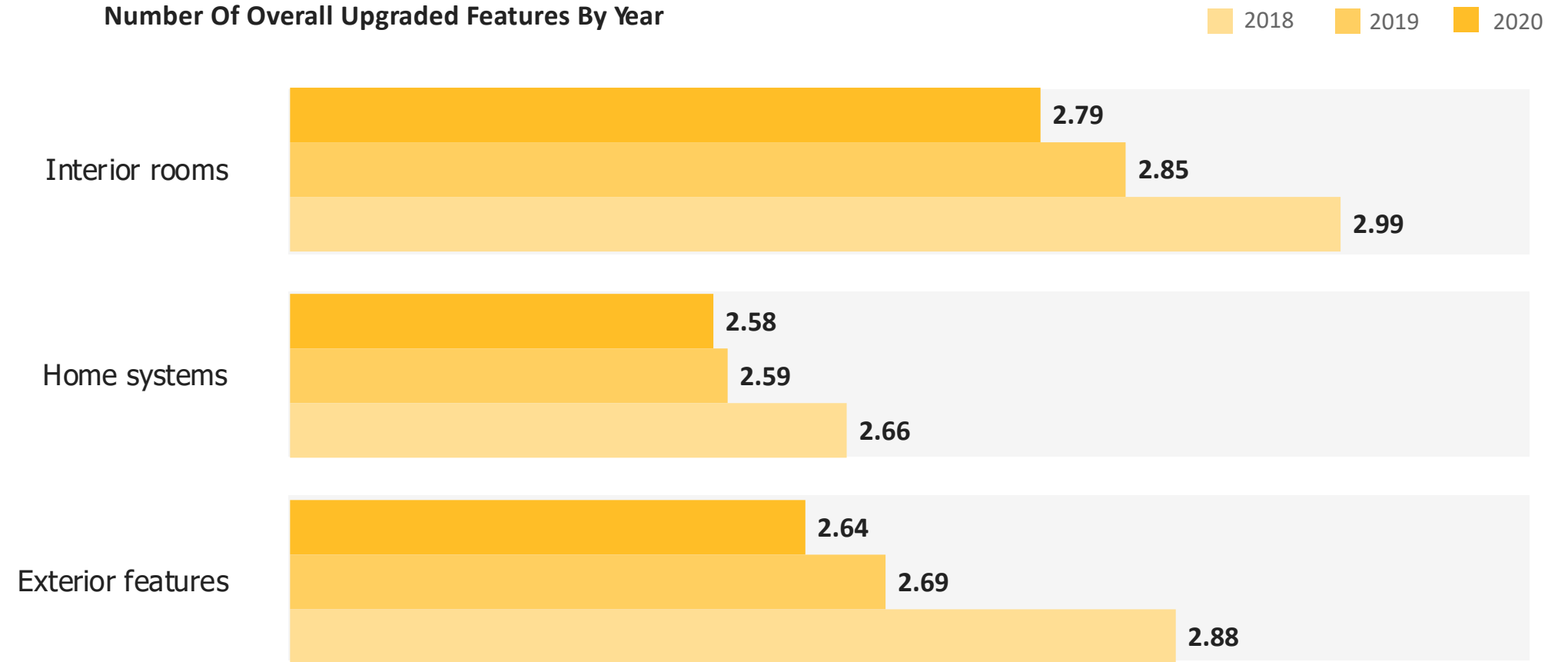
**Top Outdoor Feature Upgrade in 2020**

Beds & borders	<b>34%</b>
Planters or planter boxes	<b>25%</b>
Lawn	<b>20%</b>

# How Many Features We Upgrade

CHARTS AND TABLES SHOW THE AVERAGE NUMBER OF UPGRADES DURING HOME RENOVATIONS IN 2018, 2019 AND 2020, AND FREQUENCY OF THESE UPGRADES BY AGE, AS REPORTED HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES.

