

2023 Houzz & Home New Zealand

Overview of Home Renovation
in 2022 and 2023



Big Ideas



UNDERTAKING ENERGY-EFFICIENT UPGRADES

Nearly 2 in 5 homeowners cite improving energy efficiency as highly important when completing home improvements (38%) and upgrades to roofing, windows or skylights and exterior doors have all increased steadily since 2021 (20%, 25%, and 18%, compared with 11%, 23% and 13%, respectively).

KITCHENS AND BATHROOMS REMAIN A PRIORITY

Interior spaces are the most popular areas to renovate (76%), followed by improvements to outdoor areas and adding extensions (59% and 14%, respectively). Kitchen and master bathroom projects remain a priority during renovations (34% and 28%, respectively).

UPGRADES TO HOME SYSTEMS

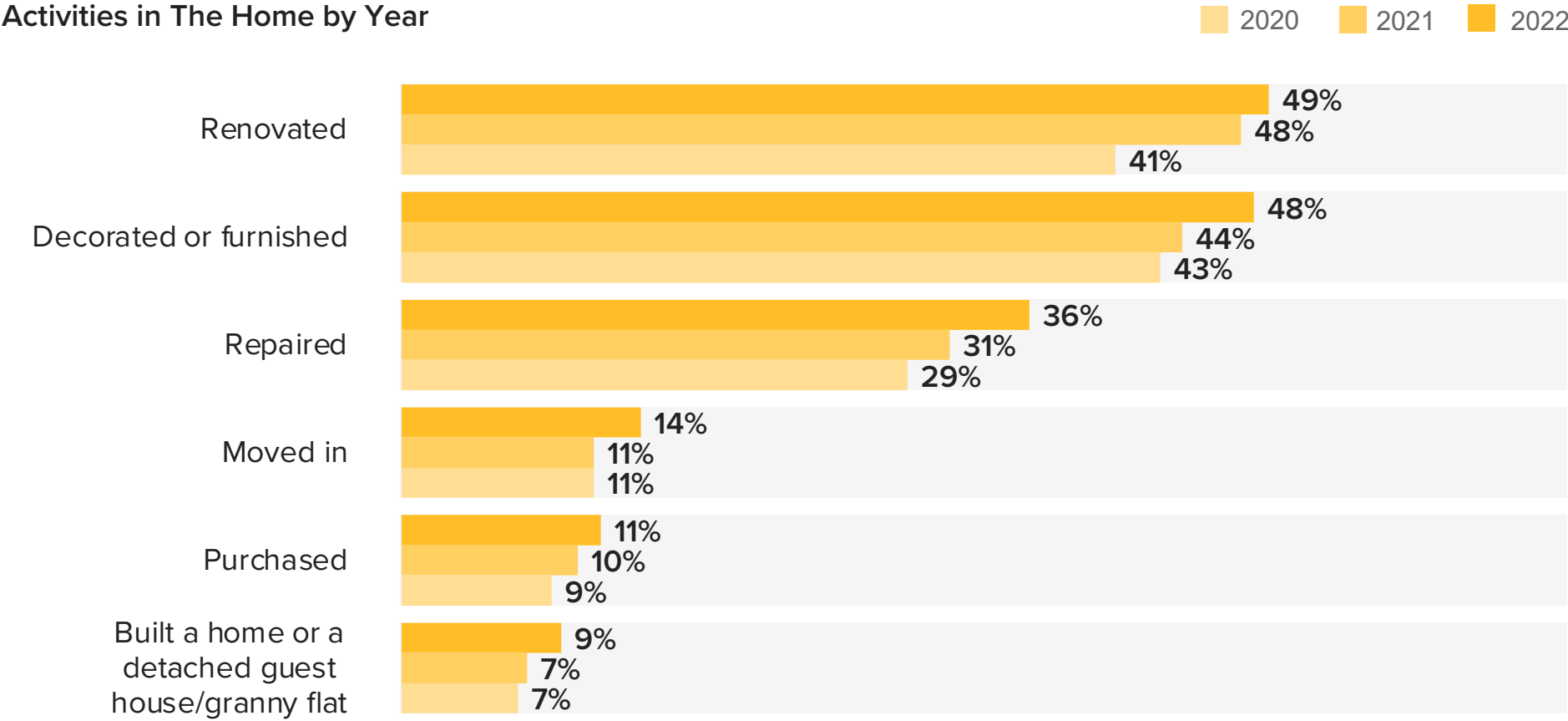
With nearly half of the surveyed homeowners living in homes built in 1980 or earlier (49%), homeowners are focusing on home system improvements. More than a third of renovating homeowners upgraded electrical and plumbing in 2022, closely followed by heating (36%, 36% and 31%, respectively).

PROFESSIONAL DEMAND CONTINUES

Homeowner demand for professionals remains high (88%, compared with 87% in 2020). Among professionals hired, electricians, plumbers, carpet and flooring pros, and builders were the most common (73%, 56%, 49% and 44%, respectively). Electricians saw the most significant increase in demand, rising 20 percentage points year on year (73%, compared to 53% 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 New Zealand.



