

2016

HOUZZ & HOME - AUSTRALIA
August 2016

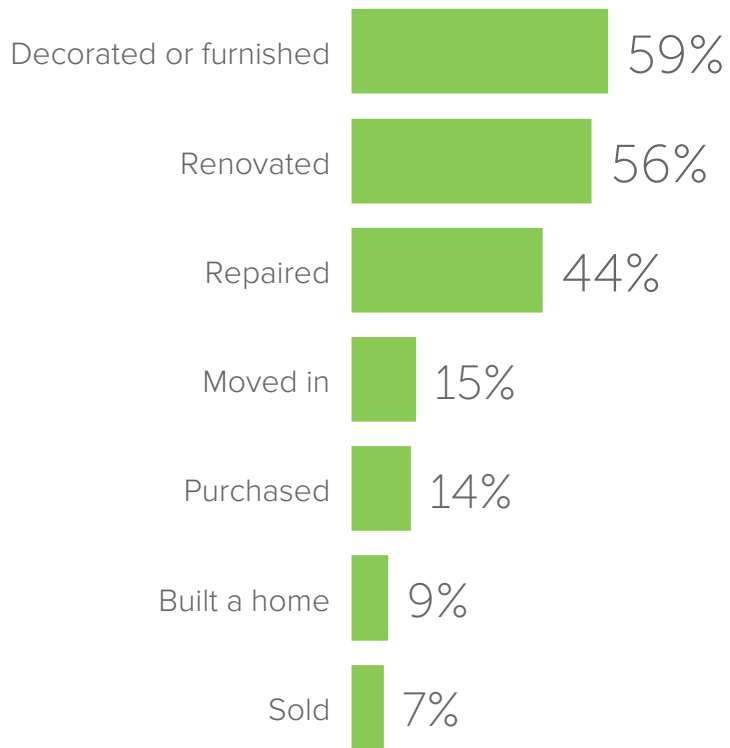


Overview of Home Renovation in 2015

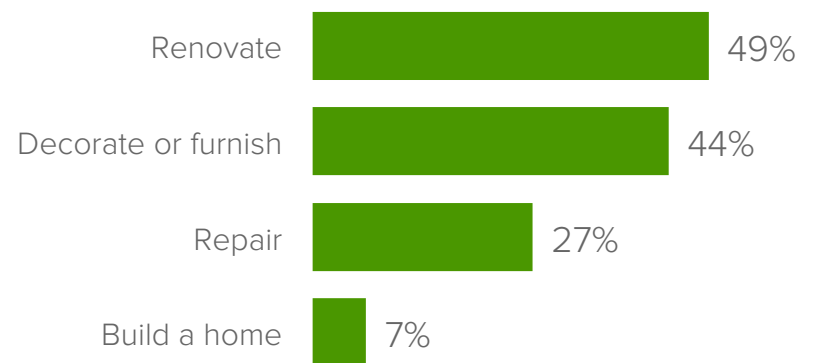
What We're Doing in Our Home

Charts below show the frequency of 2015 activities and planned 2016 activities related to the primary home as reported by homeowners on Houzz Australia.

FREQUENCY OF 2015 HOME-RELATED ACTIVITIES



FREQUENCY OF PLANNED 2016 HOME-RELATED ACTIVITIES



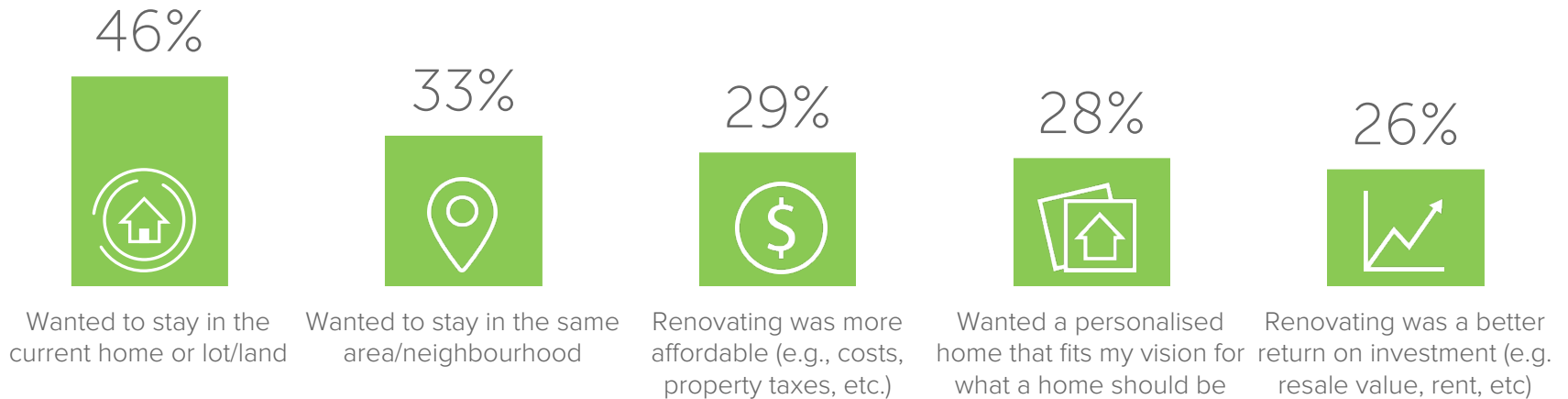
AGE OF HOMEOWNERS WHO RENOVATED



Why We're Renovating vs. Buying a "Perfect" Home

Charts below show the frequency of top reasons for renovating a home vs. buying a home that is already suited for the needs of the homeowner, as reported by homeowners who renovated their primary homes in 2015.