Number Of Overall Upgraded Features By Year



Renovating Homeowners By Age

	Interior rooms	Home systems	Exterior features
25-39	3.2	2.6	2.3
40-54	2.9	2.7	2.8
55-74	2.7	2.5	2.7

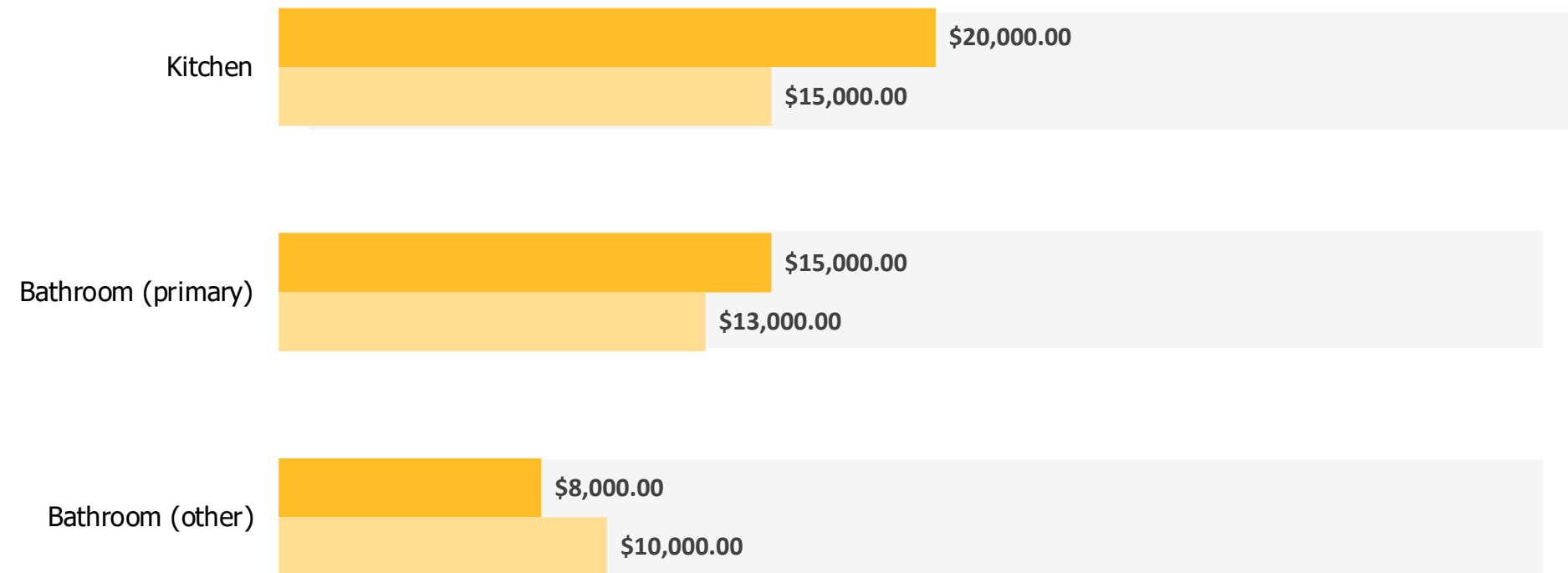


# How Much We Spend on Interior Renovations

CHARTS AND TABLES SHOW THE 2019 AND 2020 MEDIAN SPEND ON INTERIOR ROOM RENOVATIONS, AS WELL AS THE PERCENTAGE CHANGE BETWEEN 2019 AND 2020, AS REPORTED BY HOMEOWNERS WHO RENOVATED THESE INTERIOR SPACES IN THEIR PRIMARY HOMES.

Median Spend on Interior Room Renovations by Year (in AU\$)

