

2021 Houzz & Home

Overview of U.S. Renovation
in 2020 & 2021



Big Ideas



HOME RENOVATION SPEND RISES

Home renovation spend has grown 15% in the last year to a median \$15,000. Higher-budget projects (with the top 10% of project spend) saw an increase from \$85,000 or more in 2020, compared with \$80,000 in the two years prior.

CREDIT CARD USAGE DECLINES

While cash remains the leading form of payment for home renovations (83%), the share of homeowners opting to finance their projects with credit cards fell significantly to 29% (from 37% in 2019). Tax refunds gained popularity among renovating homeowners as a payment source in 2020 (10%), especially when funding small projects up to \$5,000.

HOMES GET SMARTER

Smart home technology purchases continue to rise in popularity, with streaming-media players and TVs experiencing the greatest increases (14% and 12%, respectively) compared with 2019 (10% and 7%, respectively). A larger share of renovating homeowners purchased smart technology products, including security cameras, light fixtures and speakers or sound systems (19%, 7% and 3%, respectively), for their outdoor spaces than in the previous year.

HOMEOWNERS INVEST IN LARGE KITCHENS

Kitchen projects are the most popular among renovating homeowners, and while median spend has been flat on these projects for the past three years, investment on major remodels* of large kitchens jumped 14% to \$40,000 in 2020 compared with \$35,000 in 2019.

GEN XERS STEP UP SPEND

While Baby Boomers (ages 55-74) have historically led in renovation spend, Gen Xers (ages 40-54) narrowed the gap in 2020. Median spend for Baby Boomers remained flat at \$15,000, while Gen Xers increased their median spend to \$14,000 (from \$12,000 in 2019).

OUTDOOR PROJECTS HEAT UP

Outdoor areas have increased in popularity since 2018, with 2020 showing a jump of 6 percentage points (57%) among renovating homeowners. Improvements to outdoor spaces were directed towards the grounds with beds or borders and lawns seeing significant growth in popularity (35% and 20%, respectively). Exterior upgrades, such as decks and porches or balconies, also increased in popularity in 2020 (14% and 12%, respectively), with homeowners investing 25% more in deck and porch upgrades (\$2,500 and \$1,500, respectively) compared with 2019.

*Major kitchen remodel refers to a remodel in which at least all the cabinets and appliances are replaced.

Contents

2020 and 2021 Overview	4
2020 Total Spend, Financing and Motivations	7
2020 Renovation Spend by Metro	12
2020 Popular Projects and Project Spend	16
2020 Professional Involvement	23
2020 Generational Perspective	26
2020 Popular Product Purchases	34
Methodology and Appendixes	38



2020 & 2021 Overview

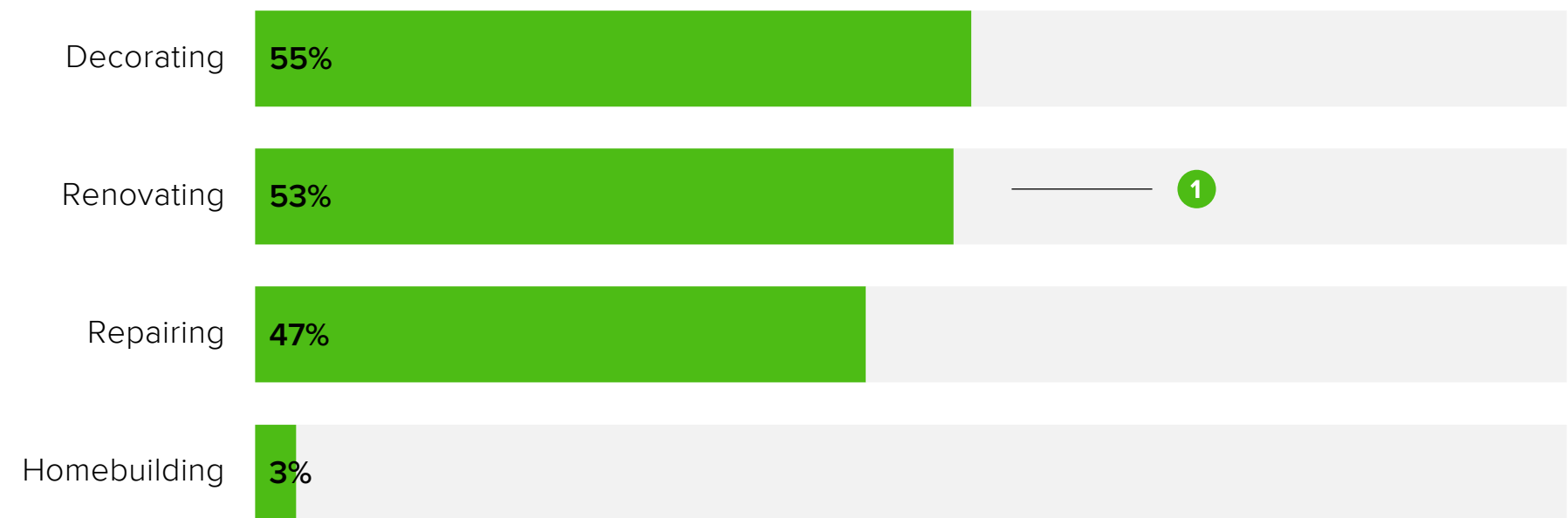


Renovation Spend on the Rise

A larger share of homeowners renovated (53%) in 2020 compared with their initial plans** (51%). Homeowners spent 15% more on renovations (\$15,000) than a year ago (\$13,000), reversing the downward trend reported in 2019. Moreover, higher-budget projects (with the top 10% spend) saw an increase from \$85,000 or more in 2020, compared with \$80,000 in 2018 and 2019.

In addition to renovating, homeowners also decorated (55%), performed repairs (47%) and built new homes (3%) in 2020.

Frequency of Home-Related Activities and Renovation Spend Among Homeowners in 2020*



1 National Renovation Spend per Household

Median Spend		90 th Percentile Spend	
2020	\$15,000	2020	\$85,000
2019	\$13,000	2019	\$80,000
2018	\$15,000	2018	\$80,000

*Multiple responses were allowed.

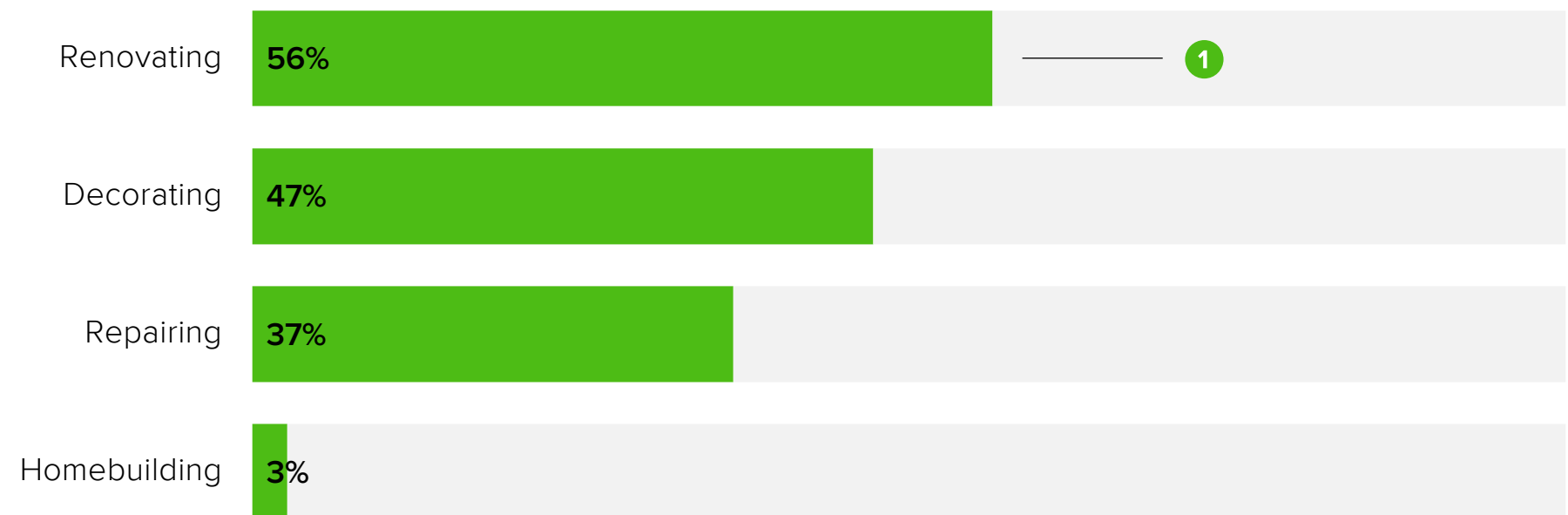
** See [2020 Houzz and Home study](#).

Renovations Going Strong Into 2021

Homeowners show strong intent to renovate in 2021. The share of homeowners planning to renovate (56%) in the upcoming year is the highest it's been since 2017 (52%).

Nearly half of homeowners plan to decorate in 2021, and 3 in 8 homeowners have planned repairs.

Frequency of Planned 2021 Home-Related Activities and Renovation Spend Among Homeowners*



1 National Planned Renovation Spend per Household

Median Spend

2021 (Planned)

\$10,000

90th Percentile Spend

2021 (Planned)

\$60,000

*Multiple responses were allowed.

