

2022

Houzz & Home

New Zealand

**Overview of Home Renovation
in 2021 and 2022**



Big Ideas



HOME RENOVATION ACTIVITY AND SPEND HITS THREE-YEAR HIGH

Nearly half of homeowners renovated their homes in 2021 (48 percent), up from 41 percent in 2020. Following the 13 percent growth in median spend last year, homeowners report an additional 31 percent jump in median renovation spend at \$23,500. Homeowners with higher budget projects (the top 10 percent of spend) invested up to \$140,000 in 2021.

PLANNED RENOVATION SPEND INCREASES YEAR-OVER-YEAR

Home renovation activity continues into 2022, with nearly half of homeowners planning to renovate (46 percent) and nearly two-fifths planning to decorate (38 percent) this year.

Homeowners report a planned median renovation spend at \$17,500 for 2022. Interestingly for the first time since 2019, homeowners with higher-budget renovations (the top 10 percent of spend) planned spend has increased to \$89,000 for 2022 versus \$73,500, a 21 percent jump.

DEMAND FOR HOME PROFESSIONALS

More than four in five homeowners sought help from professionals for their renovations in 2021 (83 percent). Homeowners relied most heavily on the expertise of specialty service providers such as electricians (53 percent) and plumbers (45 percent) for their projects. That said, builders (30 percent) were the most hired professionals in construction and design-related services. Interestingly, tile and stone professionals saw a significant 12 percent jump in 2021 compared with 2020 (25 percent and 13 percent, respectively).

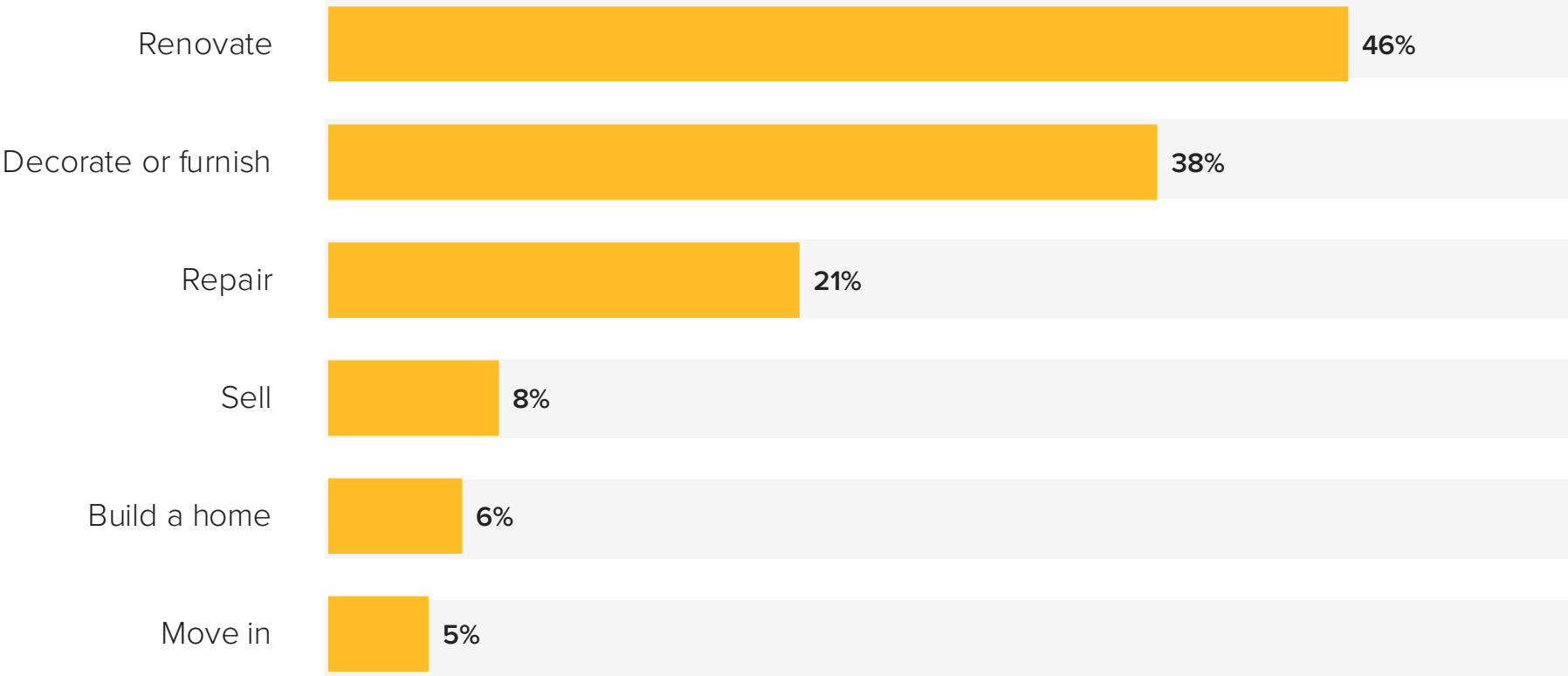
SWITCHING UP INTERIORS

Investments in interior rooms remained the priority for seven in ten renovating homeowners in 2021 (71 percent). Kitchens are both the most popular interior room to be upgraded and the room that commanded the highest spend at \$30,000. Kitchens saw an increase in spend of 50 percent compared with 2020 (\$20,000). Interior rooms that saw the most dramatic increase in popularity from the previous year included primary bathrooms (23 percent), living/family room (22 percent) and dining rooms (19 percent).

