

# 2015



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## HOUZZ BATHROOM TRENDS STUDY



# Big Ideas

- Bathrooms maintain footprint
- Supersized master showers reign
- Boomers embrace accessibility features
- Powder rooms are personal projects
- 3-in-5 recycling old bathroom fixtures

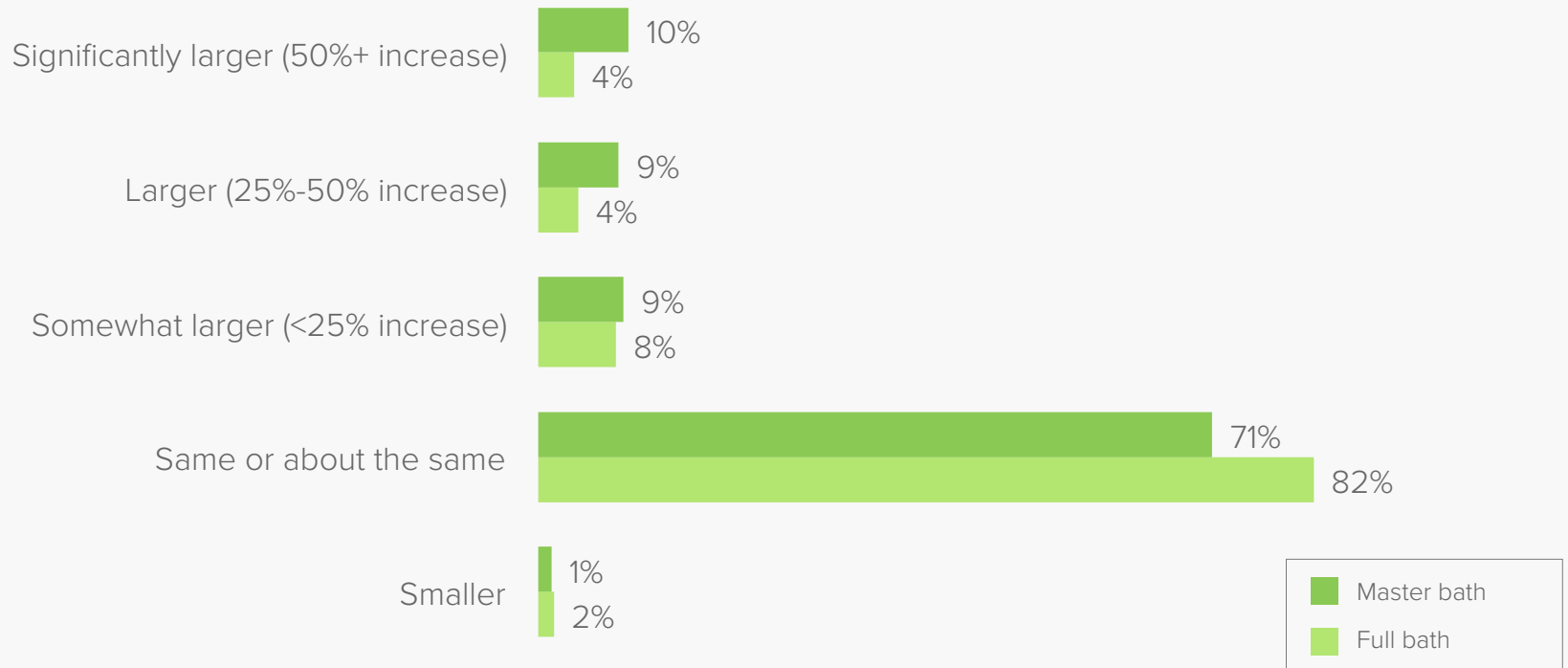


# Majority Maintaining Bathroom Size



Consistent with last year's findings, the majority of upgraded baths remain the same size. Homeowners in the Northeast (37%) and West (30%) are most likely to increase their bath size, followed by the Midwest (24%) and South (23%).

## CHANGE IN BATHROOM SIZE AFTER UPGRADES\*



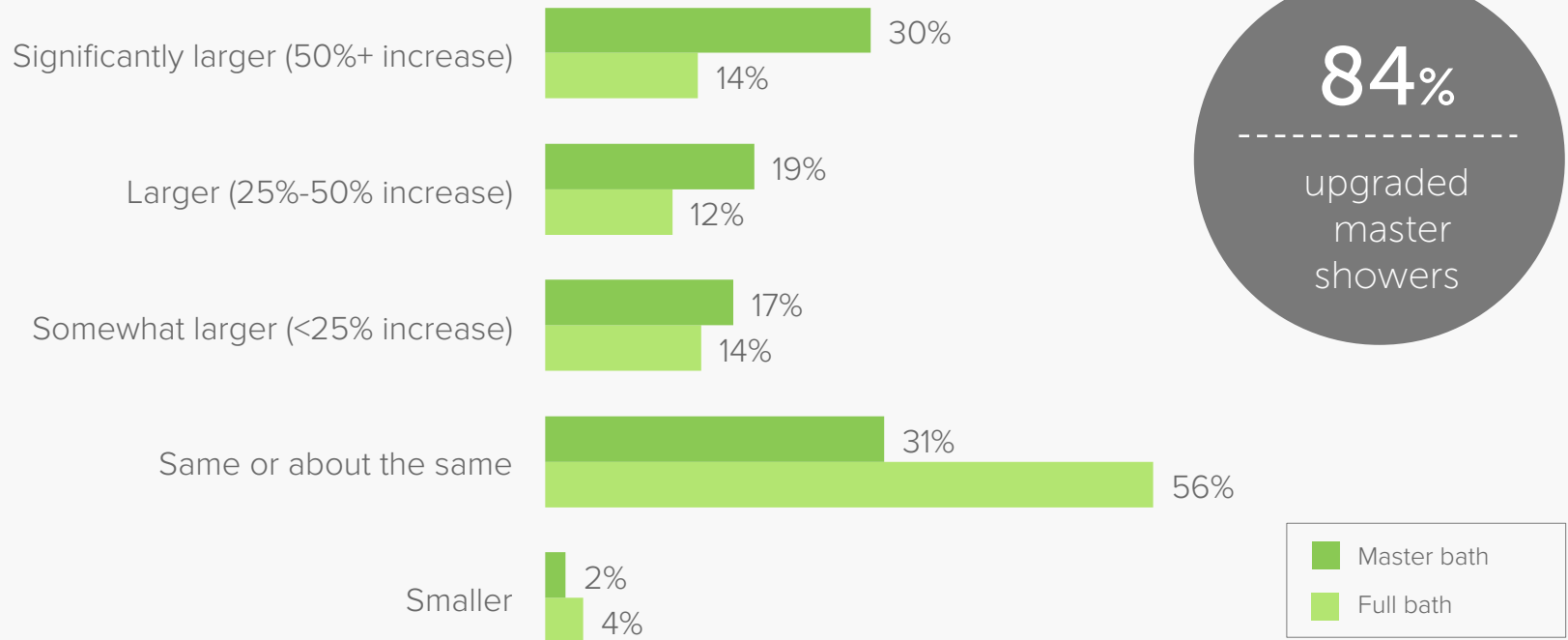
\*Excludes new builds and uncertain/missing responses; n=1778 for master bath; n=1132 for full bath.

# ...But Showers Are Expanding



Despite maintaining our bath size, two-thirds of us upgrading our master showers are increasing their size (67%), with the Northeast leading the U.S. (72%). Many non-master full baths, especially in the West, are also getting a bump in the size of the shower stalls (40%)

