

HOUZZ UK

2024 Houzz & Home UK





Big Ideas

Homeowners spend more on renovations despite slight dip in activity

Renovation spend has surged in the last three years, as median spend* increased 13% from £15,000 in 2020 to £17,000 in 2023. The top 90th percentile of spend also doubled to £200,000, from £100,000 in 2020. While renovation activity remains consistent with 48% of homeowners having taken on a renovation project in 2023, this is down a percentage point from last year.

Gen Xers lead in median spend, while Baby Boomers drive renovation activity

Gen Xers** spent the most on renovation projects for the second consecutive year, with their median spend at £22,000, compared with Millennials and Baby Boomers at £15,000 and £16,000, respectively. The top 10% of spenders in these groups allocated substantial budgets, with Gen Xers at £200,000 and Baby Boomers at £180,000. While Gen X leads in spend, Baby Boomers continue to drive renovation activity (54%), followed by Xers (34%) and Millennials (12%).

Homeowners hire pros for help with their projects

Nearly all renovating homeowners enlisted the help of a home professional in 2023 (93%), with specialty service providers such as electricians (59%), and plumbers (52%), hired most frequently.

Cash is king, but credit card usage jumped

Cash from savings continues to be the most common form of funding for renovation projects (86%), followed by credit cards and cash from a previous home sale (18% each). Credit card usage jumped 7 percentage points in 2023 (10% in 2022).

Bathrooms lead in project activity

Bathrooms continue to lead as the most commonly renovated interior room (29%), closely followed by kitchens and living rooms (26% each). Following last year's significant jump in median spend for bath and kitchen projects, these renovations saw increases of 39% and 16% respectively, reaching £7,300 for bathrooms and £15,100 for kitchens in 2023.

Outdoor projects back in the spotlight

Following a brief drop, outdoor project activity rose 17 percentage points in 2023 (51%, compared with 34% in 2022). Outdoor lighting is the most commonly updated outdoor system (28%). Security systems follow (15%, up nearly 2 percentage points from last year), as homeowners install cameras and sensors around their properties.

* Median spend is the midpoint level, meaning half of renovating homeowners on Houzz spent more and half spent less.

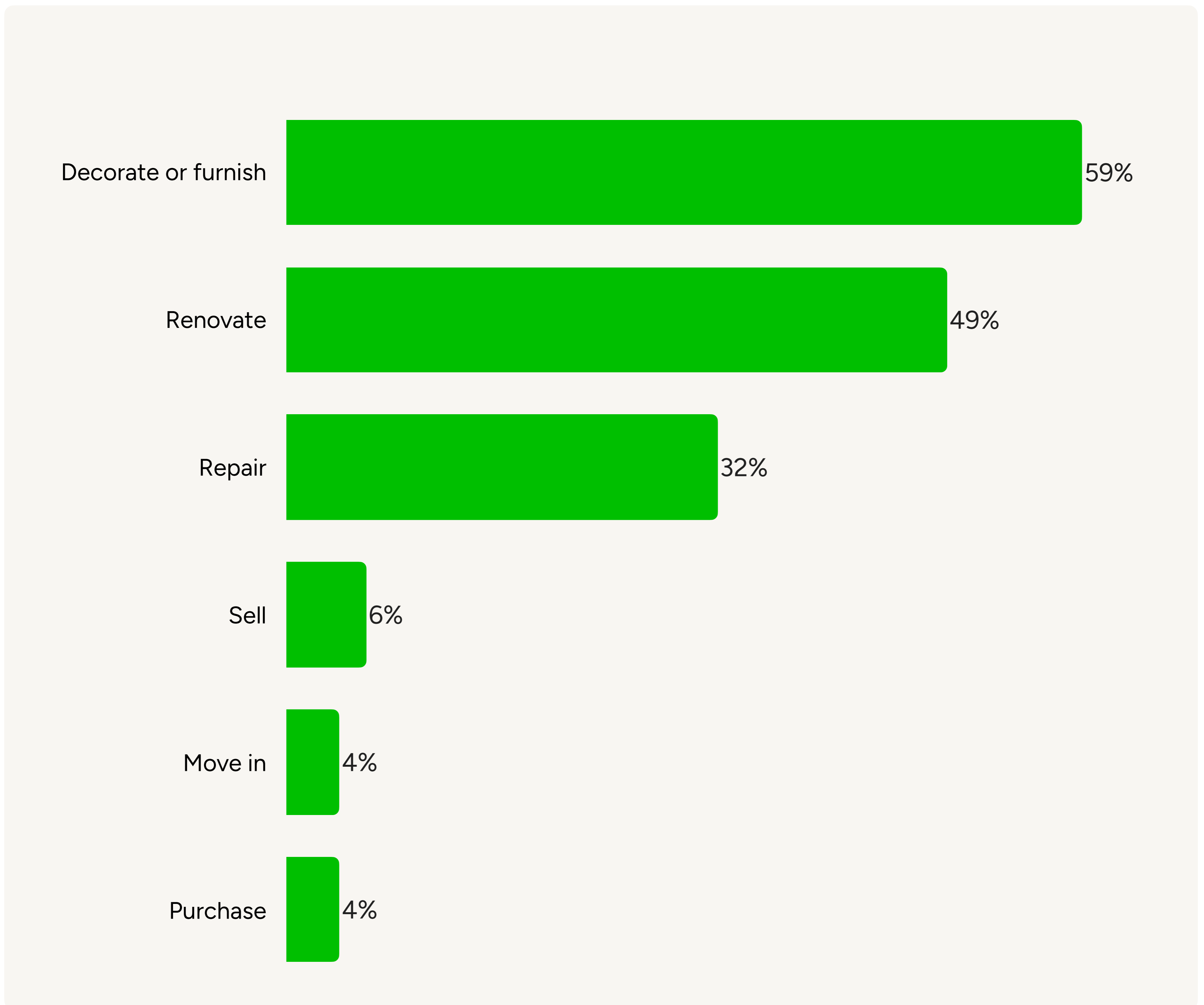
** Generational categories follow Pew Research Center's age ranges: Millennials (25-39), Gen Xers (40-54) and Baby Boomers (55-74).



What We Are Planning for 2024

Chart and tables show the frequency of planned activities and planned spend in 2024, related to the primary home, as reported by homeowners on Houzz UK.