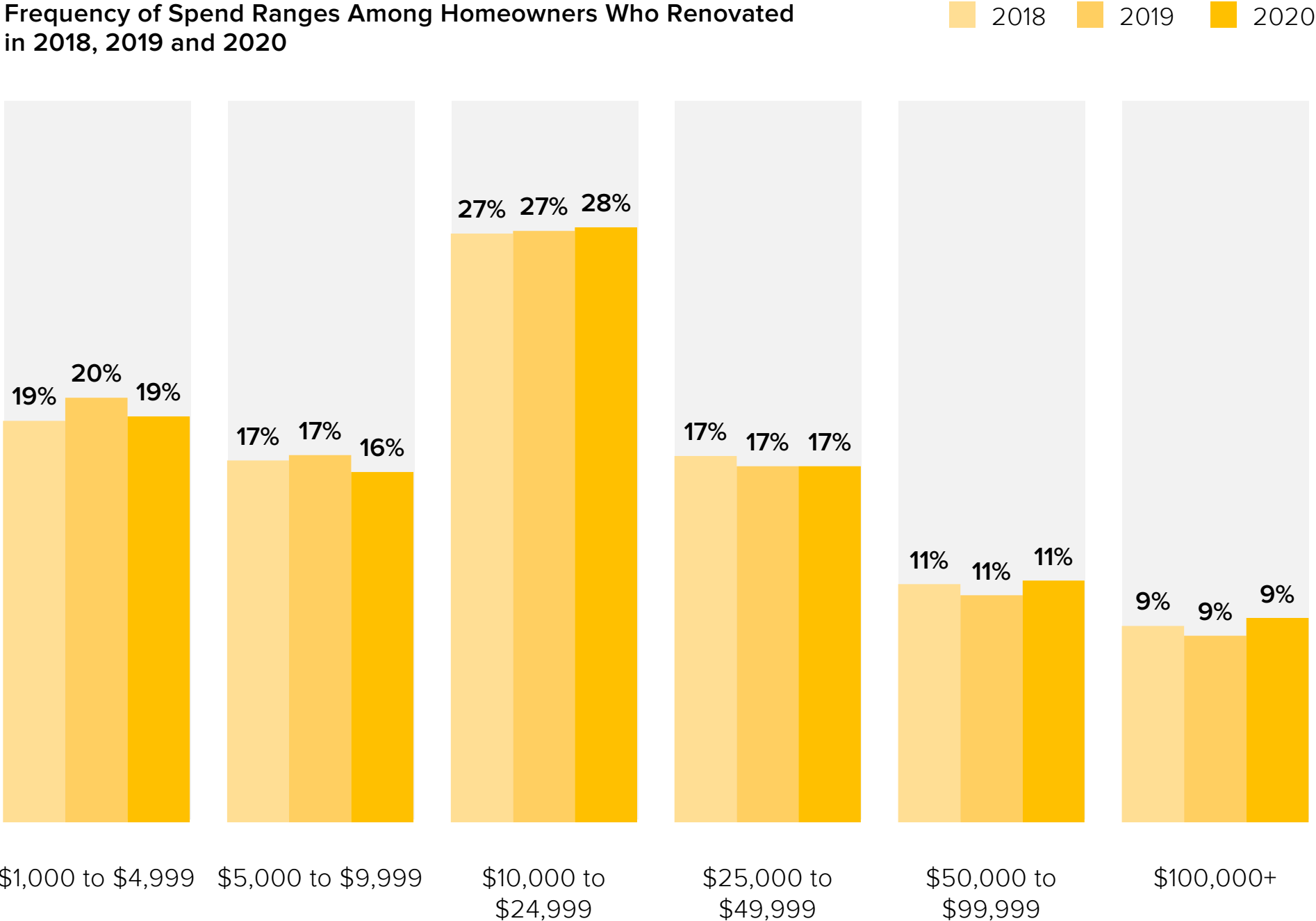
2020 Total Spend, Financing & Motivations



Growth in More-Expensive Projects

After a steady decline in the last three years, the share of homeowners spending over \$50,000 on their renovation projects increased slightly in 2020, while the share of homeowners spending less than \$10,000 on their renovation projects declined (35% in 2020, compared with 37% in 2019).

The share of homeowners investing between \$10,000 and \$24,999 (28%) has steadily increased since 2018, although it is still below 2016 and 2017 levels (29%).

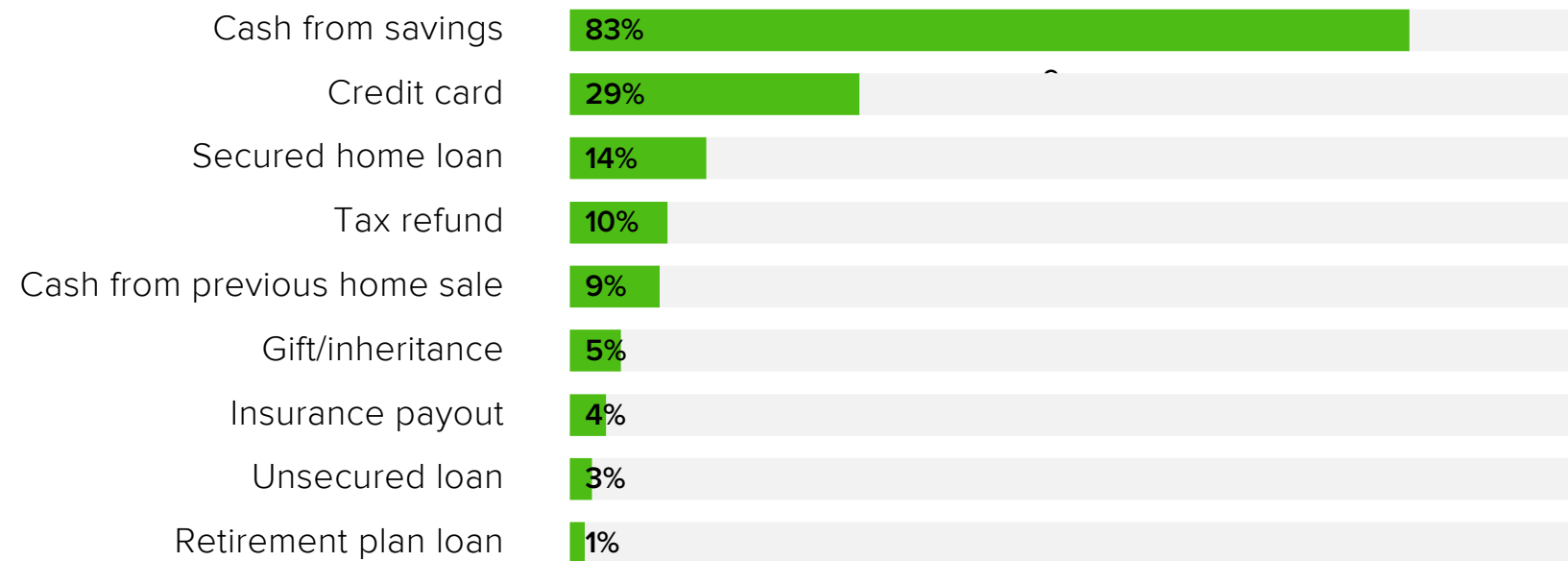


Credit Cards Decline in Popularity

The share of homeowners opting to finance their projects with credit cards fell to 29% in 2020 (from 35% in 2019), while cash from savings held its ground (83%) as the leading form of payment.

Tax refunds gained popularity among renovating homeowners as a payment source (10%) in 2020, especially when funding small projects (up to \$5,000).

Frequency of Top Funding Sources Among Homeowners Who Renovated in 2020



Top Funding Sources

Top Funding Sources	With Spend of \$1,000 to \$5,000	With Spend of \$50,000 to \$200,000
Cash from savings	85%	79%
Credit card	30%	25%
Tax refund	10%	7%
Secured home loan	6%	28%
Cash from previous home sale	3%	19%
Gift/inheritance	3%	8%
Insurance payout	2%	4%
Unsecured loan	1%	4%
Retirement plan loan	1%	3%

