

2017

HOUZZ & HOME - UK
July 2017



Overview of Home Renovation in 2016
and 2017

Big Ideas

RECENT HOMEBUYERS DRIVE RENOVATION ACTIVITY

Recent homebuyers are investing more in renovations and taking on larger scope projects than all other home renovators, with an average spend of £42,219 versus £38,783. They are also more than twice as likely to renovate all of their interior spaces than the average renovator (26% vs. 12%, respectively)

2017 ON TRACK TO BE ANOTHER BOOM YEAR

Over half of UK homeowners on Houzz plan to continue or start renovations in 2017 (51%). Homeowners plan to spend an average of £23,100 on home renovations in 2017.

CASH IS KING

87% of homeowners used cash and savings to fund their projects in 2016, up from 85% in 2015. Cash from home mortgage finance is a distant second (13% in 2016), with recent homebuyers slightly more likely to use credit cards than long term owners (17% versus 10%, respectively).

SMART TECH AND HEALTHY HOMES

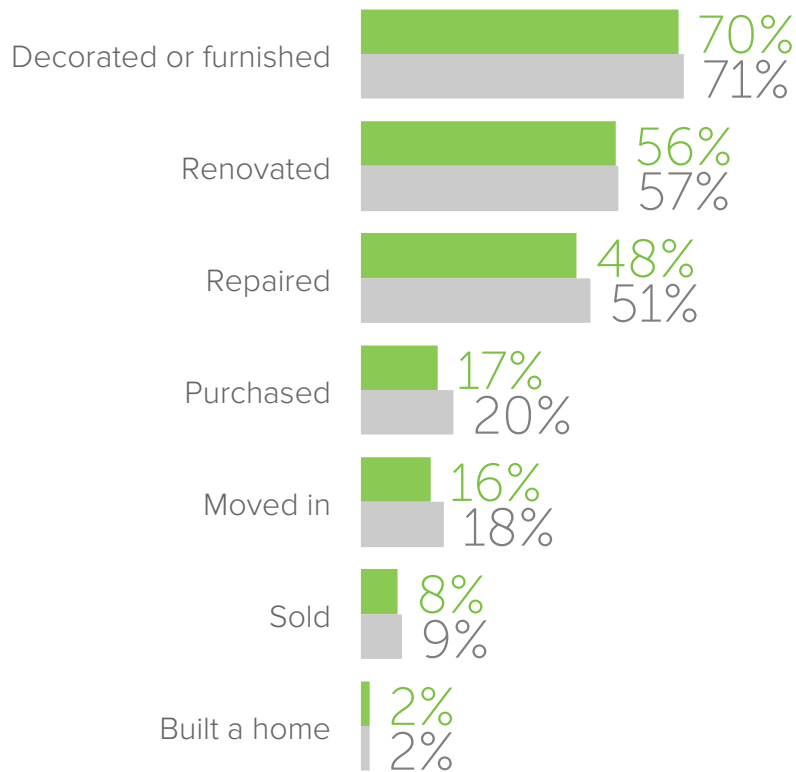
More than one third of homeowners consider improving energy efficiency very or extremely important to their project (38%) One in five report the same for addressing health concerns (20%) and 12% for integrating smart technology. To create more energy efficient homes, 23% of homeowners are installing home automation technology during their renovations.

What We Are Doing in Our Homes

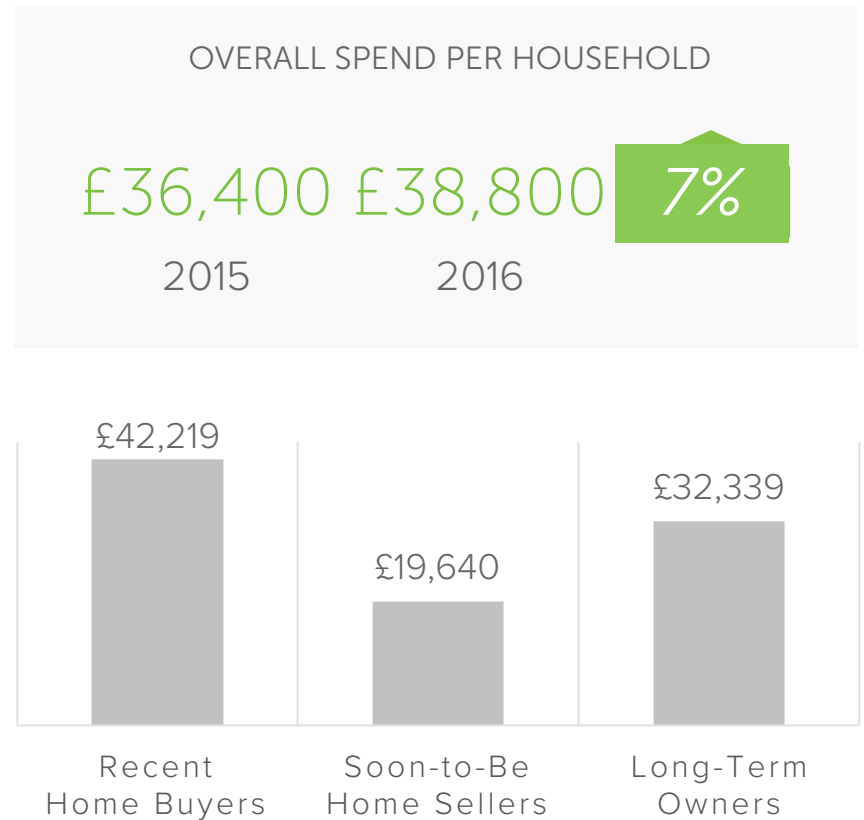
Charts below show the frequency of activities related to the primary home in 2015 and 2016, as well as the average renovation spend per renovating homeowner in 2015 and 2016, overall and by segment, as reported by homeowners on Houzz UK.