PLANNED ACTIVITIES IN THE HOME IN 2024



PLANNED ANNUAL RENOVATION SPEND (GBP£) IN 2024

| | |
|------------------|----------------|
| Median | £15,000 |
| 90th Percentile* | £91,000 |

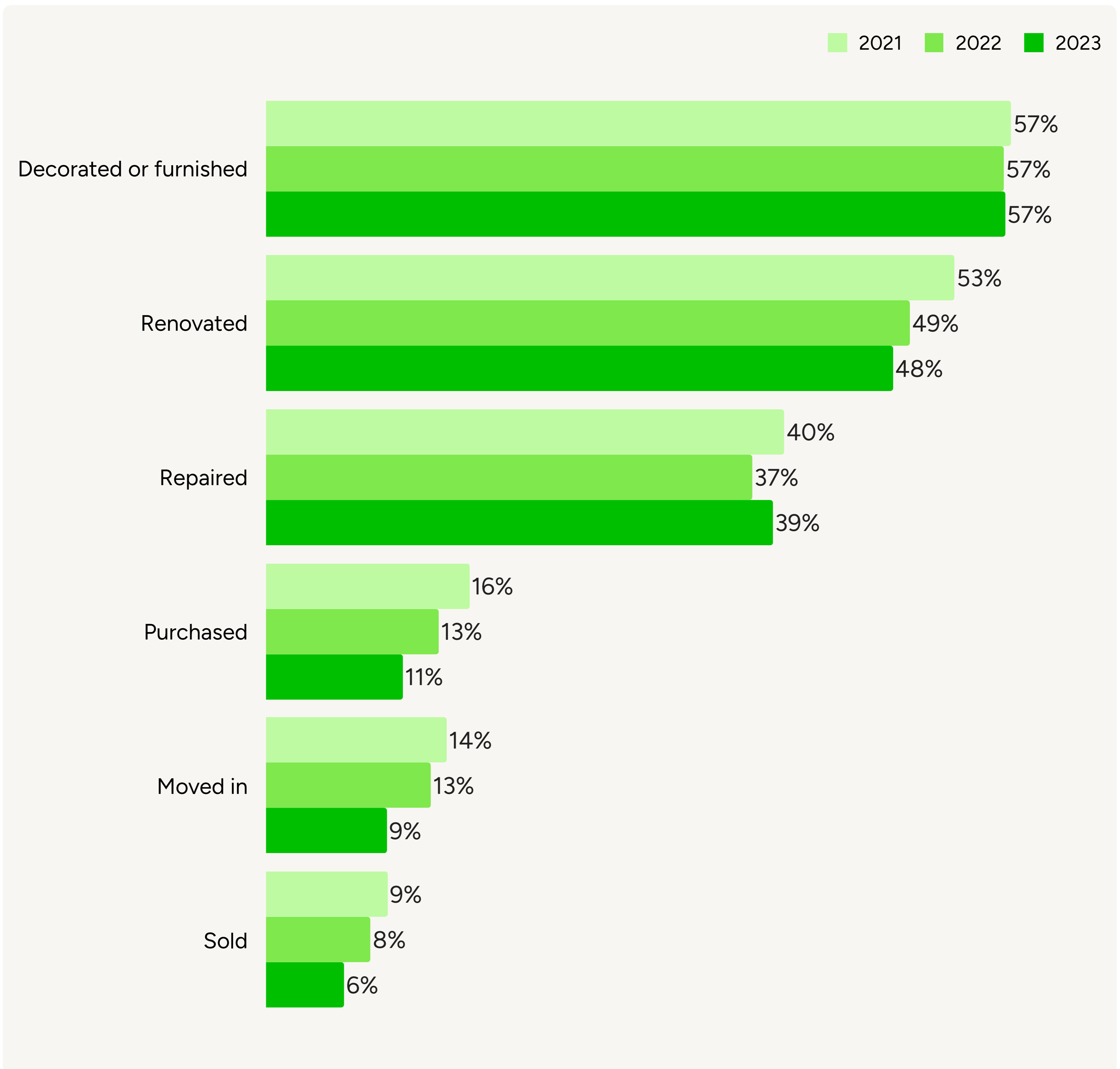
*The top 10 percent of home renovation projects by spend.



What We Are Doing in Our Homes

Charts and tables show the frequency of activities related to the primary home in 2021, 2022 and 2023.