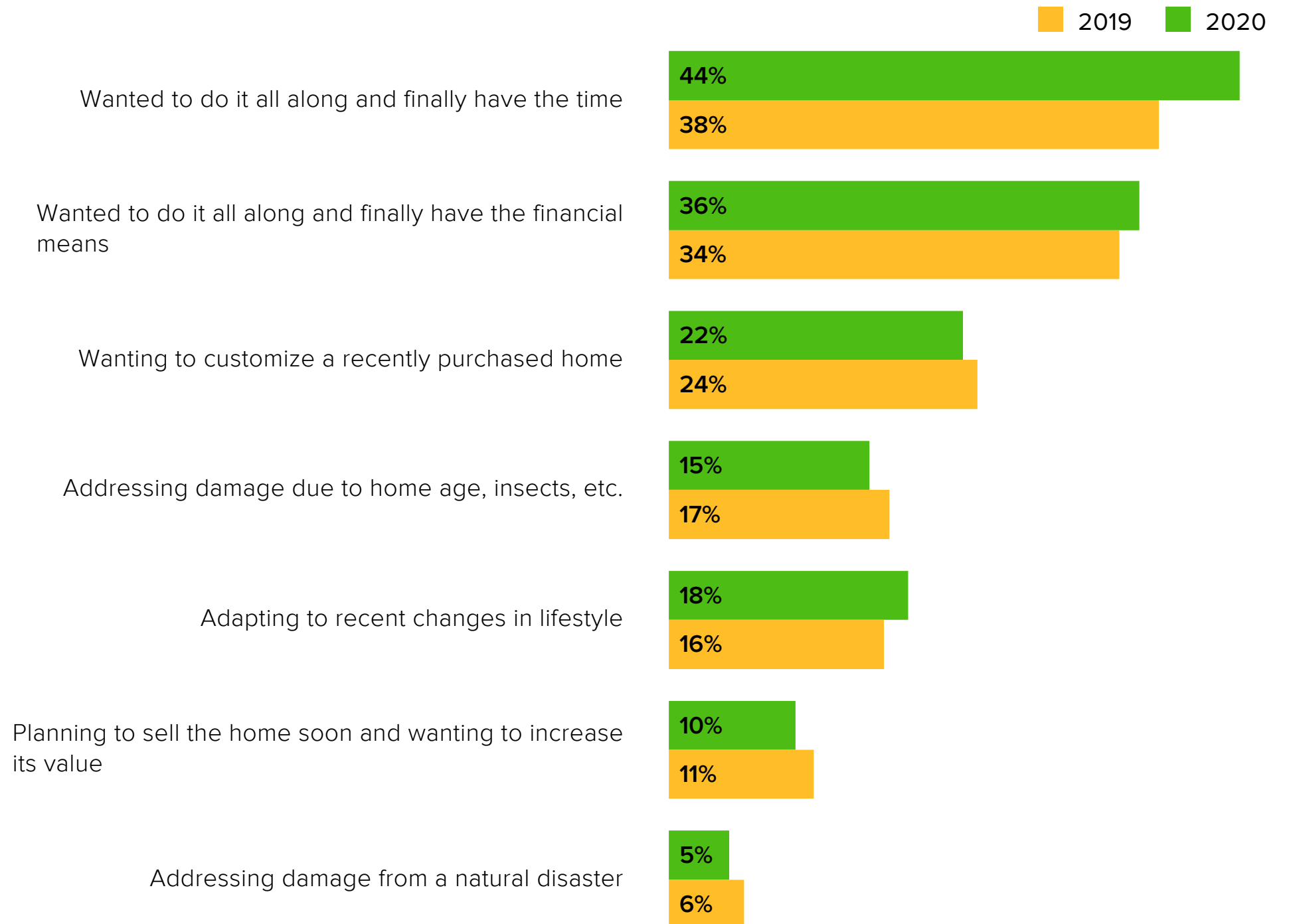
*Multiple responses were allowed.

High Time for Renovations

With homeowners home-bound due to the pandemic, the share who reported that they had wanted to pursue a home renovation all along and finally had the time increased by 6 percentage points in 2020, and remains the top renovation trigger. Wanting to do it all along and finally having the financial means also rose (as reported by 36% of homeowners compared with 34% in 2019).

Interestingly, “adapting to recent changes in lifestyle” also increased 2 percentage points (18% in 2020 compared with 16% in 2019).

Frequency of Top Renovation Triggers Among Homeowners Who Renovated in 2019 and 2020*

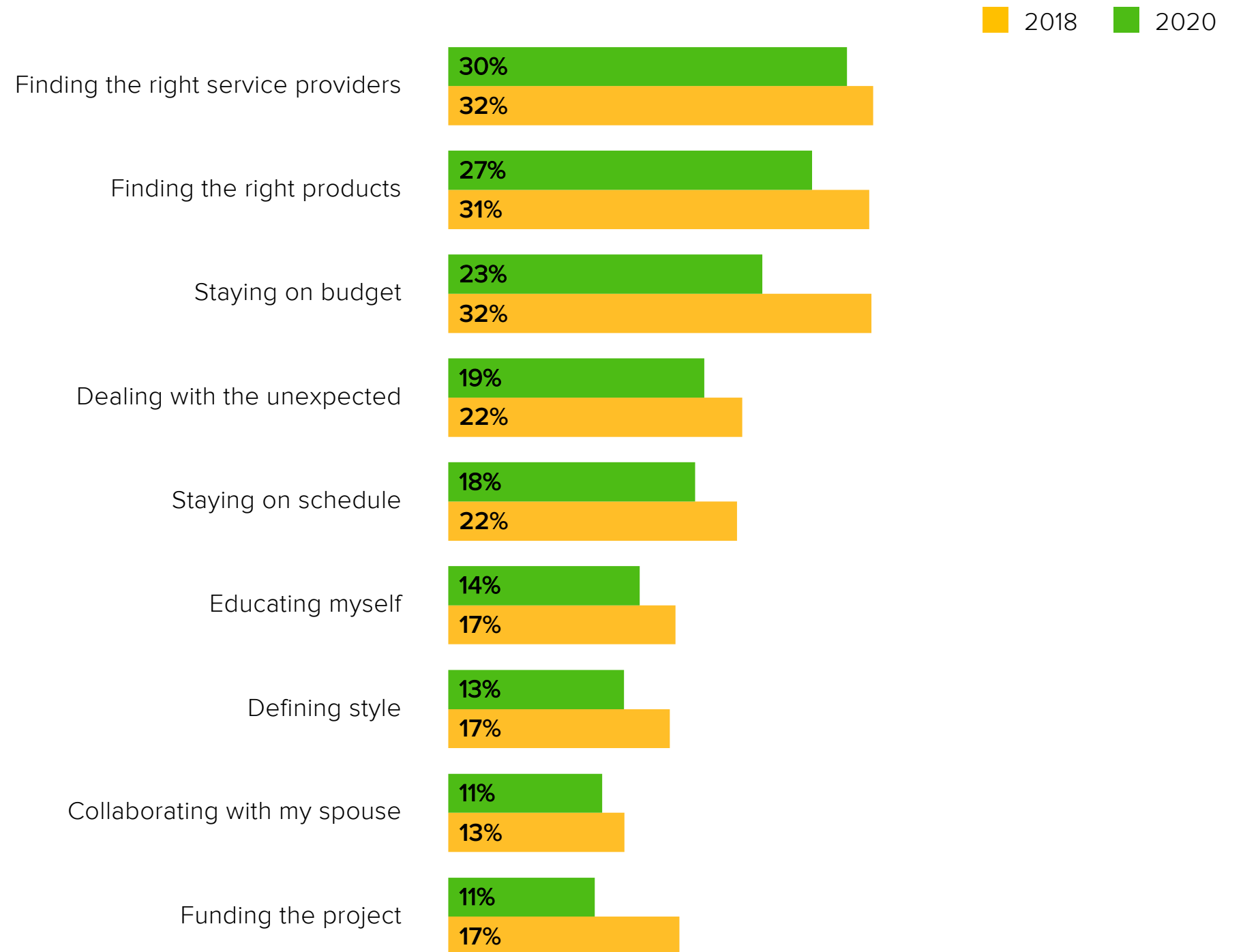


*Multiple responses (up to three) were allowed.

Fewer Challenges

One in 10 homeowners had a challenge-free renovation in 2020 and a smaller share of homeowners reported challenges across all categories in 2020 compared with 2018. Finding the right service providers (30%) and products (27%) were the most challenging aspects for renovating homeowners, followed by staying on budget (23%), albeit to a lesser degree than in previous years.

Frequency of Top Renovation Challenges Among Homeowners Who Renovated in 2018 and 2020*



*Multiple responses (up to three) were allowed.

2020 Renovation Spend by Metro



San Jose Increasingly Outspends the Pack

San Jose, California leads the list of top 10 metropolitan areas with the highest median spend on renovations in 2020 (\$30,000). While San Jose has maintained this top position since 2017, homeowners there are increasing their renovation spends, widening the gap between the No. 1 and No. 2 positions in 2019 and 2020 (from \$5,000 to more than \$8,000).

Homeowners in California and Florida — San Francisco (\$21,250), Los Angeles (\$20,500), San Diego (\$20,000) and Miami (\$20,000) — made up the list of top 5 spenders in 2020.

*Top 10 U.S. metropolitan areas are analyzed out of the top 50 U.S. metropolitan areas by population per the Cumulative Estimates of Resident Population Change in 2016 by the U.S. Census Bureau.

Top 10 U.S. Metropolitan Areas, by Median Renovation Spend, in 2018, 2019 and 2020*

Top 10 Metros	2018	2019	2020
1	San Jose, CA (\$25,000)	San Jose, CA (\$26,000)	San Jose, CA (\$30,000)
2	San Francisco, CA (\$25,000)	Boston, MA (\$21,000)	San Francisco, CA (\$21,250)
3	Los Angeles, CA (\$20,000)	Los Angeles, CA (\$20,000)	Los Angeles, CA (\$20,500)
4	Miami, FL (\$20,000)	Miami, FL (\$20,000)	San Diego, CA (\$20,000)
5	New York, NY (\$20,000)	San Diego, CA (\$20,000)	Miami, FL (\$20,000)
6	Boston, MA (\$19,000)	San Francisco, CA (\$20,000)	New York, NY (\$19,000)
7	Sacramento, CA (\$18,000)	New York, NY (\$18,500)	Phoenix, AZ (\$18,000)
8	Houston, TX (\$17,000)	Phoenix, AZ (\$16,750)	Sacramento, CA (\$16,750)
9	New Orleans, LA (\$17,000)	Sacramento, CA (\$16,000)	Washington, DC (\$16,000)
10	Washington, DC (\$17,000)	Austin, TX (\$15,000)	Salt Lake City, UT (\$16,000)

Spend Increased Across the Country...

