

# 2023 Houzz & Home Ireland

Overview of Home Renovation  
in 2022 and 2023



# Big Ideas



## UNDERTAKING ENERGY-EFFICIENT UPGRADES

The share of homeowners citing improving energy efficiency as highly important when completing home improvements has risen sharply since 2020 (60%, compared with 49% in 2020). Upgrades to insulation, windows or skylights, and exterior doors have also increased steadily since 2020 (37%, 33% and 28%, compared with 21%, 23% and 20%, respectively). One in 10 renovating homeowners purchased solar power systems (10%), increasing 5 percentage points since 2020 (5%).

## KITCHENS AND BATHROOMS REMAIN A HIGH PRIORITY

Interior spaces are the most popular areas to renovate (76%), followed by improvements to outdoor areas and adding extensions (44% and 21%, respectively), and kitchen and bathroom projects remain a priority during renovations (41% and 37%, respectively).

## AGEING HOMES CALL FOR SYSTEMS UPGRADES

With more than two-fifths of the surveyed homeowners living in homes built in 1980 or earlier (45%), homeowners are focusing on home system improvements. More than a third of renovating homeowners upgraded heating systems in 2022, closely followed by plumbing and electrical (41%, 38% and 28%, respectively).

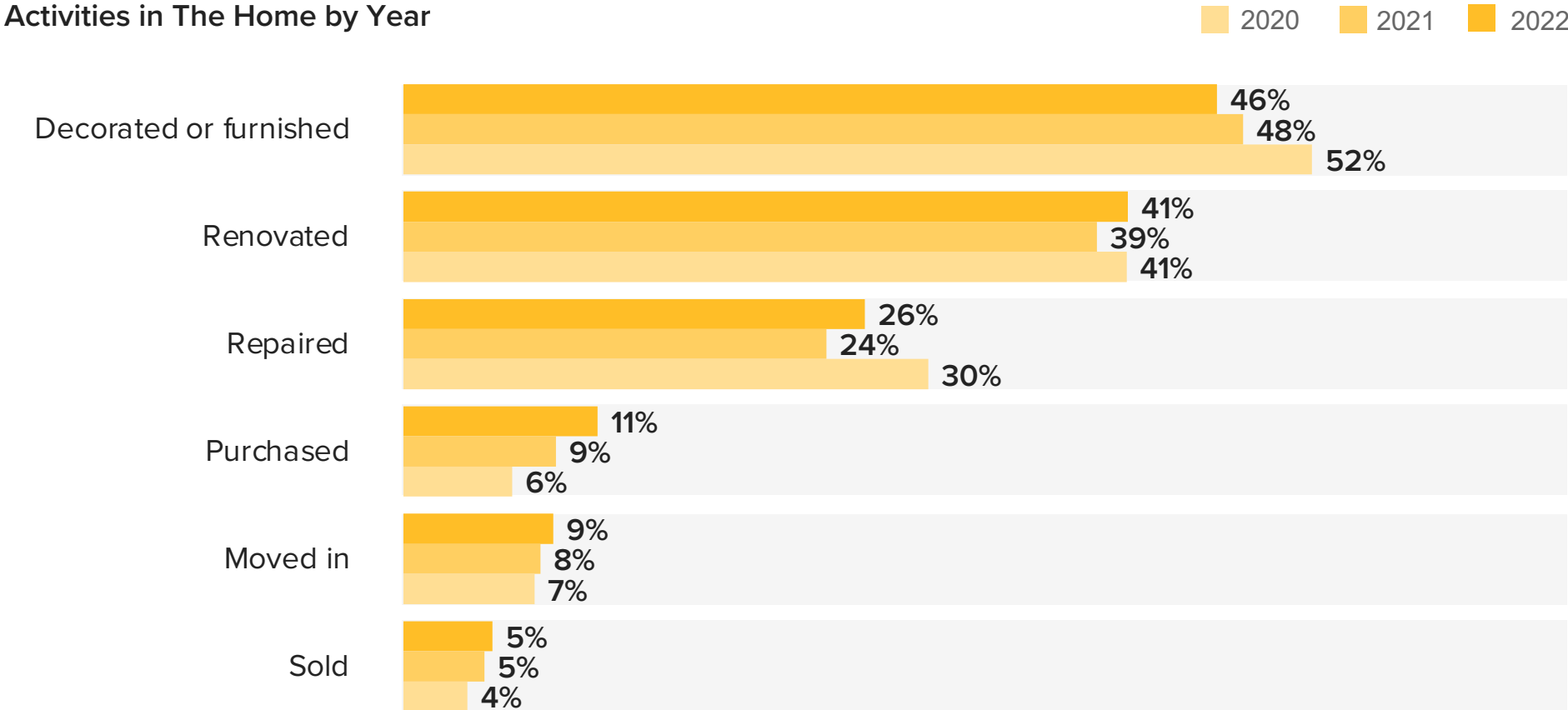
## PROFESSIONAL DEMAND CONTINUES

Demand among renovating homeowners for professionals continues to grow (96%, compared with 91% in 2020). Among professionals hired, plumbers, electricians, carpenters, and painters were the most common (67%, 63%, 49% and 39%, respectively). Kitchen designers and fitters saw the biggest increase in demand, rising 19 percentage points year on year (33%, compared to 14% in 2021).