## CHANGE IN SHOWER STALL SIZE AFTER UPGRADES\*



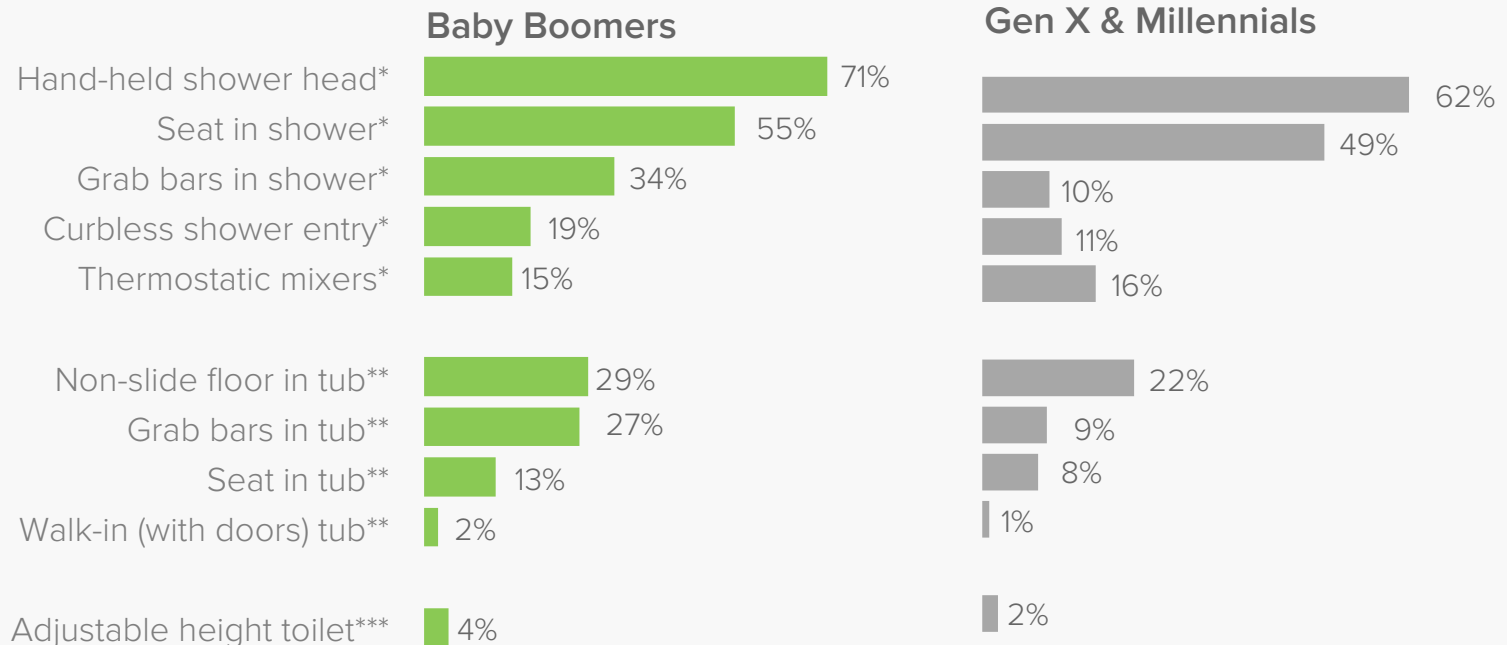
\*Excludes new builds; 16%/34% of master and non-master bath upgrades where showers were not upgraded; and uncertain/missing responses; n=1567 for master bath; n=714 for full bath.

# Boomers Embrace Accessibility Features



Boomers are 3x more likely to install grab bars and nearly 2x more likely to have curbless showers in their master baths than younger generations. Non-slide floors, hand-held shower heads, seats in shower or tub, and thermostatic mixers are somewhat more universal across generations.

## NEW ACCESSIBILITY FEATURES IN UPGRADED/NEW MASTER BATHROOMS



\*Excludes 16% of master bath upgrades where showers were not upgraded; and uncertain/missing responses; n=1493 for master bath.

\*\*Excludes 64% of master bath upgrades where tubs were not upgraded; and uncertain/missing responses; n=732 for master bath.

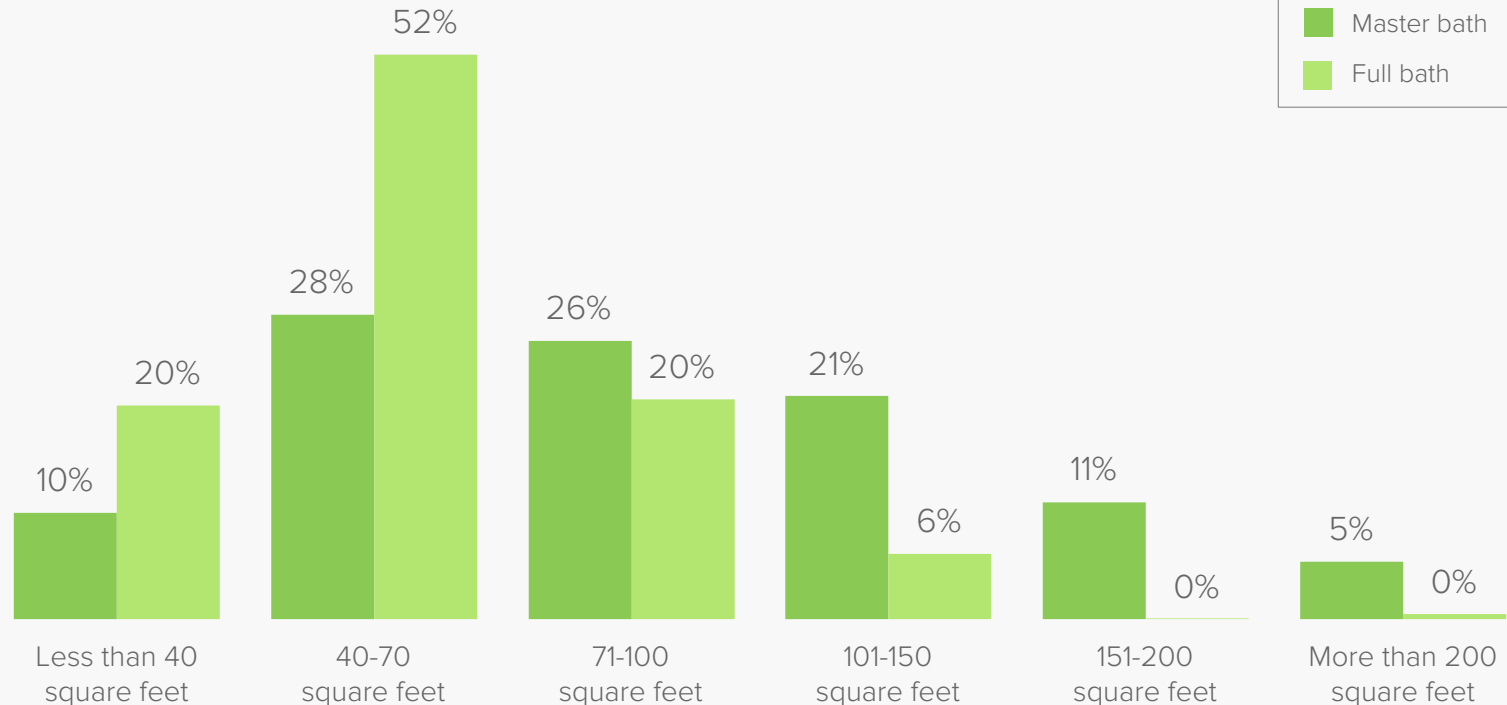
\*\*\*Excludes 31% of master bath upgrades where toilets were not upgraded; and uncertain/missing responses; n=1190 for master bath.

# Master Baths Largest in the South



Master baths across the country are hardly small, with the vast majority over 70 sq. feet (62%). More of us in the South, however, have very large masters of 100 sq. ft. or larger (43% vs. 33% in other regions). Most non-master full baths are 40-70 sq. ft. (52%), with only minor regional differences.

## SIZE OF UPGRADED/NEW BATHROOMS\*



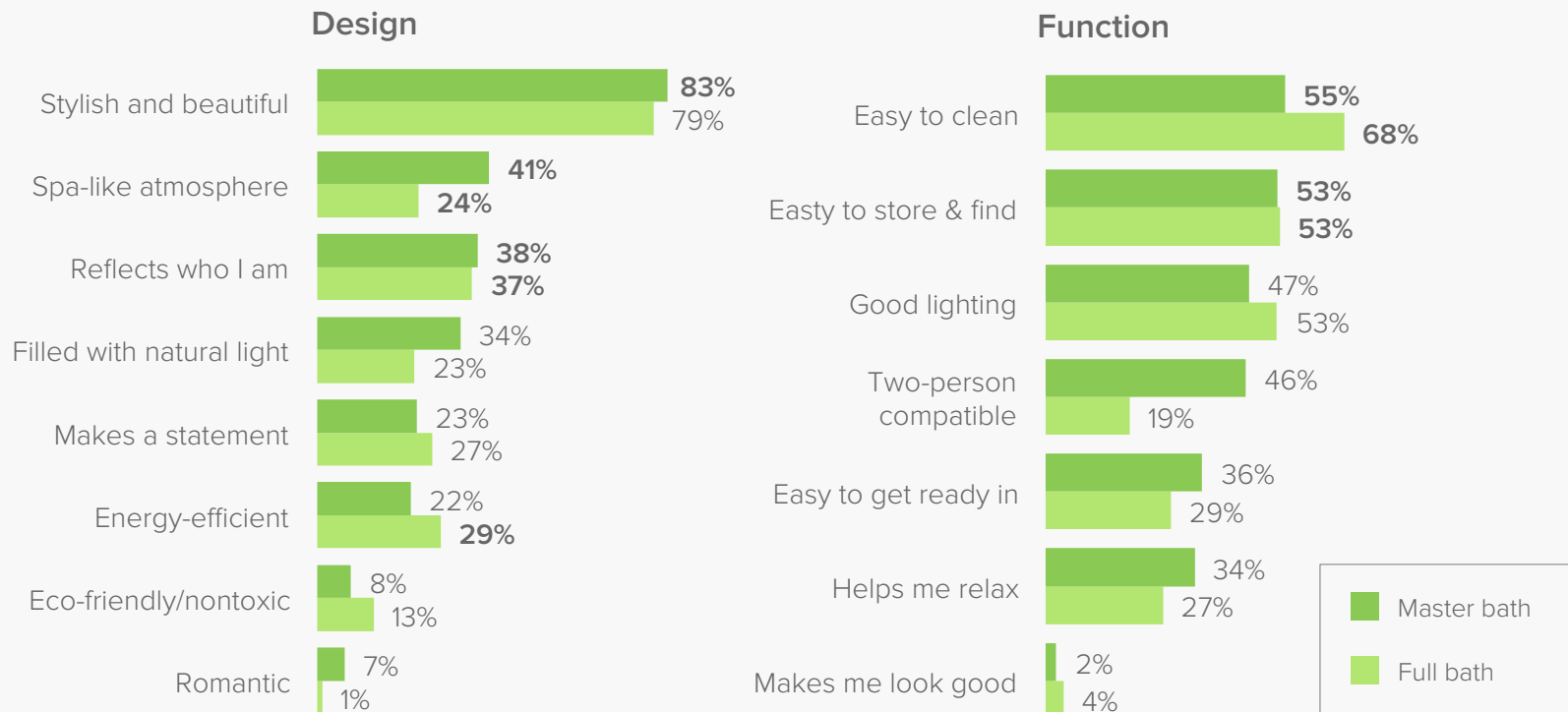
\*Excludes uncertain/missing responses; n=1837 for master bath; n=1146 for full bath.