Median renovation spend increased across 27 U.S. major metropolitan areas in 2020 compared with 2019. Indeed, 19 out of these 27 U.S. metropolitan areas experienced double-digit increases in median spend. This is consistent with the slight shift toward more expensive projects by renovating homeowners.

Milwaukee, Wisconsin and St. Louis, top the list with 67% and 50% annual increases in 2020, respectively.

Positive Change in Median Renovation Spend per Homeowner in 27 U.S. Metropolitan Areas in 2020 Relative to Median Spend in 2019

U.S. Major Metropolitan Area*	2020 Median Spend	Annual Change	U.S. Major Metropolitan Area*	2020 Median Spend	Annual Change
Milwaukee, WI	\$ 15,000	67%	Detroit, MI	\$ 13,000	18%
St. Louis, MO-IL	\$ 15,000	50%	San Jose, CA	\$ 30,000	15%
Virginia Beach, VA	\$ 15,000	46%	Riverside, CA	\$ 15,000	15%
Portland, OR	\$ 15,000	43%	Louisville, KY	\$ 11,000	10%
New Orleans, LA	\$ 11,250	41%	San Antonio, TX	\$ 11,000	10%
Kansas City, MO-KS	\$ 14,000	37%	Phoenix, AZ	\$ 18,000	7%
Atlanta, GA	\$ 15,000	36%	Salt Lake City, UT	\$ 16,000	7%
Charlotte, NC	\$ 15,000	36%	Washington, DC	\$ 16,000	7%
Memphis, TN	\$ 13,500	35%	San Francisco, CA	\$ 21,250	6%
Richmond, VA	\$ 15,000	30%	Cleveland, OH	\$ 11,000	5%
Denver, CO	\$ 14,000	26%	Sacramento, CA	\$ 16,750	5%
Chicago, IL	\$ 15,000	25%	New York, NY	\$ 19,000	3%
Pittsburgh, PA	\$ 15,000	25%	Los Angeles, CA	\$ 20,500	2%
Cincinnati, OH	\$ 13,200	20%			

*Top 50 U.S. metropolitan areas by population are based on the Cumulative Estimates of Resident Population Change in 2016 by the U.S. Census Bureau.

...Only a Few Were Spared

Seven out of 20 U.S. metropolitan areas did not see a change in median spend on renovations. Renovating homeowners in Nashville, Tennessee; Philadelphia; and Minneapolis-St. Paul, Minnesota reported 7% decreases in median spend, while the change in the median spend was more dramatic in Tampa, Florida (33% decline).

Areas with negative year-over-year changes in median renovation spend are below the national median spend (\$15,000).

Zero or Negative Changes in Median Renovation Spend per Homeowner in 20 U.S. Metropolitan Areas in 2020 Relative to Median Spend in 2019

U.S. Major Metropolitan Area*	2020 Median Spend	Annual Change	U.S. Major Metropolitan Area*	2020 Median Spend	Annual Change
Miami, FL	\$ 20,000	0%	Buffalo, NY	\$ 9,250	-8%
San Diego, CA	\$ 20,000	0%	Orlando, FL	\$ 10,000	-9%
Baltimore, MD	\$ 15,000	0%	Oklahoma City, OK	\$ 9,000	-10%
Las Vegas, NV	\$ 15,000	0%	Jacksonville, FL	\$ 13,250	-12%
Seattle, WA	\$ 15,000	0%	Austin, TX	\$ 13,000	-13%
Dallas, TX	\$ 12,000	0%	Birmingham, AL	\$ 13,000	-13%
Columbus, OH	\$ 10,000	0%	Indianapolis, IN	\$ 10,150	-15%
Nashville, TN	\$ 14,000	-7%	Raleigh, NC	\$ 10,000	-17%
Philadelphia, PA	\$ 14,000	-7%	Houston, TX	\$ 12,000	-17%
Minneapolis - St. Paul, MN	\$ 13,000	-7%	Tampa, FL	\$ 10,000	-33%

*Top 50 U.S. metropolitan areas by population are based on the Cumulative Estimates of Resident Population Change in 2016 by the U.S. Census Bureau.

2020 Popular Projects & Project Spend



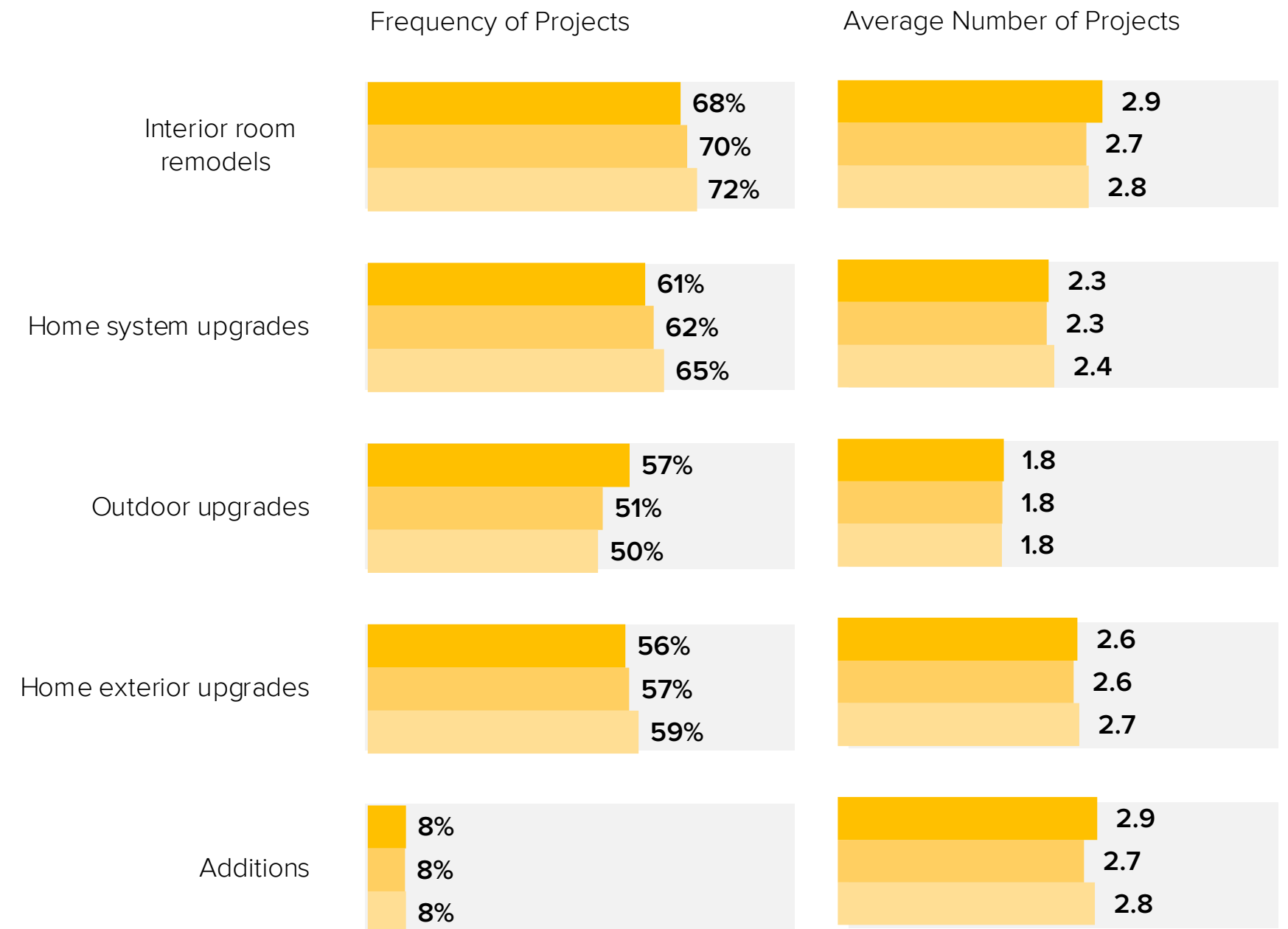
Outdoor Projects Heat Up

While interior room remodels remain the most common renovation project among renovating homeowners (68%), the share of homeowners tackling these projects has declined in the last two years. In contrast, outdoor projects have increased in popularity since 2018, with 2020 showing a jump of 6 percentage points (57%) among renovating homeowners.

Consistent with the last two years, homeowners chose to renovate an average of three interior rooms at a time.