2019 2020



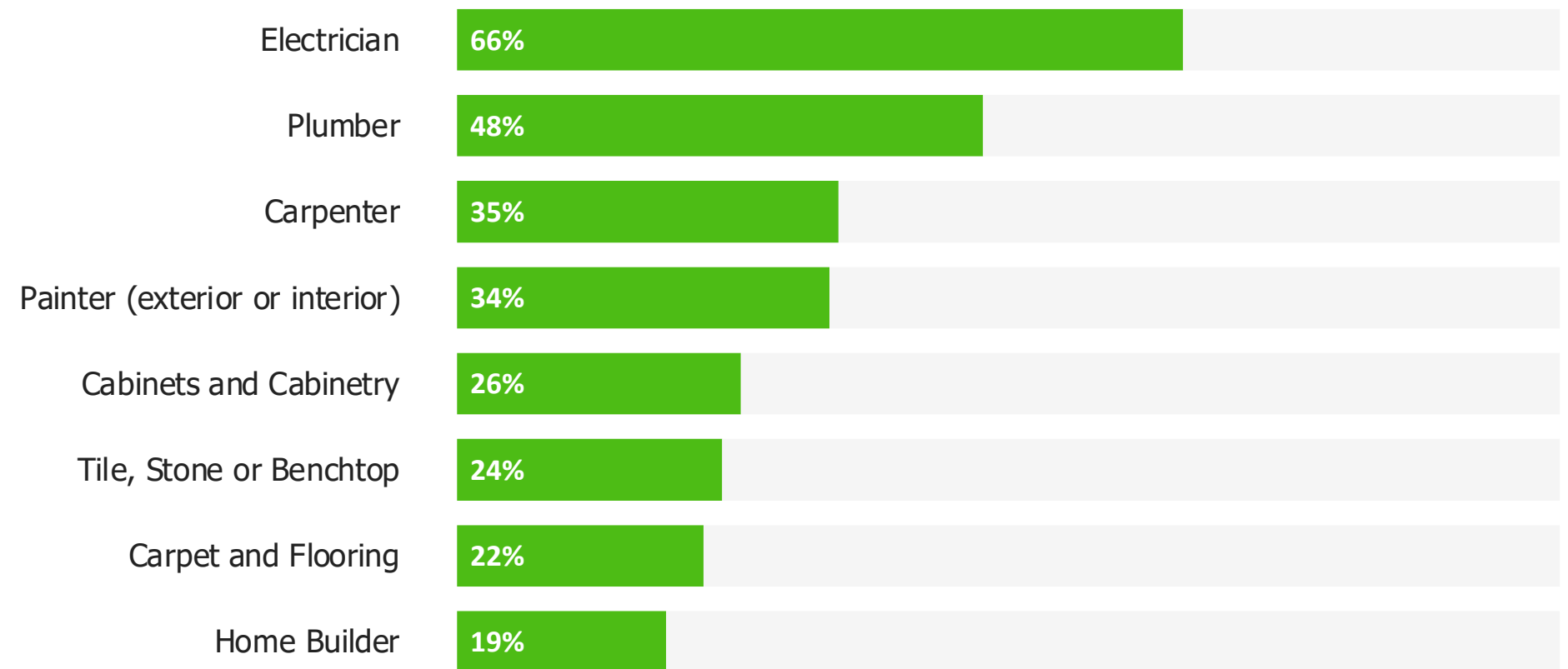
2020 Median Spend Change (%)

Kitchen	<b>33%</b>
Bathroom (primary)	<b>15%</b>
Bathroom (other)	<b>-20%</b>

# How We Plan Our Home Renovations

CHARTS AND TABLES SHOW THE FREQUENCY OF PROFESSIONAL HIRING IN 2018, 2019 AND 2020, OVERALL AND BY AGE, AS REPORTED BY HOMEOWNERS WHO RENOVATED THEIR PRIMARY HOMES.

## Specific Pro Hiring In 2020



## Overall Pro Hiring

2020	<b>91%</b>
2019	<b>89%</b>
2018	<b>89%</b>

## Overall Pro Hiring By Age

25-39	<b>100%</b>
40-54	<b>87%</b>
55-74	<b>93%</b>

# 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 April and June, 2021. The annual Houzz & Home study is the largest survey of residential renovating, building and decorating activity conducted. This survey covers every aspect of home renovation in 2020, from interior renovations and extensions to home systems, exterior upgrades and outdoor projects. This includes the historical and planned spends, professional involvement and motivations behind these projects, as well as activities planned for 2021.

## COMPLETES AND QUALIFICATIONS

The 160-question survey gathered information from Houzz users who identified themselves as 18 years old or older and homeowners. The final sample consists of 2,471 respondents in Australia. The current report relies on a subset of responses, i.e., Australian homeowners on Houzz (n=2,303) and Australian homeowners on Houzz who renovated their primary residence in 2020 (n=982).