■ 2015 ■ 2016

ACTIVITIES IN THE HOME BY YEAR

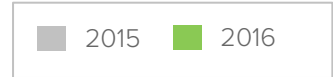


AVERAGE TOTAL RENOVATION SPEND (£) BY YEAR

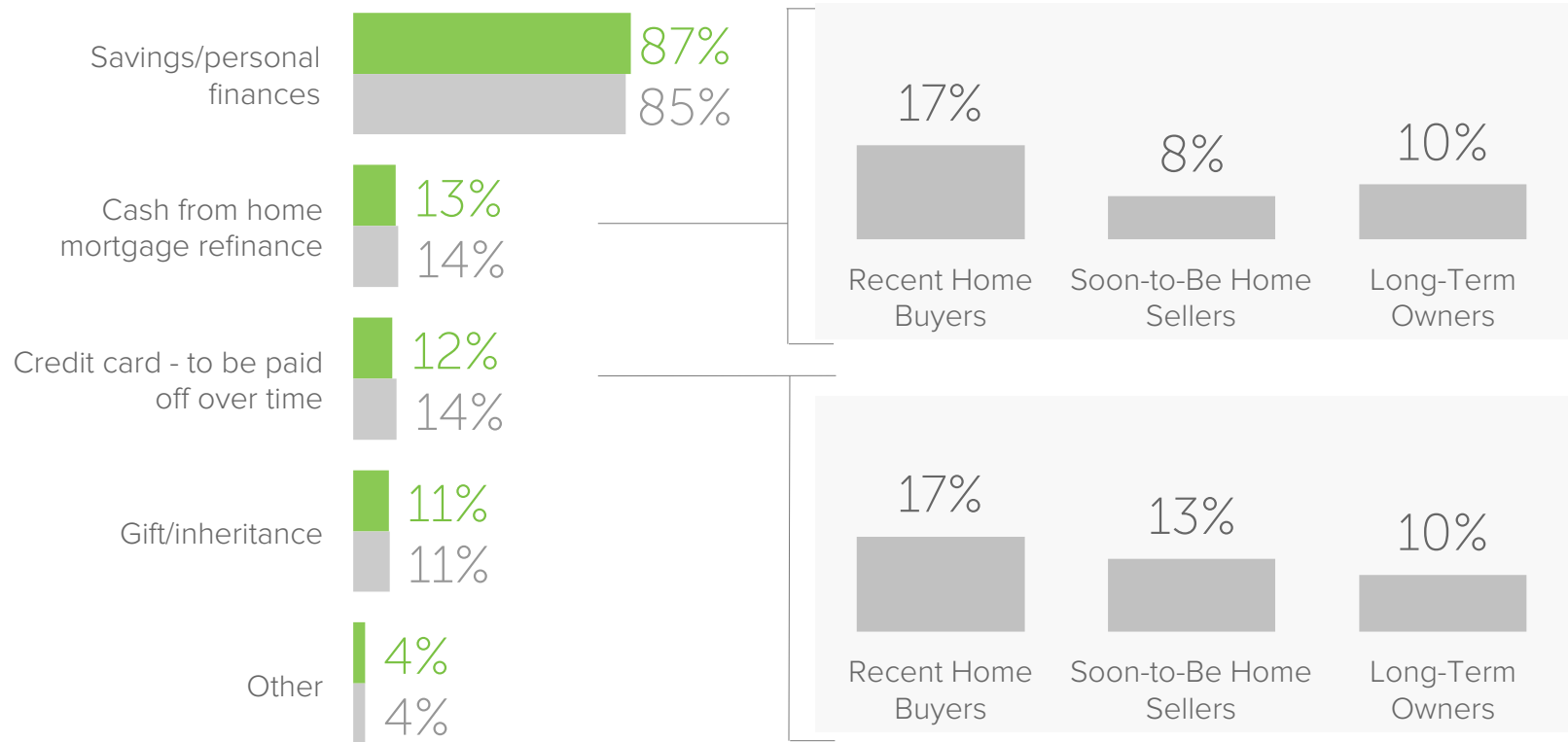


How We Are Funding Our Home Renovations

Charts below show the frequency of top payment methods for home renovations in 2015 and 2016, overall and by segment, as reported by homeowners who renovated their primary homes.



TOP RENOVATION PAYMENT METHODS BY YEAR

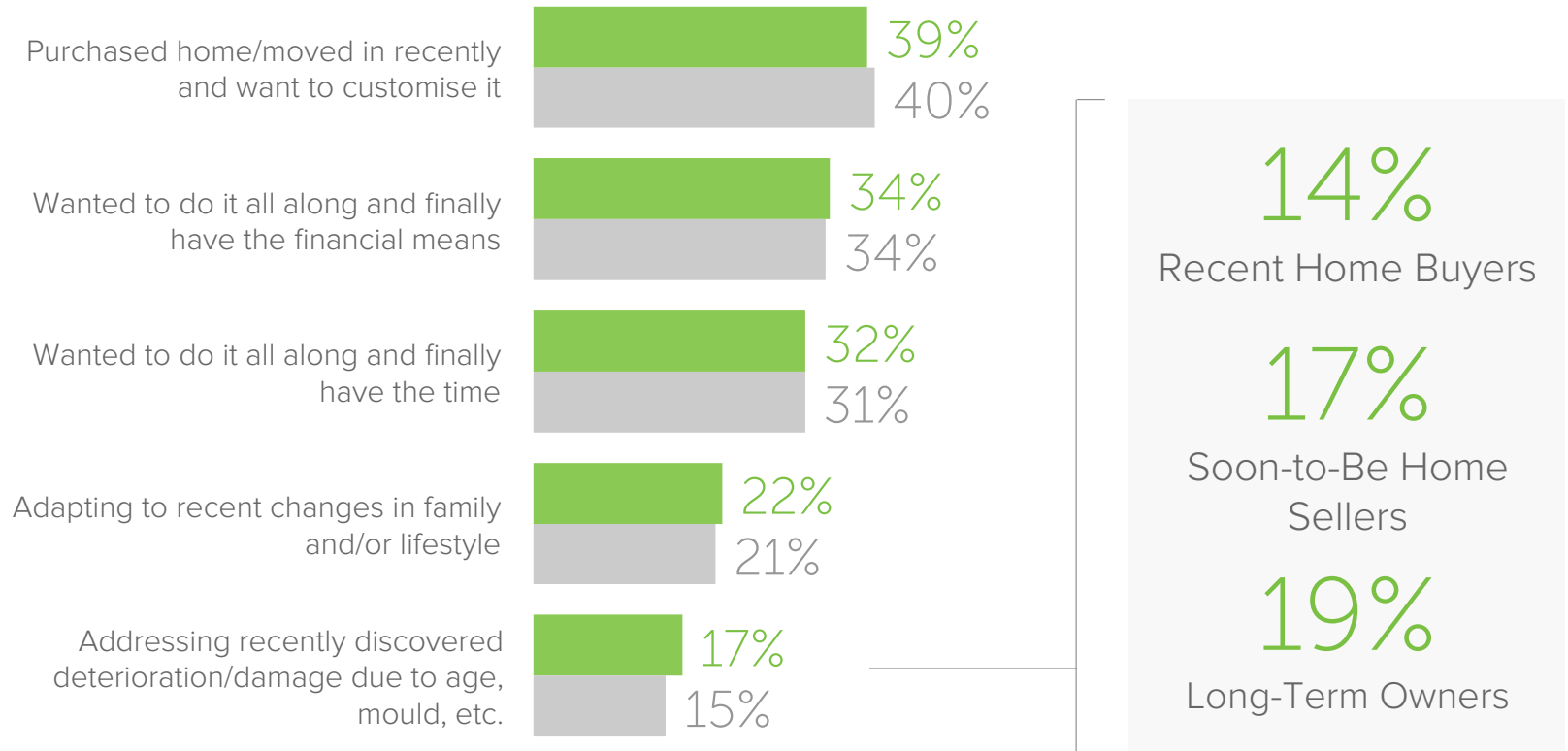


Why We Are Renovating Now

Charts below show the frequency of top reasons for starting renovations in 2015 and 2016, overall and by segment, as reported by homeowners who renovated their primary homes.