Frequency of Renovation Activity and Number of Projects Among Homeowners Who Renovated*

2018 2019 2020



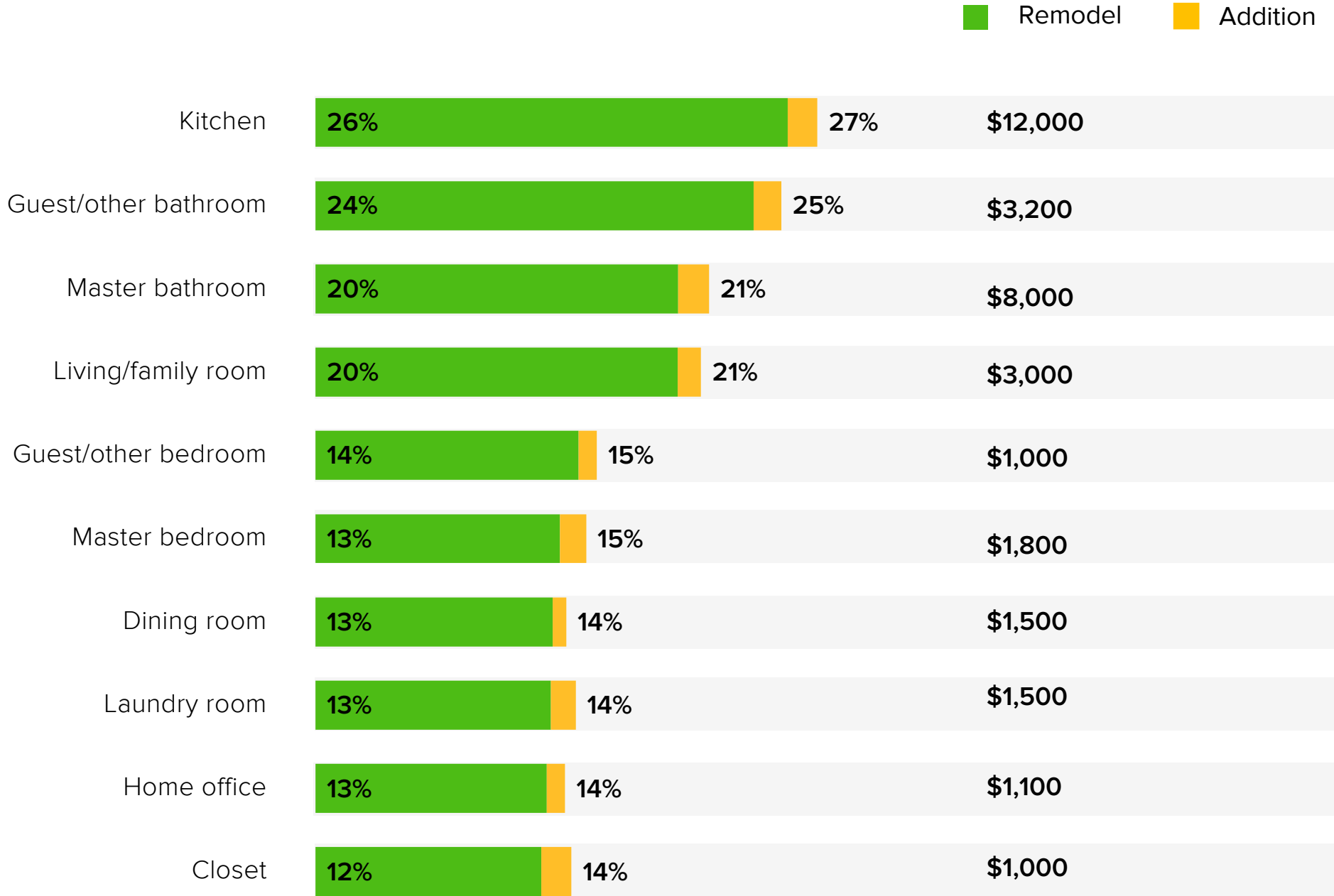
*Multiple responses were allowed. Interior room remodels refers to remodels of kitchens, bathrooms, dining rooms and the like. Home system upgrades refers to upgrades to electrical, plumbing and air-conditioning systems and the like. Outdoor upgrades refers to upgrades to structures (deck, gazebo, etc.), features (lawn, fence, etc.) and systems (irrigation, lighting, etc.). Home exterior upgrades refers to windows, doors, roofing and the like. Additions refers to expansions of the home's footprint by increasing the square footage of or adding kitchens, bathrooms, dining rooms and the like.

Smaller Spaces See Higher Spend

Kitchen renovations (27%) top the list of popular interior upgrades, followed by bathroom remodels and additions.

That said, homeowners are investing in smaller areas such as home offices and closets. Demand for home office projects jumped 4 percentage points (14% versus 10% in 2019) and were 10% more expensive in 2020 (\$1,100). Median spend on closet upgrades also saw a significant jump of 43% to \$1,000.

Frequency of and Median Spend on Top Interior Room Renovations Among Homeowners Who Renovated in 2020



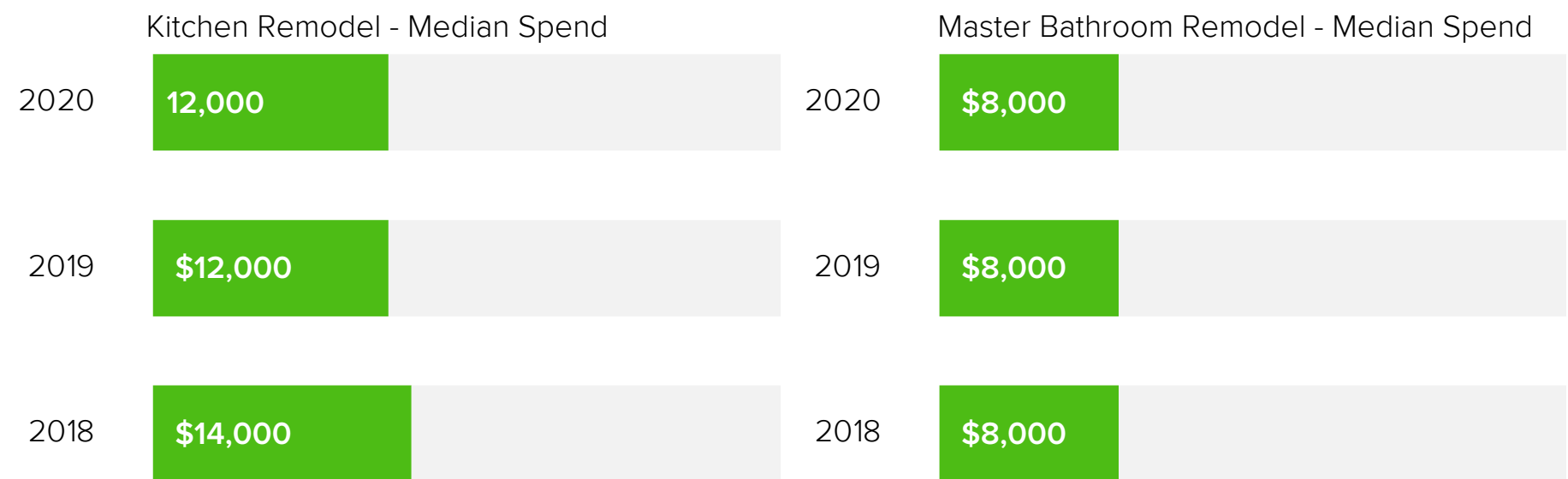
Broader Scope on Larger Spaces

Spend on kitchen remodels remained stable at \$12,000 in 2020. That said, homeowners with kitchens larger than 200 square feet spent 14% more on major kitchen remodels, where all of the cabinets and appliances were replaced. On the other hand, small kitchen upgrades cost 17% less in 2020 compared with 2019.

Median spend on major remodels of large and small bathrooms increased in 2020, while the median spend on master bathroom remodels held steady at \$8,000. The increase is especially notable for major upgrades of smaller bathrooms (20% increase).

The frequency of minor-scope kitchen and bathroom remodels has increased since 2018.

Median Spend on Kitchen and Master Bathroom Remodels*



Major Kitchen Remodel** Median Spend	2018			2019			2020			
	2018	2019	2020	2018	2019	2020	2018	2019	2020	
Larger kitchen (200+ square feet)	\$35,000	\$35,000	\$40,000	Larger bathroom (100+ square feet)	\$17,000	\$17,000	\$18,000			
Smaller kitchen (< 200 square feet)	\$23,000	\$24,000	\$20,000	Smaller bathroom (< 100 square feet)	\$10,000	\$10,000	\$12,000			

*Projects done as DIY and with professional help.

**Major kitchen remodel refers to a remodel in which at least all the cabinets and appliances are replaced.

***Major master bathroom remodel refers to a remodel in which at least the cabinetry/vanity, countertops and toilet are replaced.

More Secure Homes

Upgrades to plumbing (26%), electrical (24%) and home automation (22%) remained popular in 2020.

One in 5 homeowners installed home security systems during their home renovations. The share of homeowners making upgrades in this category doubled in 2020 compared with 2015, when it began steadily increasing in popularity.

The share of homeowners making cooling or heating upgrades (18%, each) is slightly lower compared with 2019 (19%, each), with heating projects costing 15% more in 2020 (\$4,000).

Frequency of and Median Spend on Top Home System Upgrades Among Homeowners Who Renovated in 2020



Home Security Upgrades

2020	20%	2017	15%
2019	19%	2016	12%
2018	18%	2015	10%

Spend Increases on Deck and Porch Upgrades

Decks and porches or balconies increased in popularity in 2020 (14% and 12%, respectively) compared with 2019 (13% and 11%). Homeowners even spent 25% more on their deck and porch upgrades in 2020 (\$2,500 and \$1,500, respectively).

Exterior building upgrades such as paint (20%), roofing (18%) and windows (18%) remained among the top three most common projects in 2020, and spend increased for each project type by 13%, 20% and 3%, respectively.