# Beauty and Cleanliness Are Key



Renovated bathrooms must be both beautiful and easy to clean. The master should be spa-like, naturally lit, and romantic compared with a non-master bath. Functionally, a master needs to be two-person compatible, relaxing, and easy to get ready in.

## TOP DESIGN AND FUNCTIONAL ASPECTS OF BATHROOMS\*



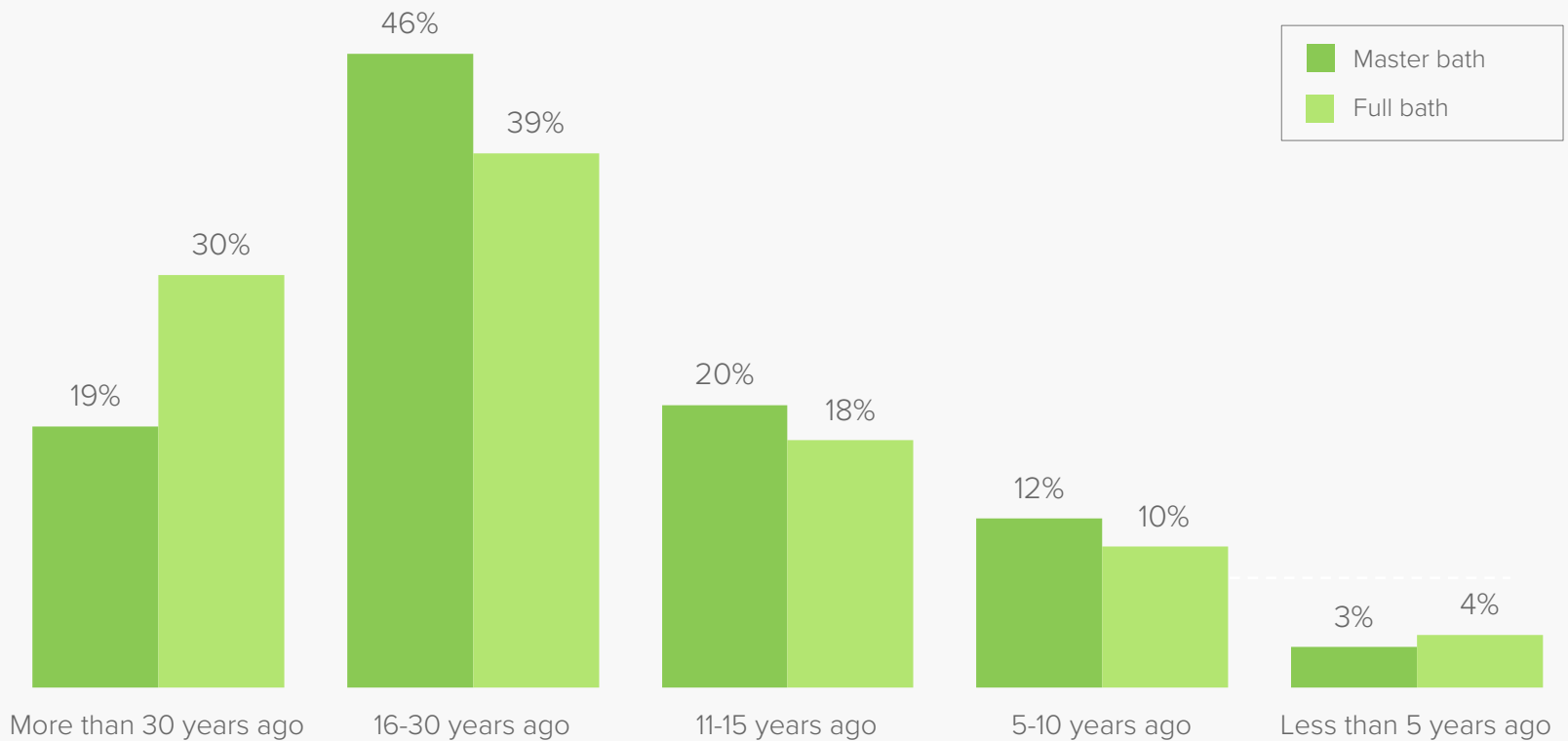
\*Excludes uncertain/missing responses; n=1866/1156 for master/full bath for design aspects and n=1826/1129 for master/full bath for functional aspects.

# A Lasting Investment



A large majority of us upgrade master and non-master full baths every 16 years or longer. Similar to kitchen remodels, non-master baths are particularly long-lived, with 30% being upgraded in 30+ year intervals.

TIMING OF LAST BATHROOM UPGRADES\*



\*Excludes new builds and uncertain/missing responses; n=1576 for master bath; n=976 for full bath.

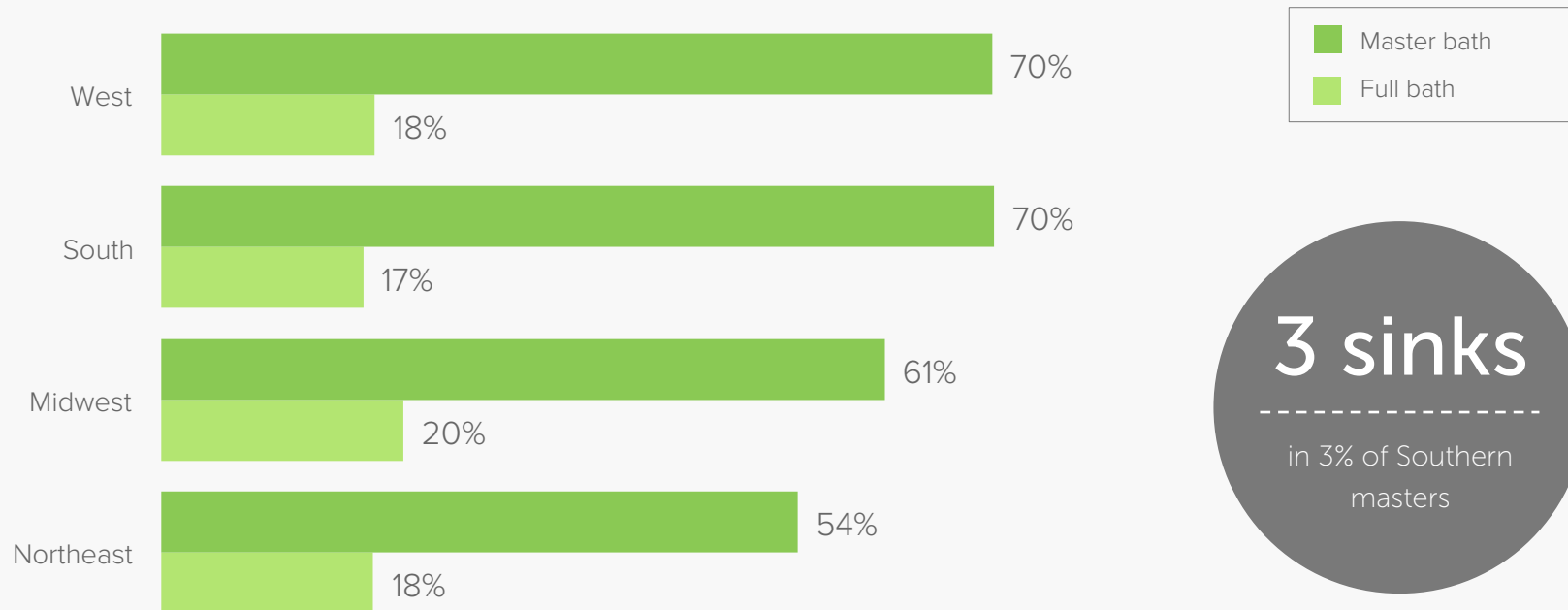


# Doubling Down on Sinks



Sixty-five percent of us will include two sinks in our upgraded or new master, up from 55% last year. More Southerners and Westerners choose double sinks than those of us in the Midwest or Northeast. Surprisingly, nearly one fifth of us are installing two sinks in a non-master bath.