Annual Renovation Spend (NZ\$)

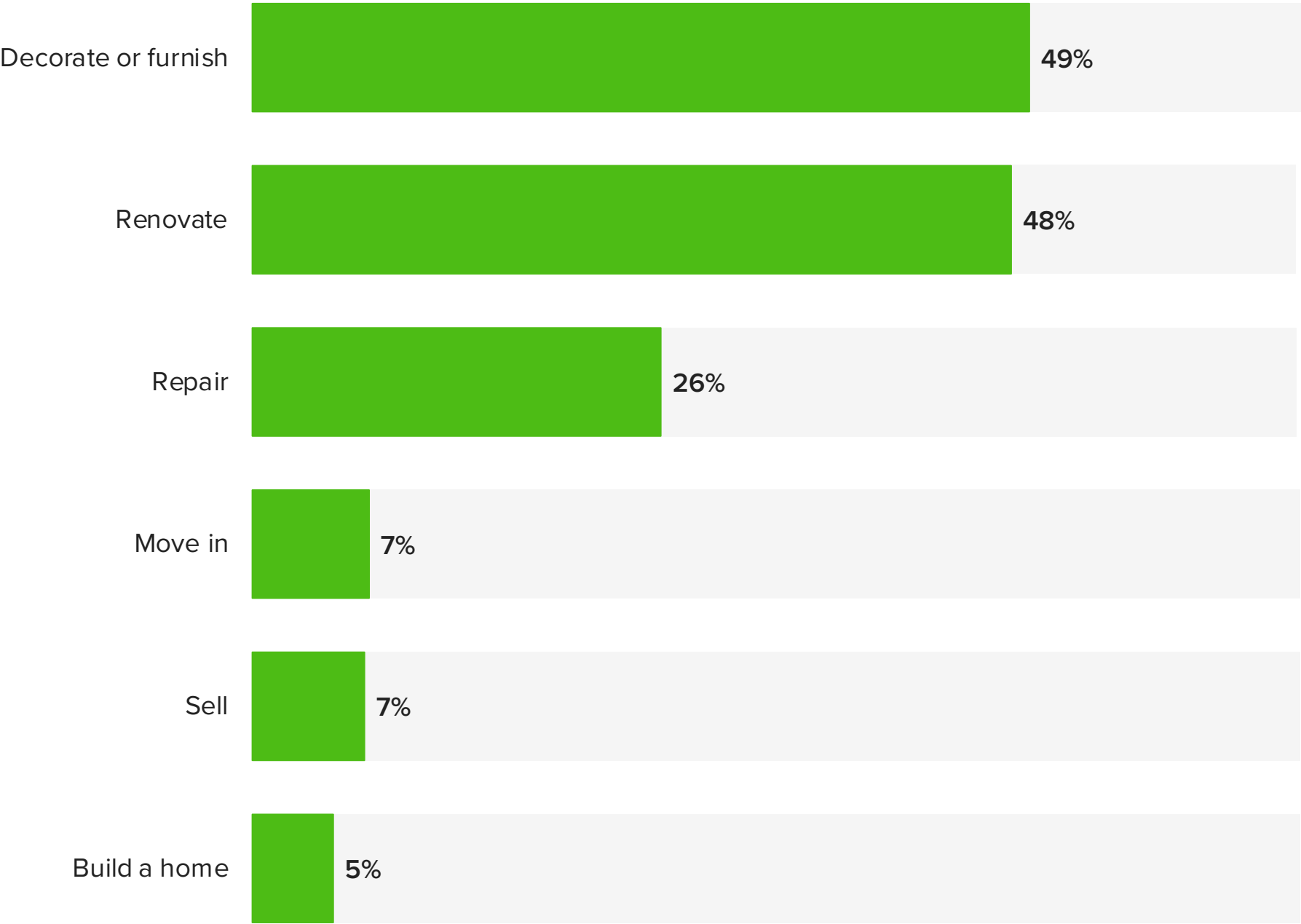
	2020	2021	2022
MEDIAN	18,000	23,500	30,000
90TH PERCENTILE*	150,000	140,000	180,000

*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 New Zealand.