Frequency of and Median Spend on Top Exterior Building Upgrades Among Homeowners Who Renovated in 2020



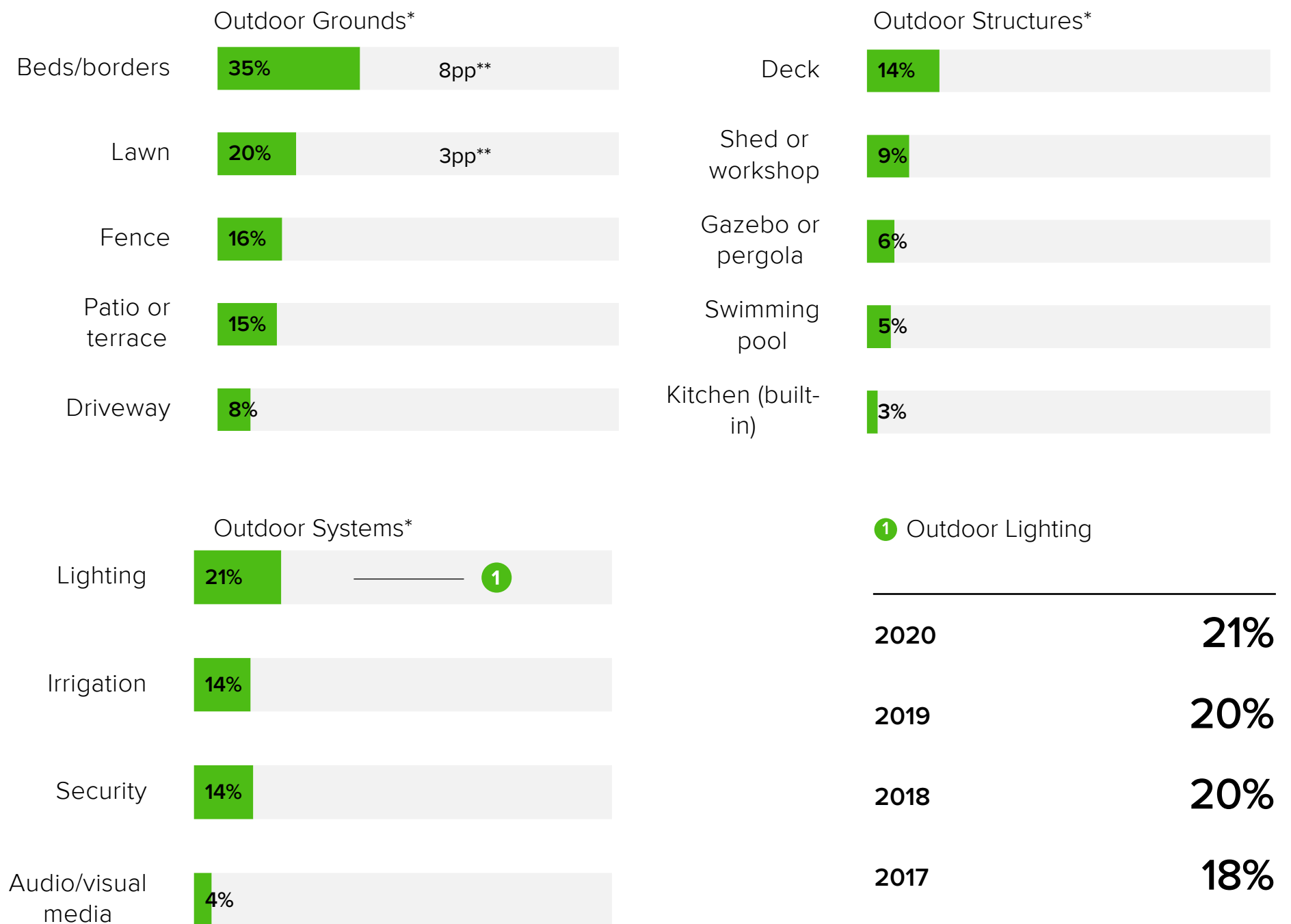
Glowing Outdoor Areas

Following a four-year growth in demand for lighting (21%), it led in outdoor system projects, followed by irrigation and security (14%, each).

Improvements to outdoor spaces were directed toward the grounds, with beds and borders (35%) and lawns (20%) seeing significant growth in popularity.

Built-in kitchens (3%) became slightly more popular in 2020.

Frequency of Top Outdoor Upgrades Among Homeowners Who Renovated in 2020*



*Multiple responses allowed.

**Percentage point difference between 2020 and 2019 shares.

2020 Professional Involvement

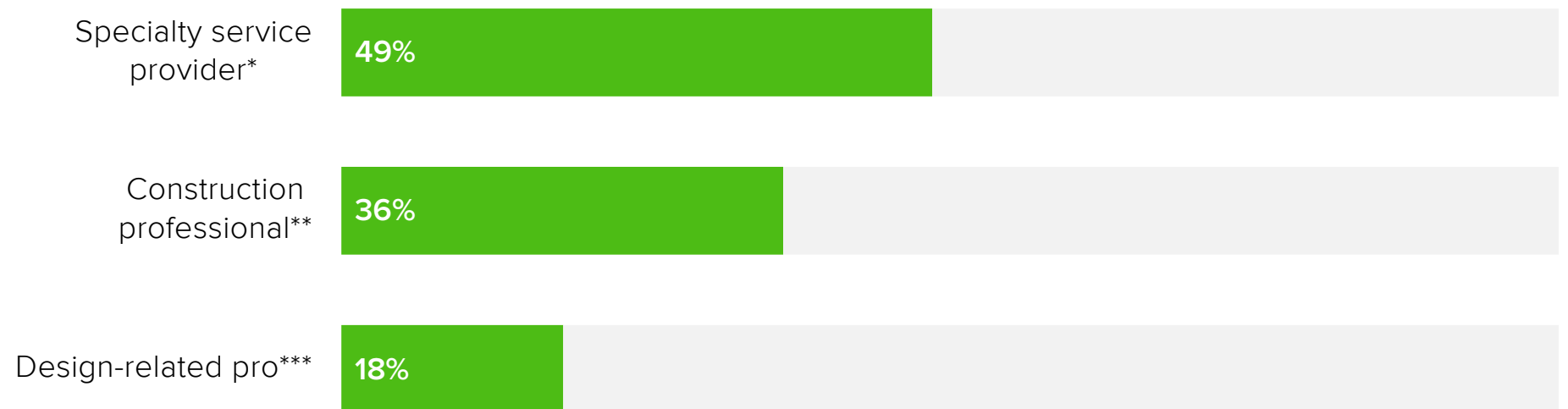


Multiple Pro Hiring Continues

Nearly 7 in 8 homeowners hired professional help during their renovations in 2020, consistent with previous years. They continue to hire more than one professional per project including specialty service providers (49%), construction professionals (36%) and professionals with design services (18%).

Frequency of Professional Hiring by Renovating Homeowners

Hiring by Professional Category



Overall Hiring

2020	87%
2019	88%
2018	87%

Average Number of Specialty Service Providers* Hired

2020	1.6
2019	1.7
2018	1.7

*Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).

**Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.

***Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

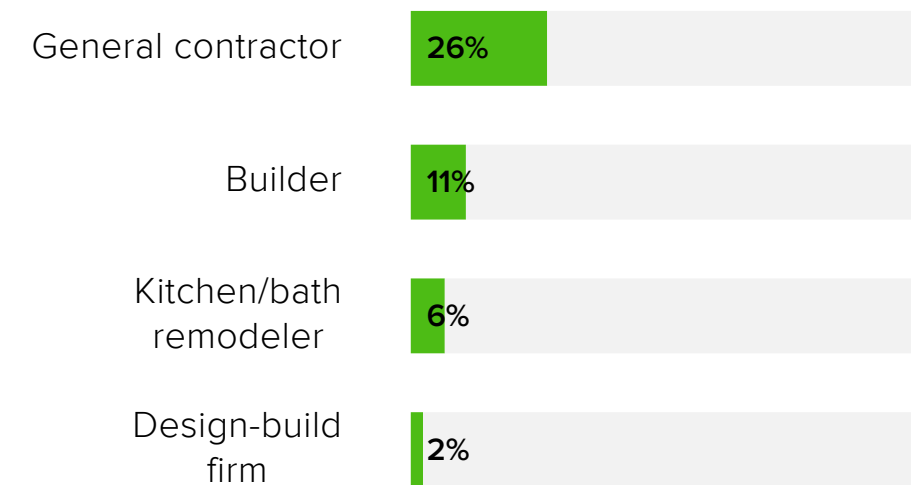
1 in 4 Hire General Contractors

Among construction professionals, general contractors (26%) were hired most frequently, followed by builders (11%), kitchen and bath remodelers (6%) and design-build firms (2%).