ACTIVITIES IN THE HOME BY YEAR

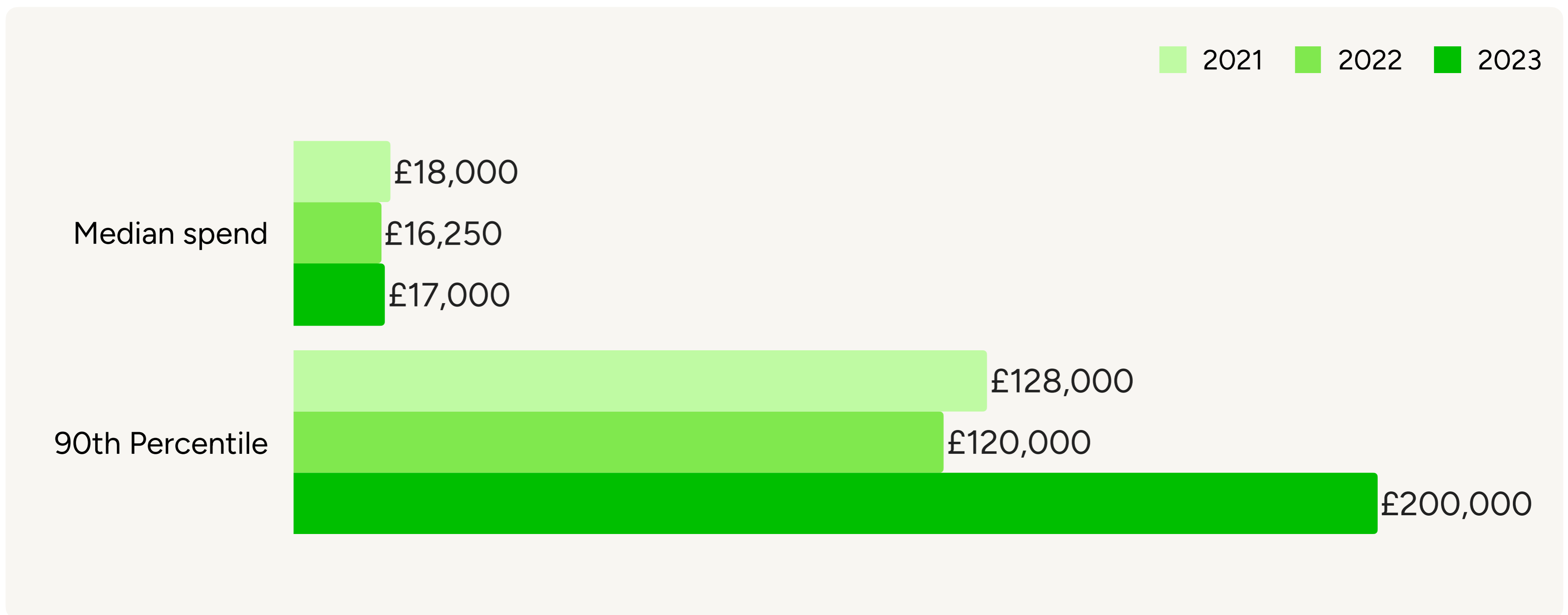




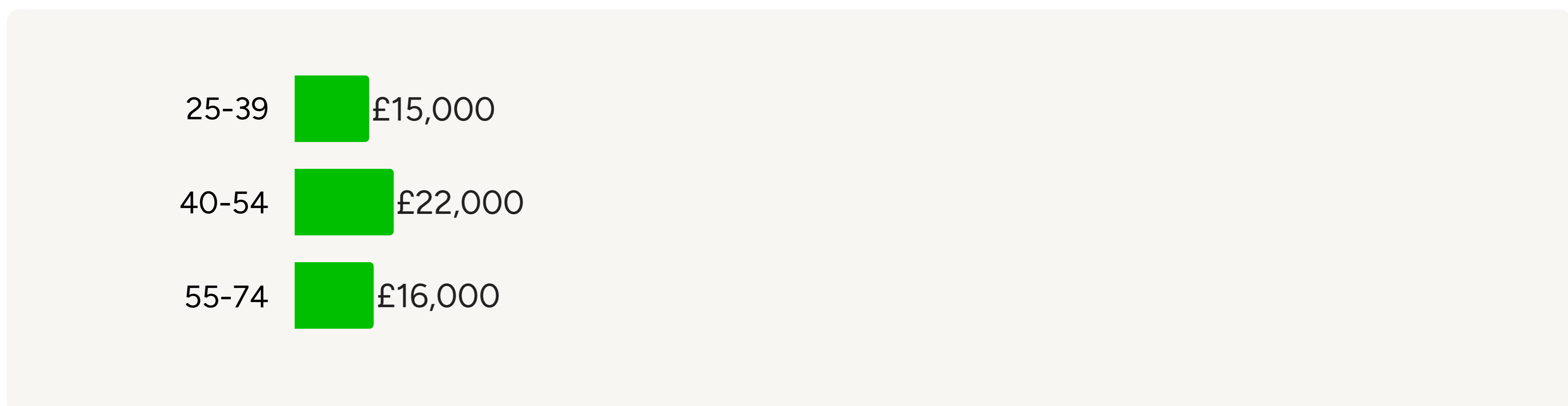
What We Are Doing in Our Homes (Con.)

Charts and tables show the median renovation spend per renovating homeowner in 2021, 2022 and 2023, overall and by age, as reported by homeowners on Houzz UK.

ANNUAL RENOVATION SPEND (GBP£)



MEDIAN ANNUAL RENOVATION SPEND (GBP£) BY GENERATION



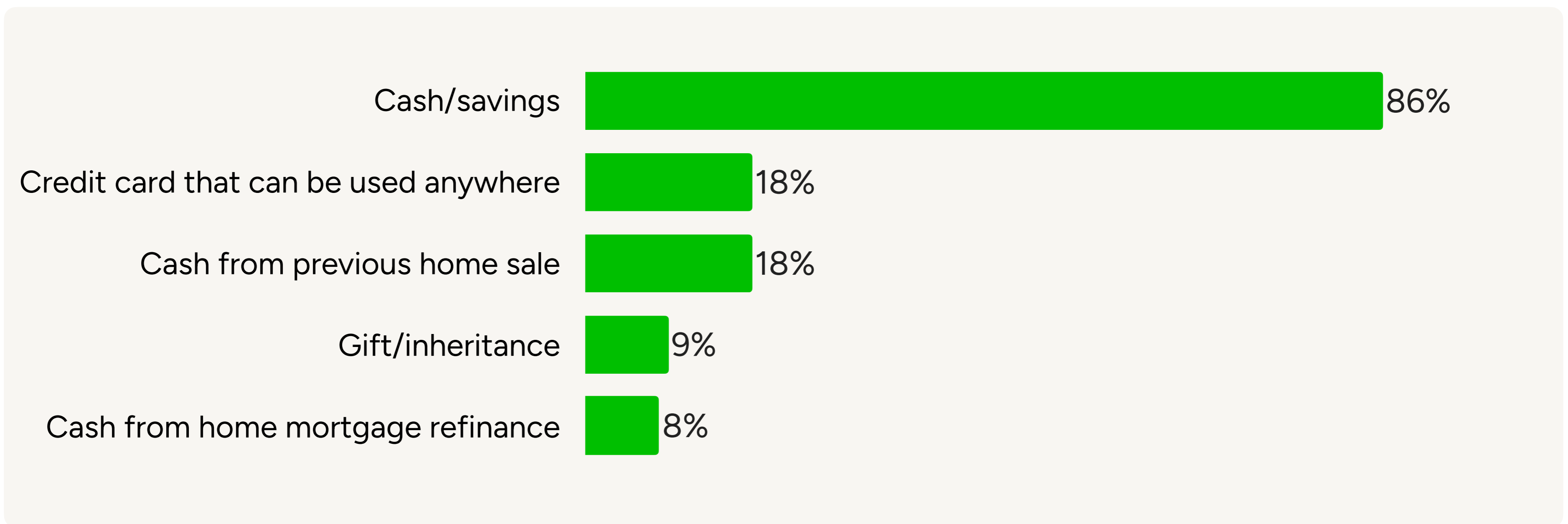
*The top 10 percent of home renovation projects by spend.