# What We Are Doing in Our Homes

Charts and tables show the frequency of activities related to the primary home in 2020, 2021 and 2022, as well as the median renovation spend per renovating homeowner in 2020, 2021 and 2022, as reported by homeowners on Houzz Ireland.

Activities in The Home by Year



Annual Renovation Spend (€)

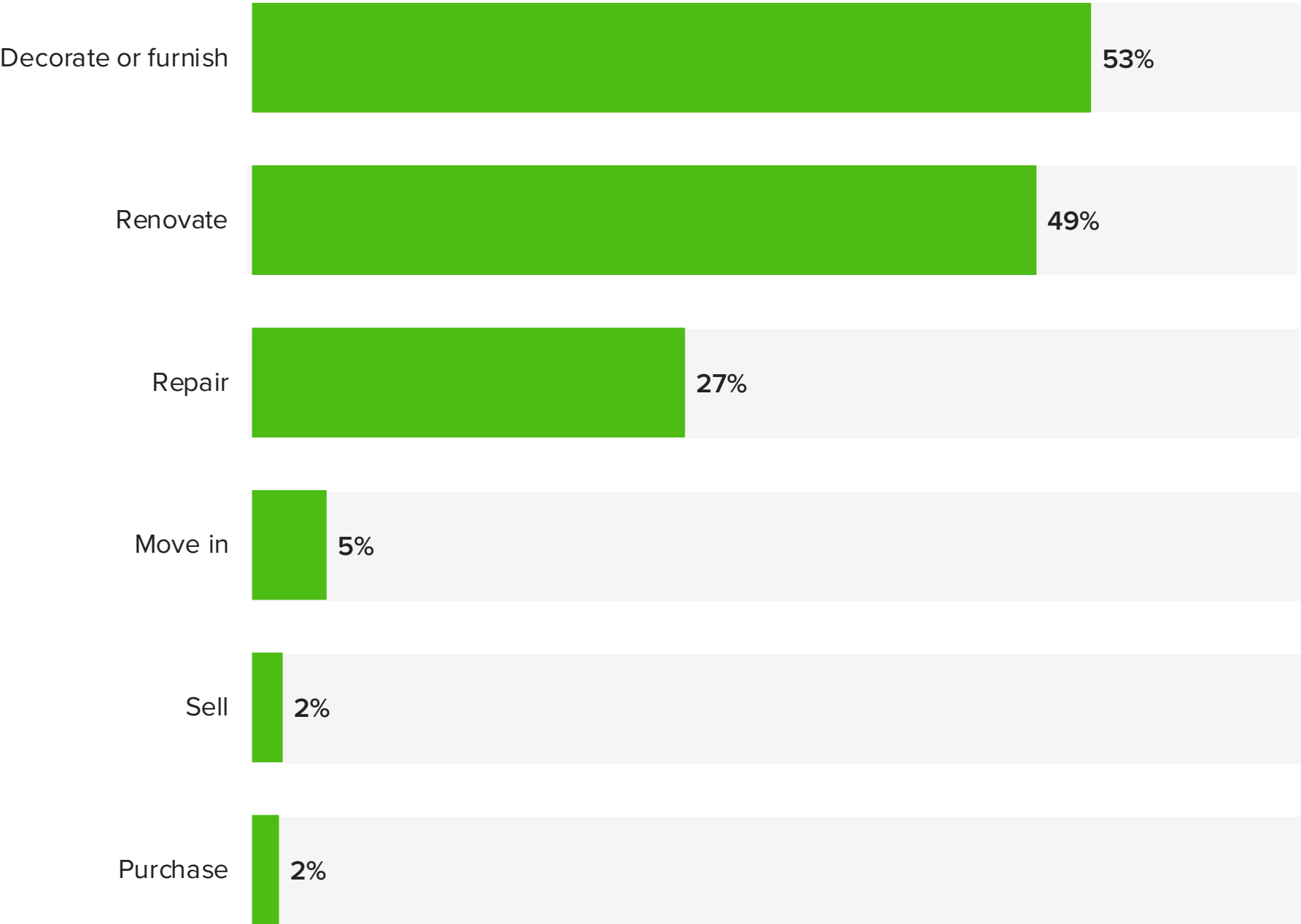
	2020	2021	2022
MEDIAN	12,000	20,000	20,005
90TH PERCENTILE*	57,750	120,000	100,000

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

# What We Are Planning for 2023

Chart shows the frequency of planned activities in 2023, related to the primary home, as reported by homeowners on Houzz Ireland.