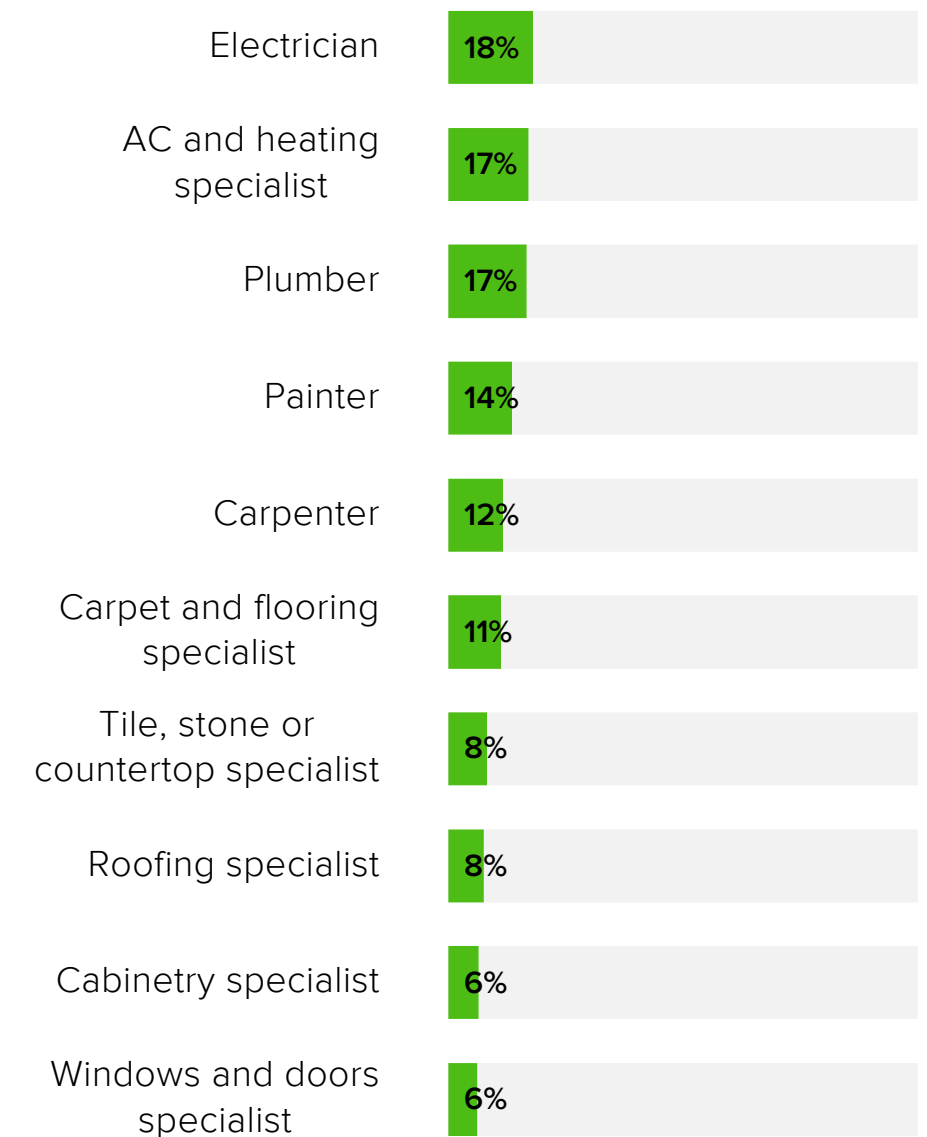
While slightly less frequent than a year ago, electricians (18%), AC and heating specialists (17%) and plumbers (17%) were also hired by renovating homeowners in 2020.

Frequency of Professional Hiring by Homeowners Who Renovated in 2020

Construction Professional* Hiring



Specialty Service Provider** Hiring



Design-Related Pro*** Hiring

Interior designer	7%
Architect	5%
Kitchen/bath designer	5%
Landscape architect/designer	5%
Lighting designer	2%

*Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.

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***Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

2020 Generational Perspective



Gen Xers Step Up Spend

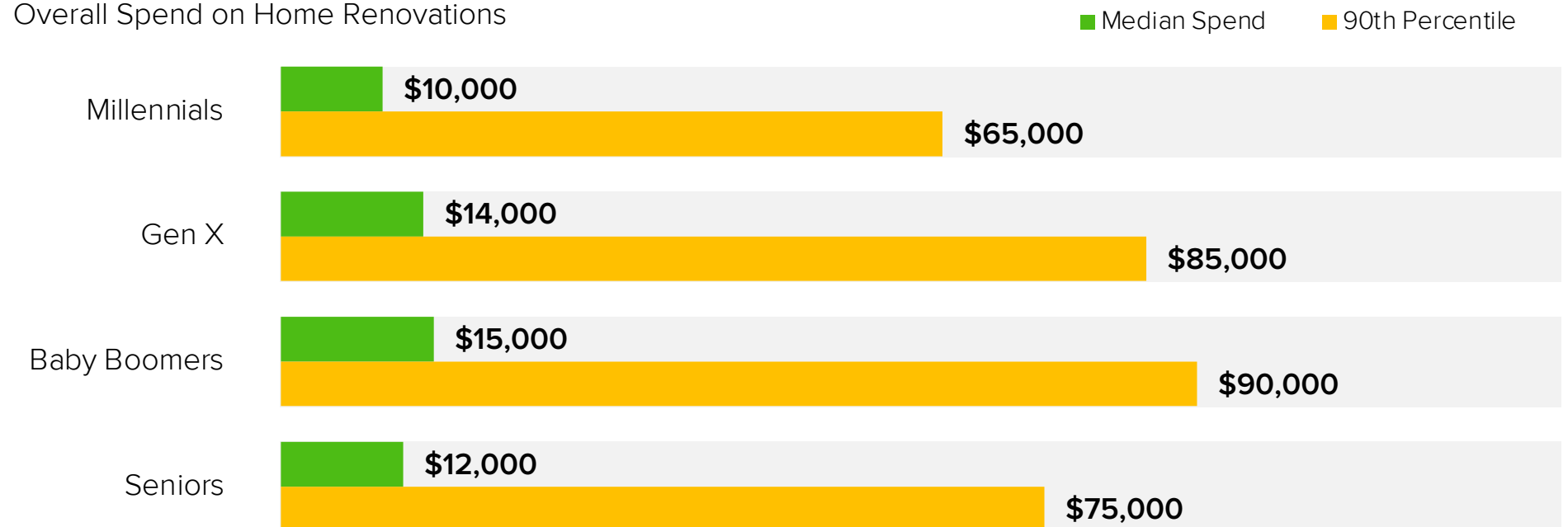
The gap between median renovation spend by Baby Boomers and Gen Xers narrowed in 2020. Baby Boomers (\$15,000) spent the most on their renovations and Gen Xers (\$14,000) are no longer a distant second. The top 10% of renovation projects among these generations were at least \$90,000 and \$85,000, respectively.

Median spend among Millennials, who represent 12% of renovating homeowners, remained unchanged in 2020 (\$10,000), with the top 10% of projects costing \$65,000 or more. Additionally, Millennials allocated their budgets almost equally for kitchen and bathroom renovations. They invested \$6,500 and \$7,000 into their master bathroom and kitchen renovations, respectively.

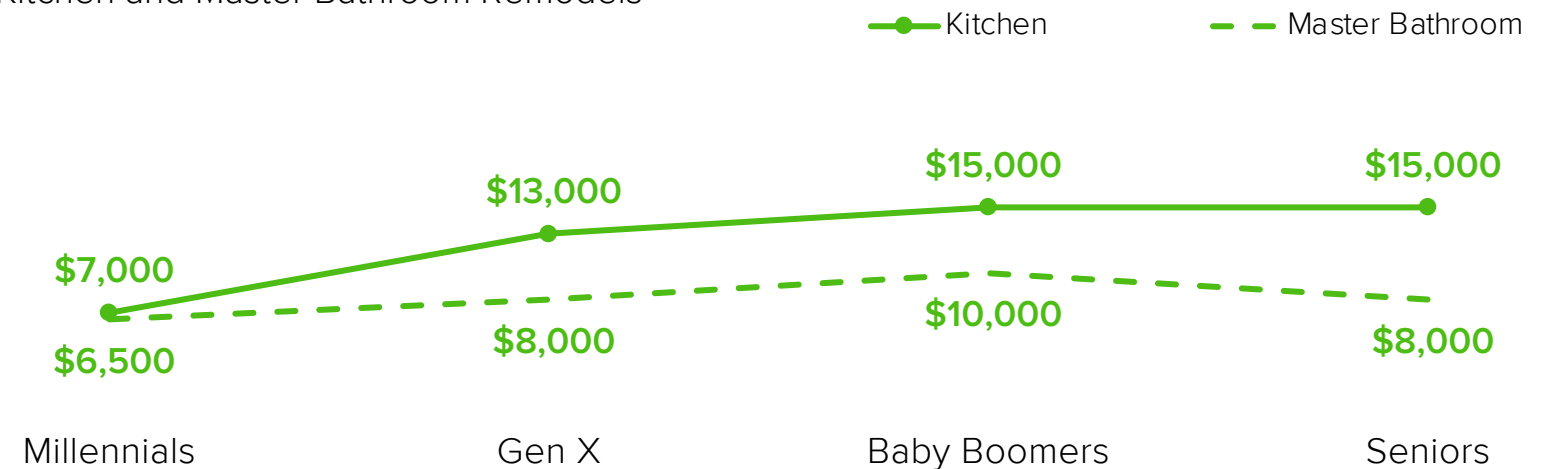
*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