■ 2015 ■ 2016

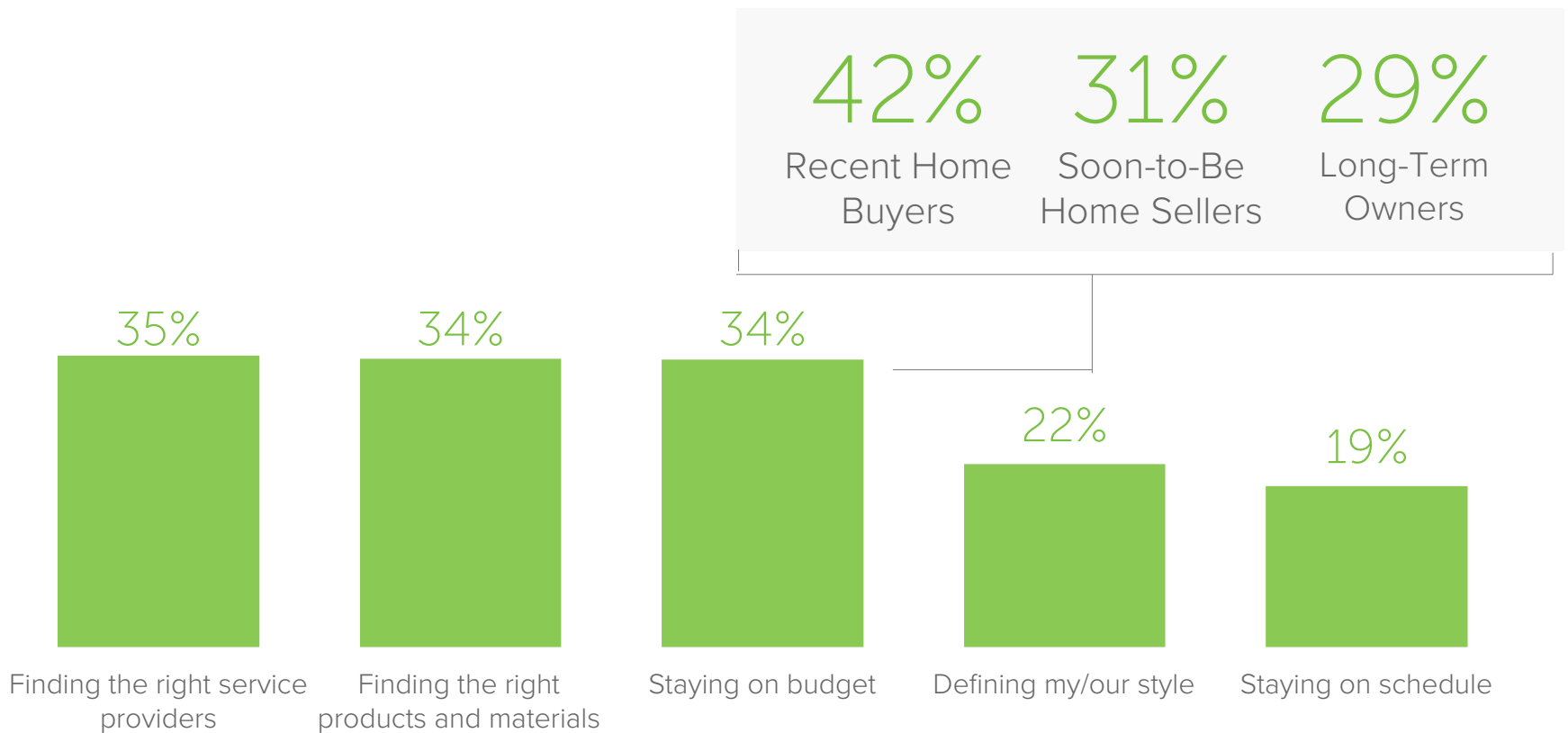
TOP REASONS FOR STARTING RENOVATIONS BY YEAR



The Challenges We Face in Our Home Renovations

Chart below show the frequency of top challenges during renovations in 2016, overall and by segment, as reported by homeowners who renovated their primary homes.