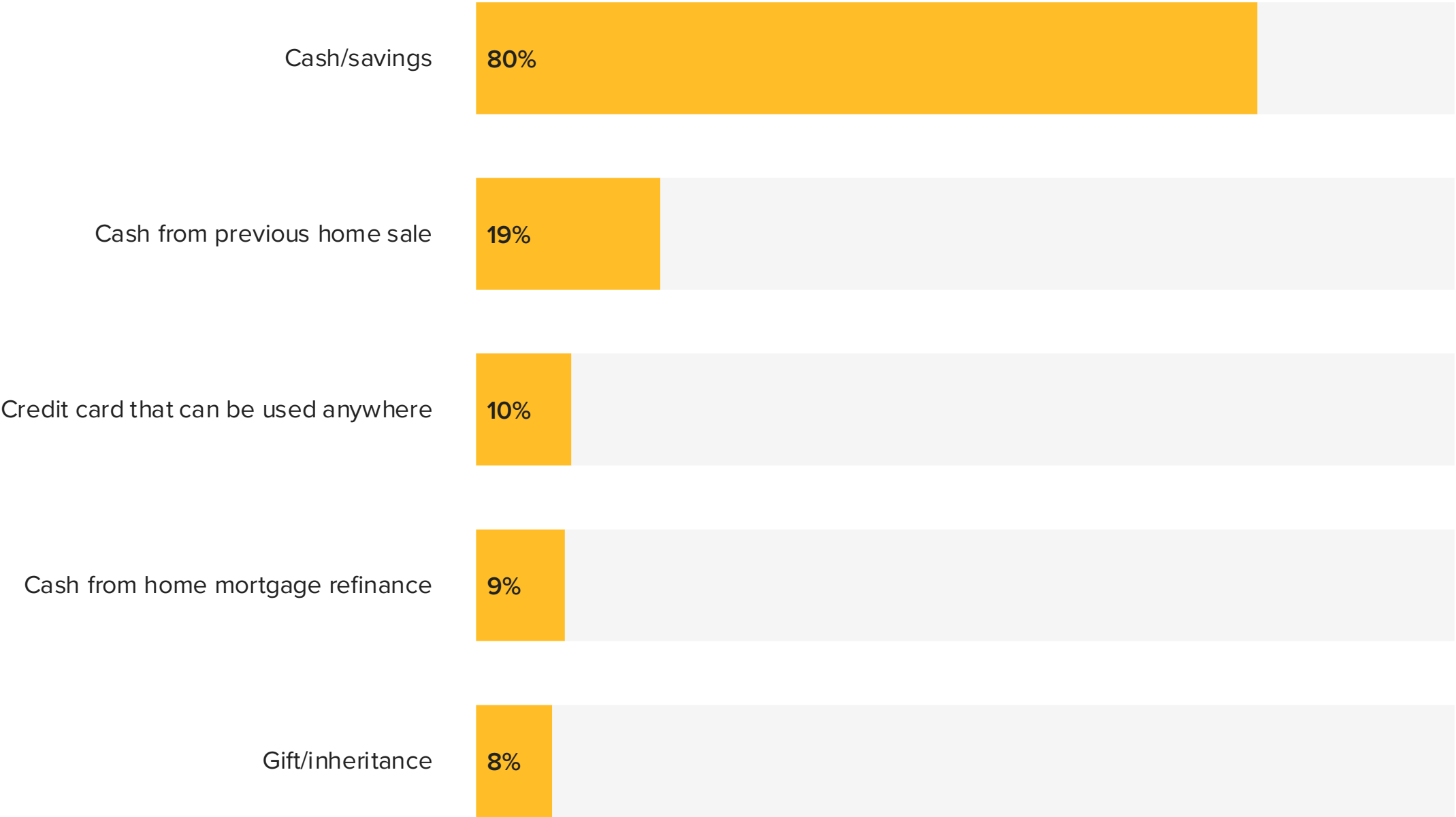
Planned Activities in The Home in 2023



How We Are Funding Our Home Renovations

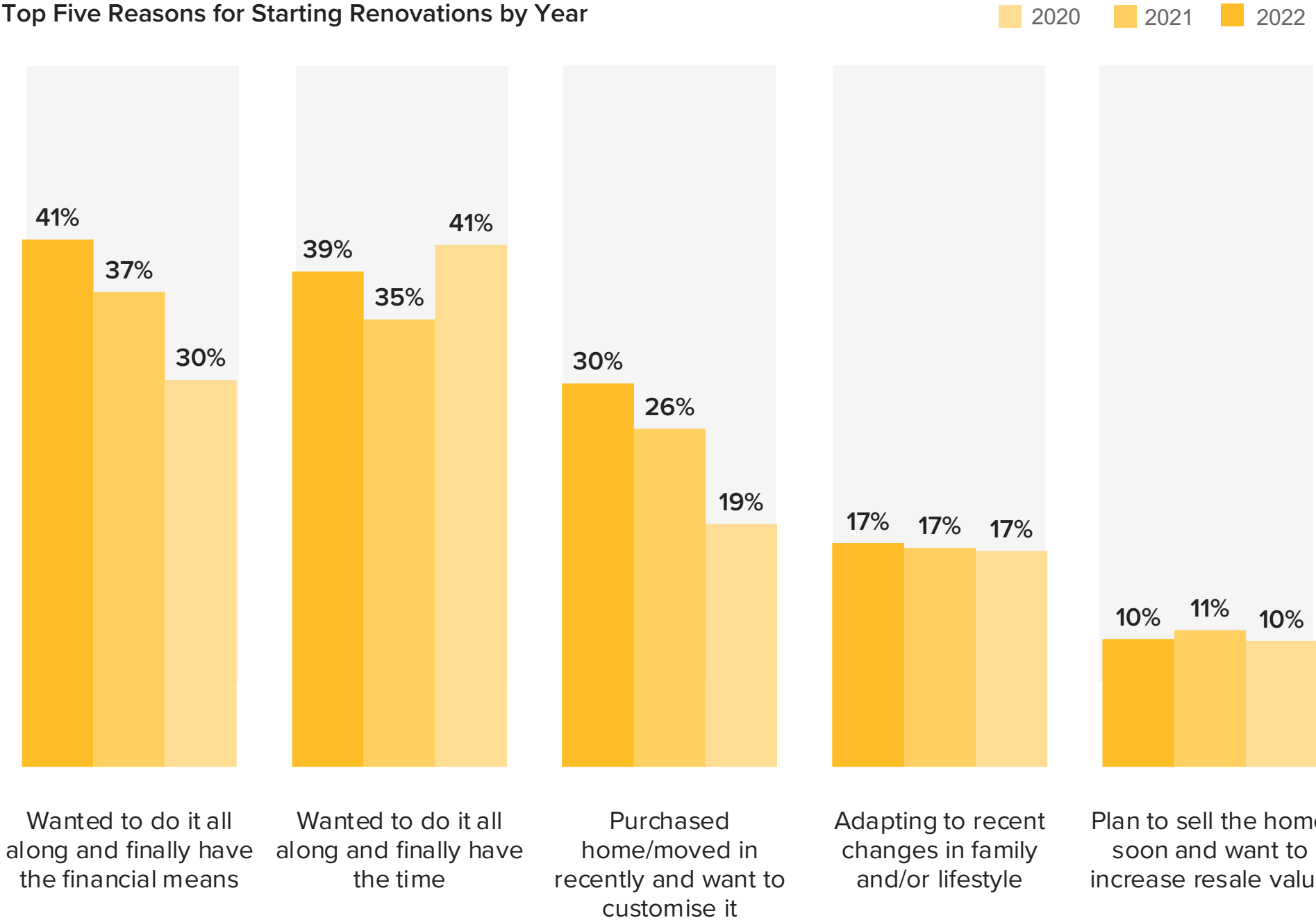
Charts show the frequency of top five funding sources for home renovations, as reported by homeowners who renovated their primary homes in 2022.