What We Are Planning for 2022

Chart and tables show the frequency of planned activities and planned spend in 2022, related to the primary home, as reported by homeowners on Houzz New Zealand.

Planned Activities in The Home by Year



Annual Planned Renovation Spend (NZ\$)

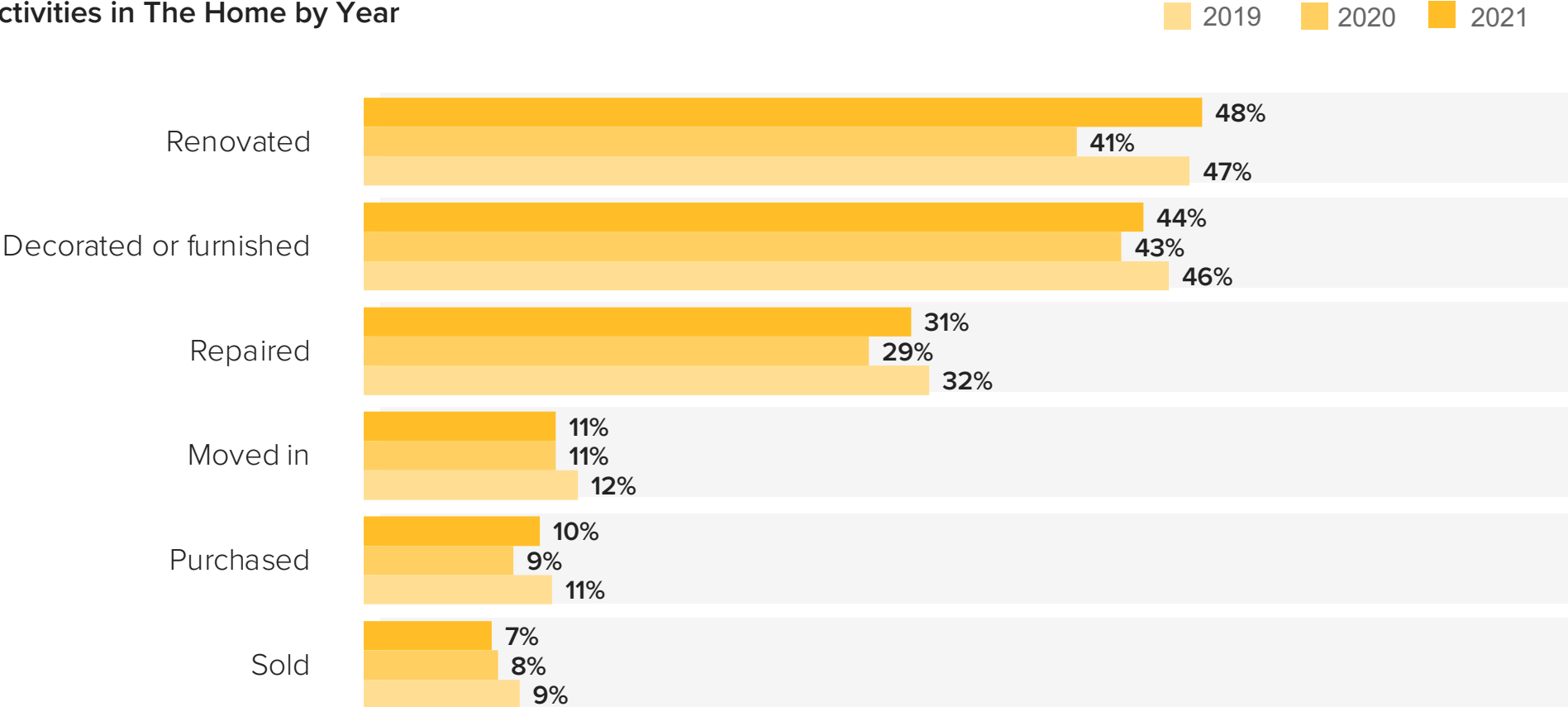
Annual Planned Renovation Spend (NZ\$)	
	2022
MEDIAN	17,500
90TH PERCENTILE*	89,000

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

What We Are Doing in Our Homes

Charts and tables show the frequency of activities related to the primary home in 2019, 2020 and 2021, as well as the median renovation spend per renovating homeowner in 2019, 2020 and 2021, as reported by homeowners on Houzz New Zealand.