TOP REASONS FOR RENOVATING VS. BUYING



vs.



HOMEOWNERS WHO CHOSE "RENOVATING WAS MORE AFFORDABLE" AS TOP REASON FOR RENOVATING VS. BUYING — BY AGE RANGE

36%
25-34

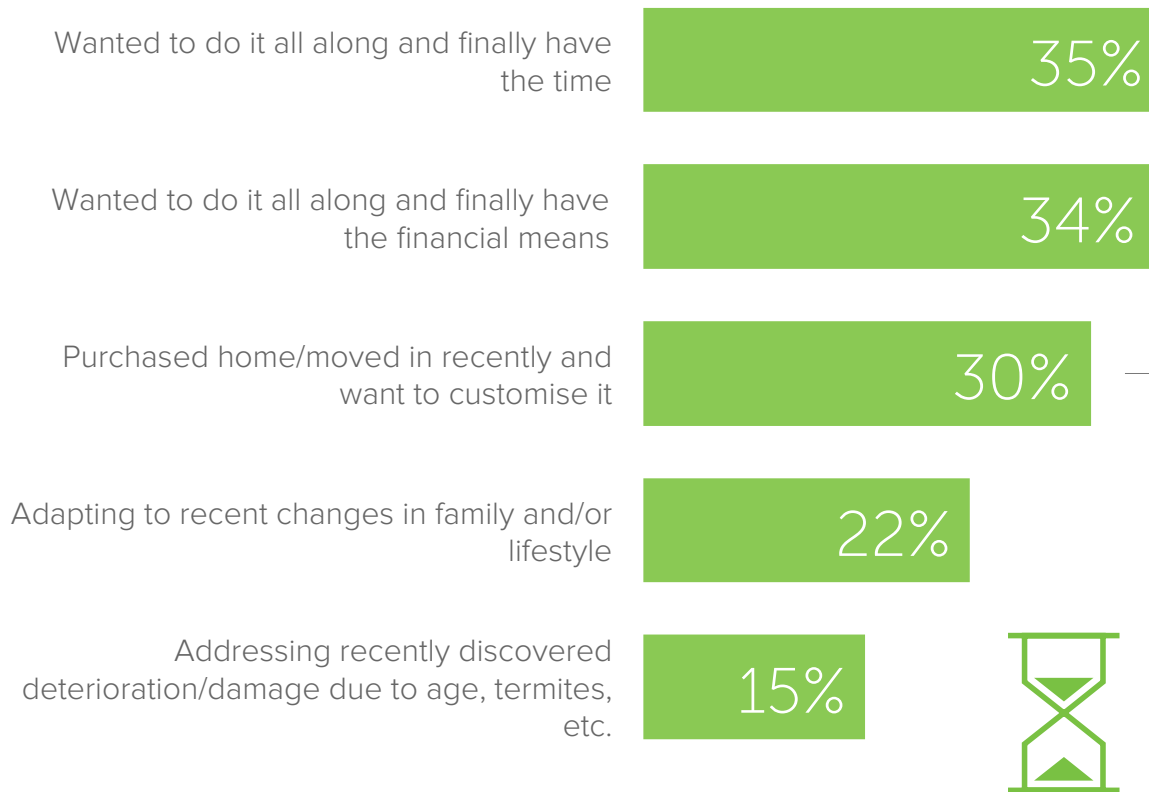
32%
35-44

24%
45-54

Why We're Renovating Now

Charts below show the frequency of top reasons for starting renovations in 2015, as reported by homeowners who renovated their primary homes in 2015.