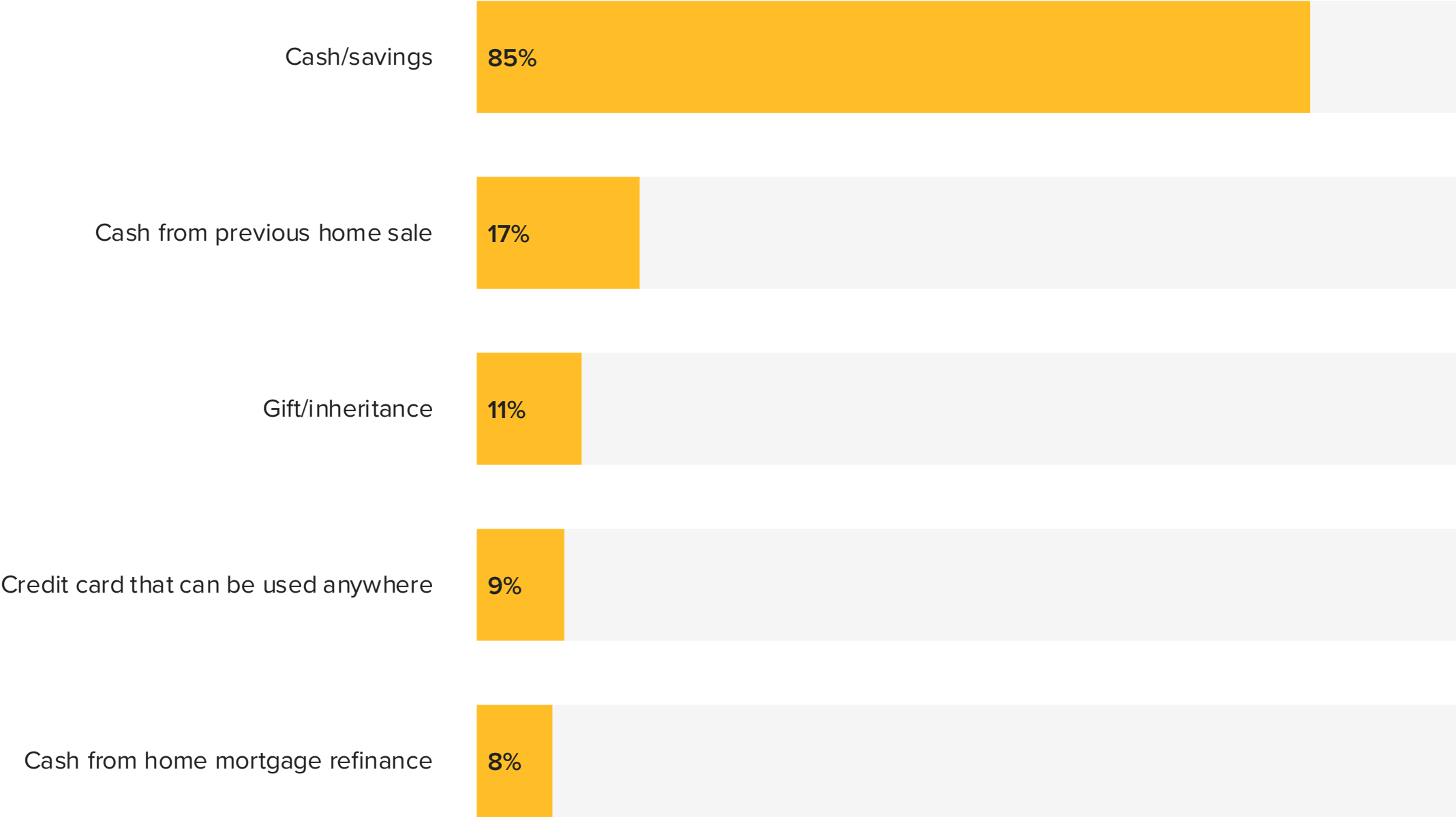
Planned Activities in The Home in 2023



# 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 2022.

Top Five Renovation Funding Sources in 2022

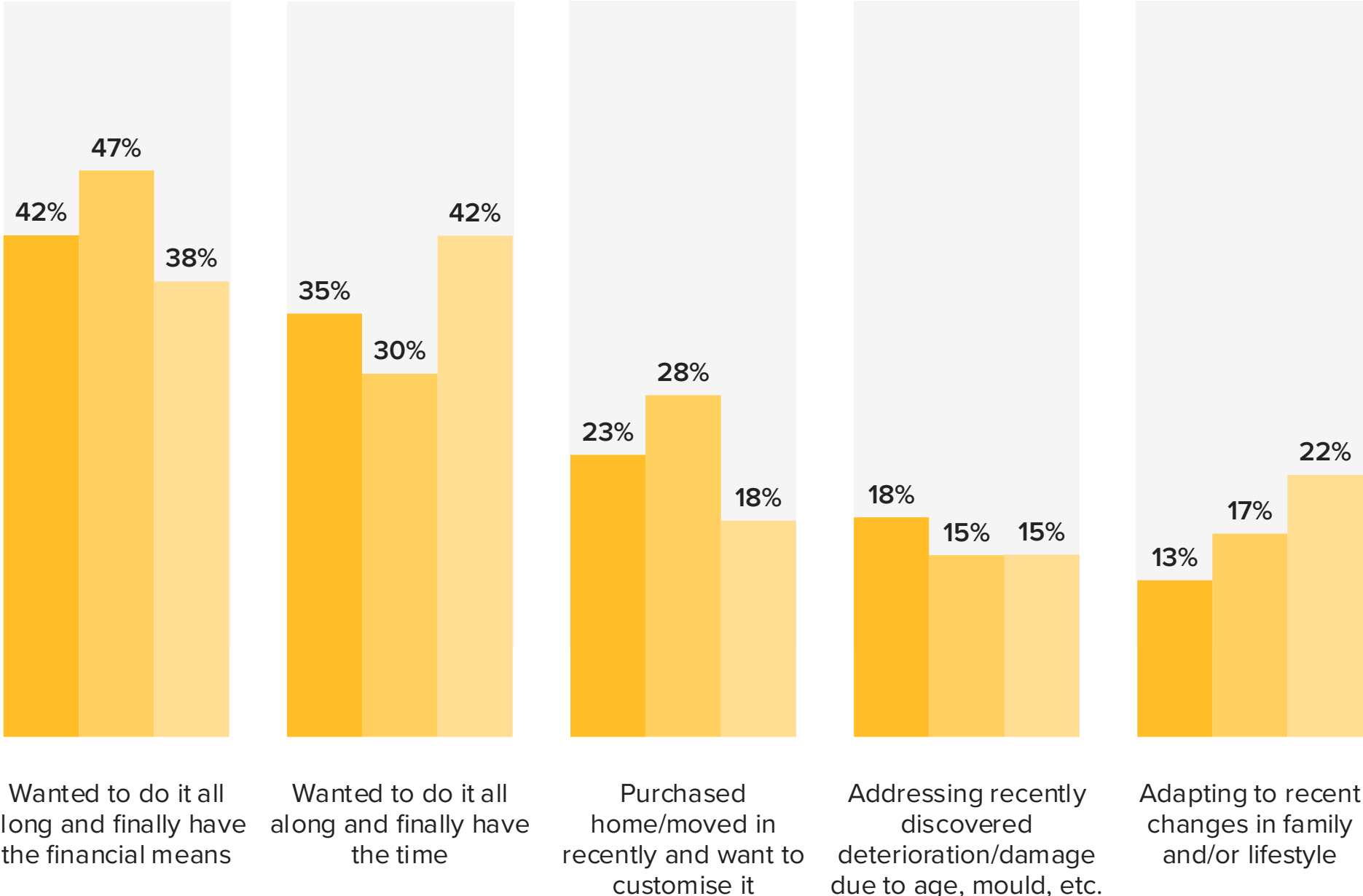


# Why We Are Renovating Now

Chart and tables show the frequency of top five reasons for starting renovations, as reported by