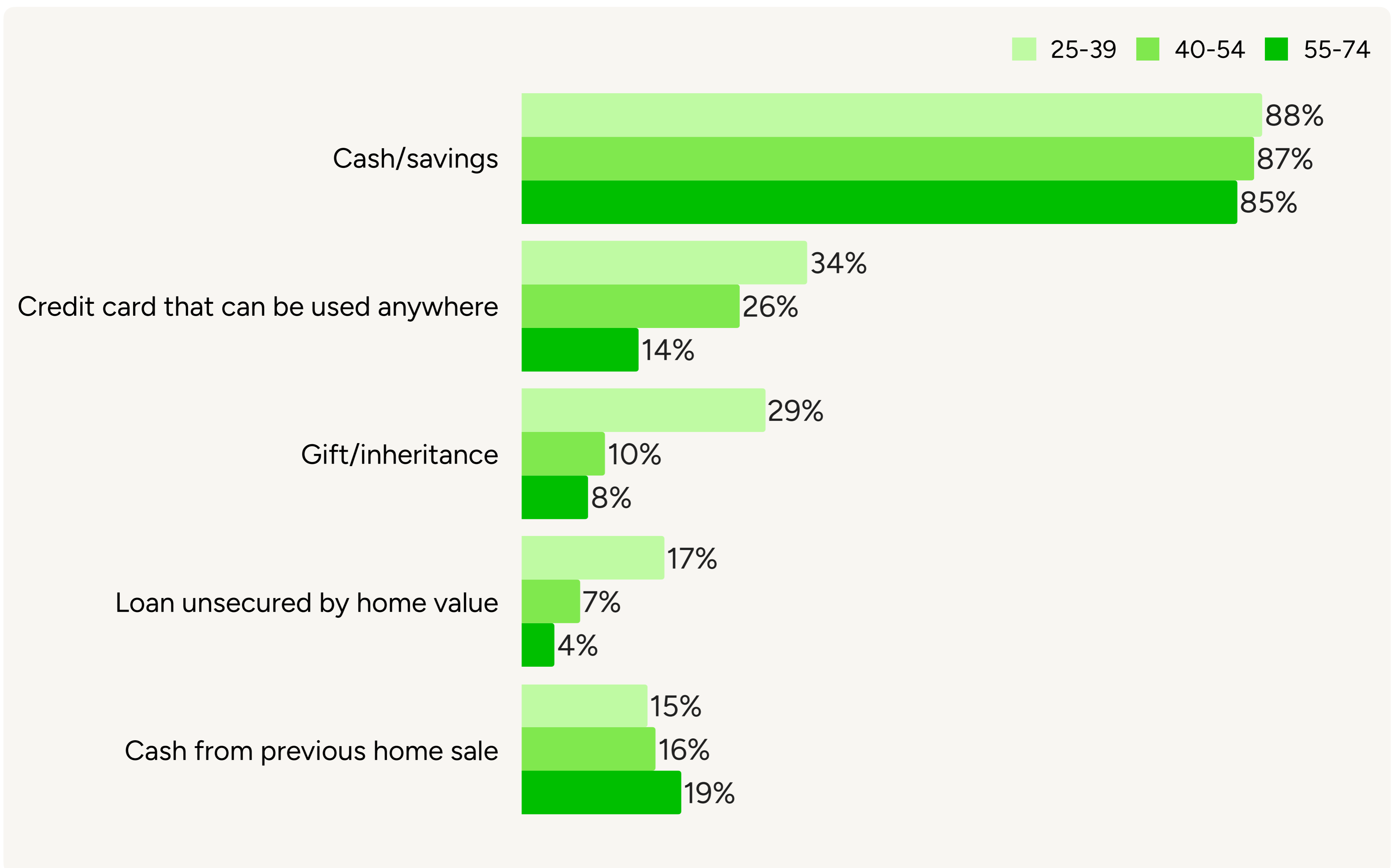
How We Are Funding Our Home Renovations

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 2023.

TOP FIVE RENOVATION FUNDING SOURCES IN 2023



RENOVATING HOMEOWNERS BY AGE

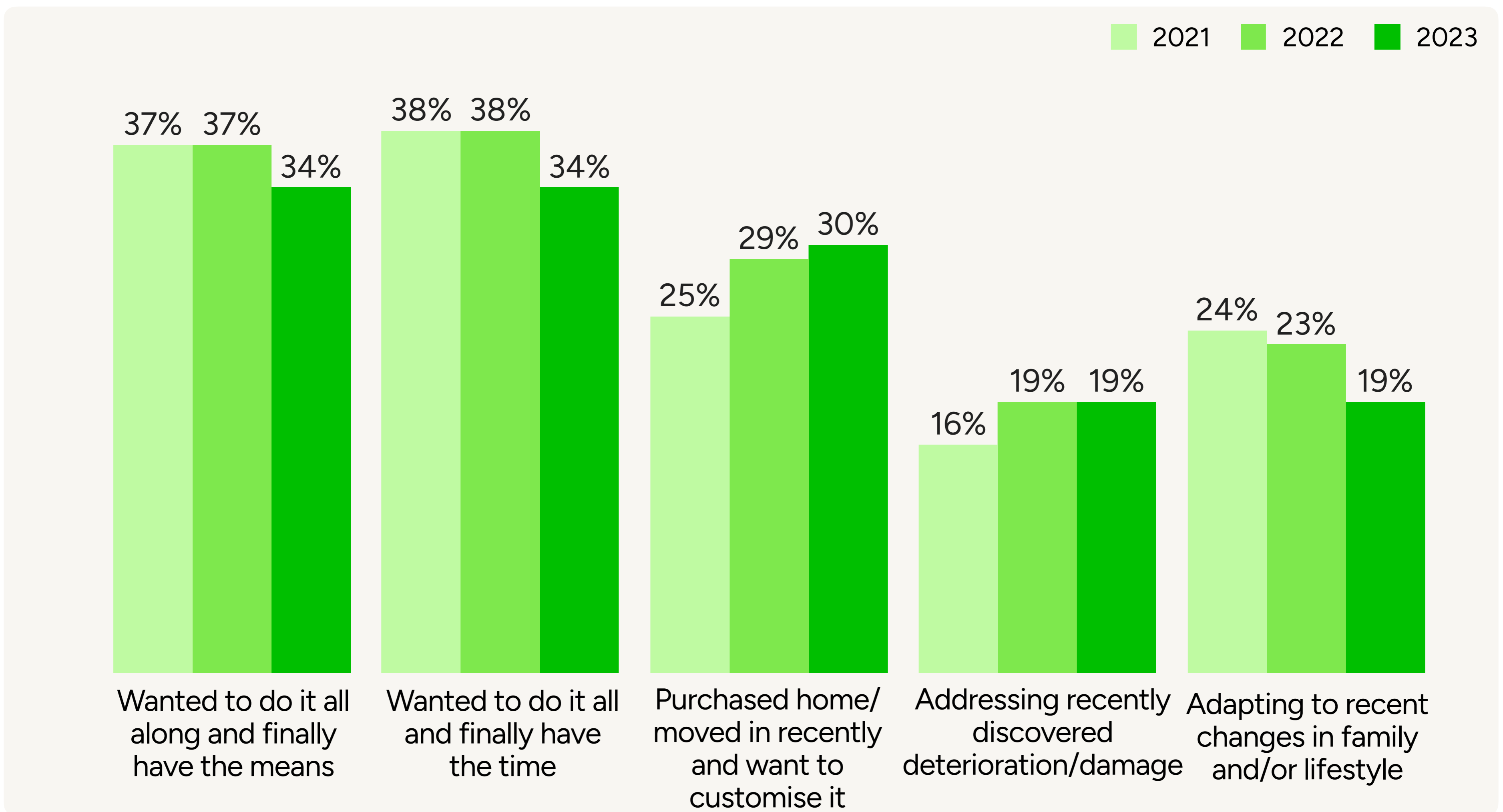




Why We Are Renovating Now

Chart 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 2021, 2022 and 2023.