TOP REASONS FOR STARTING RENOVATIONS IN 2015



What We're Spending and How We're Paying

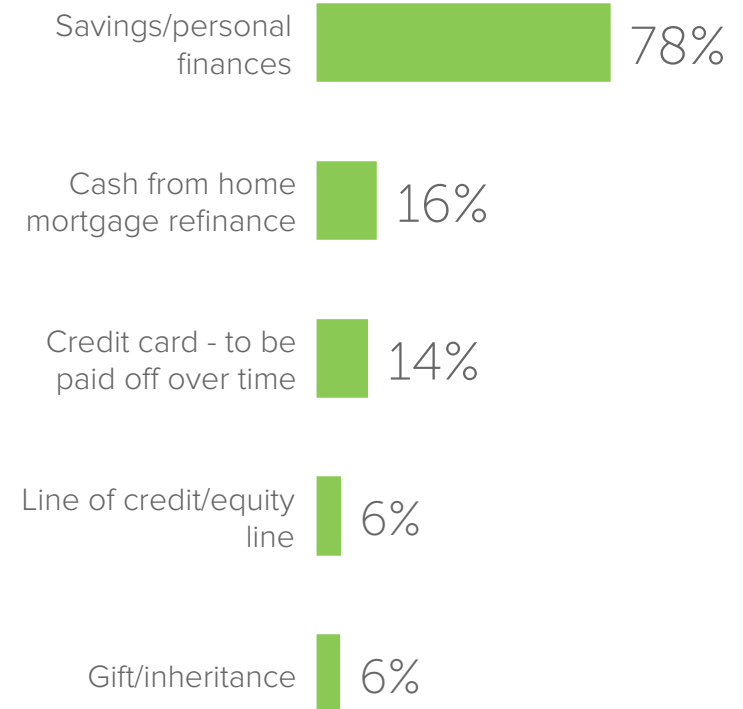
Charts below show the average total spend on home renovations in 2015 and the frequency of top payment methods, as reported by homeowners who renovated their primary homes in 2015.

AVERAGE TOTAL SPEND ON 2015 RENOVATIONS

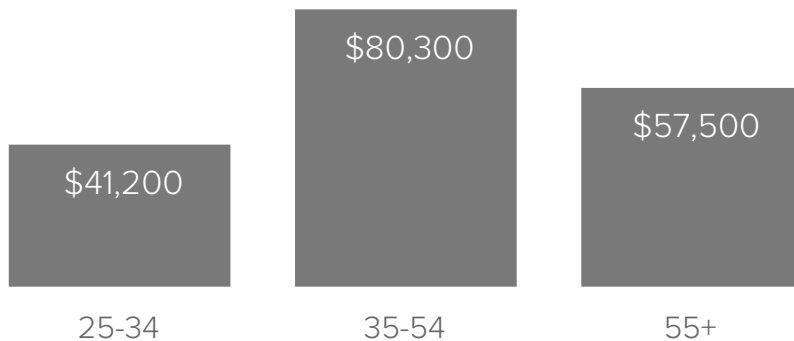


\$68,300

TOP RENOVATION PAYMENT METHODS



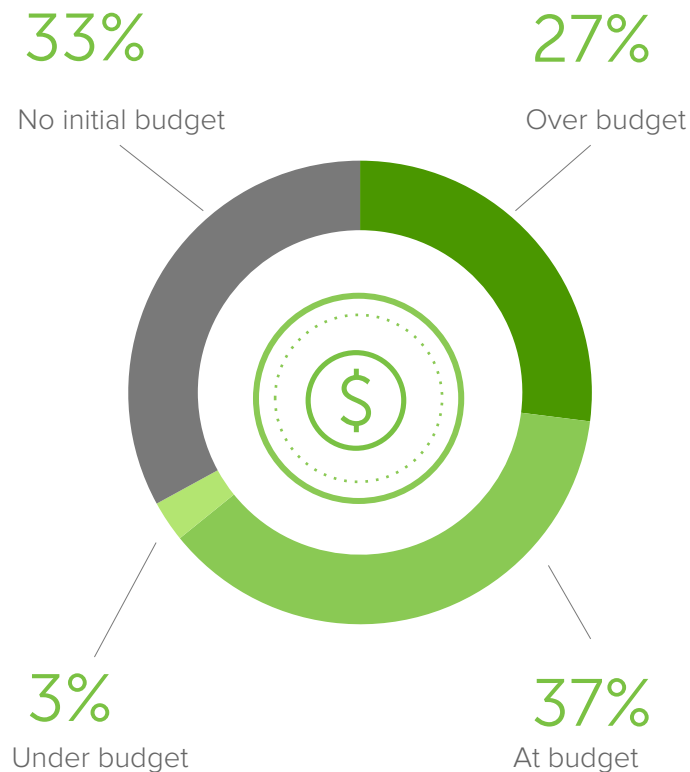
AVERAGE TOTAL SPEND (\$) — BY AGE RANGE



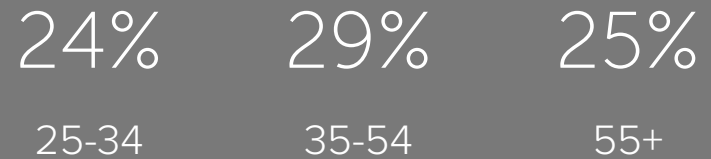
How We're Meeting Our Budget Goals

Charts below show the frequency of renovations exceeding, staying at, and coming below the initial budget, as well as renovations without an initial budget, as reported by homeowners who renovated their primary homes in 2015.