homeowners who renovated their primary homes in 2020, 2021 and 2022.

Top Five Reasons for Starting Renovations by Year

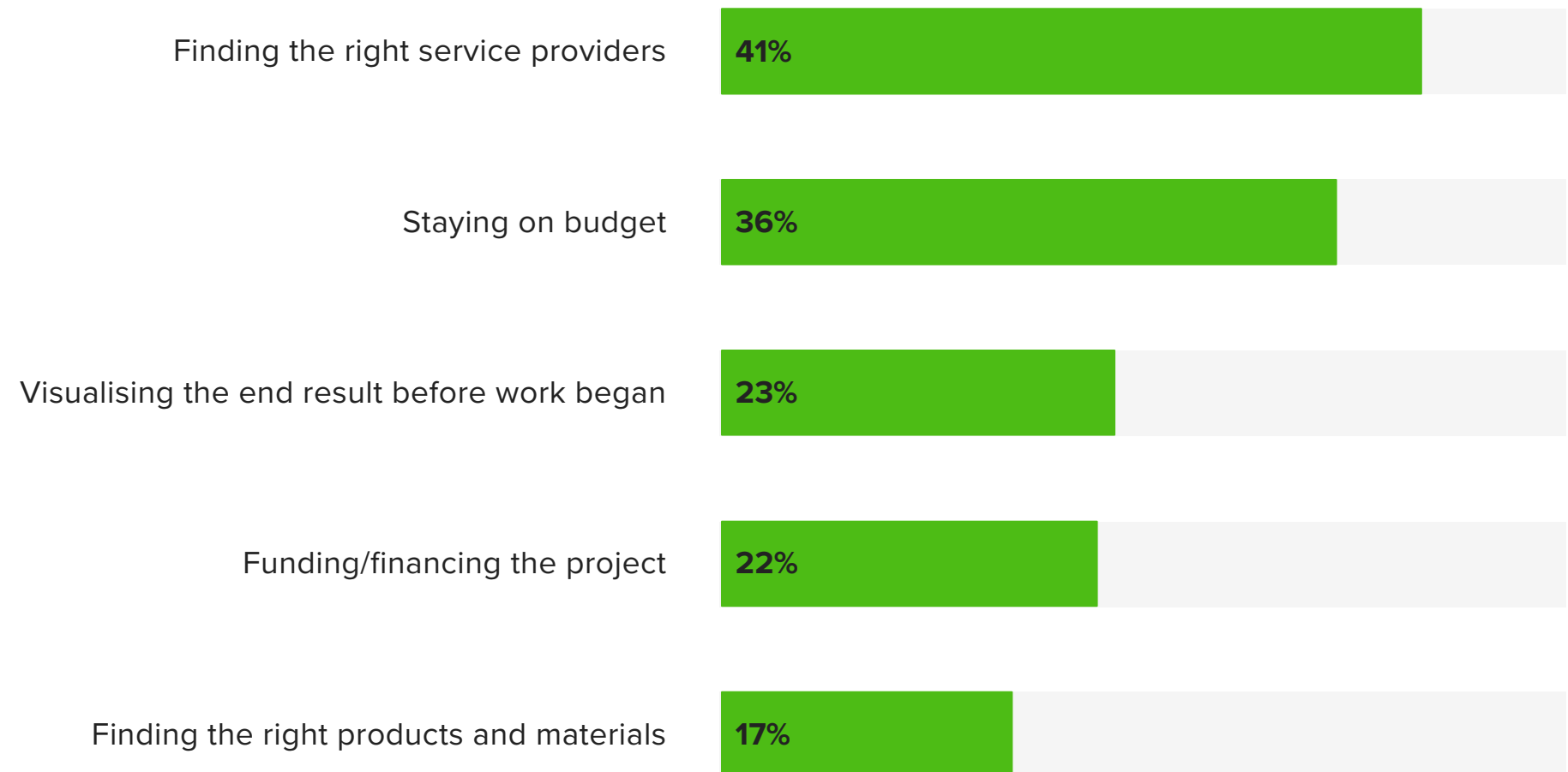
2020 2021 2022



# What Renovation Challenges We Face

Chart and tables show the frequency of challenges during home renovations, as reported by homeowners who renovated their primary homes in 2022\*.