TOP FIVE REASON FOR STARTING RENOVATIONS BY YEAR



WANTED TO DO IT ALL ALONG AND FINALLY HAVE THE FINANCIAL MEANS

| | |
|-------|------------|
| 25-39 | 41% |
| 40-54 | 49% |
| 55-74 | 28% |

WANTED TO DO IT ALL ALONG AND FINALLY HAVE THE TIME

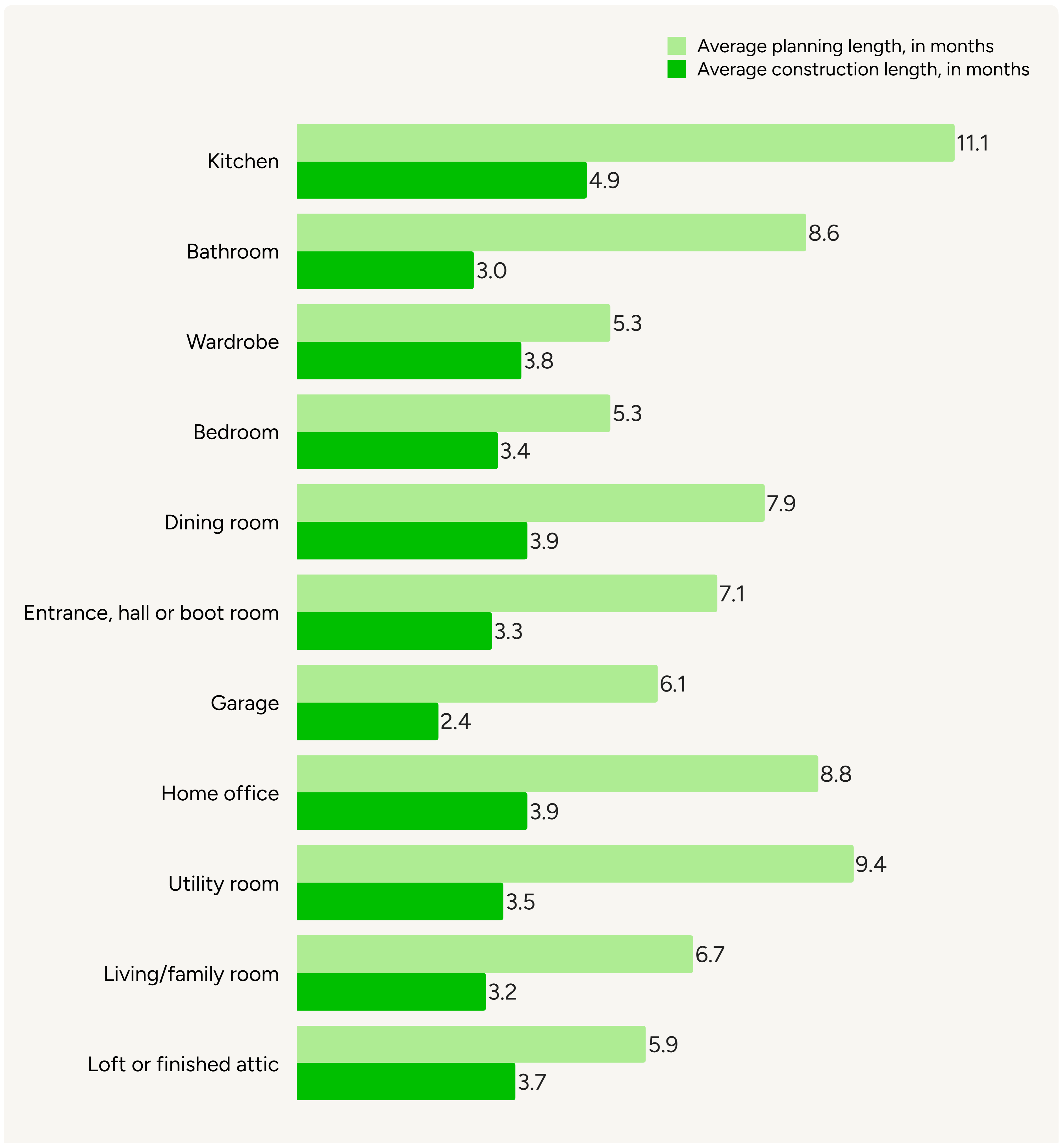
| | |
|-------|------------|
| 25-39 | 12% |
| 40-54 | 40% |
| 55-74 | 33% |



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 2023.