RENOVATIONS EXCEEDING, AT OR BELOW BUDGET



OVER-BUDGET RENOVATIONS — BY AGE RANGE



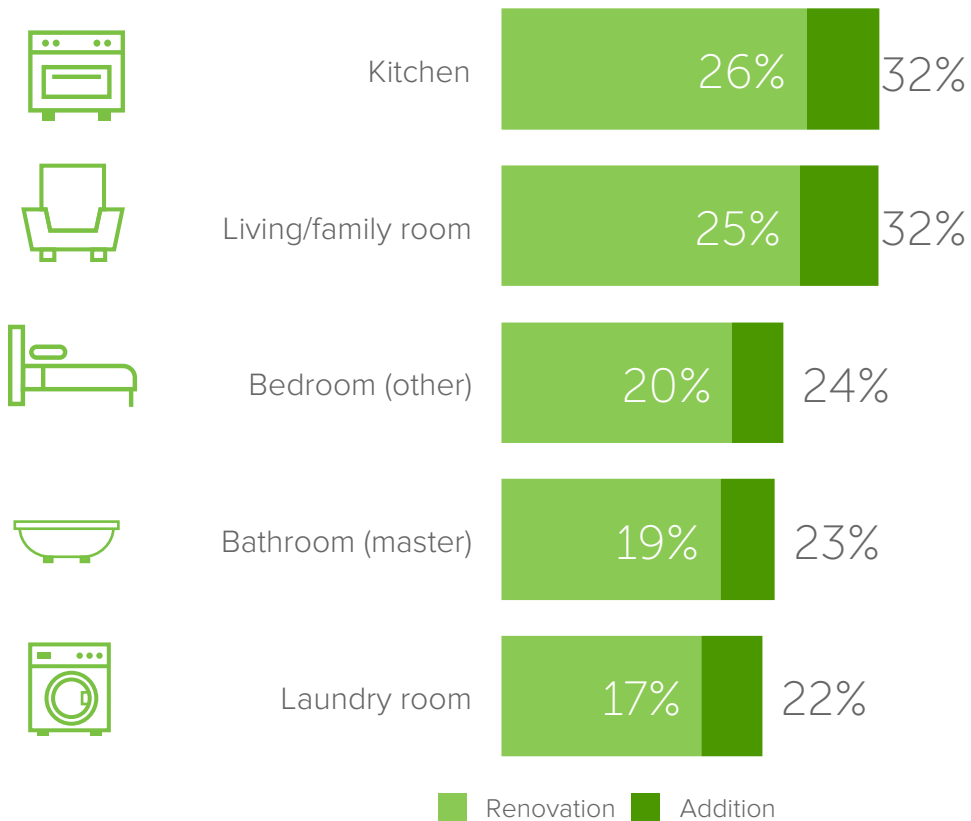
REASONS FOR OVER-BUDGET RENOVATIONS



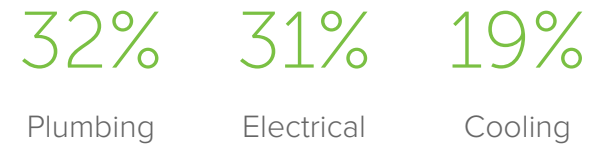
Where We Focus Our Renovation Priorities

Charts and tables below show the frequency of top interior space, home system and exterior building feature upgrades, as reported homeowners who renovated their primary homes in 2015.