Activities in The Home by Year



Annual Renovation Spend (NZ\$)

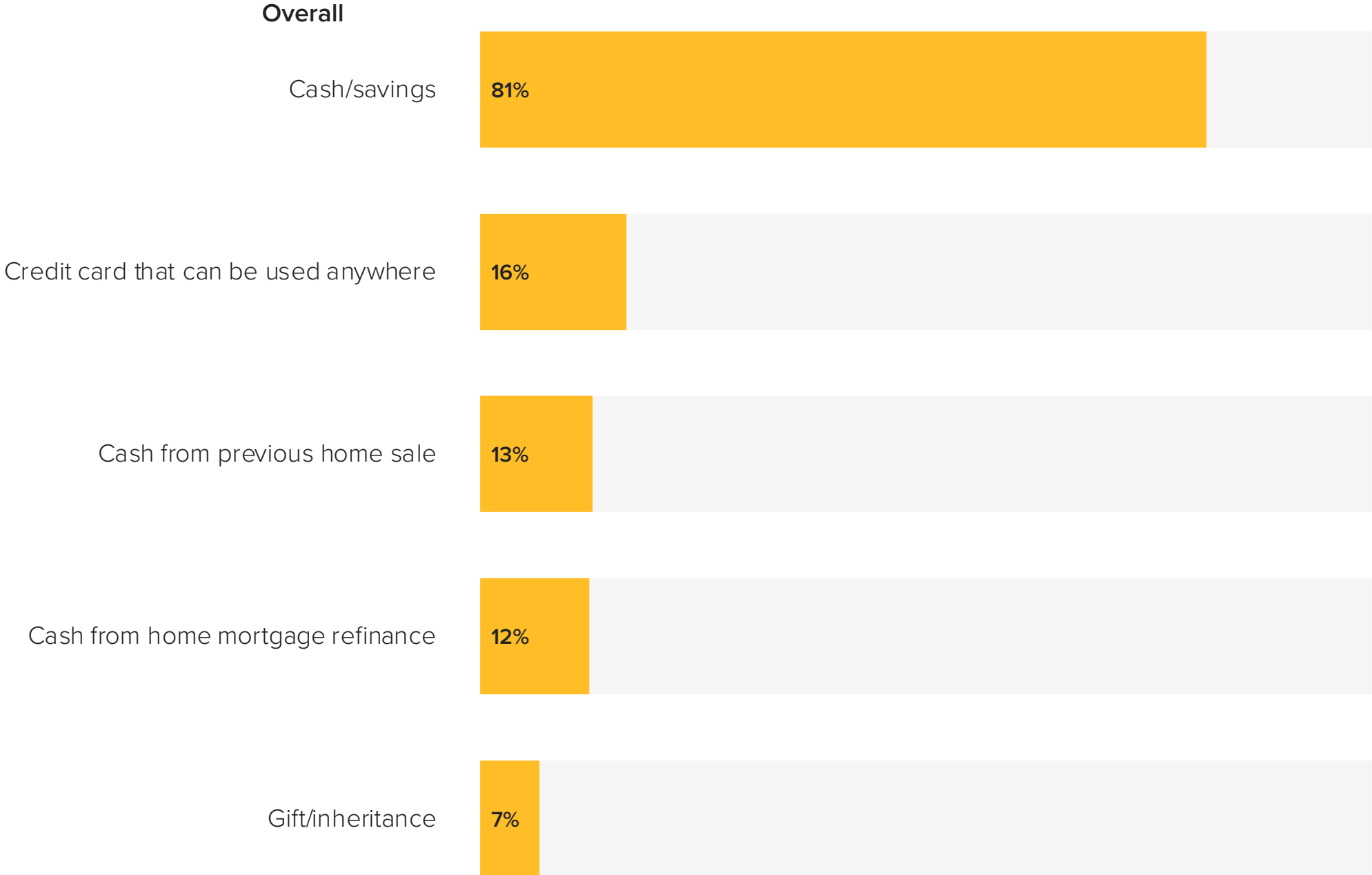
	2019	2020	2021
MEDIAN	16,000	18,000	23,500
90TH PERCENTILE*	160,000	150,000	140,000

*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, as reported by homeowners who renovated their primary homes in 2021.