AVERAGE LENGTH OF PROJECTS, IN MONTHS, AMONG RENOVATING HOMEOWNERS IN 2023

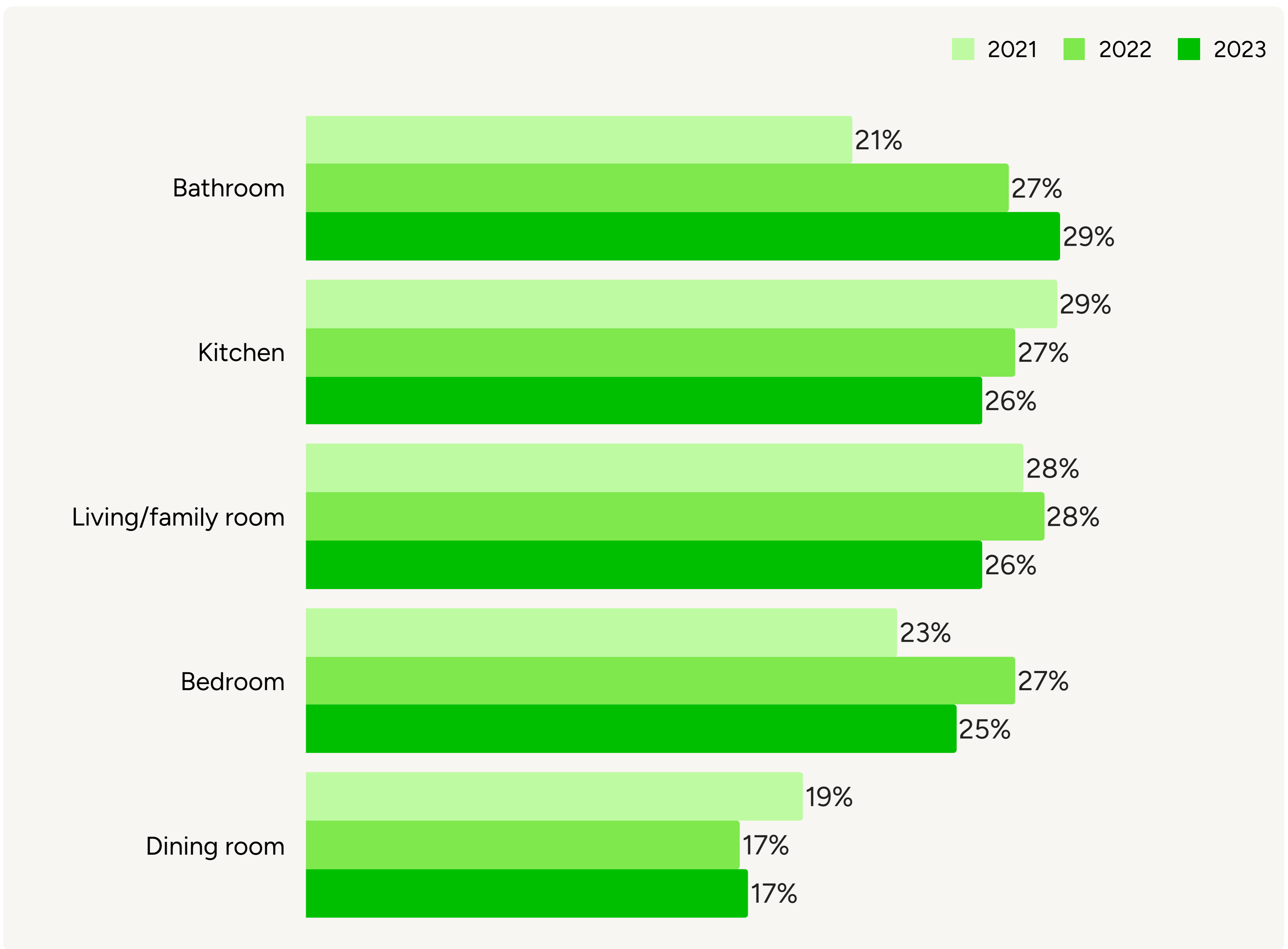




Where We Focus Our Efforts

Charts and tables show the frequency of most popular interior room renovations in 2021, 2022 and 2023, as well as 2023 upgrades of home systems, exterior building features, and outdoor features, as reported by homeowners who renovated their primary homes.

NUMBER OF OVERALL UPGRADED FEATURES BY YEAR



TOP HOME SYSTEM UPGRADES IN 2023

| | |
|------------|------------|
| Heating | 42% |
| Plumbing | 39% |
| Electrical | 36% |

TOP EXTERIOR FEATURE UPGRADES IN 2023

| | |
|----------------------|------------|
| Windows or skylights | 35% |
| Gutters/downpipes | 29% |
| Roofing | 27% |

TOP OUTDOOR FEATURE UPGRADES IN 2023

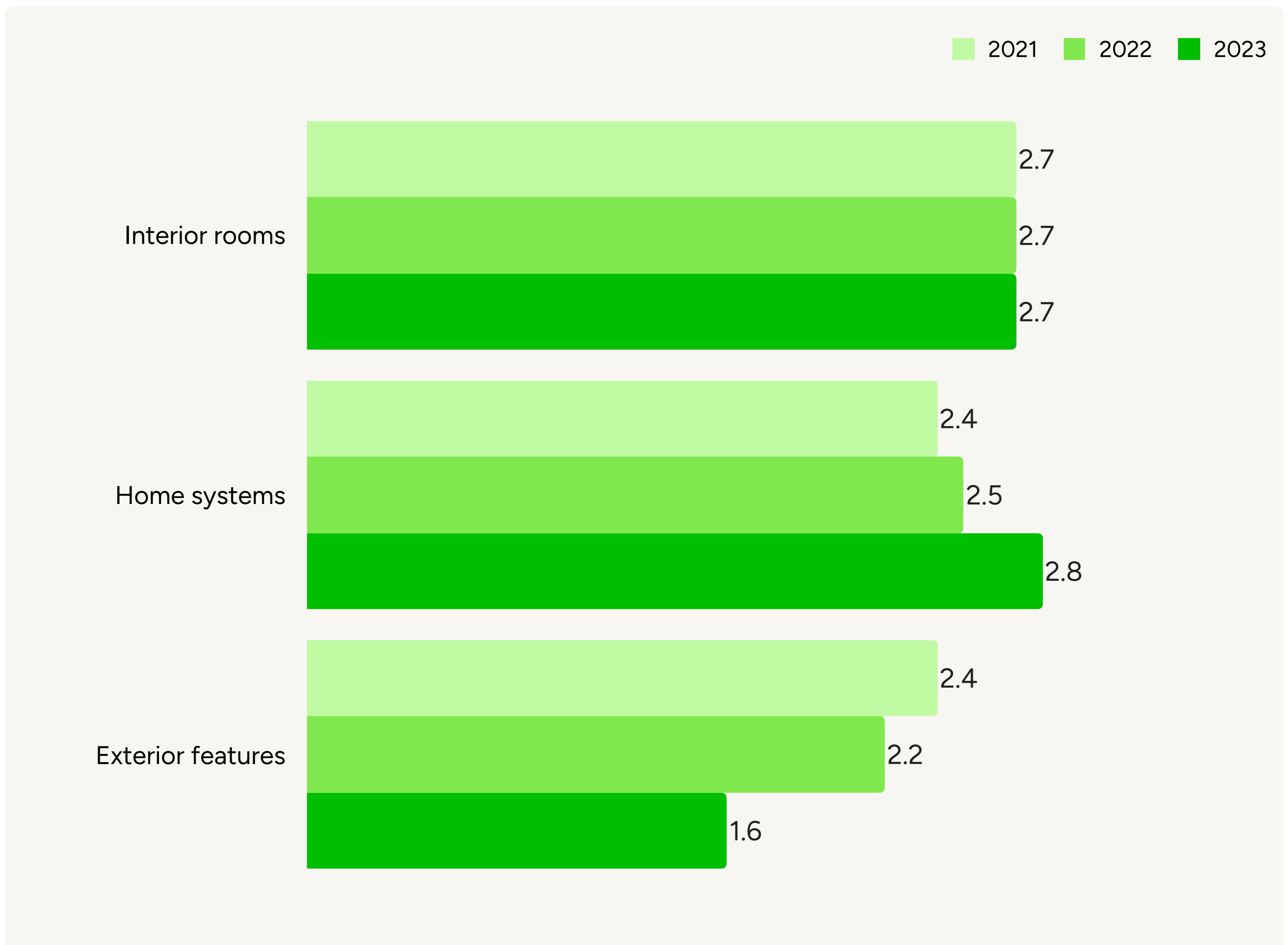
| | |
|---------------------------|------------|
| Beds & borders | 29% |
| Patio or terrace | 27% |
| Planters or planter boxes | 25% |



How Many Features We Upgrade

Charts and tables show the average number of upgrades during home renovations in 2021, 2022 and 2023, as reported homeowners who renovated their primary homes.