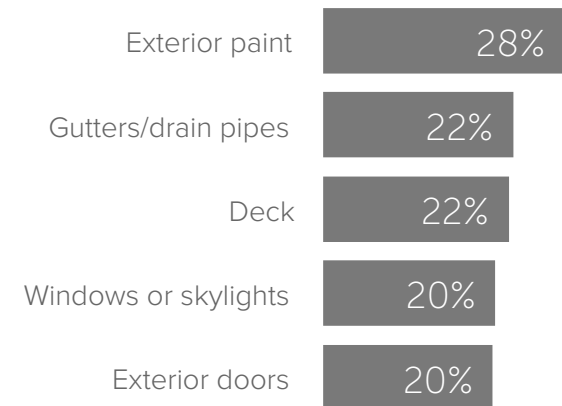
TOP INTERIOR RENOVATIONS AND ADDITIONS



TOP HOME SYSTEMS UPGRADES



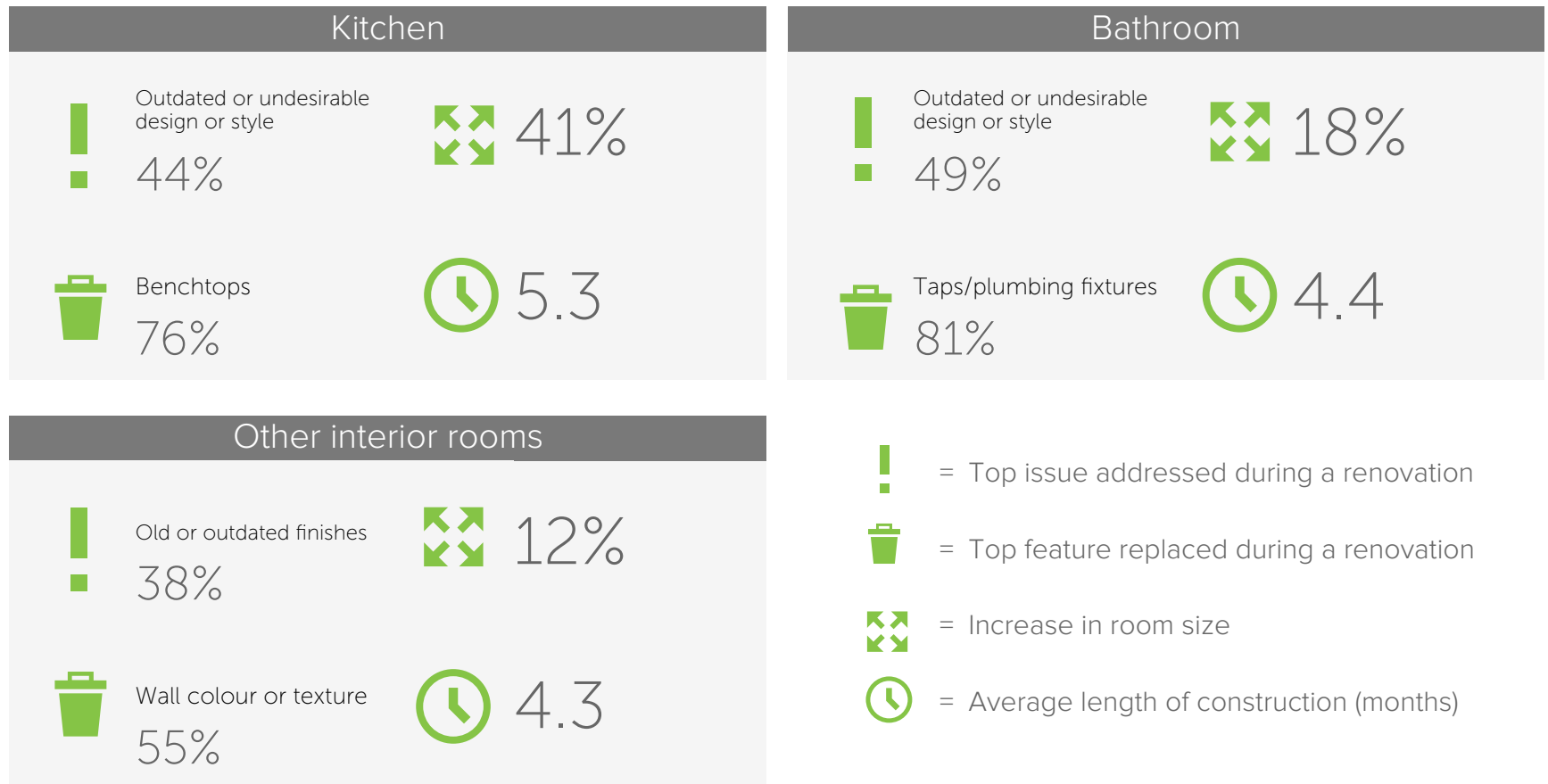
TOP EXTERIOR BUILDING UPGRADES



What We're Doing in Interior Renovations

Tables below show the frequency of top renovation characteristics of select interior spaces, as reported by homeowners who renovated these interior spaces in their primary homes in 2015.

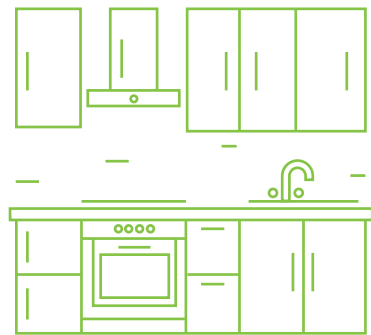
TOP CHARACTERISTICS OF INTERIOR ROOM RENOVATIONS



How Much Kitchens and Bathrooms Cost to Renovate

Charts below show the average room size and spend on kitchen and bathroom renovations (excluding additions), as reported by homeowners who renovated their primary homes in 2015. *Major bathroom renovation* refers to a renovation where at least the cabinetry/vanity, benchtops, and toilet are replaced; *minor bathroom renovation* includes all other renovations. Major kitchen renovation refers to a renovation where at least all the cabinets and appliances are replaced; *minor kitchen renovation* includes all other renovations.