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.

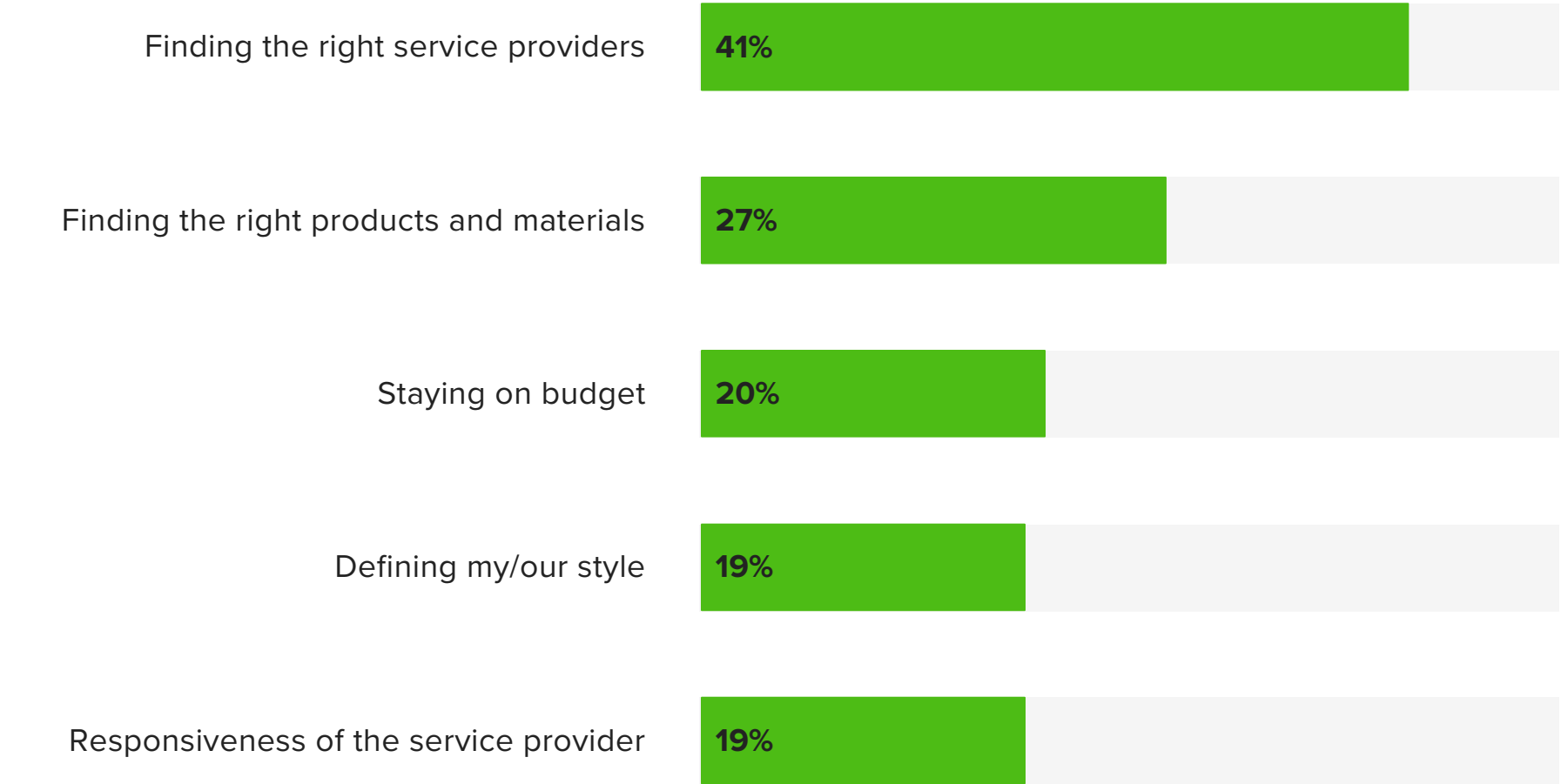


What Renovation Challenges We Face

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

*Multiple responses (up to three) were allowed.