Top Five Renovation Funding Sources in 2021

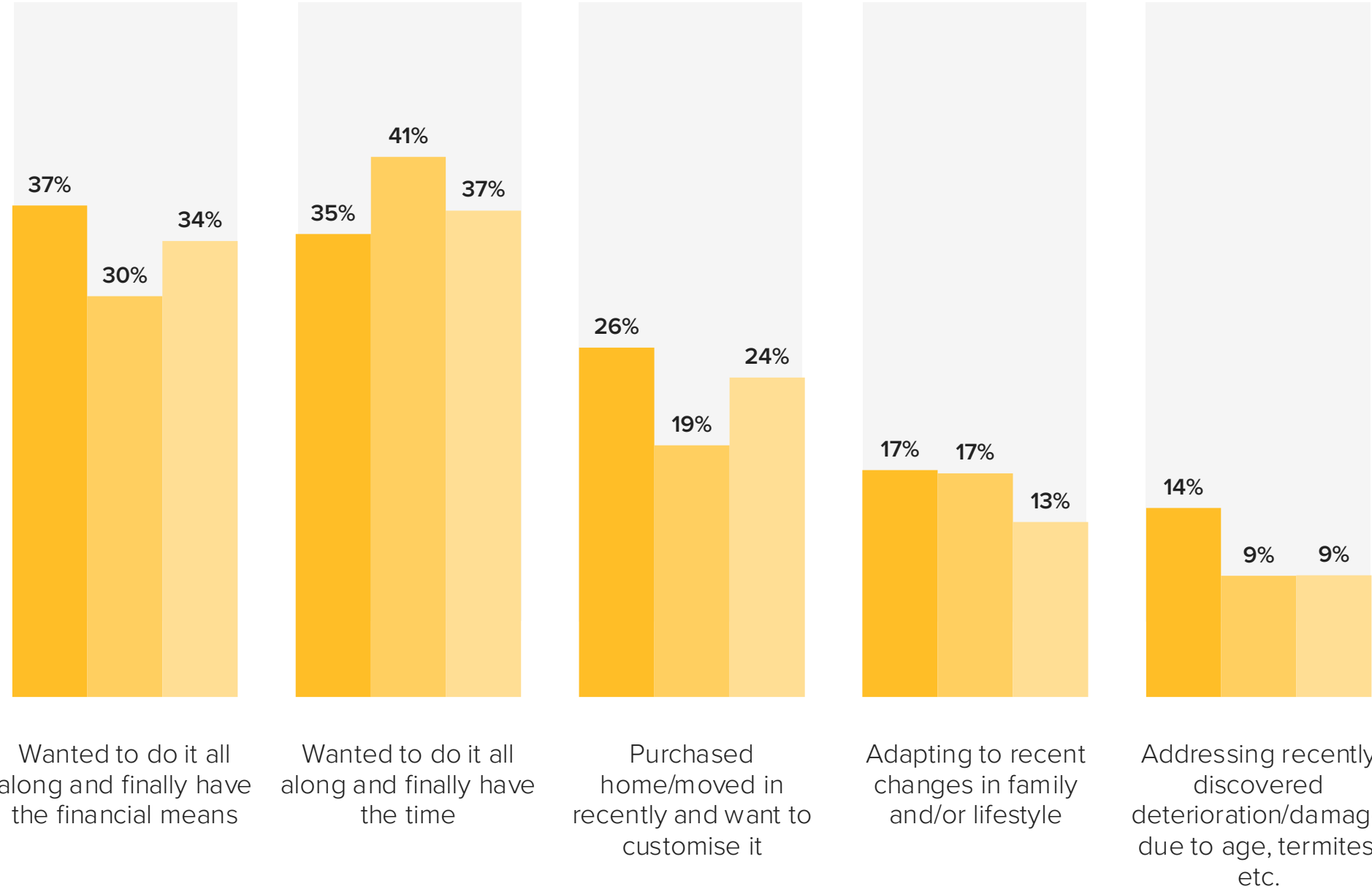


Why We Are Renovating Now

Chart and tables show the frequency of top five reasons for starting renovations, as reported by homeowners who renovated their primary homes in 2019, 2020 and 2021.

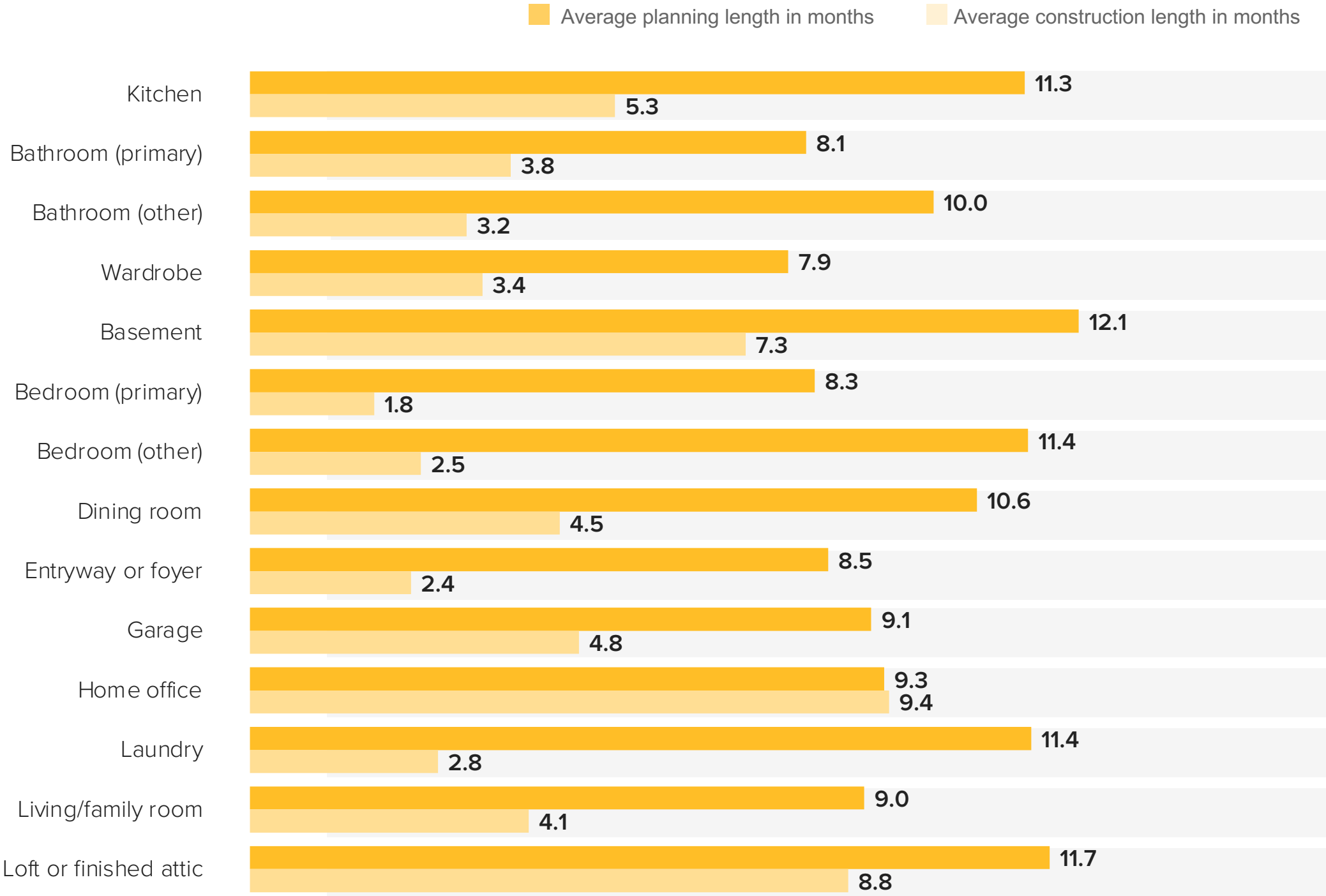
Top Five Reasons for Starting Renovations by Year