AVERAGE SPEND BY KITCHEN RENOVATION SCOPE



14

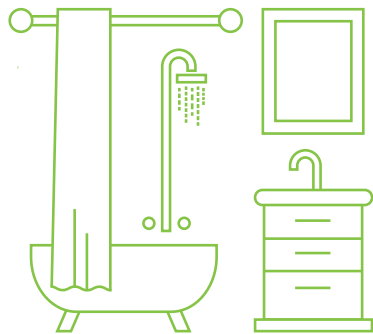
sq metres

Average
size of renovated
kitchen

■ Major renovation
■ Minor renovation



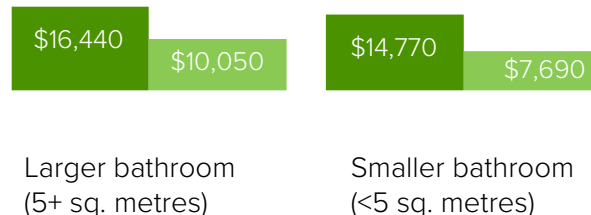
AVERAGE SPEND BY MASTER BATHROOM RENOVATION SCOPE



8

sq metres

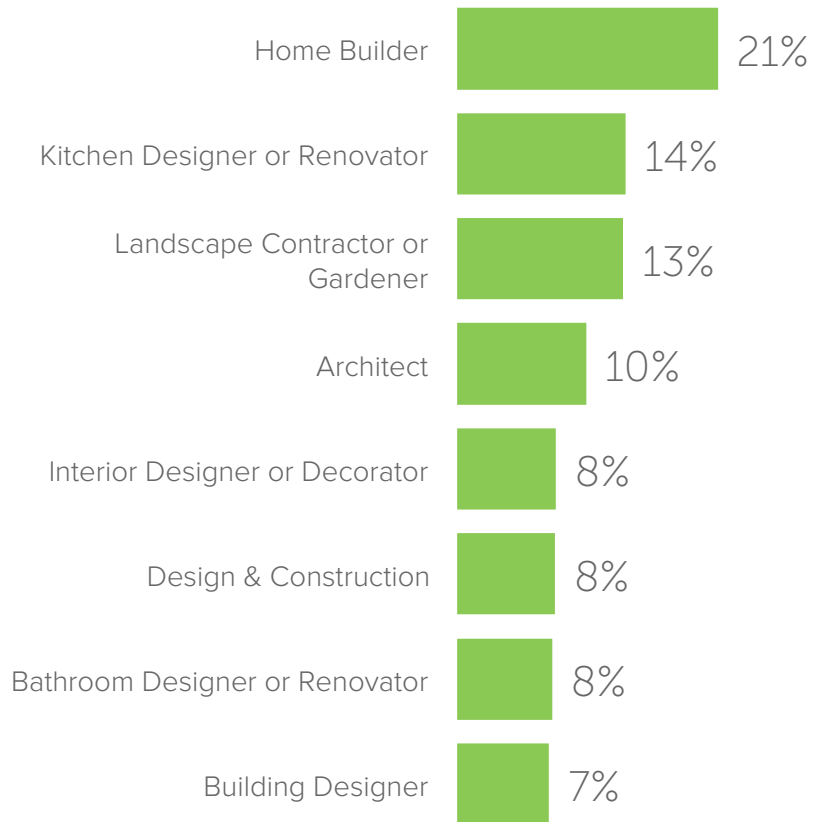
Average
size of renovated
master bathroom



Who We Turn to for Help

Charts below show the frequency of overall professional hiring and the frequency of top professionals hired by non-DIY homeowners, as reported by homeowners who renovated their primary homes in 2015.

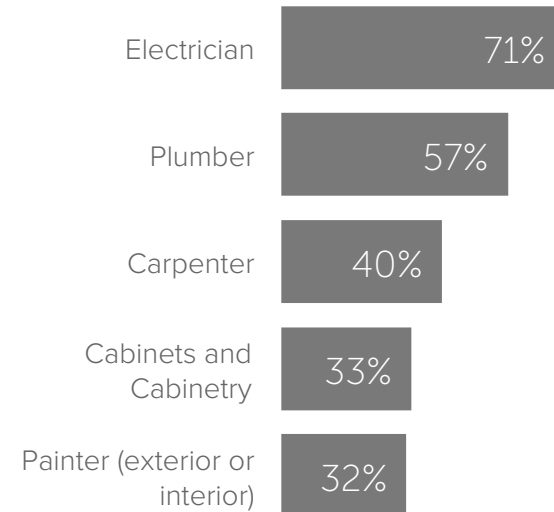
TOP HIRED PROFESSIONALS AMONG NON-DIYERS