Top 5 Challenges that come up during renovation



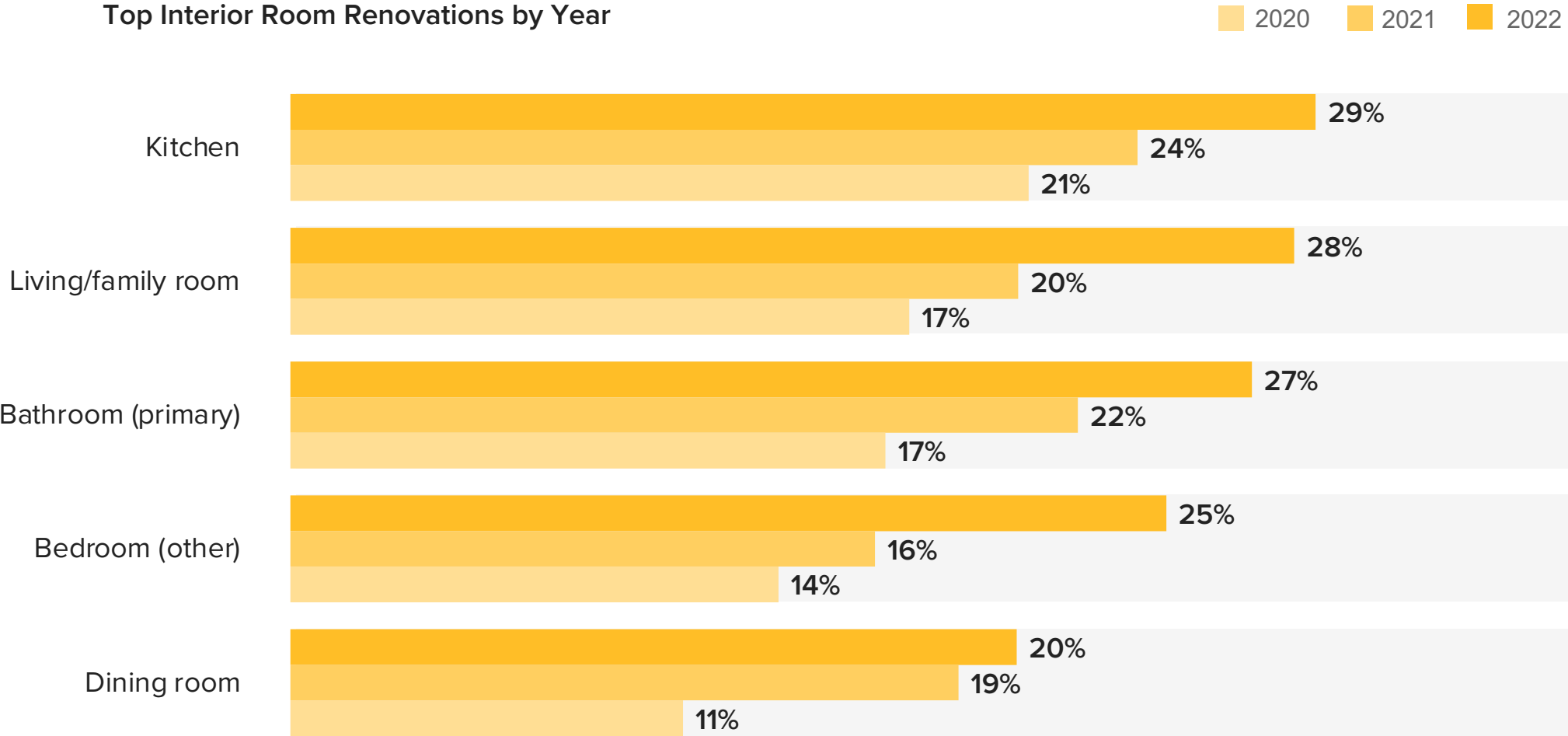
No Challenges

2022	7%
2020	11%

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

Electrical	36%
Plumbing	36%
Heating	31%

Top Exterior Feature Upgrades in 2022

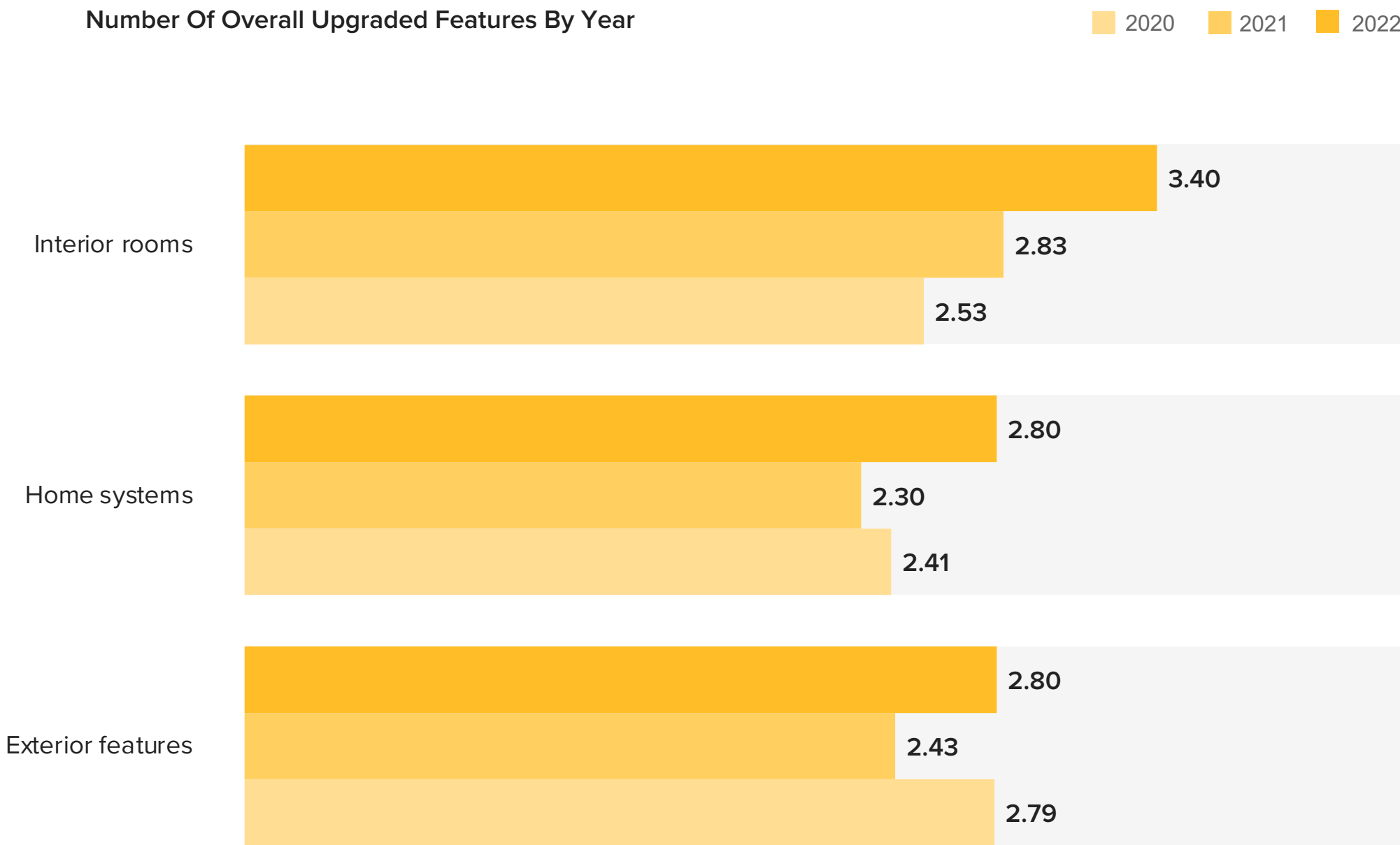
Exterior paint	34%
Windows or skylights	25%