2019 2020 2021



How Long Does a Renovation Project Take Us

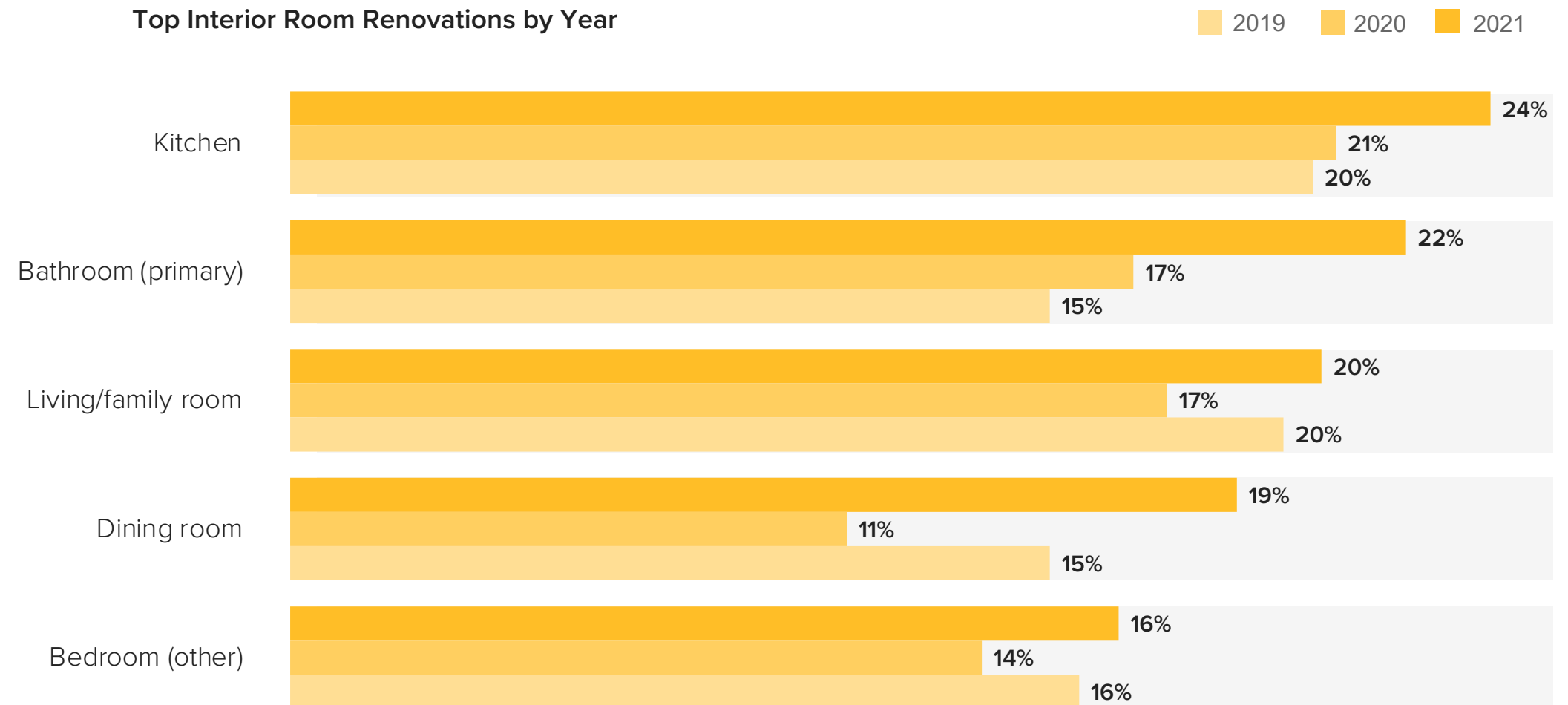
Chart below shows the frequency of project planning and construction lengths in months as reported by homeowners who renovated their primary homes in 2021.