## TWO SINKS IN UPGRADED/NEW BATHROOMS\*



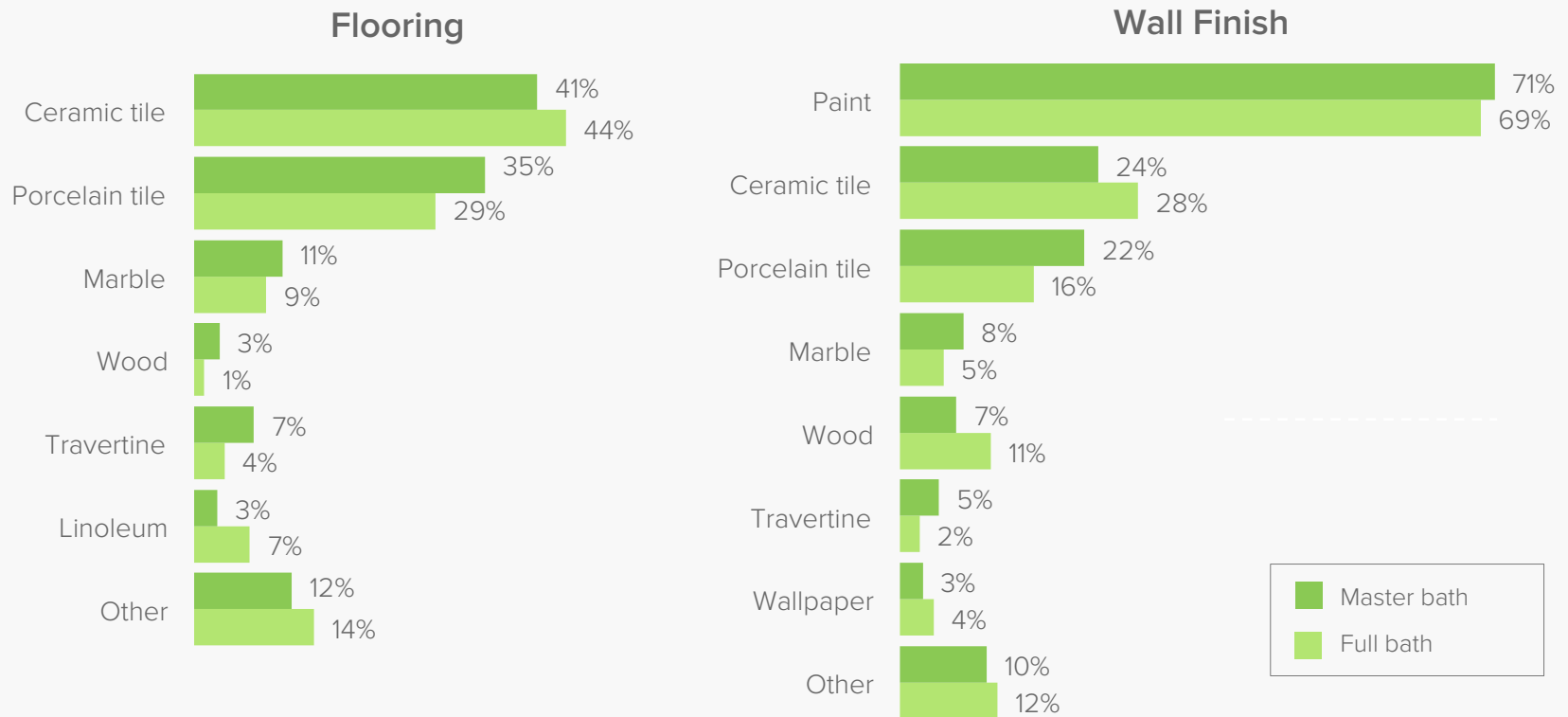
\*Excludes 15%/18% of master/non-master bath upgrades where sinks were not upgraded; and uncertain/missing responses; n=1599 for master bath; n=950 for full bath.

# Tile Makes Us Smile



It is clear that most of us choose between ceramic or porcelain tile for our flooring and wall finishes (after paint), master or not. Marble continues to be a popular choice.

## FLOORING AND WALL FINISHES IN UPGRADED/NEW BATHROOMS\*



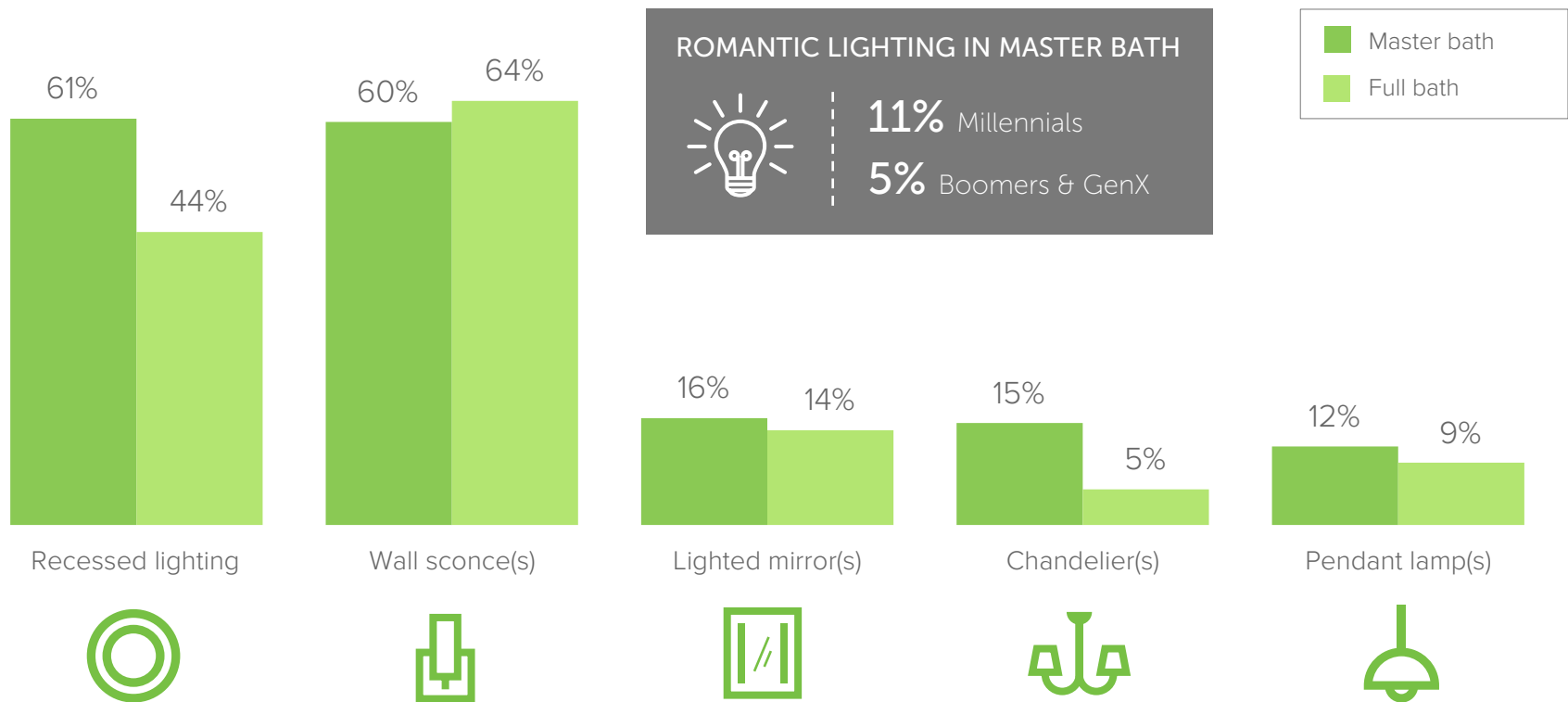
\*Excludes 12%/14% and 17%/15% of master/fullbath upgrades where flooring and wall finish were not upgraded, respectively; and uncertain/missing responses; n=1528/918 for master/non-master bath for flooring and n=1472/944 for master/non-master for wall finish.

# Seeing Ourselves in the Best Light



Since good lighting is a key function for nearly half of us, we equip our baths with multiple lighting types for maximum effect. Moreover, one in ten Millennials are looking for romantic lighting for their master bath.