Gutters/drain pipes	23%

Top Outdoor Feature Upgrade in 2022

Planters or planter boxes	33%
Beds & borders	31%
Fence	27%

How Many Features We Upgrade

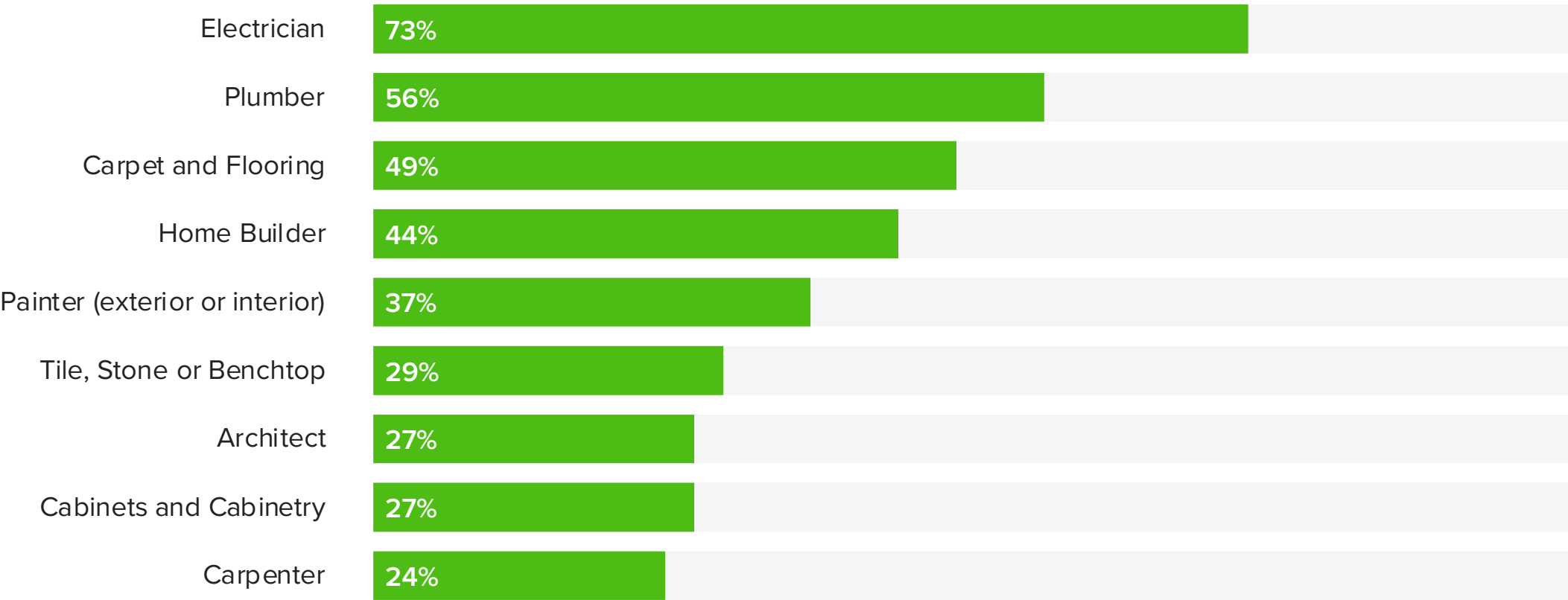
Charts and tables show the average number of upgrades during home renovations in 2020, 2021 and 2022, as reported homeowners who renovated their primary homes.