Where We Focus Our Efforts

Charts and tables show the frequency of most popular interior room renovations in 2019, 2020 and 2021, as well as 2021 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 2021

Plumbing	29%
Electrical	27%
Heating	20%

Top Exterior Feature Upgrades in 2021

Exterior paint	26%
Windows or skylights	23%
Insulation	21%

Top Outdoor Feature Upgrade in 2021

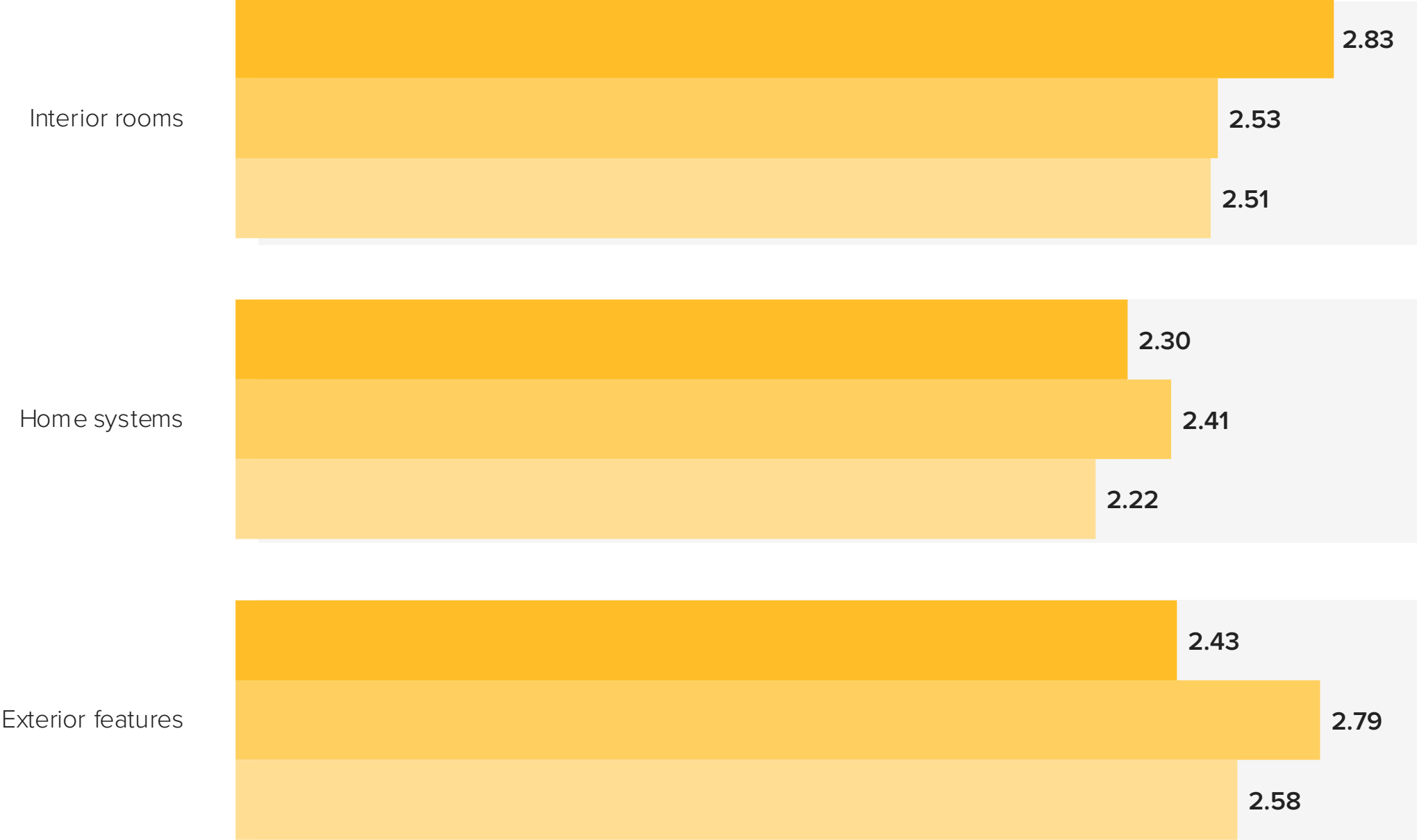
Beds & borders	29%
Planters or planter boxes	25%
Fence	23%

How Many Features We Upgrade

Charts and tables show the average number of upgrades during home renovations in 2019, 2020 and 2021, as reported homeowners who renovated their primary homes.