## NEW LIGHTING TYPES IN UPGRADED/NEW BATHROOMS\*



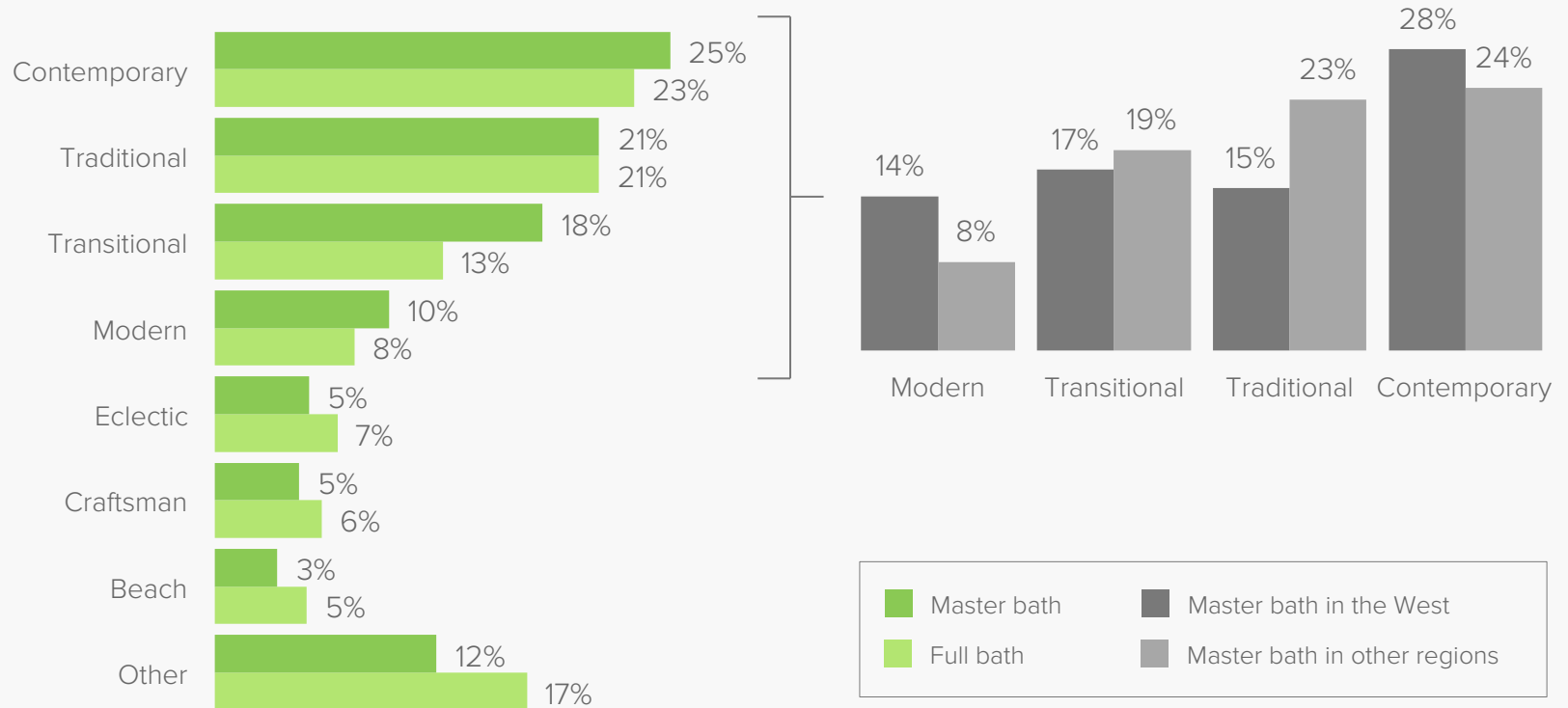
\*Excludes 12%/17% of master/full bath upgrades where lighting was not upgraded; and uncertain/missing responses; n=1512 for master bath; n=856 for full bath.

# West Leads in Modern Aesthetic



While master bathroom upgrades vary little in style relative to non-master baths at a national level, styles do vary across regions. Western dwellers are nearly twice as likely to favor a modern aesthetic.

STYLES OF UPGRADED/NEW BATHROOMS\*



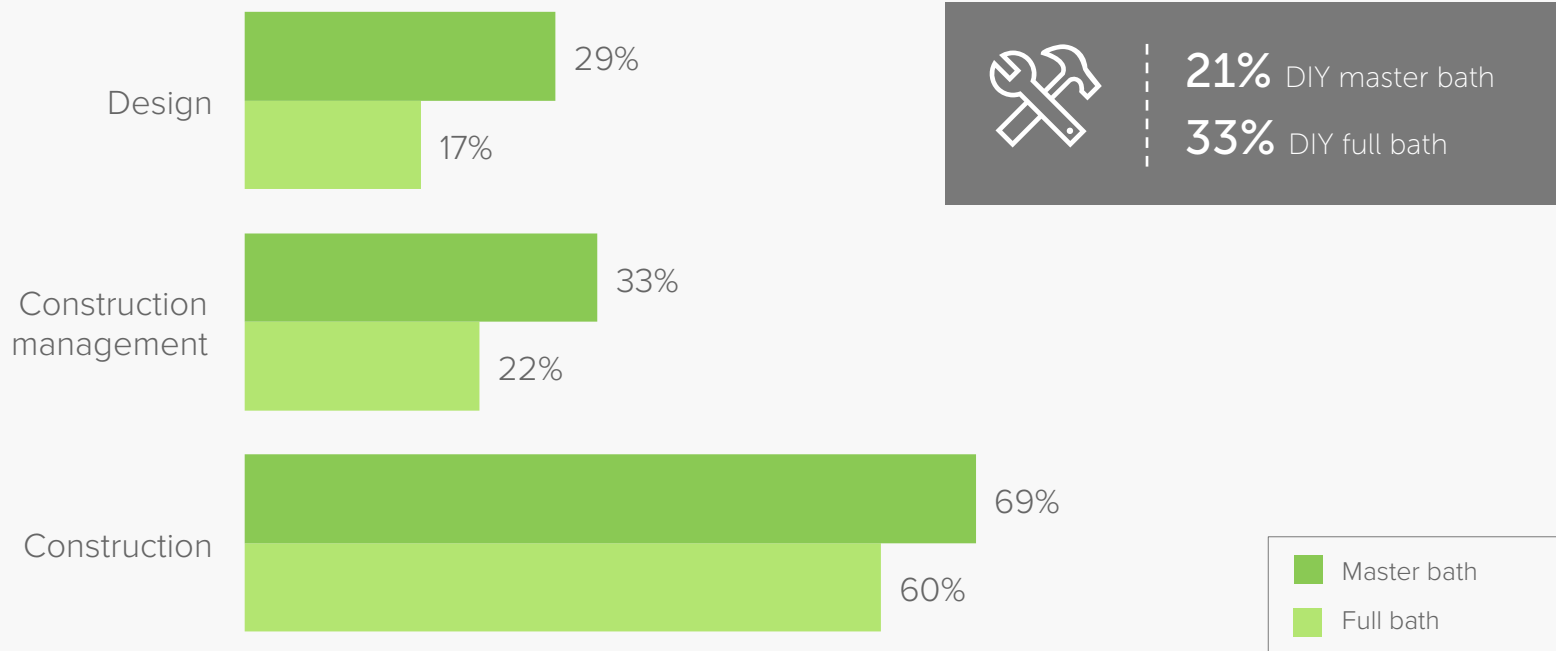
\*Excludes uncertain/missing responses; n=1725 for master bath; n=1059 for full bath.

# Construction Services a Must



The majority of us hire a professional for our bathroom projects. We are nearly as likely to hire a construction pro for a master bath (69%) as for a kitchen project, yet more than a third less likely to hire a design professional (29%).\*