OVERALL PRO HIRING



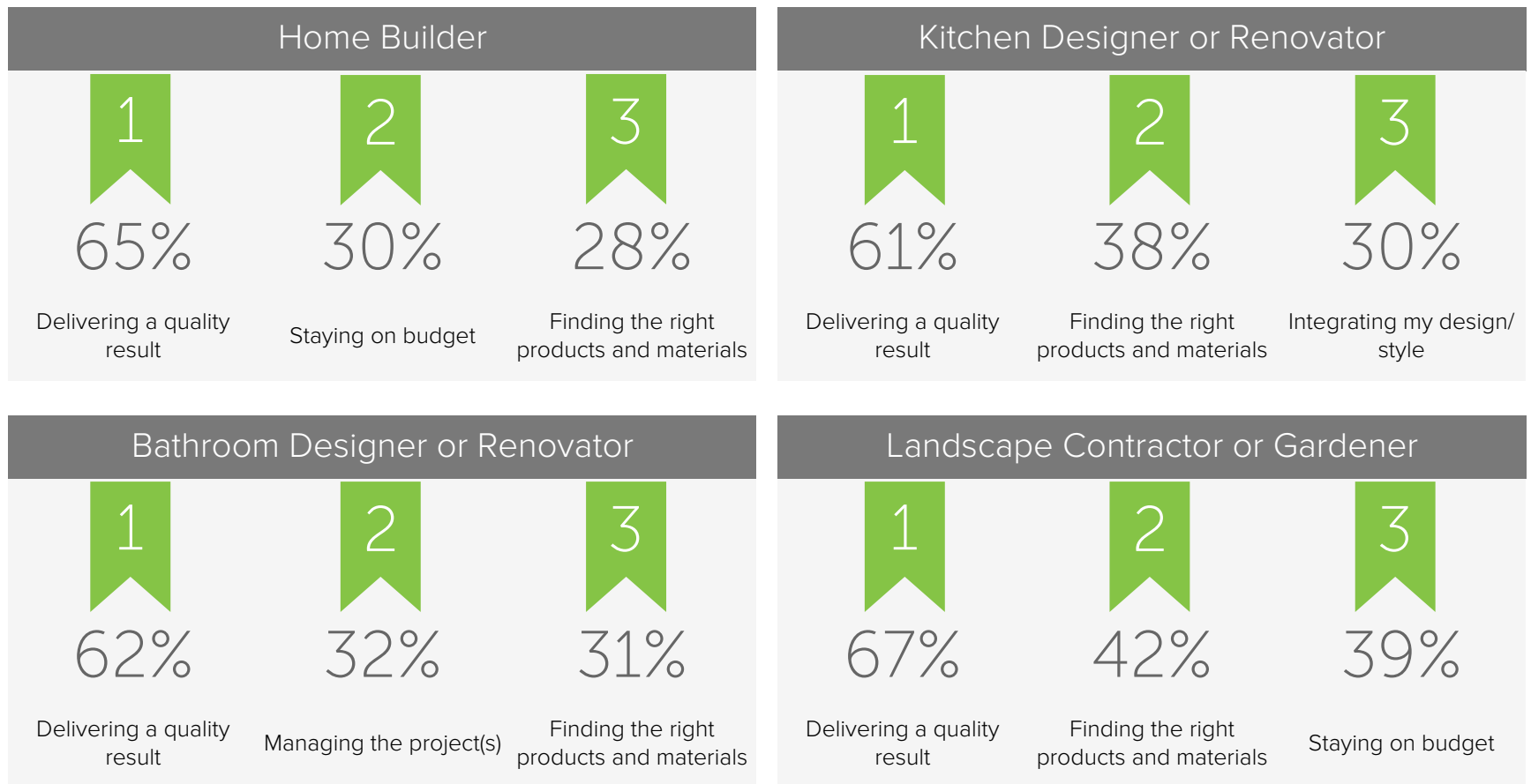
TOP HIRED SPECIALISTS AMONG NON-DIYERS



Why We Value Pro Help

Tables below show the frequency of the top three most valued contributions to home renovations made by each professional type, as cited by homeowners who renovated their homes in 2015 with the help of these professionals.

MOST VALUED PRO CONTRIBUTIONS BY PROFESSIONAL TYPE IN HOME RENOVATIONS



Methodology

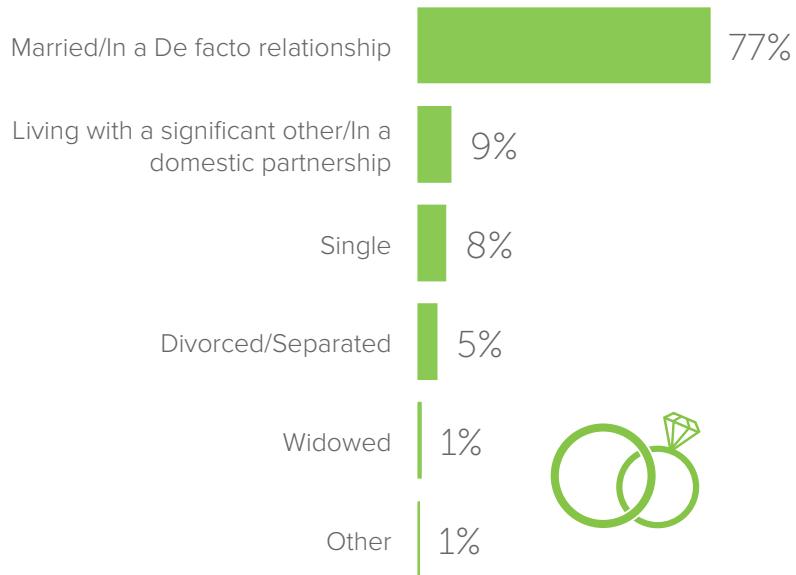
The annual Houzz & Home study is the largest survey of residential renovation, building, and decorating activity conducted. This survey covers every aspect of home renovation in 2015, from interior renovations and additions to home systems, exterior upgrades, and outdoor projects. This includes historical and planned spends, professional involvement, and motivations and challenges behind these projects, as well as planned activities for 2016. The 2016 Houzz & Home survey gathered information from 13,972 respondents in Australia and 229,541 respondents worldwide, representing the activity of the more than 40 million monthly unique Houzz users.

The Houzz & Home survey for Australia was sent via email to registered users of Houzz and fielded in May 27-June 30, 2016. The Farnsworth Group, an independent market research firm, conducted the survey. The current report relies on responses of Australian homeowners on Houzz (n=12,092) and Australian homeowners on Houzz who renovated in 2015 (n=6,426).