## Top 5 Challenges that come up during renovation



## No Challenges

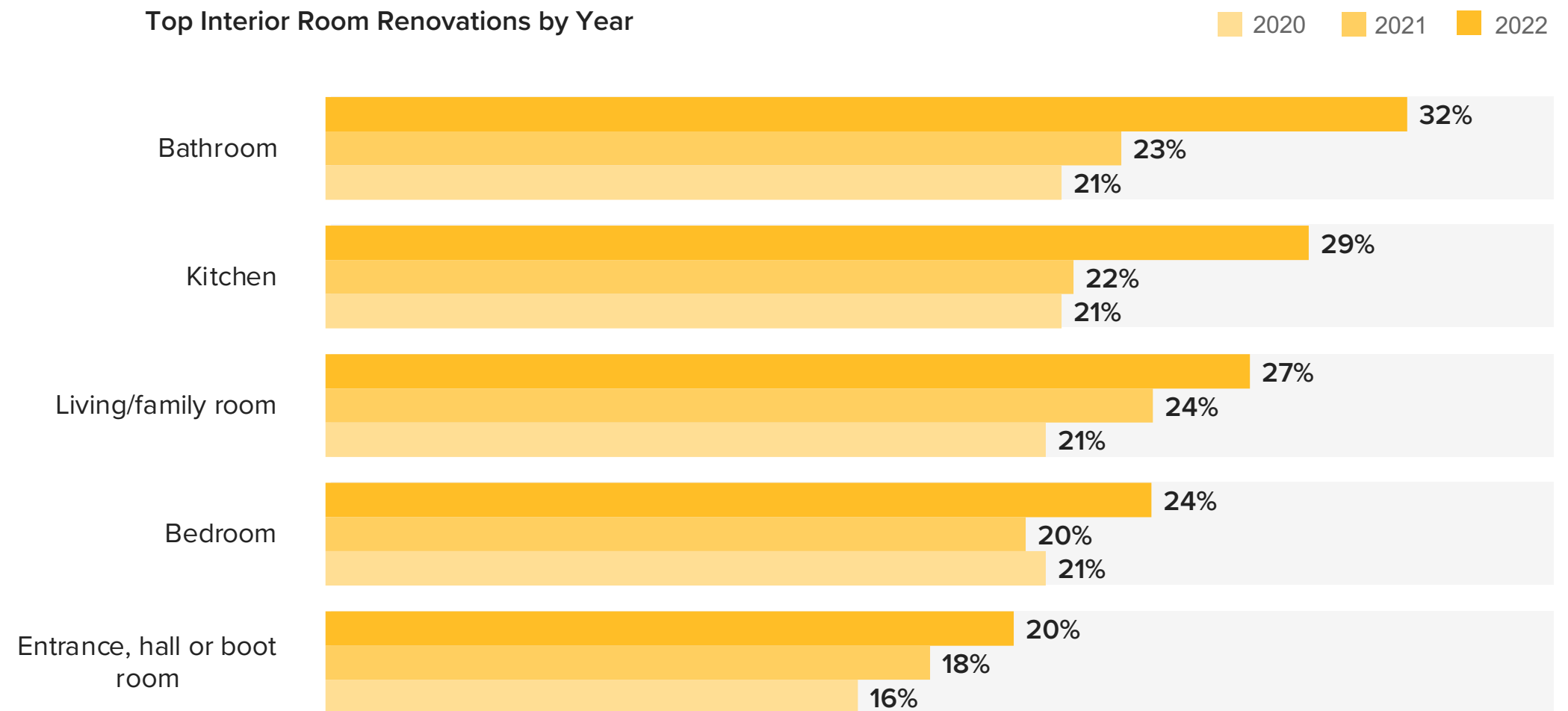
2022	11%
2020	10%

\*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 2020, 2021 and 2022, as well as 2022 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 2022