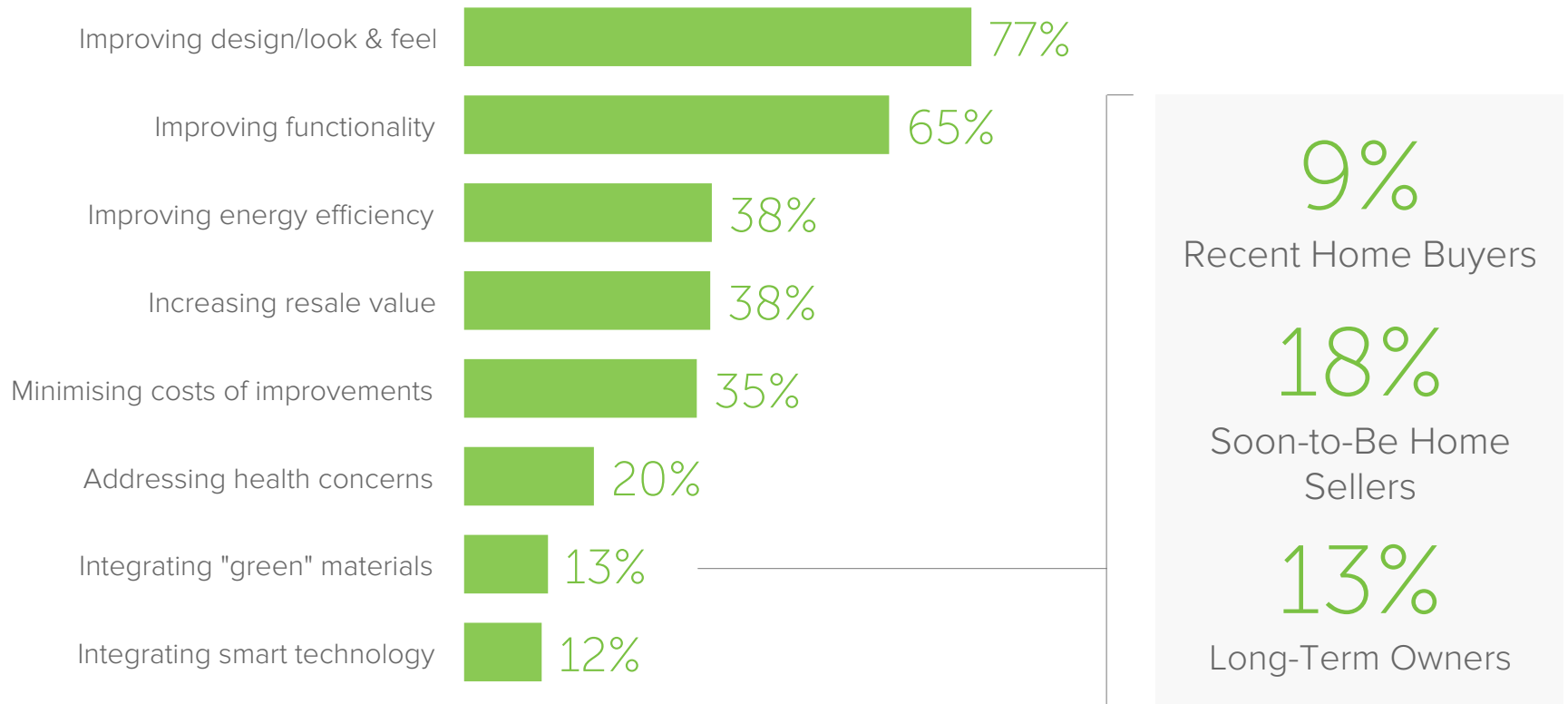
TOP RENOVATION CHALLENGES IN 2016



What We Prioritise During Our Home Renovations

Charts below show the frequency of homeowners who ranked various considerations as very to extremely important during their 2016 renovation project (9-10 out of a 10-point scale), as reported by homeowners who renovated their primary homes.

RENOVATION PRIORITIES IN 2016 (RECEIVING IMPORTANCE SCORES 9-10 OUT OF 10)

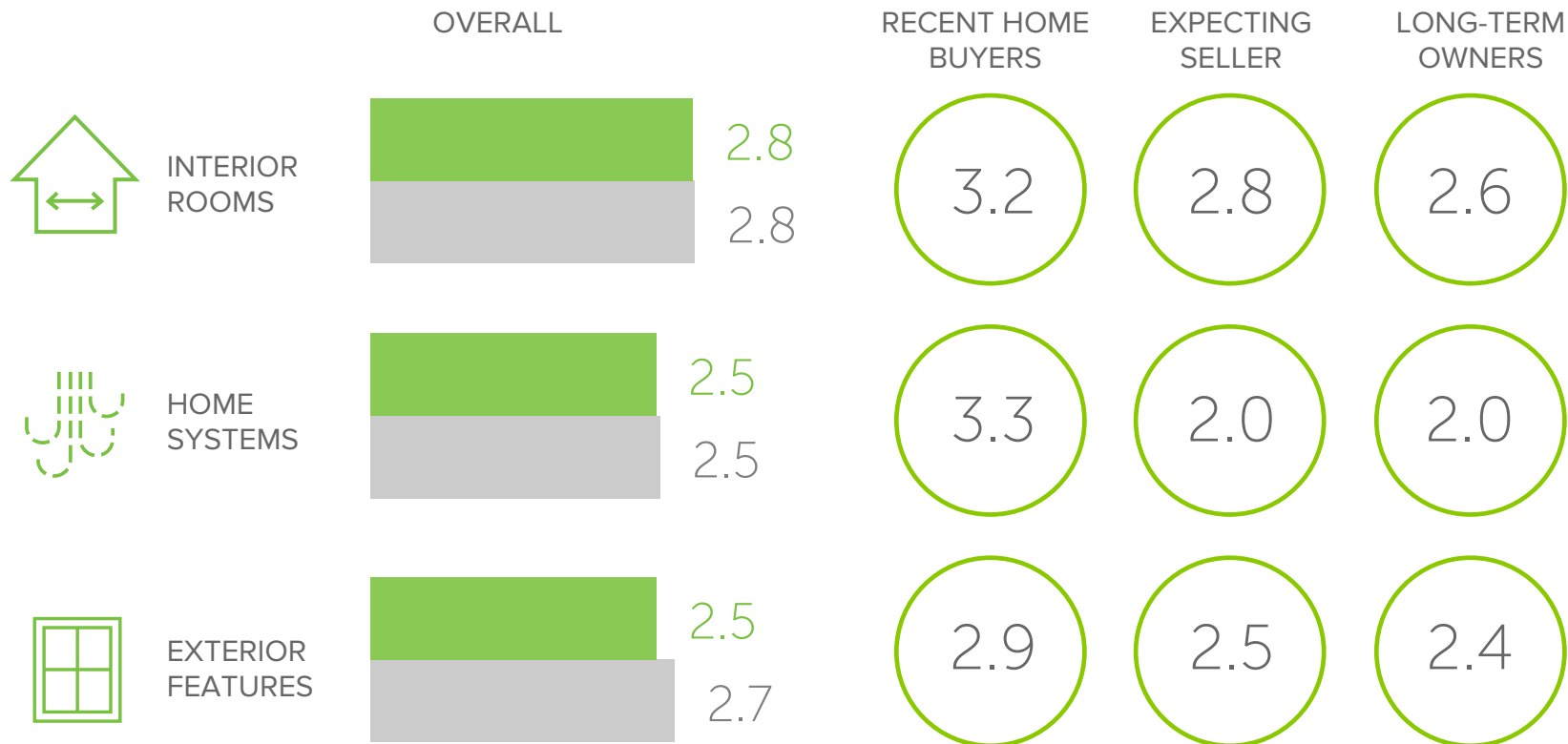


How Many Projects We Tackle in Our Homes

Charts below show the average number of interior rooms, home systems or exterior building features upgraded during 2015 and 2016 home renovations, overall and by segment, as reported by homeowners who renovated their primary homes.

2015 2016

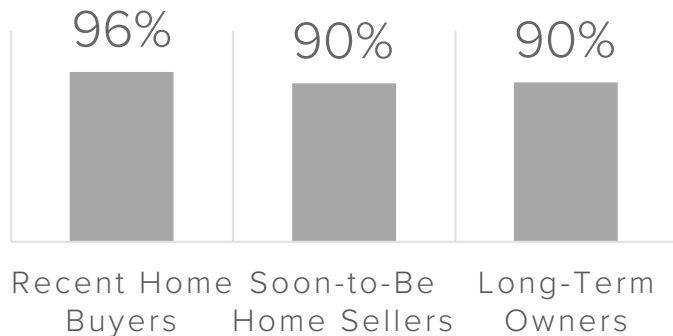
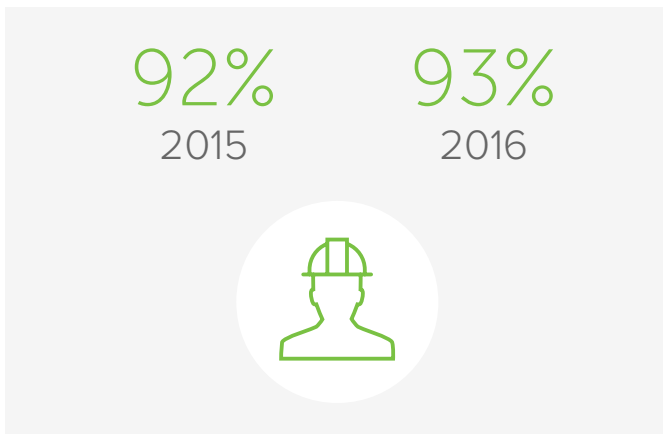
AVERAGE NUMBER OF UPGRADED INTERIOR ROOMS, HOMES SYSTEMS AND EXTERIOR FEATURES BY YEAR



Who We Turn to for Help

Charts and tables below show the frequency of professional hiring in 2015 and 2016, overall and by segment, and the frequency of top professionals hired in 2015 and 2016, as reported by homeowners who renovated their primary homes.