## PROFESSIONAL INVOLVEMENT DURING BATHROOM UPGRADE/BUILD\*\*



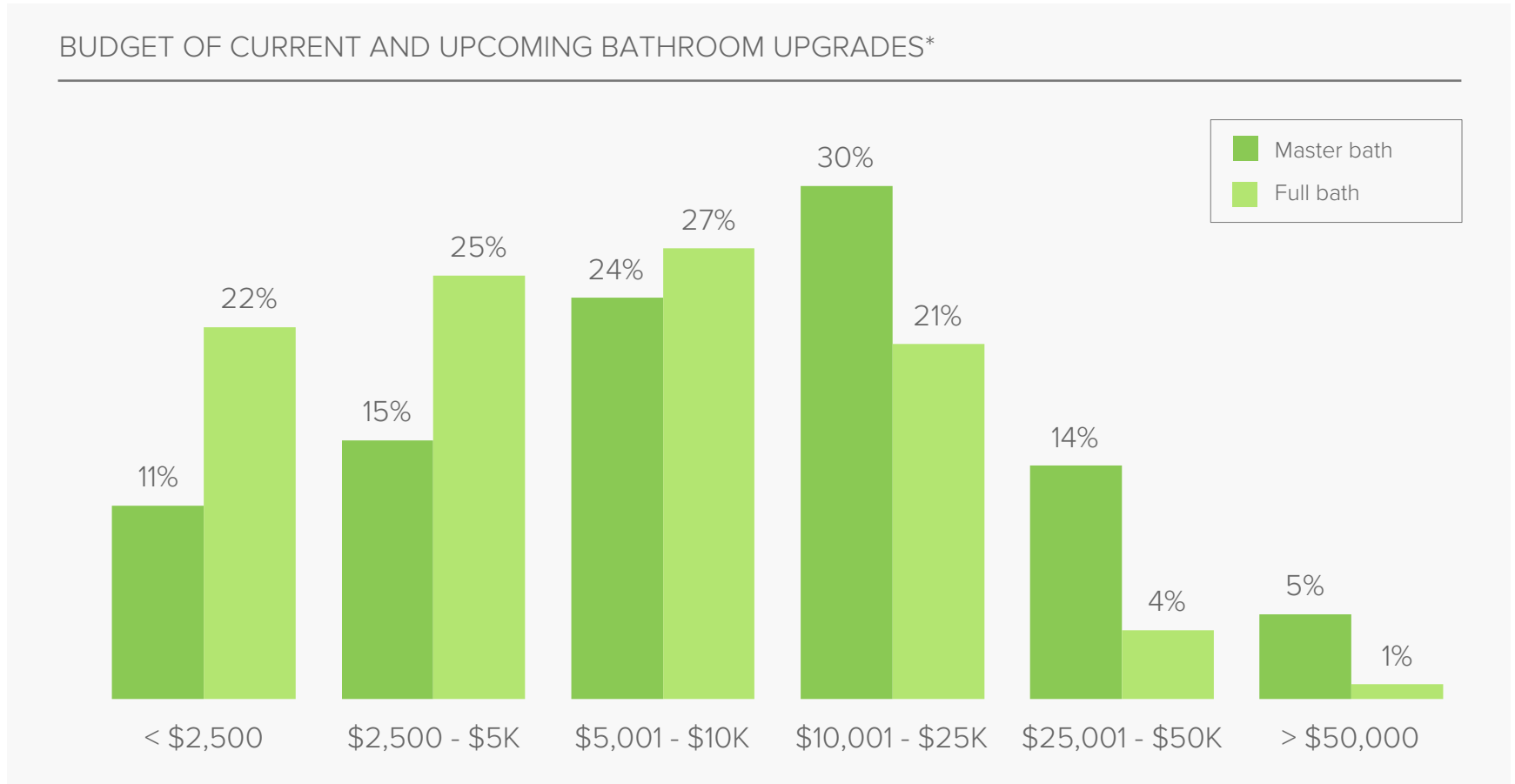
\*In our recent [Kitchen Trends Study](#), 76% and 46% of U.S. homeowners hired a construction and/or design pro during a recent, in progress or planned kitchen project, respectively.

\*\*Excludes uncertain/missing responses; n=1873 for master bath; n=1158 for full bath.

# \$10K+ Master Baths



Consistent across all regions, half of us budget more than \$10K on our master bath upgrades compared to only 26% for non-master baths. Still, 11% of masters and 22% of non-master full bath projects fall under \$2,500, nearly 60% consisting of cosmetic upgrades.



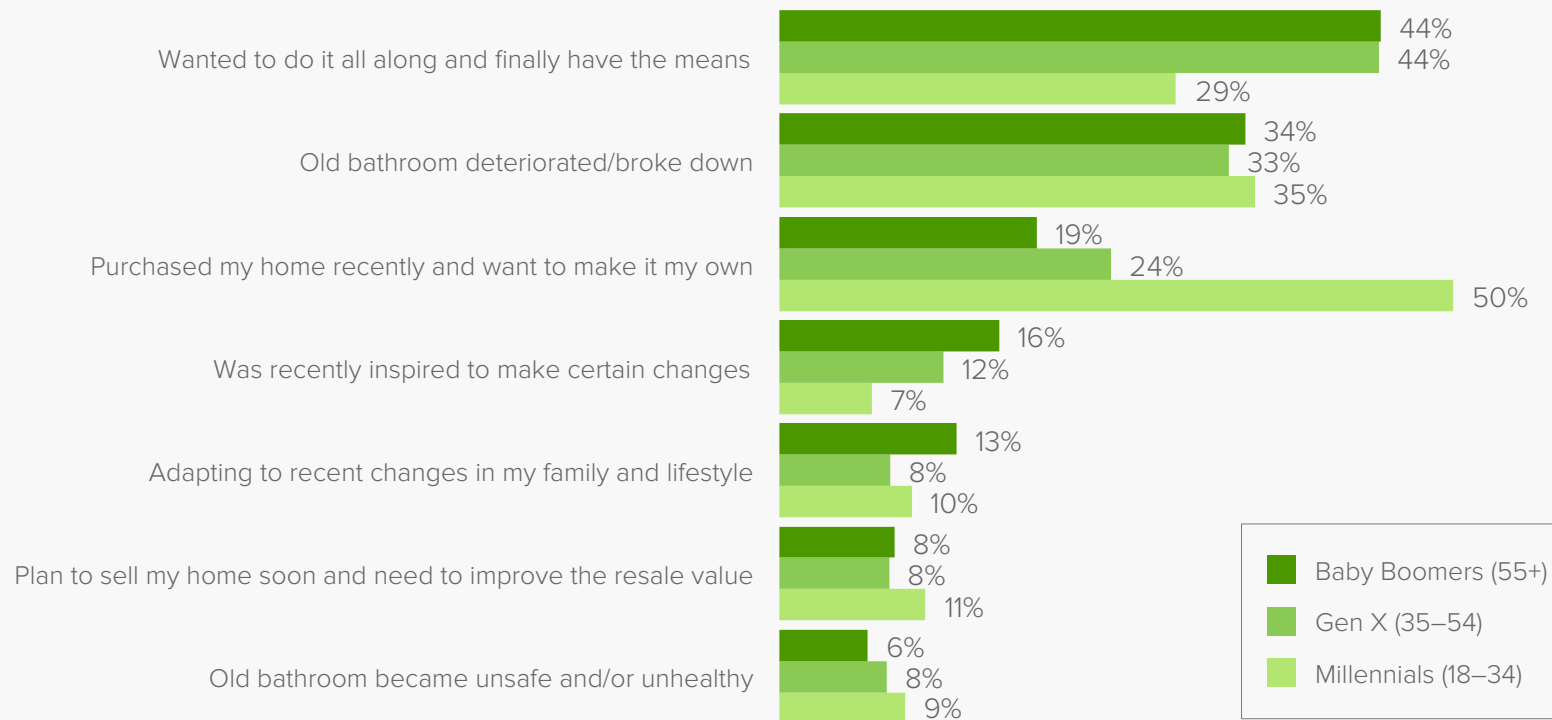
\*Excludes new builds, completed upgrades, and uncertain/missing responses; n=1054 for master bath; n=684 for full bath.

# Millennials Driven by Home Purchase



Master and non-master bath upgrades are similarly motivated by each generation, yet cross-generational differences abound. Half of Millennials report engaging in upgrades due to a home purchase. In contrast, both Boomers and GenXs cite pent-up needs.