Heating	<b>41%</b>
Plumbing	<b>38%</b>
Electrical	<b>28%</b>

Top Exterior Feature Upgrades in 2022

Insulation	<b>37%</b>
Windows or skylights	<b>33%</b>
Exterior doors	<b>28%</b>

Top Outdoor Feature Upgrade in 2022

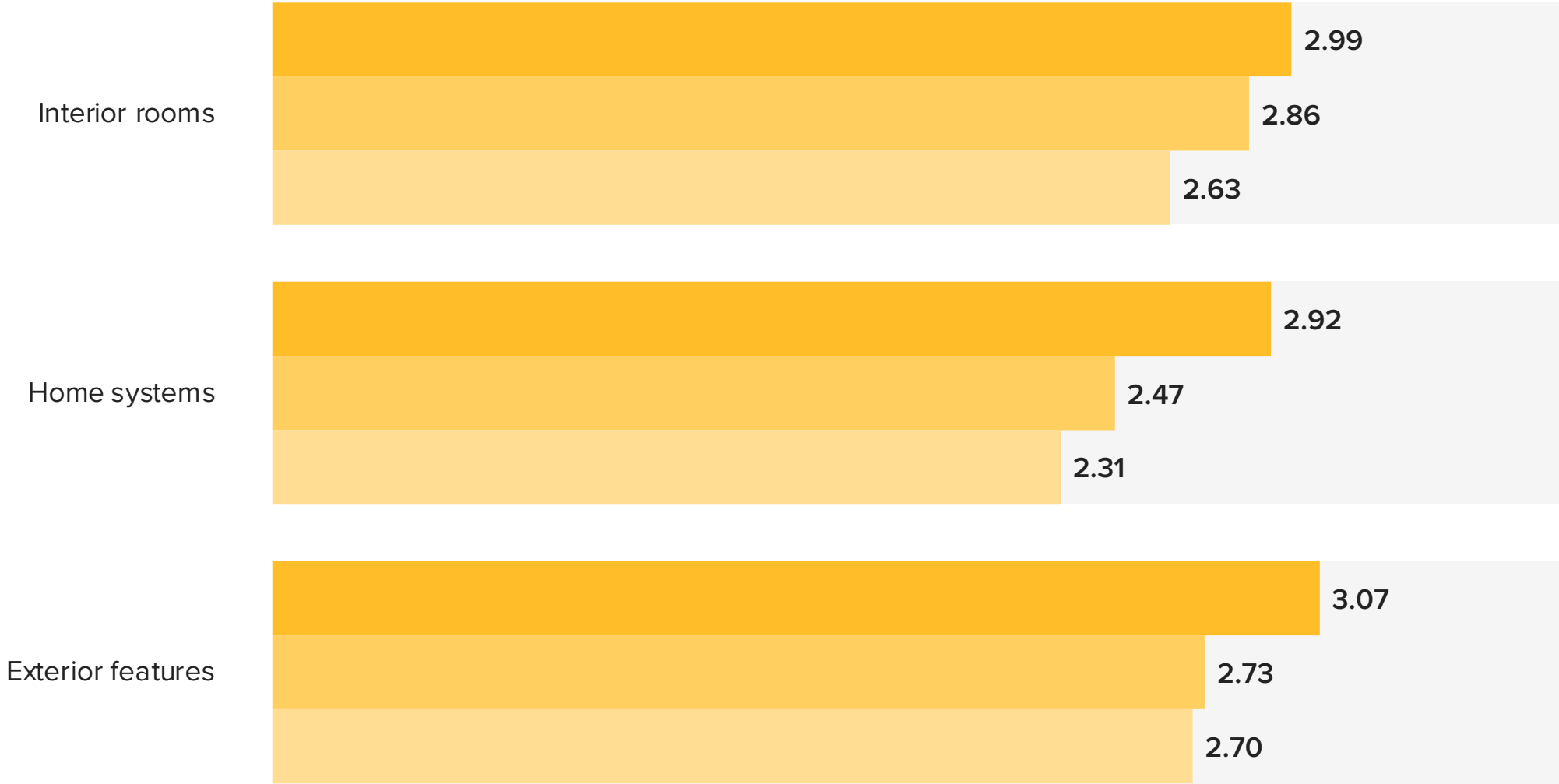
Patio or terrace	<b>26%</b>
Planters or planter boxes	<b>20%</b>
Driveway	<b>19%</b>

# How Many Features We Upgrade

Charts and tables show the average number of upgrades during home renovations in 2020, 2021 and 2022, as reported homeowners who renovated their primary homes.