NUMBER OF OVERALL UPGRADED FEATURES BY YEAR



RENOVATING HOMEOWNERS BY AGE

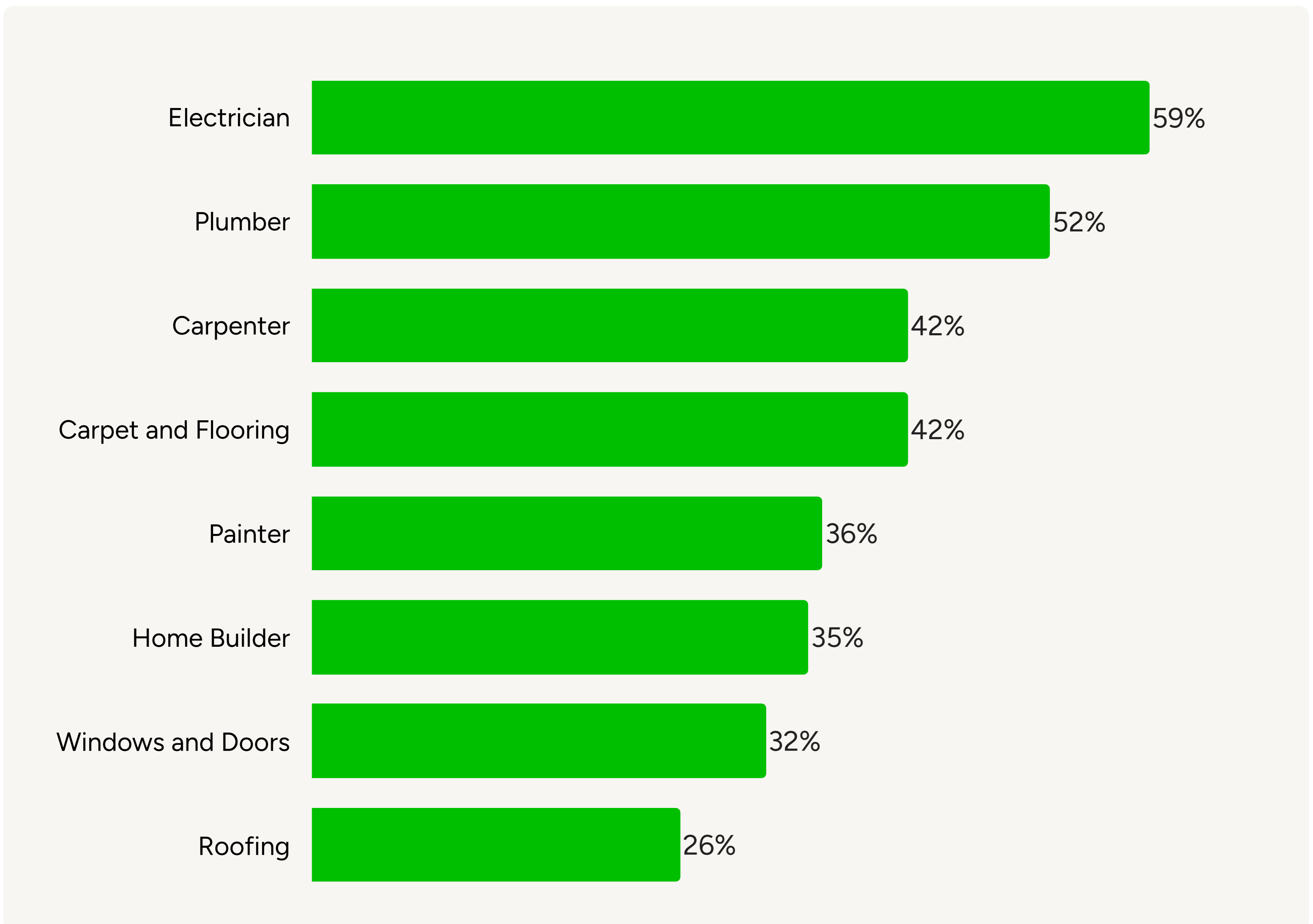
| INTERIOR ROOMS | | HOME SYSTEMS | | EXTERIOR FEATURES | |
|----------------|------------|--------------|------------|-------------------|------------|
| 25-39 | 3.2 | 25-39 | 3.3 | 25-39 | 2.0 |
| 40-54 | 2.7 | 40-54 | 2.9 | 40-54 | 1.4 |
| 55-74 | 2.7 | 55-74 | 2.8 | 55-74 | 1.7 |



How We Plan Our Home Renovations

Charts and tables show the frequency of professional hiring in 2021, 2022 and 2023, overall and by age, as reported by homeowners who renovated their primary homes.

SPECIFIC PRO HIRING IN 2023



OVERALL PRO HIRING

| | |
|------|------------|
| 2023 | 93% |
| 2022 | 93% |
| 2021 | 92% |

OVERALL PRO HIRING BY AGE

| | |
|-------|------------|
| 25-39 | 91% |
| 40-54 | 98% |
| 55-74 | 94% |



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 20th January, 2024 and 5th April, 2024. 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 2023, 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 2024.

Sampling and Weighting

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 1,848 respondents in the UK. The current report relies on a subset of responses, i.e., UK homeowners on Houzz (n=1,799) and UK homeowners on Houzz who renovated their primary residence in 2023 (n=838).

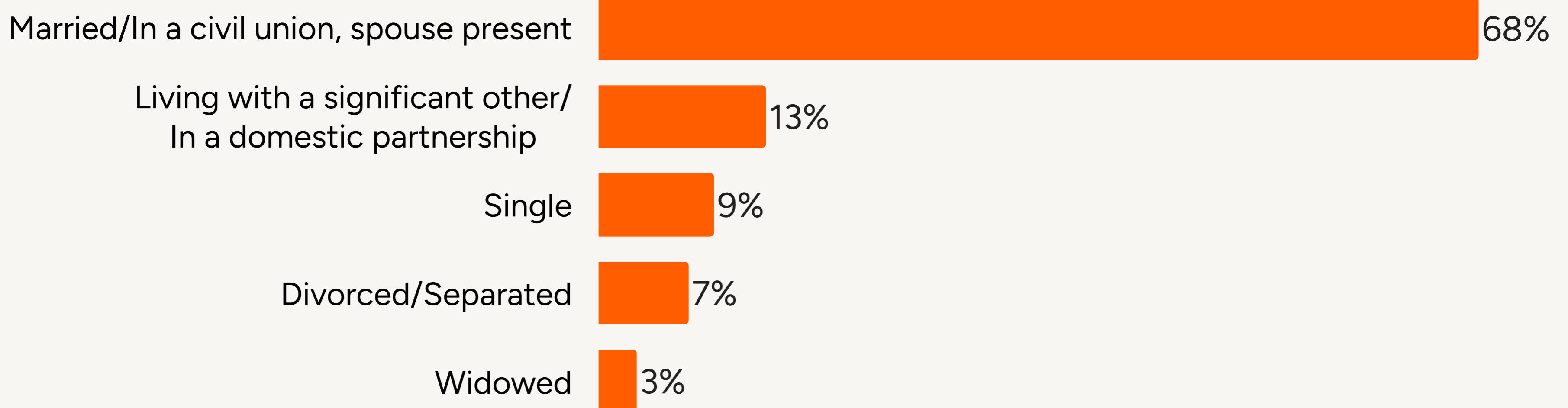
Completeness and Qualifications

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.