## SAMPLING AND WEIGHTING

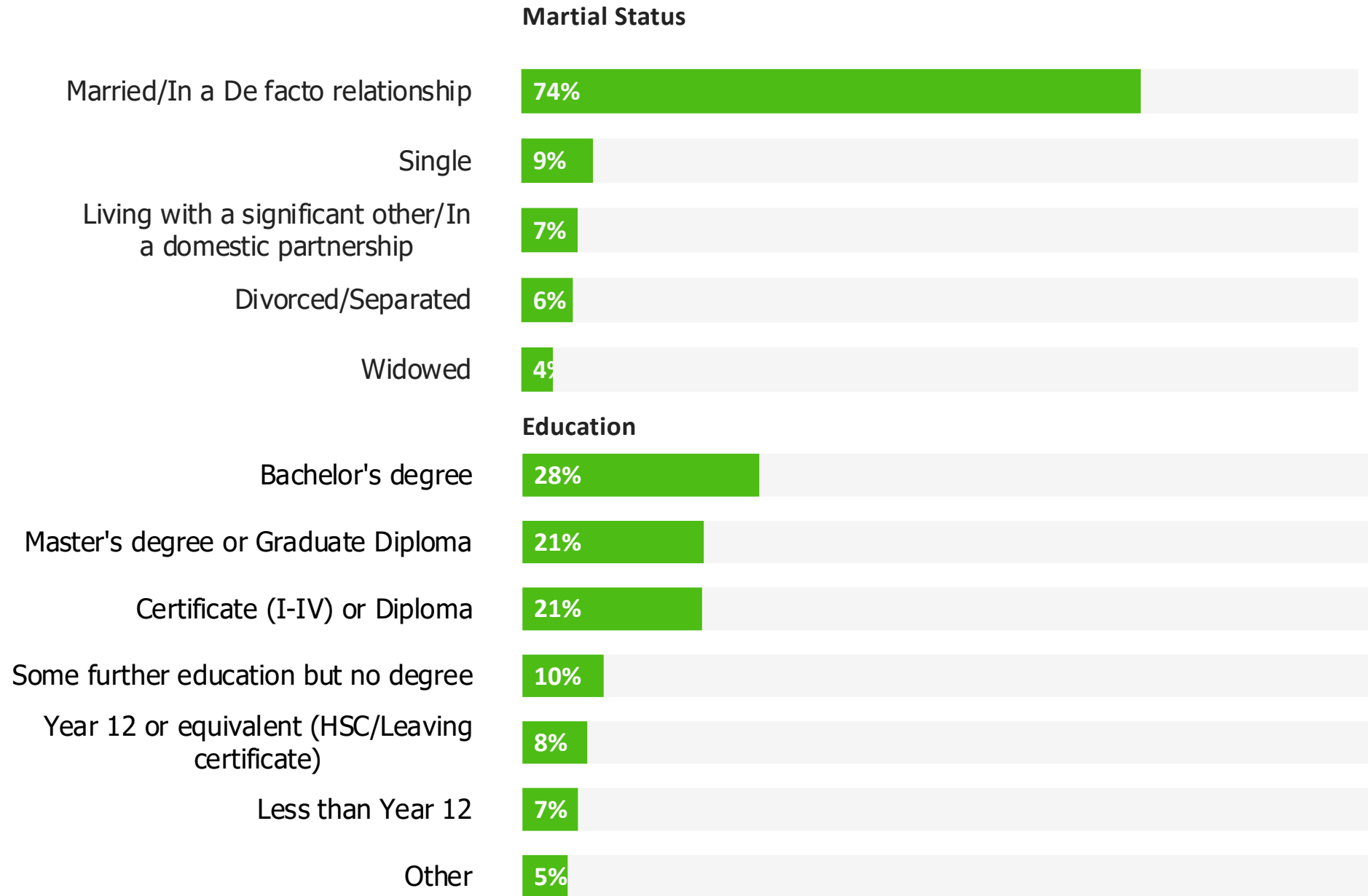
Data was gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data was reviewed to ensure representation of the Houzz user populations.