Number Of Overall Upgraded Features By Year

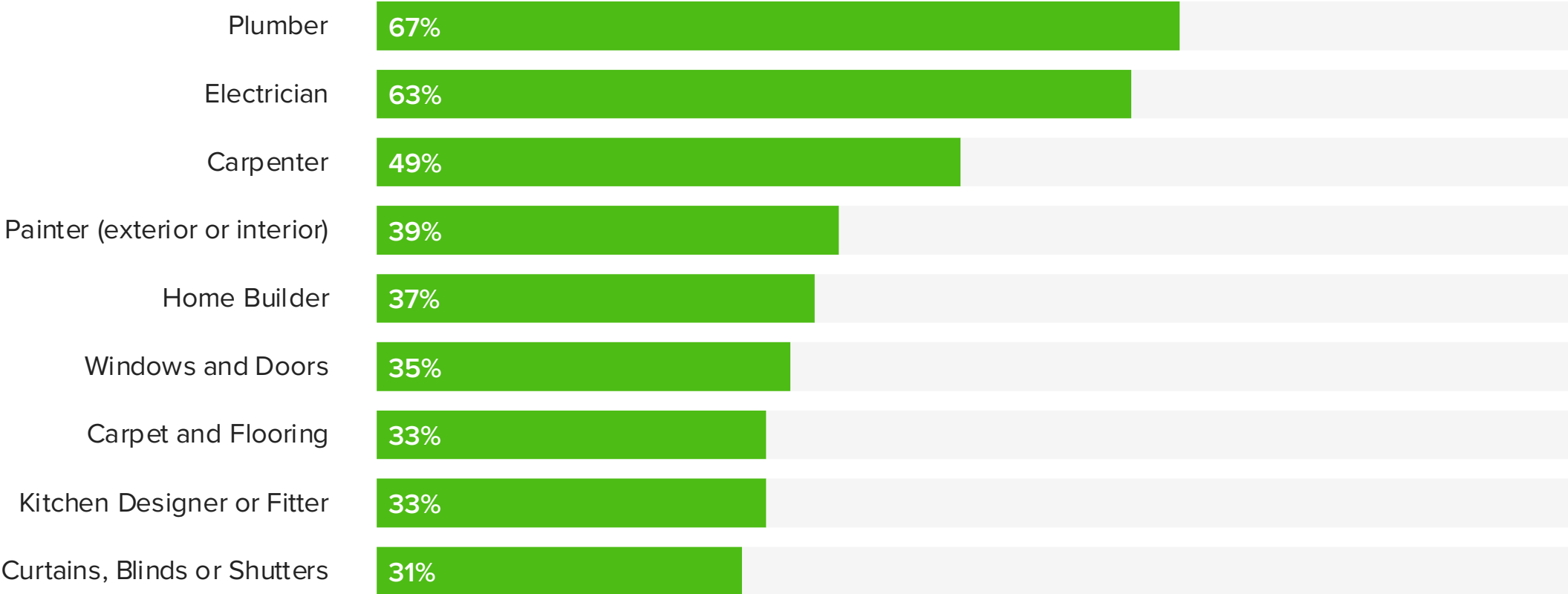
2020 2021 2022



# How We Plan Our Home Renovations

Charts and tables show the frequency of professional hiring in 2020, 2021 and 2022, as reported by homeowners who renovated their primary homes.

## Specific Pro Hiring In 2022



## Overall Pro Hiring

2022	<b>96%</b>
2021	<b>92%</b>
2020	<b>91%</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 December 2022 and March 2023. 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 2022, 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 2023.

## 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 452 respondents in Ireland. The current report relies on a subset of responses, i.e., Ireland homeowners on Houzz (n=434) and Ireland homeowners on Houzz who renovated their primary residence in 2022 (n=177).

## 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.

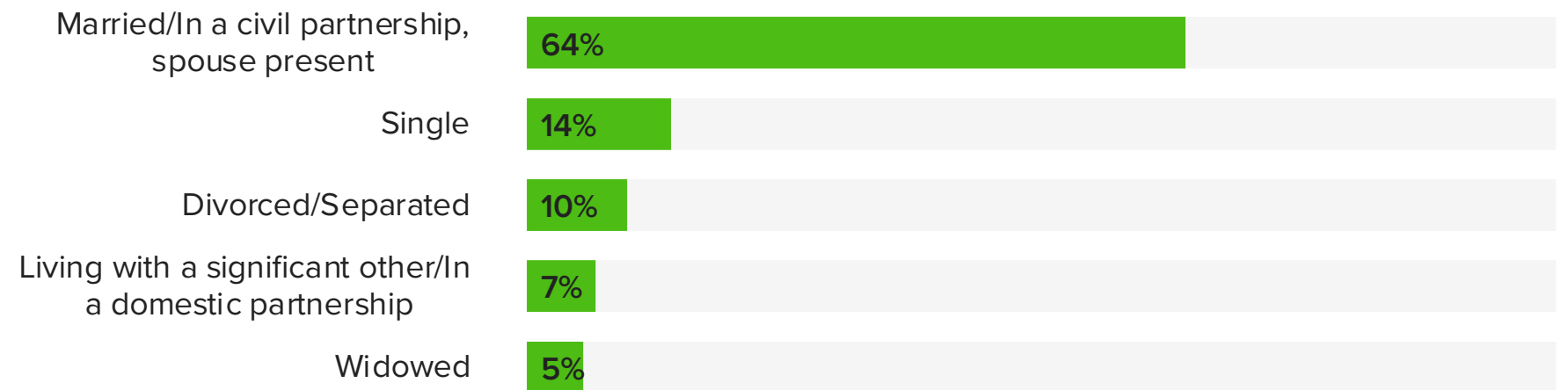
# Appendix

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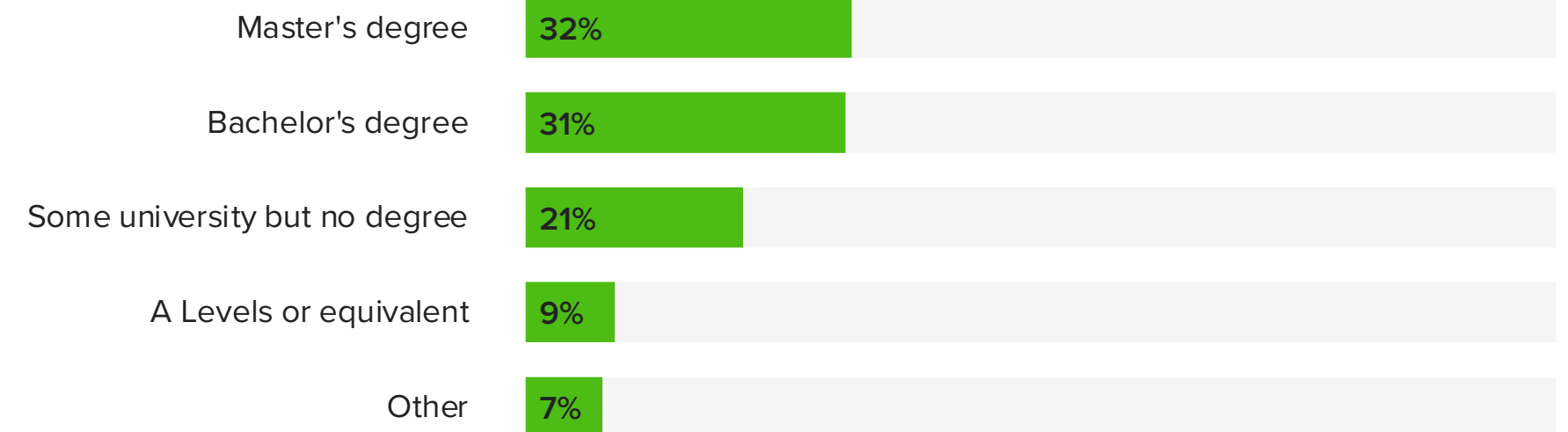