OVERALL PRO HIRING BY YEAR



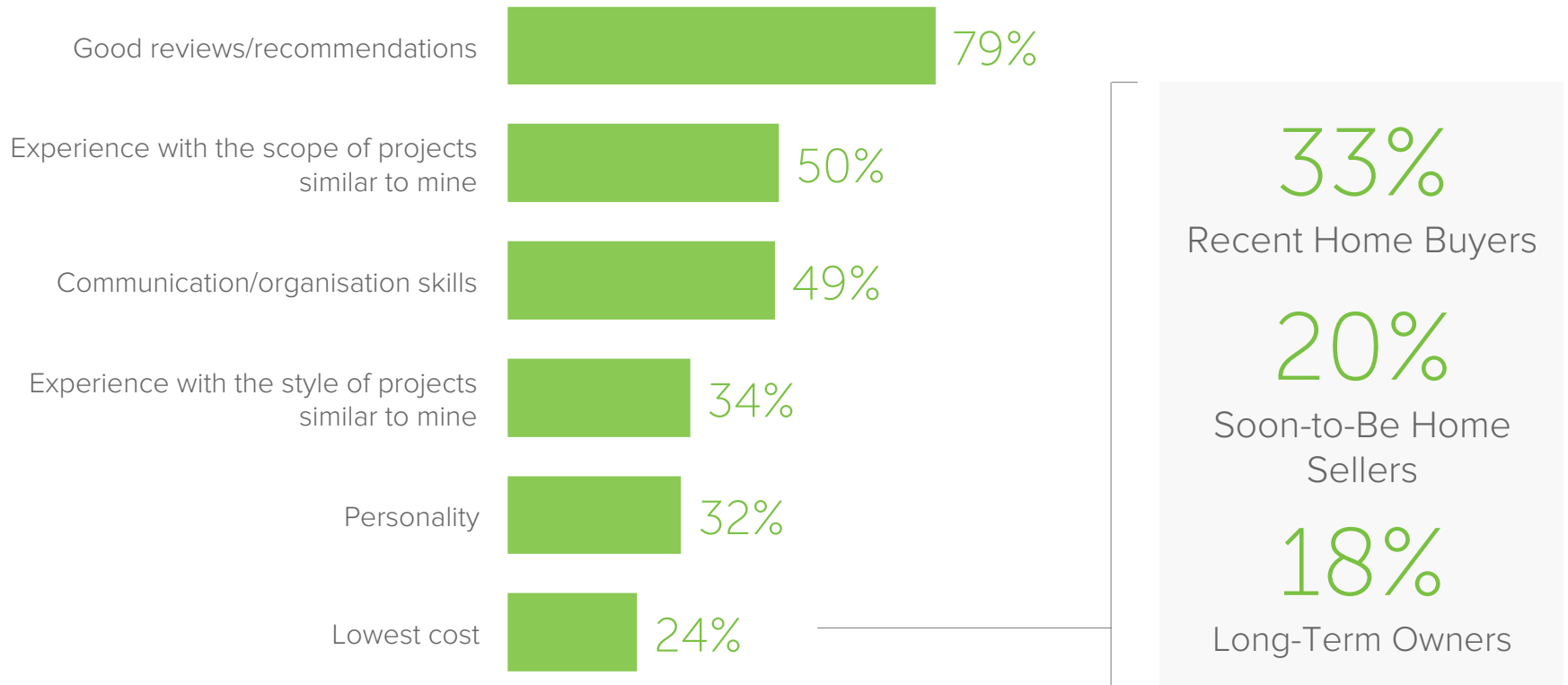
TOP HIRED PROFESSIONALS BY YEAR

	2015	2016
Electrician	60%	61%
Plumber	54%	54%
Carpenter	41%	40%
Carpet and Flooring	40%	40%
Painter/decorator (exterior or interior)	34%	35%
Home Builder	29%	29%
Windows and Doors	27%	28%
Curtains, Blinds or Shutters	26%	27%
Kitchen Designer or Fitter	22%	23%
Roofing	22%	22%
Architect	20%	21%
Tile, Stone or Worktop	21%	21%
Heating and Air Conditioning	17%	17%
Bathroom Designer or Fitter	18%	17%
Cabinets and Cabinetry	14%	14%

Who We Turn to for Help

Charts below show the frequency of criteria for hiring professionals in 2016, overall and by segment, as reported by non-DIY homeowners who renovated their primary homes.

TOP HIRING CRITERIA FOR HOME RENOVATION PROFESSIONALS IN 2016

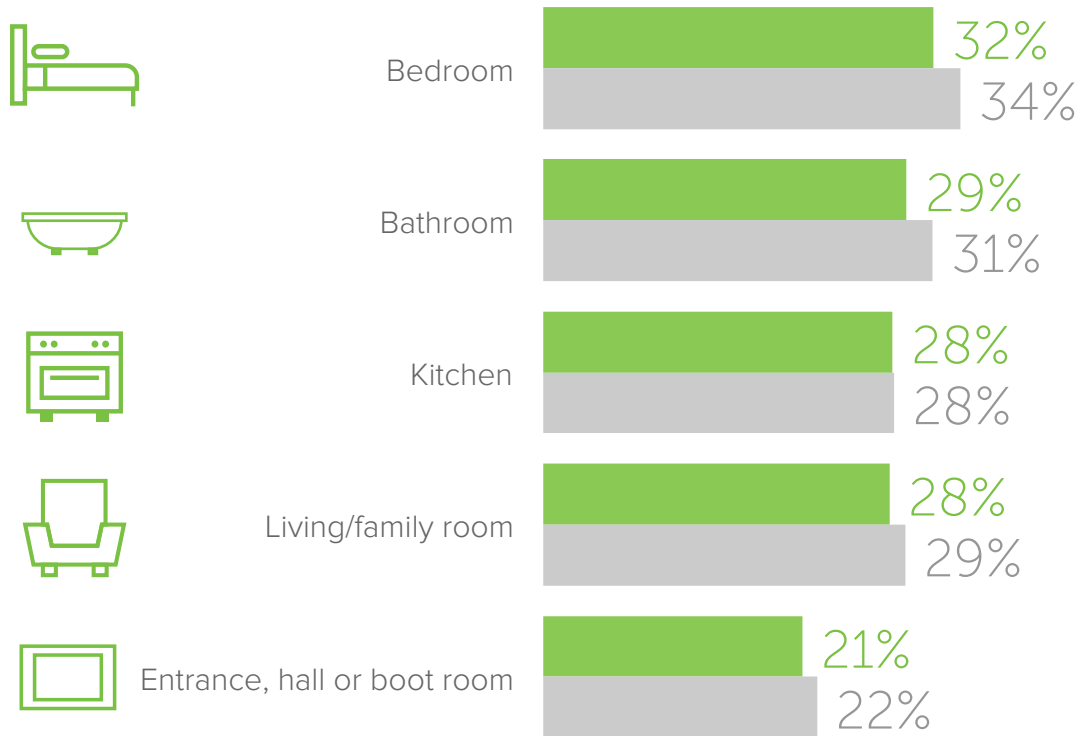


Where We Focus Our Efforts

Charts and tables below show the frequency of most popular 2015 and 2016 renovations of interior rooms, as well as 2016 upgrades of home systems, exterior building features, and outdoor features, as reported homeowners who renovated their primary homes.