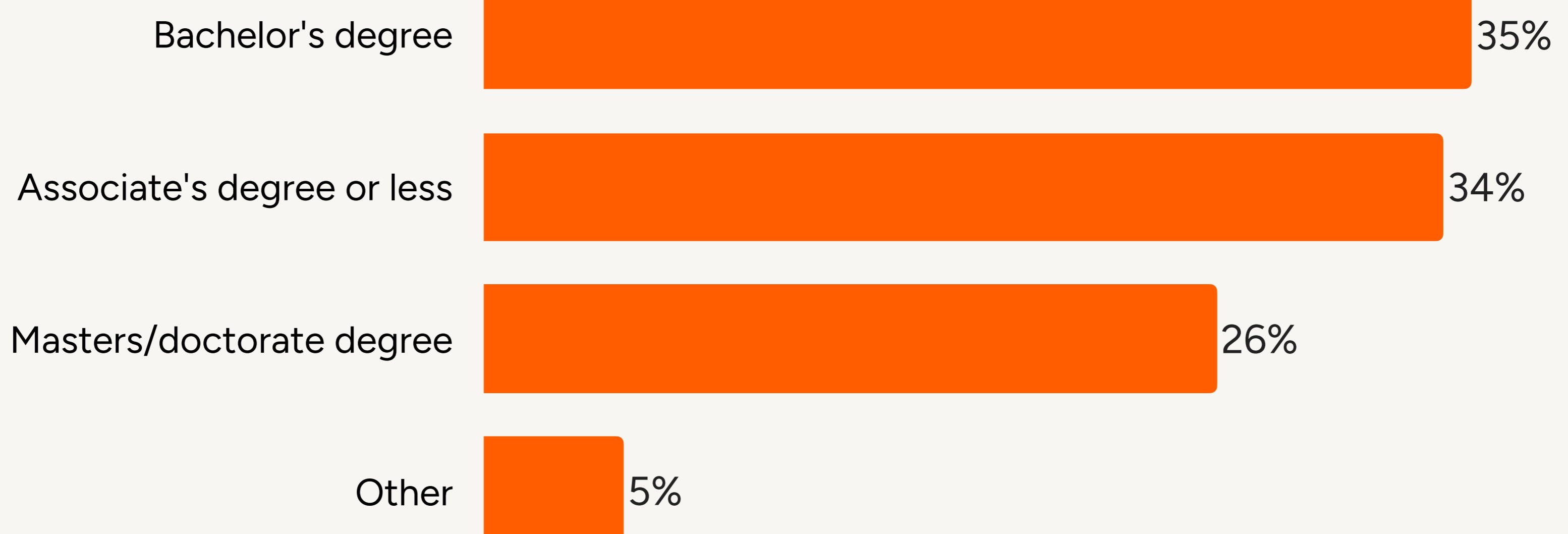


2023 Renovating Homeowner Demographics

MARTIAL STATUS



EDUCATION



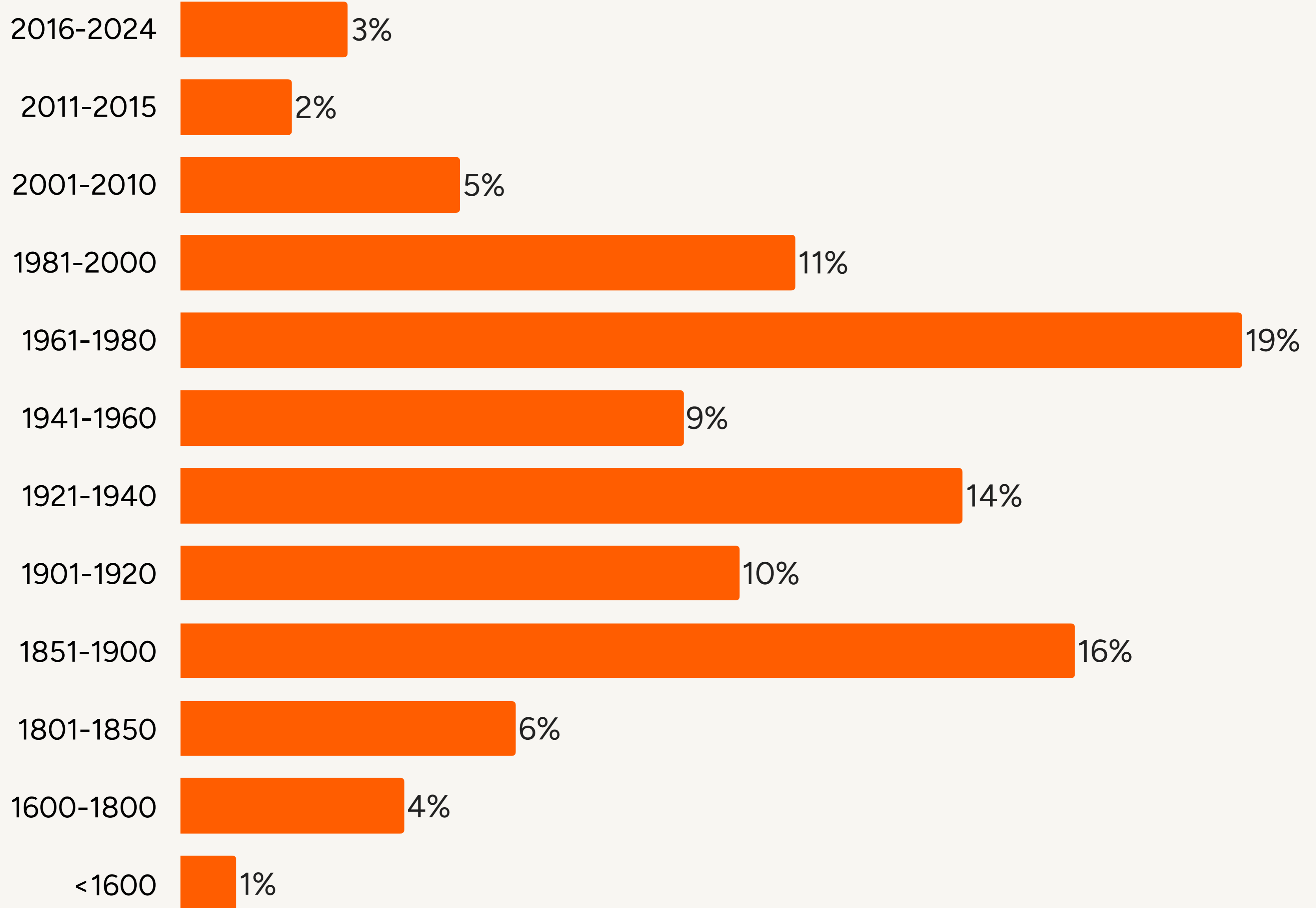
ANNUAL HOUSEHOLD INCOME

| | |
|--------------------|------------|
| Under £50,000 | 35% |
| £50,000 to £99,999 | 35% |
| £100,000 or higher | 30% |



2023 Renovating Homeowner Demographics

YEAR BUILT



HOME TYPE

| | |
|---------------------|------------|
| Detached house | 45% |
| Semi-detached house | 27% |
| Terraced house | 17% |
| Other | 11% |

OWNER-REPORTED HOME VALUE

| | |
|----------------------|------------|
| Under £300,000 | 16% |
| £300,000 to £499,999 | 29% |
| £500,000 or higher | 56% |