## MOTIVATIONS FOR BATHROOM UPGRADES\*



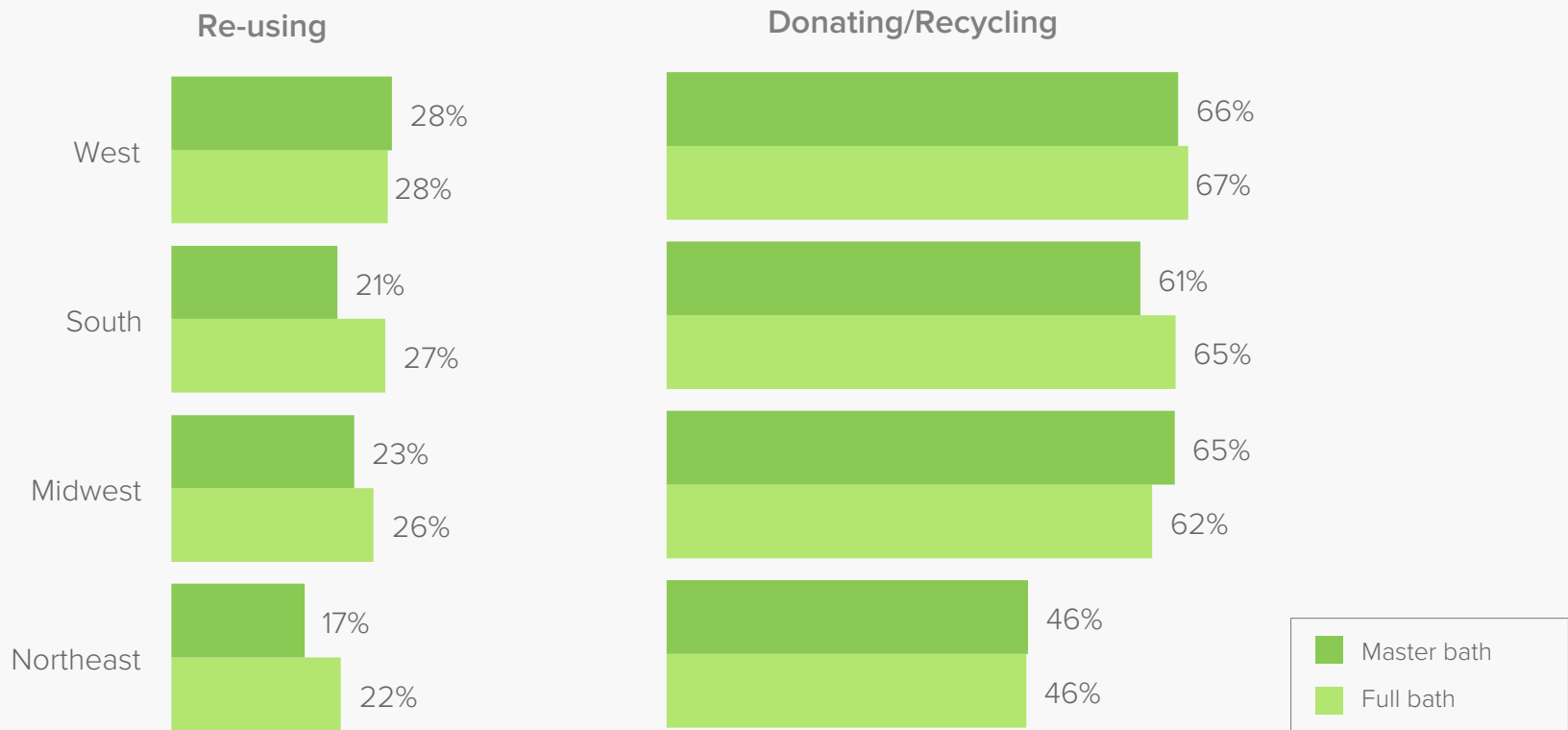
\*Excludes new builds and uncertain/missing responses; n=1766 for master bath; n=1131 for full bath.

# One Bathroom's Trash is Another's Treasure



Homeowners in the West lead in both the re-use and the recycling of old bathroom fixtures (28% and 66%, respectively). The Northeast is considerably behind, and 30% less likely to re-use and/or recycle.

## RECYCLING OF OLD BATH FIXTURES DURING BATHROOM UPGRADES\*



\*Excludes new builds and uncertain/missing responses; n=1775 for master bath; n=1137 for full bath.

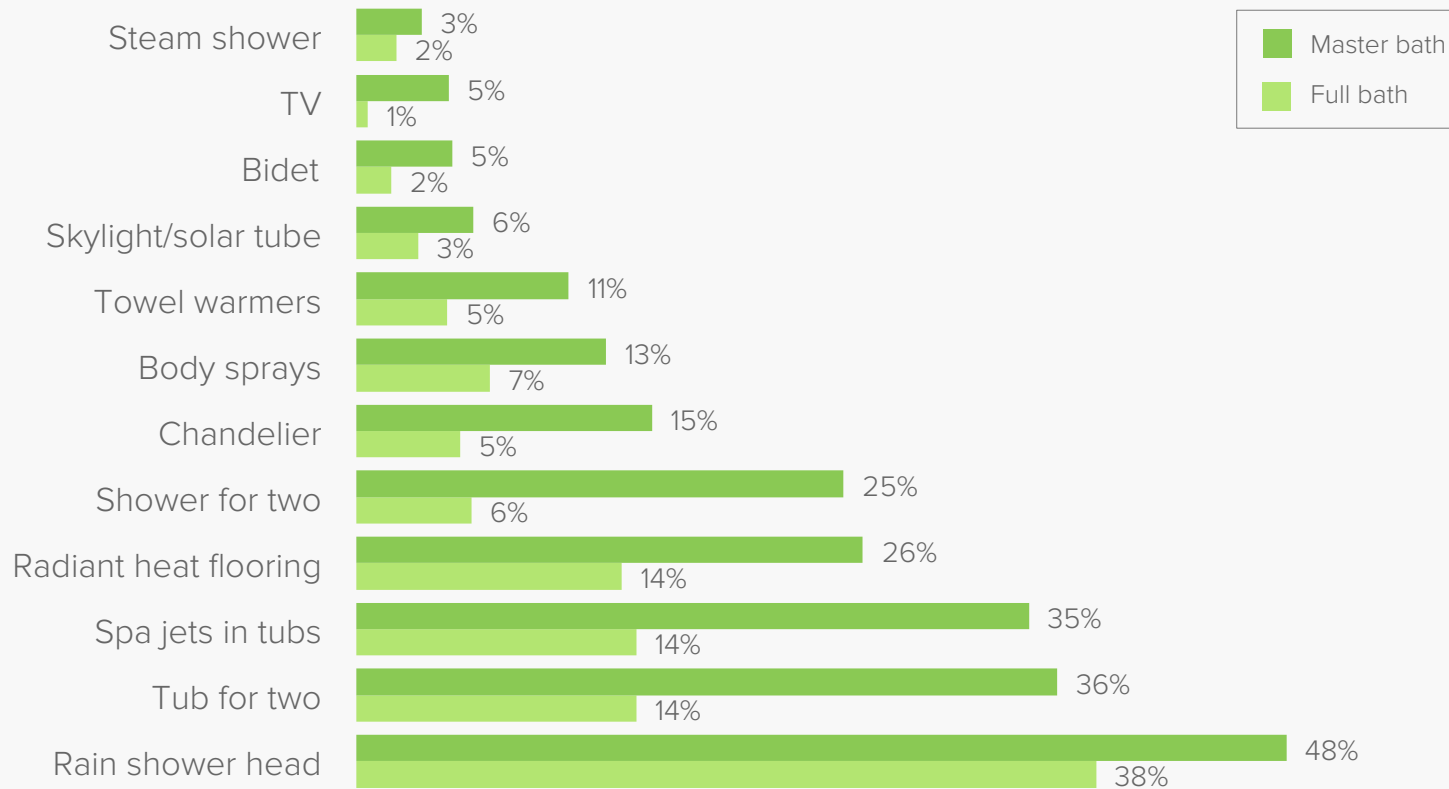


# Luxury and Glam Master Baths



Specialty features adorn our masters. Surprisingly, bidets are used in 5% upgraded or new master baths.

## NEW SPECIALTY FEATURES IN UPGRADED/NEW BATHROOMS\*



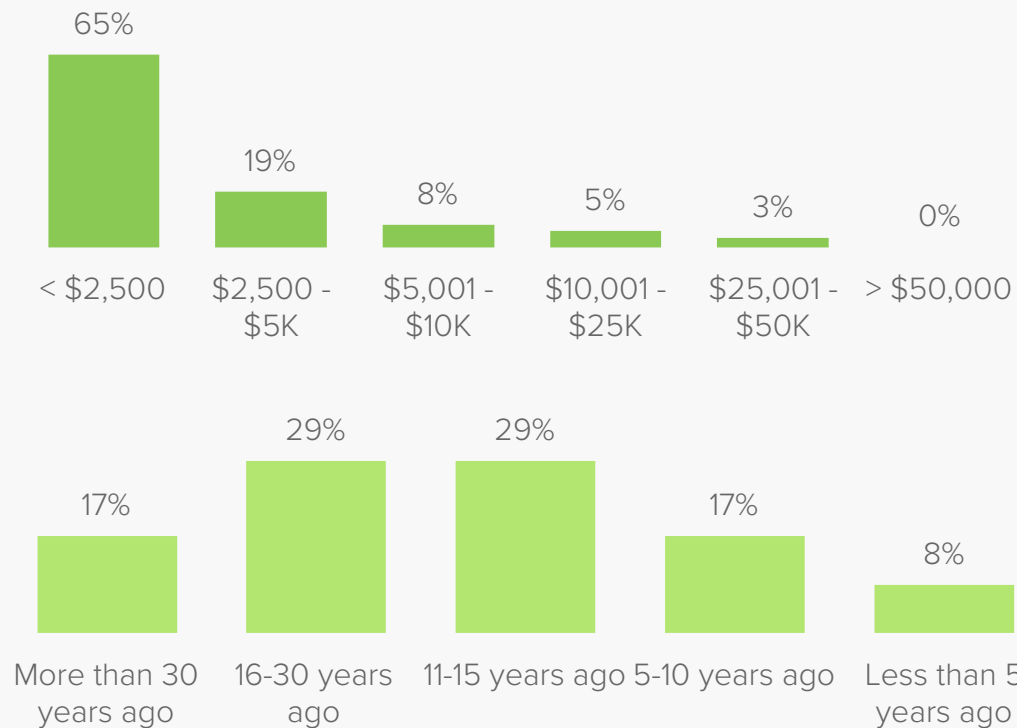
\*Excludes uncertain/missing responses. N varies.