■ 2015 ■ 2016

TOP INTERIOR ROOM RENOVATIONS BY YEAR



TOP HOME SYSTEM UPGRADES IN 2016

41% Plumbing 38% Electrical 32% Heating

TOP EXTERIOR FEATURE UPGRADES IN 2016

30% Windows or skylights 27% Gutters/downpipes 26% Exterior paint

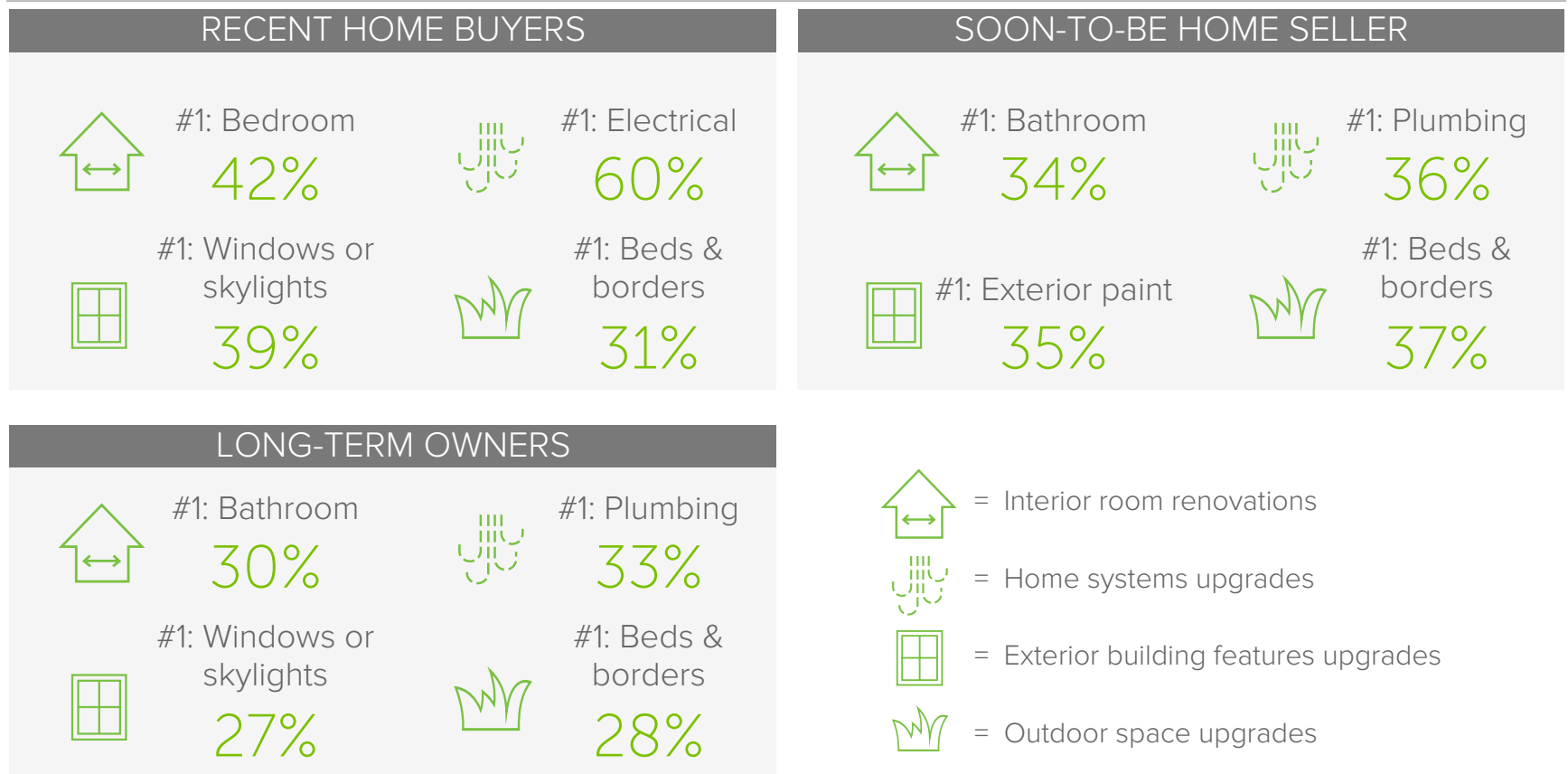
TOP OUTDOOR FEATURE UPGRADES IN 2016

29% Beds & borders 21% Fence 19% Patio or terrace

Where Buyers and Sellers Focus Their Efforts

Tables below show the frequency of most popular 2016 renovations of interior rooms, home systems, exterior building features, and outdoor features by segment, as reported homeowners who renovated their primary homes.