# Appendix

---



# A. 2020 Renovating Homeowner Demographics

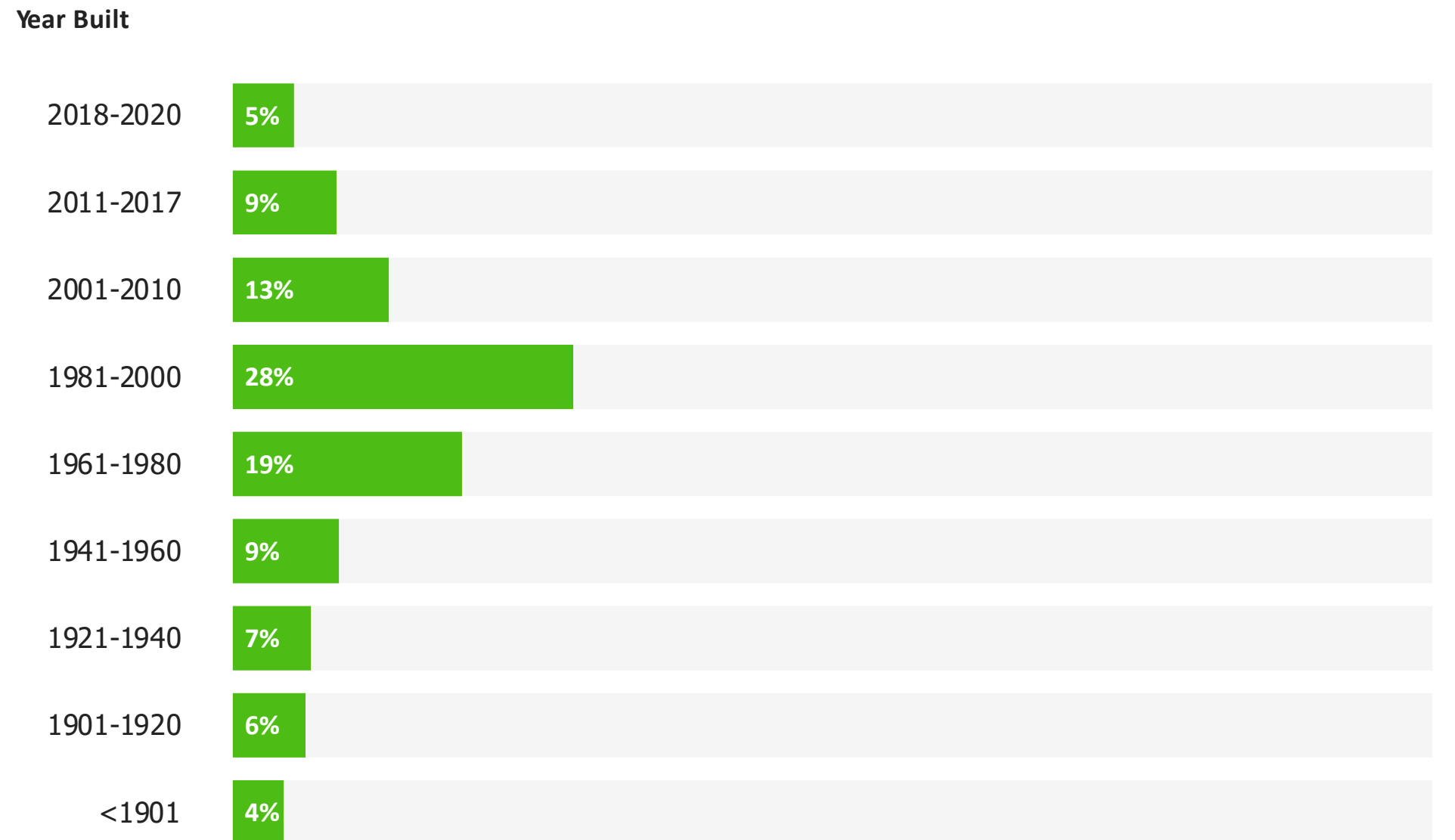


**Have child(ren) living with them** **39%**

**Annual Household Income**

Under AU\$100,000	<b>37%</b>
AU\$100,000 to AU\$149,999	<b>25%</b>
AU\$150,000 or higher	<b>37%</b>

## B. Characteristics of Homes Renovated in 2020



### Home Type

Detached - single family	<b>82%</b>
Townhouse or terrace	<b>5%</b>
High rise apartment (4+ floors)	<b>3%</b>
Other	<b>10%</b>

### Owner-reported Home Value

Under AU\$500,000	<b>18%</b>
AU\$500,000 to AU\$999,999	<b>41%</b>
AU\$1,000,000 or higher	<b>41%</b>