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	88%
2021	83%
2020	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 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 375 respondents in New Zealand. The current report relies on a subset of responses, i.e., New Zealand homeowners on Houzz (n=353) and New Zealand homeowners on Houzz who renovated their primary residence in 2022 (n=167).

SAMPLING AND WEIGHTING

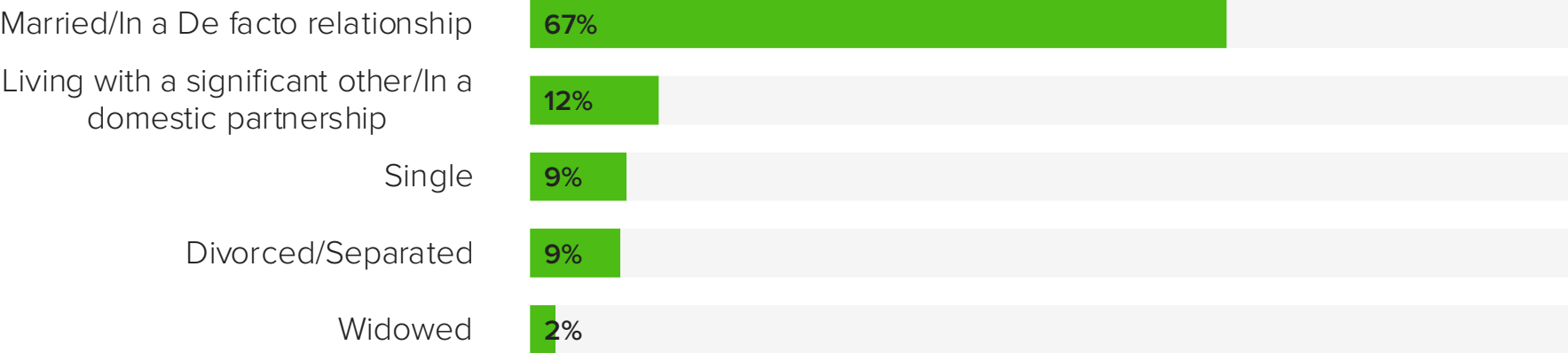
Data was gathered via an email sent to registered Houzz users. The link invited homeowners to tell us about their homes. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own renovations. The final data was reviewed to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