TOP RENOVATION PROJECTS BY SEGMENT IN 2016

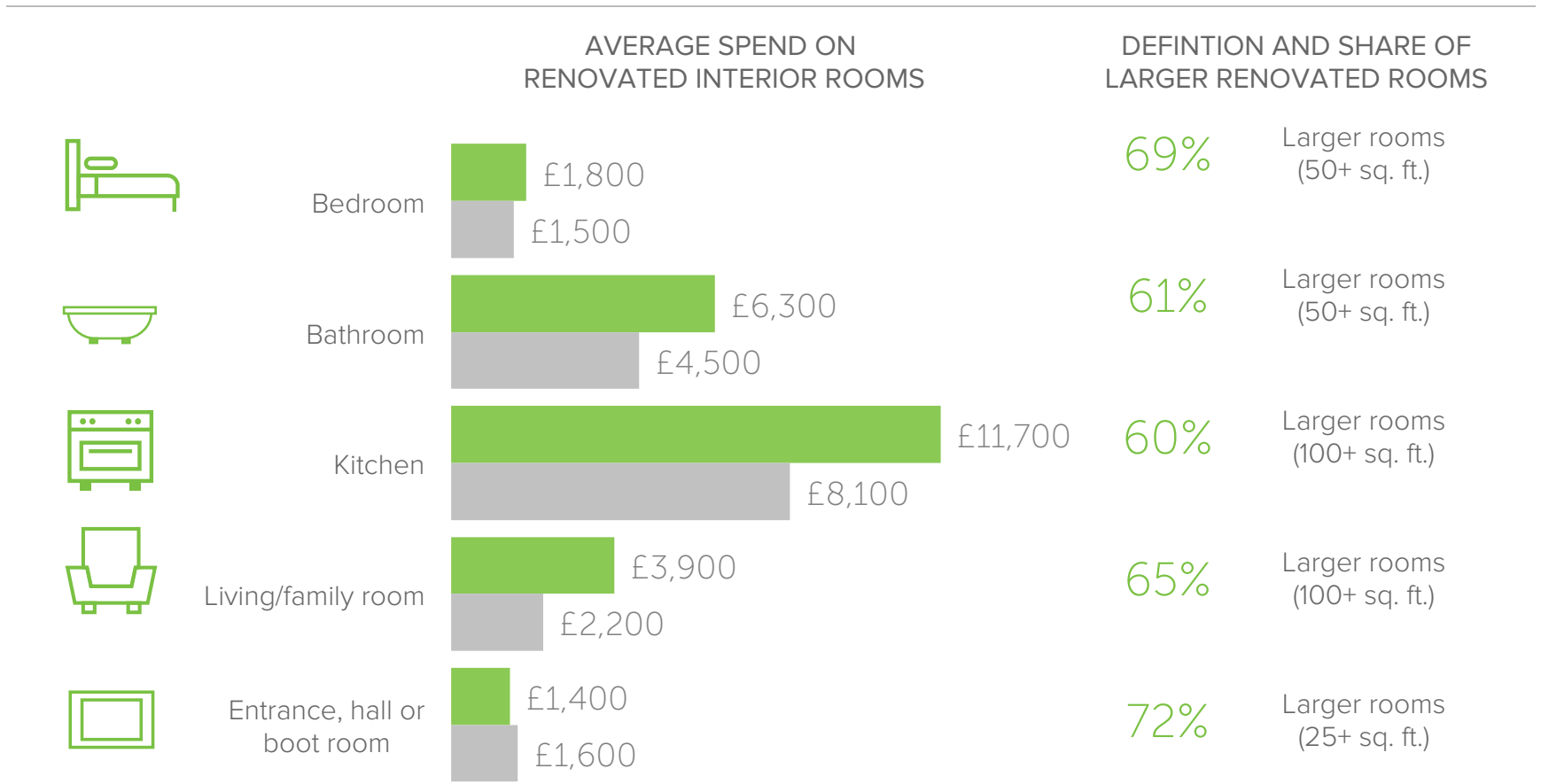


What We Are Doing in Interior Renovations

Tables below show the 2015-2016 average spend on top renovations of larger and smaller interior rooms, as well as the definition and frequency of larger renovated interior rooms, as reported by homeowners who renovated these interior spaces in their primary homes.



AVERAGE SPEND ON INTERIOR ROOM RENOVATIONS AND SIZE OF RENOVATED ROOMS IN 2015-16

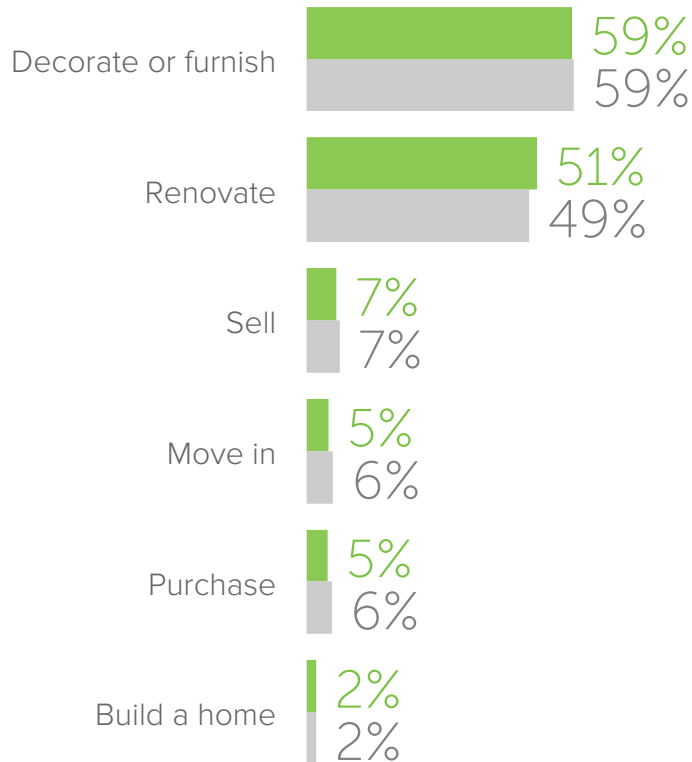


What We Are Planning for 2017

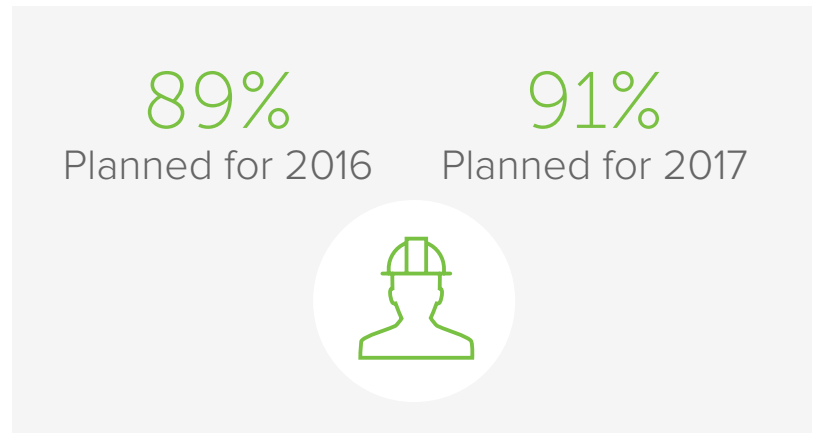
Charts below show the frequency of planned activities and planned pro hiring in 2017 related to the primary home, compared to planned activities and pro hiring reported for 2016 from the earlier study, as well as planned purchases in the next six months of 2017, as reported by homeowners on Houzz UK.

■ 2016 ■ 2017

PLANNED ACTIVITIES



PLANNED PRO HIRING



PLANNED TOP PURCHASES IN 2017



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 2016, from interior renovations and extensions 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 2017. The 2017 Houzz & Home survey gathered information from 187,328 respondents worldwide and 9,179 respondents in the UK, representing the activity of the more than 40 million monthly unique Houzz users.

The 2017 Houzz & Home survey for the United Kingdom was sent via email to registered users of Houzz and fielded in March 15 – April 19, 2017. The Farnsworth Group, an independent market research firm, conducted the survey. The current report relies on responses of UK homeowners on Houzz (n=8,213) and UK homeowners on Houzz who renovated in 2016 (n=4,552).

Recent home buyer segment is defined as homeowners who bought and renovated their primary residence in 2015 or in 2016, as reported in the 2016 or 2017 Houzz and Home surveys, respectively.

Soon-to-be home seller segment is defined as homeowners who renovated their primary residence in 2015 or in 2016 and plan to sell the residence in the following year, as reported in the 2016 or 2017 Houzz and Home surveys, respectively.