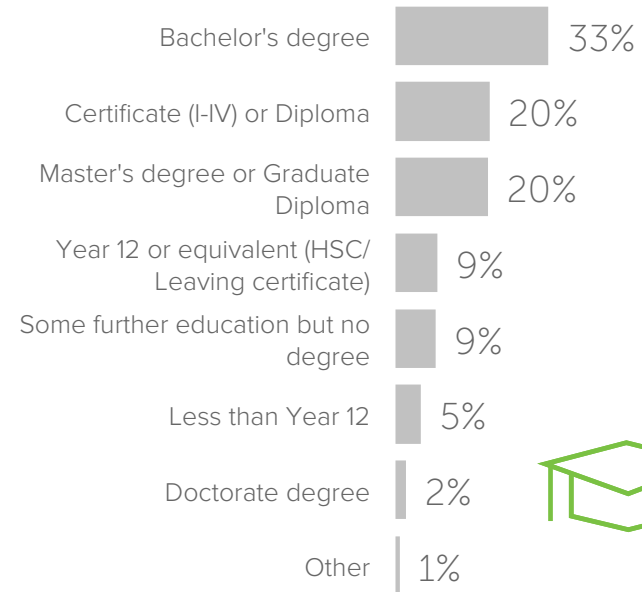
APPENDIX

A. 2015 Renovating Homeowner Demographics

MARITAL STATUS



EDUCATION



55%

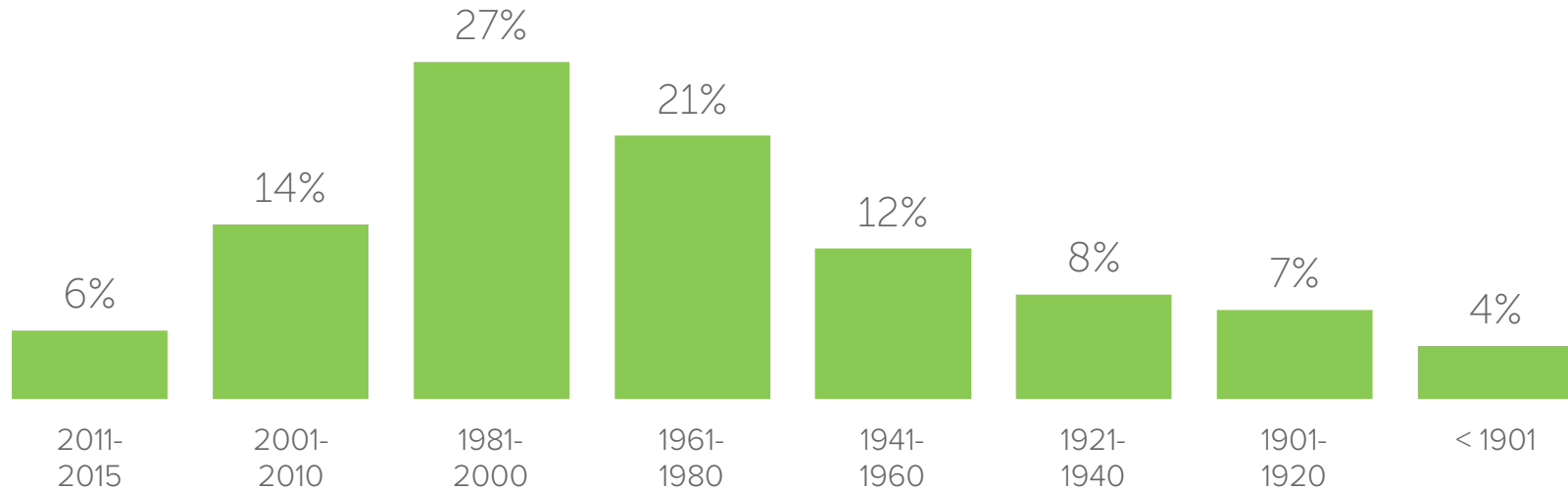
Have child(ren) living with them

ANNUAL HOUSEHOLD INCOME

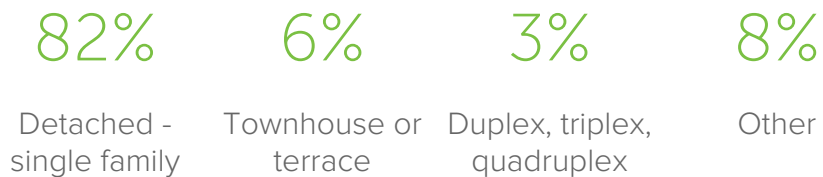


B. Characteristics of Homes Renovated in 2015

YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz Australia

PHOTOS	FIND PROS	PRODUCTS	STORIES
Kitchen	Architects	Furniture	Most Popular
Bathroom	Building Designers	Lighting	Houzz Tours
Bedroom	Home Builders	Home Decor	Kitchens
Living	Interior Designers & Decorators	Kitchen & Dining	Bathrooms
Dining	Design & Construction	Bathroom	Living Rooms
Outdoor	Kitchen Designers & Renovators	Bedroom	Bedrooms
Baby & Kids	Bathroom Designers & Renovators	Storage & Organisation	More Rooms
Home Office	Landscape Architects & Landscape Designers	Outdoor	Decorating
Storage & Wardrobe	Joinery & Cabinet Makers	Home Improvement	Outdoor Living
Exterior		Baby & Kids	Renovating