Appendix

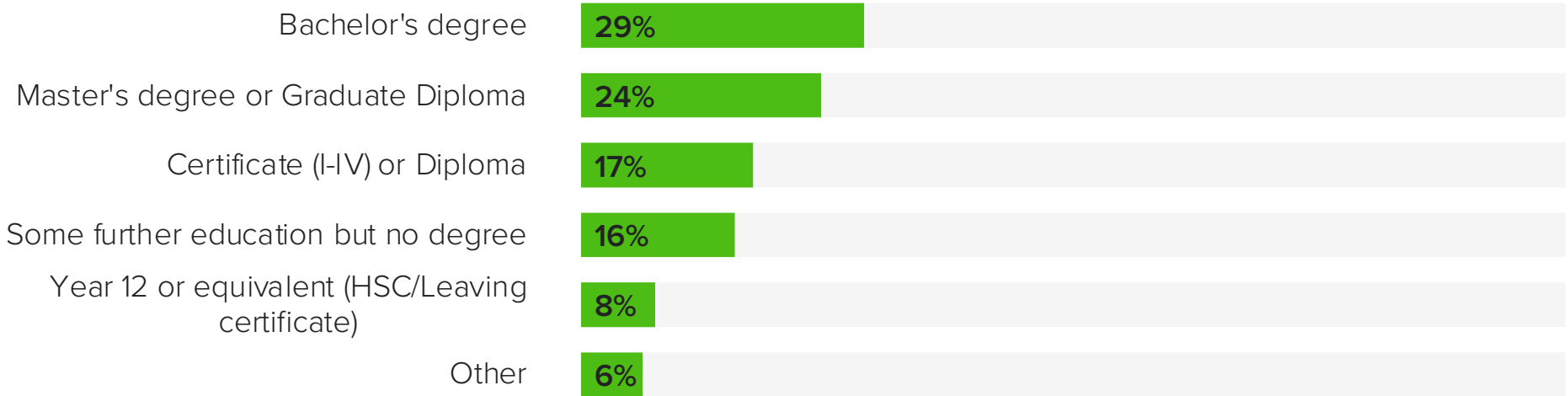


A. 2022 Renovating Homeowner Demographics

Martial Status

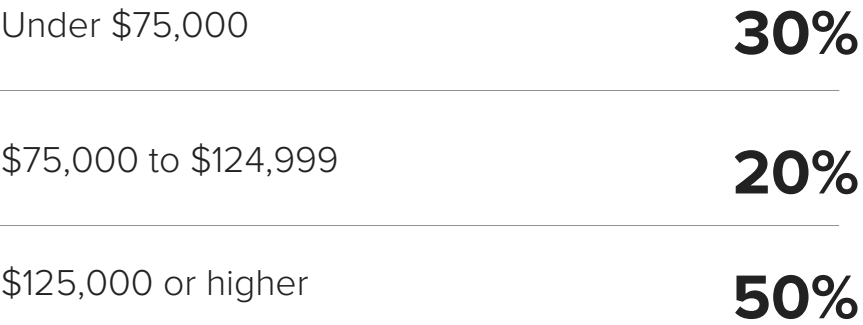


Education

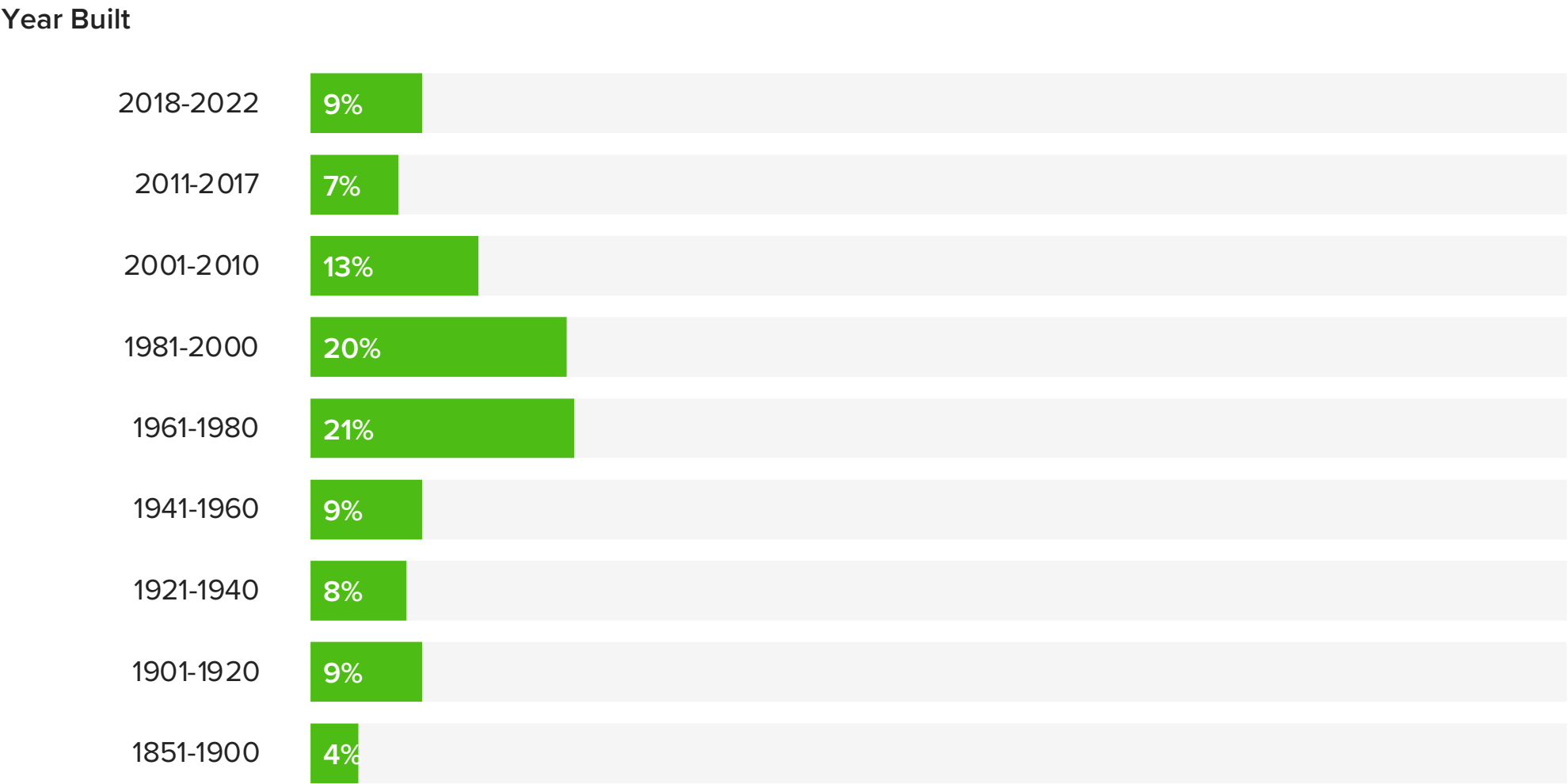


Have child(ren) living with them **26%**

Annual Household Income



B. Characteristics of Homes Renovated in 2022



Home Type	
Detached - single family	84%
Townhouse or terrace	8%
Duplex, triplex, quadruplex	3%
Other	5%

Owner-reported Home Value	
Under \$400,000	5%
\$400,000 to \$749,999	16%
\$750,000 or higher	79%