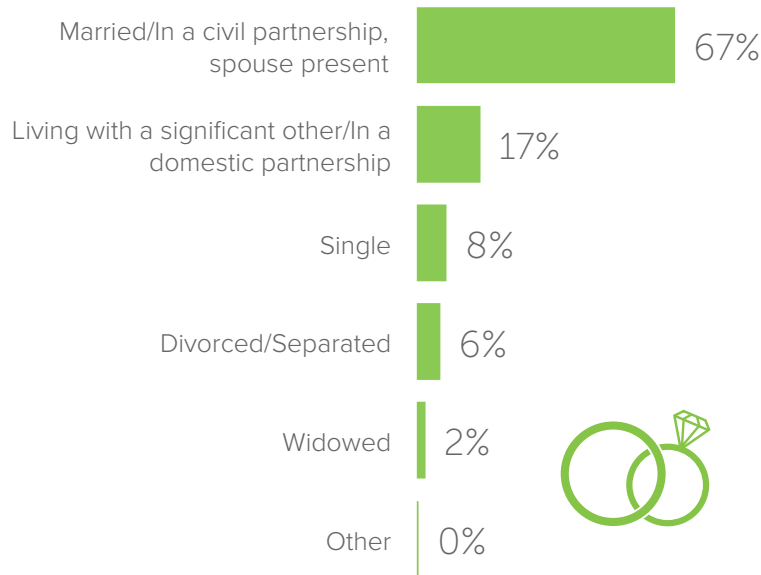
Long-term owner segment is defined as homeowners who renovated their primary residence in 2015 or in 2016 and who have lived in their primary residence for six or more years, as reported in the 2016 or 2017 Houzz and Home surveys, respectively.

The current report contrasts findings against findings from the 2016 Houzz & Home survey. More details on the 2016 Houzz & Home survey can be found [here](#).

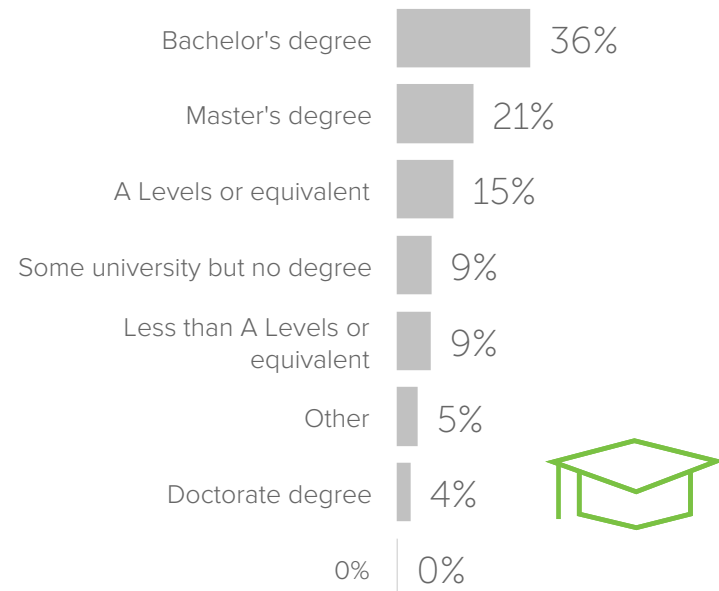
APPENDIX

A. 2016 Renovating Homeowner Demographics

MARITAL STATUS



EDUCATION



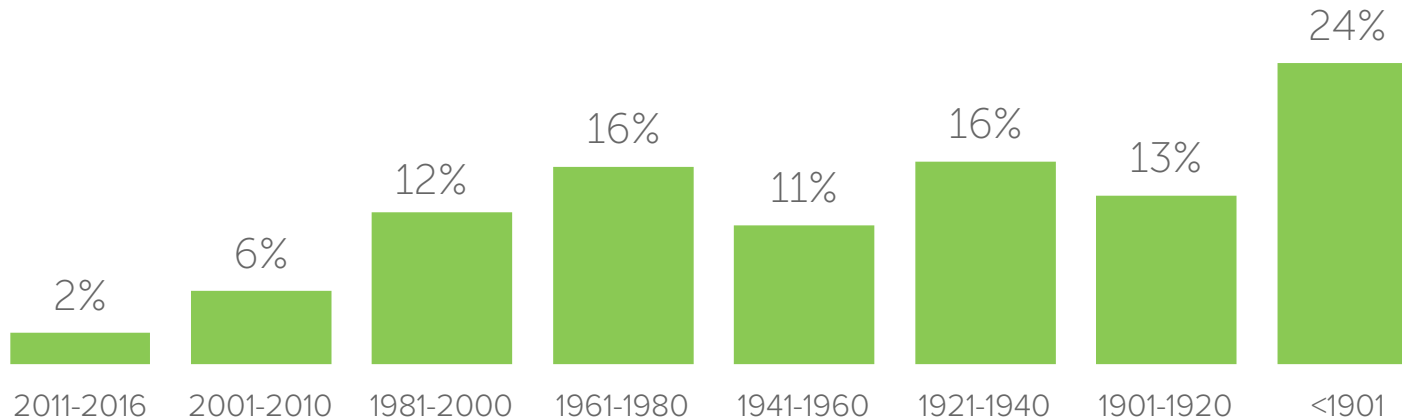
ANNUAL HOUSEHOLD INCOME



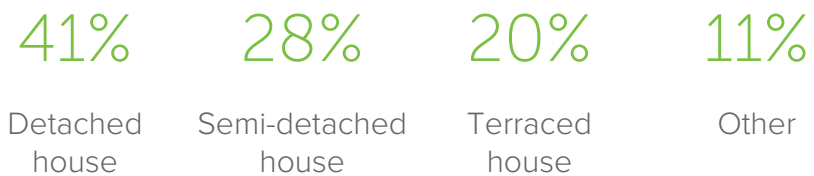
45% Have child(ren) living with them

B. Characteristics of Homes Renovated in 2016

YEAR BUILT



HOME TYPE



OWNER-REPORTED HOME VALUE



C. Links to Resources on Houzz United Kingdom

PHOTOS	FIND PROS	PRODUCTS	STORIES
Kitchen	Architects & Building Designers	Furniture	Houzz Tours
Bathroom & Cloakroom	Design & Build	Lighting	Kitchens
Bedroom	Home Builders	Home Accessories & Decor	Bathrooms
Living	Interior Designers	Kitchen & Dining	Living Rooms
Dining Room	Kitchen Designers & Fitters	Bathroom	Bedrooms
Garden & Outdoor	Bathroom Designers & Fitters	Bedroom	Kids' Rooms
Kids' Room & Nursery	Landscape Architects & Garden Designers	Storage & Organisation	More Rooms
Home Office & Library	Furniture & Home Accessories	Garden	Outdoors
Wardrobe	Tiles & Worktops	Home Improvement	Decorating
Exterior		Baby & Kids	Craft