Number Of Overall Upgraded Features By Year

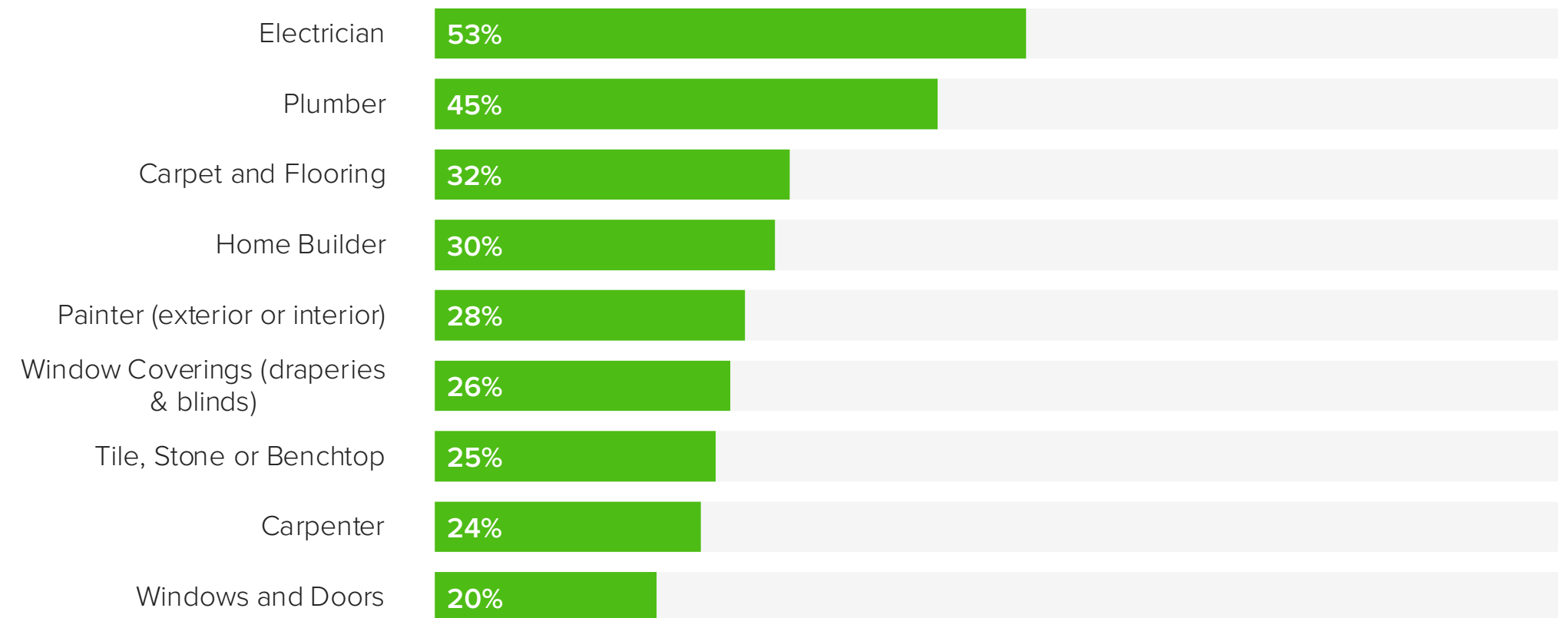
2019 2020 2021



How We Plan Our Home Renovations

Charts and tables show the frequency of professional hiring in 2019, 2020 and 2021, as reported by homeowners who renovated their primary homes.

Specific Pro Hiring In 2021



Overall Pro Hiring

2021	83%
2020	87%
2019	87%

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 March and April 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 693 respondents in New Zealand. The current report relies on a subset of responses, i.e., New Zealand homeowners on Houzz (n=658) and New Zealand homeowners on Houzz who renovated their primary residence in 2021 (n=299).

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. 2021 Renovating Homeowner Demographics

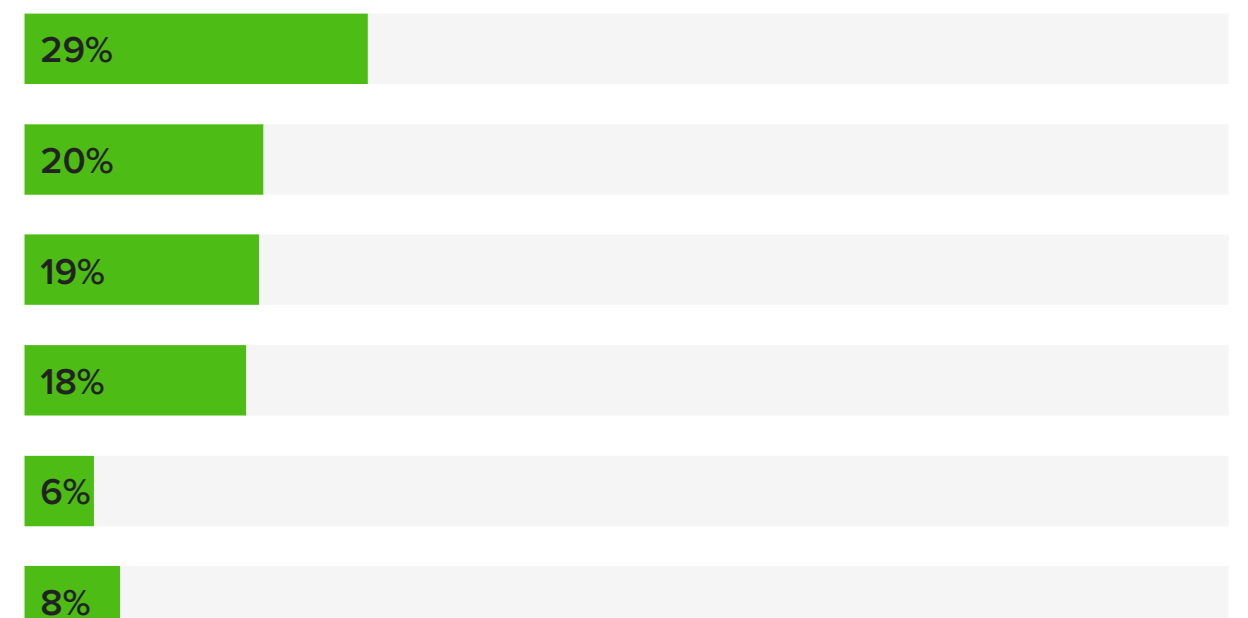
Martial Status

Married/In a De facto relationship
 Living with a significant other/In a domestic partnership
 Single
 Divorced/Separated
 Widowed