# A. 2022 Renovating Homeowner Demographics

## Marital Status



## Education



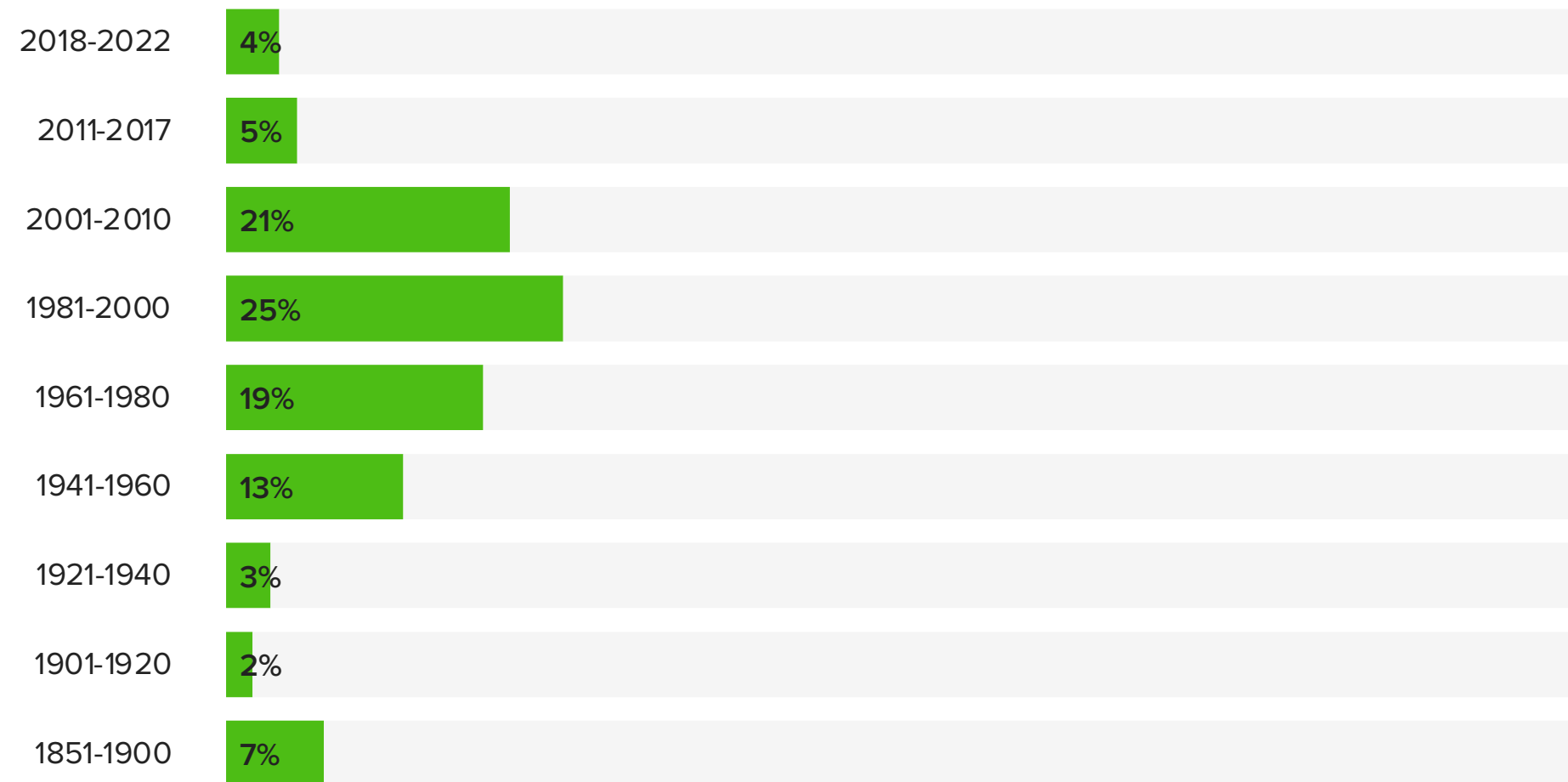
Have child(ren) living with them **49%**

## Annual Household Income

Under €50,000	<b>22%</b>
€50,000 to €99,999	<b>40%</b>
€100,000 or higher	<b>38%</b>

## B. Characteristics of Homes Renovated in 2022

### Year Built



### Home Type

Detached house	<b>55%</b>
Semi-detached house	<b>23%</b>
Terraced house	<b>16%</b>
Other	<b>5%</b>

### Owner-reported Home Value

Under €200,000	<b>6%</b>
€200,000 to €399,999	<b>33%</b>
€400,000 or higher	<b>61%</b>