# Powder Rooms Are Private Projects



Nearly two thirds of powder rooms are less than 40 sq. feet in size (63%). We are 50% more likely to upgrade them every 15 years or less, 3x more likely to only make cosmetic upgrades, and 3x more likely to do that without a help of professional relative to a master bath. These factors make the upgrades considerably more affordable.

## BUDGET AND LAST TIMING OF POWDER ROOMS UPGRADES



55%  
DIY

51%  
Facelifts

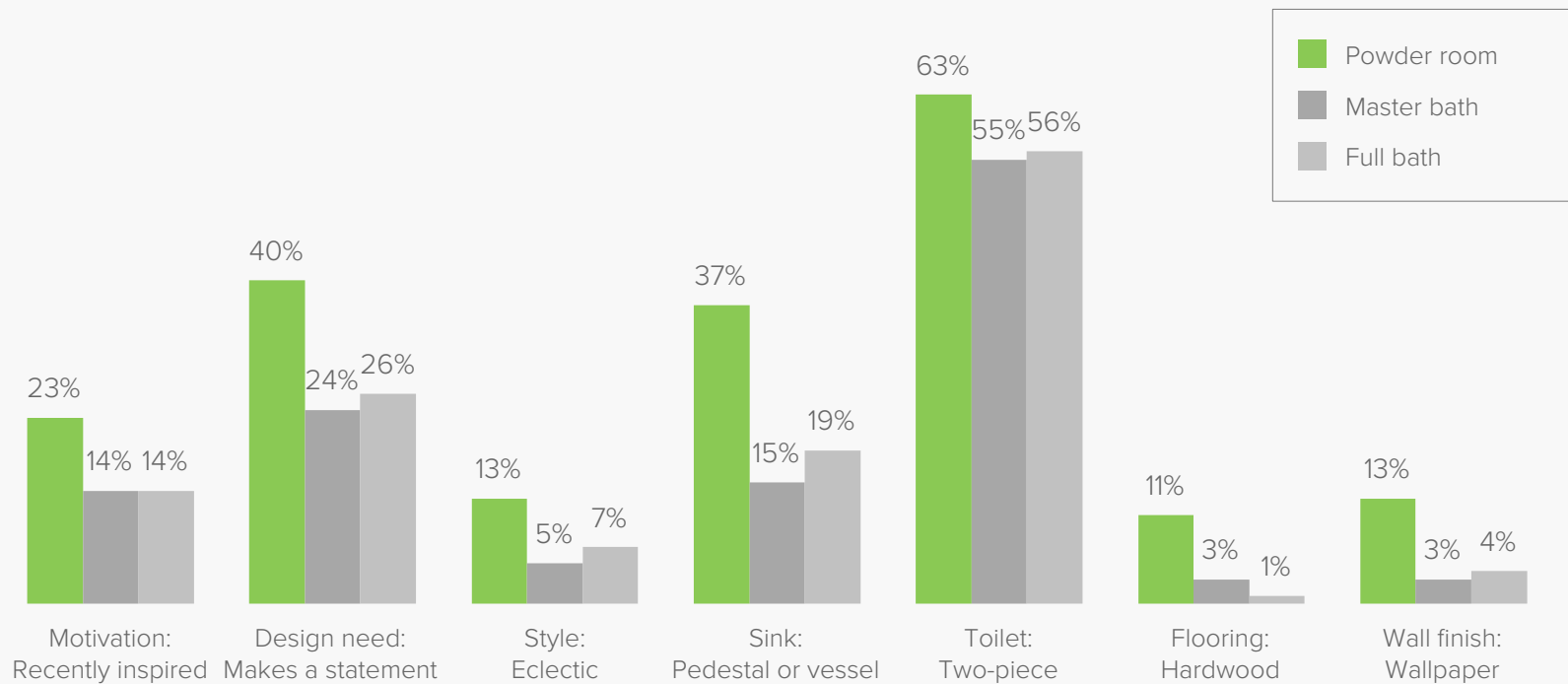
\*Excludes uncertain/missing responses. N varies.

# Powder Rooms Make a Statement



Nearly twice as many of us upgrade our powder rooms because of a recent inspiration and want the design to make a statement, than any other bathroom in the house. As a result, we are significantly more likely to add personalized touches, such as eclectic styles, signature sinks, hardwood floor, and wallpaper.

## CHARACTERISTICS OF UPGRADES\*



\*Excludes uncertain/missing responses. N varies.

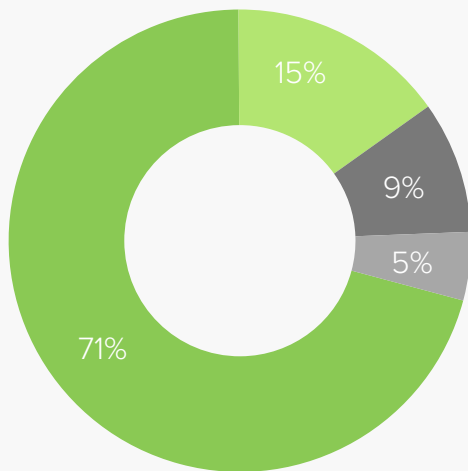
# Methodology



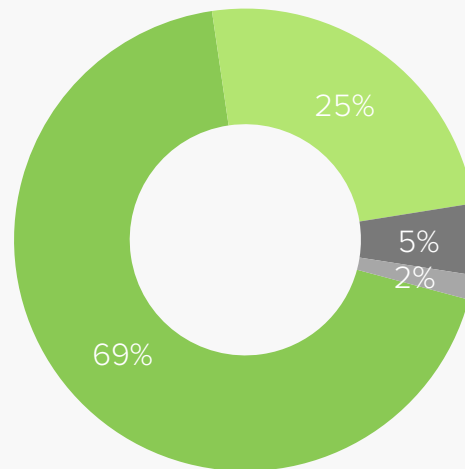
3,189 homeowners who completed a bathroom project in the past 12 months, are working on one or plan to start one in the next three months shared their bathroom remodeling plans and progress in our online survey sent to registered Houzz users in the U.S. Survey was fielded in February 2015.

## OVERALL REMODEL SCOPE

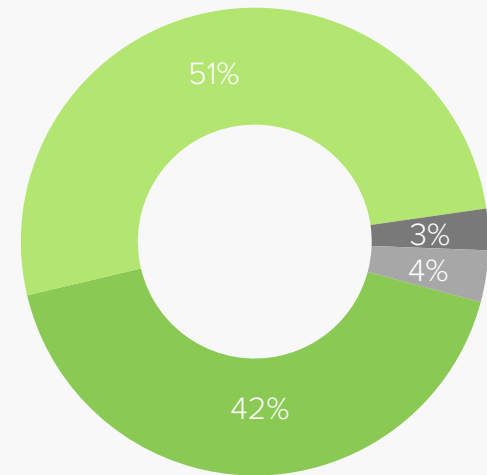
Master Bath (n=1883)



Full Bath (n=1166)



Powder Room (n=140)



■ Part of addition   ■ Part of a new home   ■ Facelift   ■ Substantial remodel

# Appendix

## CHANGE IN BATHROOM SIZE AFTER UPGRADES

	MASTER BATH				FULL BATH			
	Northeast	South	Midwest	West	Northeast	South	Midwest	West
Smaller	1%	1%	2%	2%	3%	1%	1%	1%
Same or about the same	62%	77%	74%	68%	79%	84%	83%	82%
Larger (25%-50% increase)	11%	8%	7%	11%	9%	8%	8%	9%
Somewhat larger (<25% increase)	13%	7%	10%	8%	4%	3%	4%	5%
Significantly larger (50%+ increase)	13%	8%	7%	11%	5%	3%	4%	3%

## CHANGE IN SHOWER STALL SQUARE FOOTAGE AFTER UPGRADES

	MASTER BATH				FULL BATH			
	Northeast	South	Midwest	West	Northeast	South	Midwest	West
Smaller	1%	2%	2%	2%	6%	1%	5%	2%
Same or about the same	27%	32%	30%	35%	52%	64%	54%	53%
Larger (25%-50% increase)	18%	18%	19%	15%	13%	9%	12%	14%
Somewhat larger (<25% increase)	20%	19%	22%	18%	15%	14%	13%	16%
Significantly larger (50%+ increase)	34%	30%	28%	29%	14%	12%	16%	15%

# Appendix

## SIZE OF UPGRADED BATHROOMS

	MASTER BATH				FULL BATH			
	Northeast	Midwest	South	West	Northeast	Midwest	South	West
Less than 40 square feet	11%	8%	11%	11%	22%	20%	20%	17%
40-70 square feet	35%	25%	29%	26%	49%	53%	51%	54%
71-100 square feet	24%	24%	27%	28%	18%	21%	21%	21%
101-150 square feet	19%	22%	18%	21%	10%	4%	6%	4%
151-200 square feet	8%	13%	10%	10%	0%	0%	0%	0%
More than 200 square feet	3%	8%	4%	4%	0%	1%	1%	0%