Education

Bachelor's degree
 Master's degree or Graduate Diploma
 Some further education but no degree
 Certificate (I-IV) or Diploma
 Year 12 or equivalent (HSC/Leaving certificate)
 Other



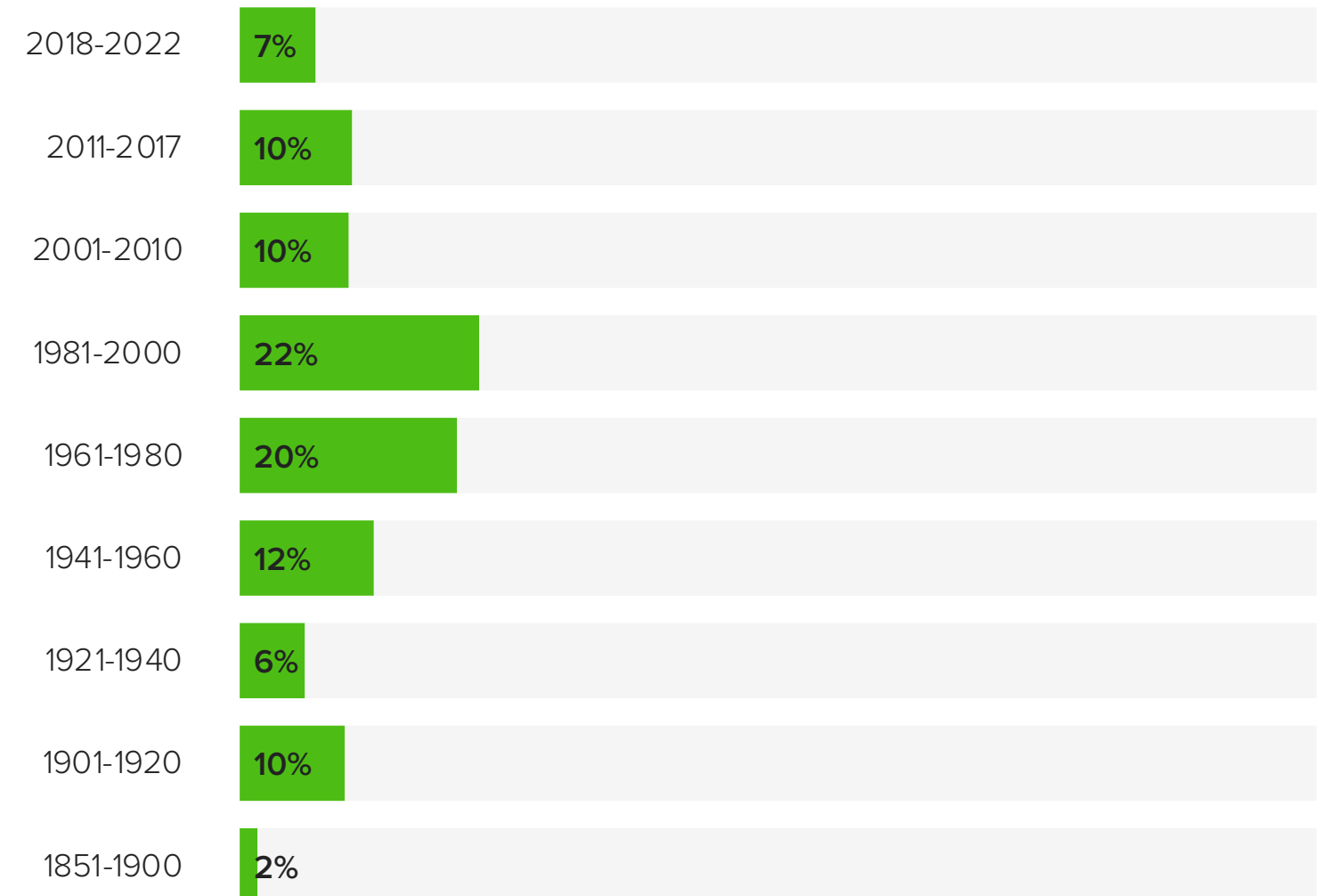
Have child(ren) living with them **34%**

Annual Household Income

Under \$75,000 **29%**
 \$75,000 to \$124,999 **28%**
 \$125,000 or higher **43%**

B. Characteristics of Homes Renovated in 2021

Year Built



Home Type

Detached - single family	87%
Duplex, triplex, quadruplex	3%
Townhouse or terrace	3%
Other	7%

Owner-reported Home Value

Under NZ\$500,000	8%
NZ\$500,000 to \$749,999	6%
NZ\$750,000 or higher	86%