National Renovation Spend, by Generation, per Renovating Household in 2020*

Overall Spend on Home Renovations



Median Spend on Kitchen and Master Bathroom Remodels



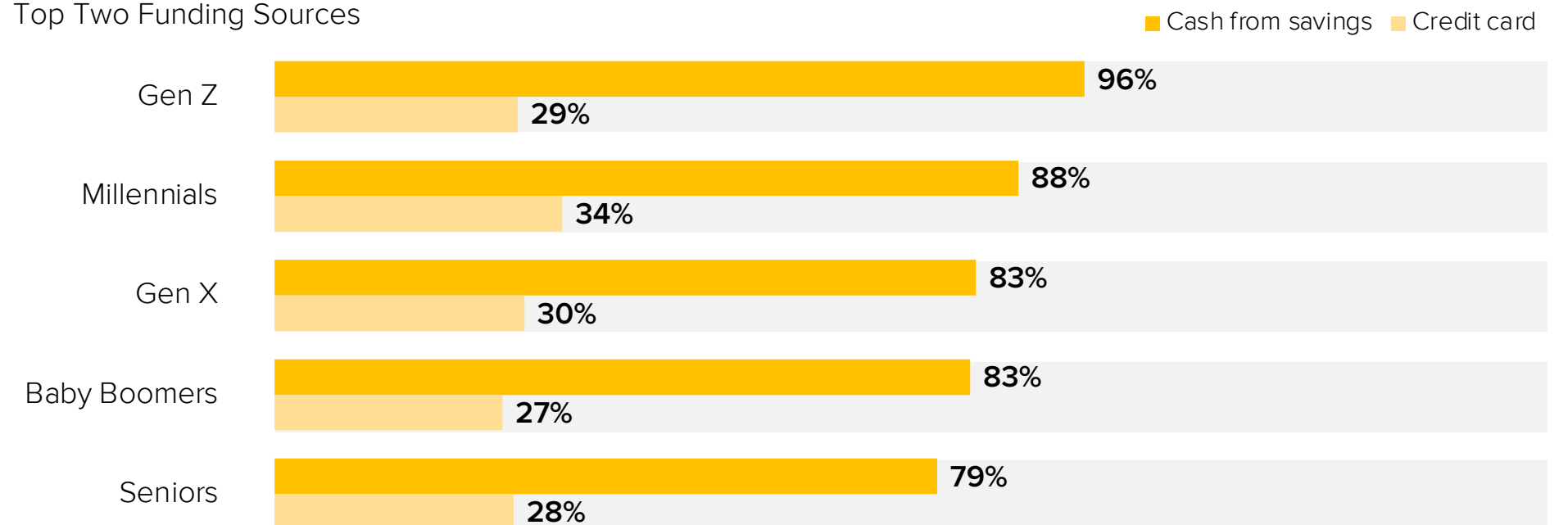
Millennials Most Likely to Use Tax Refunds to Renovate

Cash payments dominated renovation funding in 2020. Although not as frequently as in 2019, Millennials relied on credit cards (34%) more often than older generations. Tax refunds, on the other hand, were directed toward renovations by a large share of Millennials (17%) in 2020, compared with 2019 (12%).

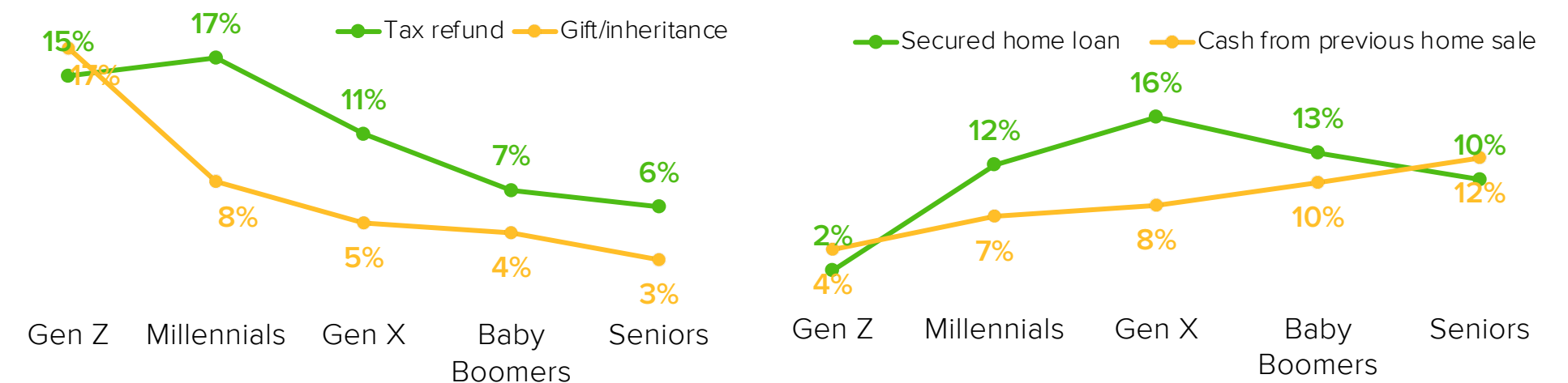
Secure home loans were used more frequently by Gen Xers (16%) than other age groups. Seniors, by contrast, used cash from previous home sales (12%) more frequently than secured home loans (10%).

Frequency of Top Funding Sources, by Generation, Among Homeowners Who Renovated in 2020*

Top Two Funding Sources



Other Top Funding Sources



*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

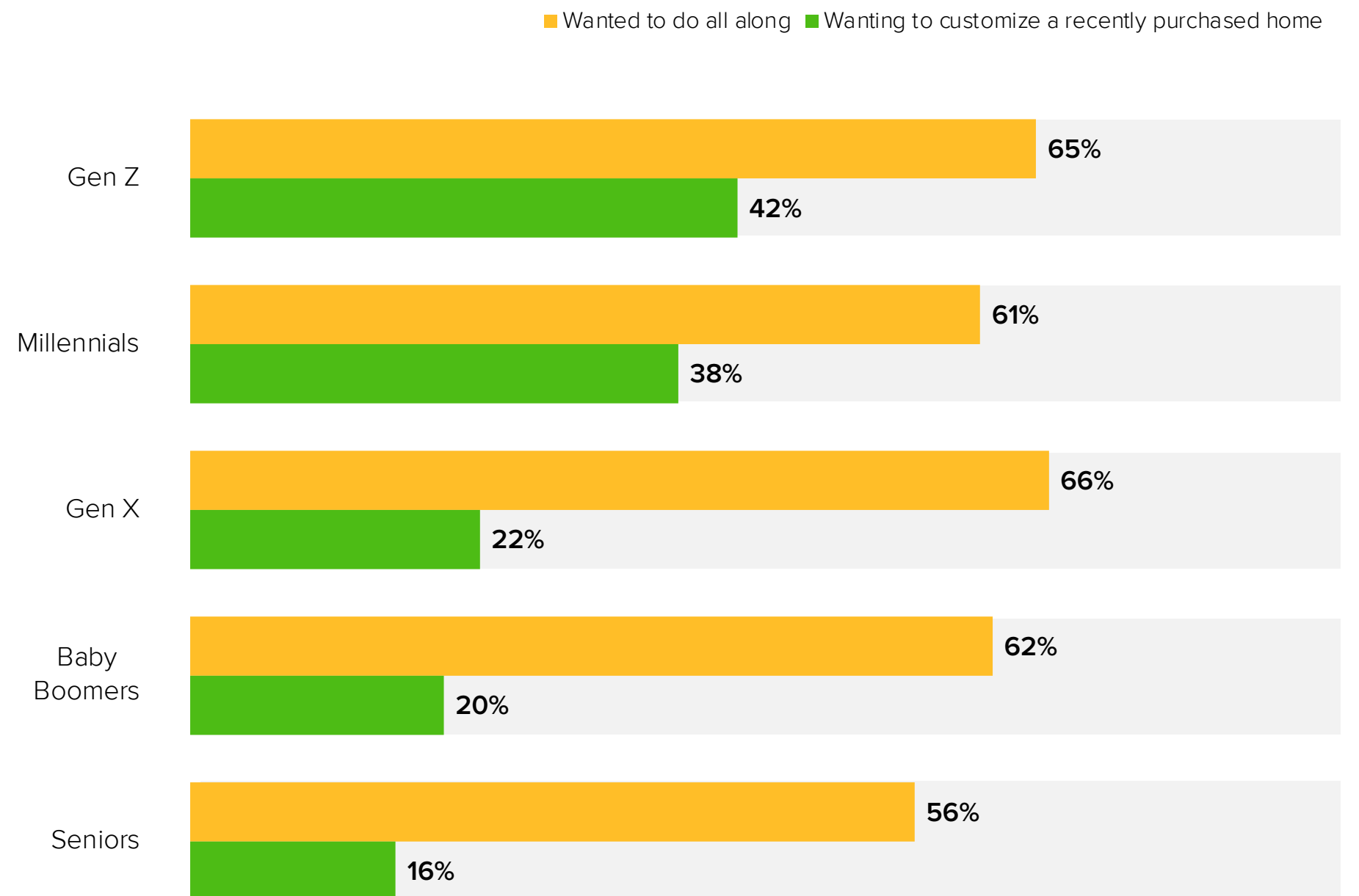
Wanted to Do It All Along...

Much-anticipated renovations were finally possible in 2020. More than half of homeowners across all generations reported to have wanted to renovate and finally had the time and the means to do so, with Gen Xers leading the way.

Nearly 2 in 5 Millennials customized their newly purchased homes.

Frequency of Top Motivations, by Generation, Among Homeowners Who Renovated in 2020*

Top Two Renovation Triggers



*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

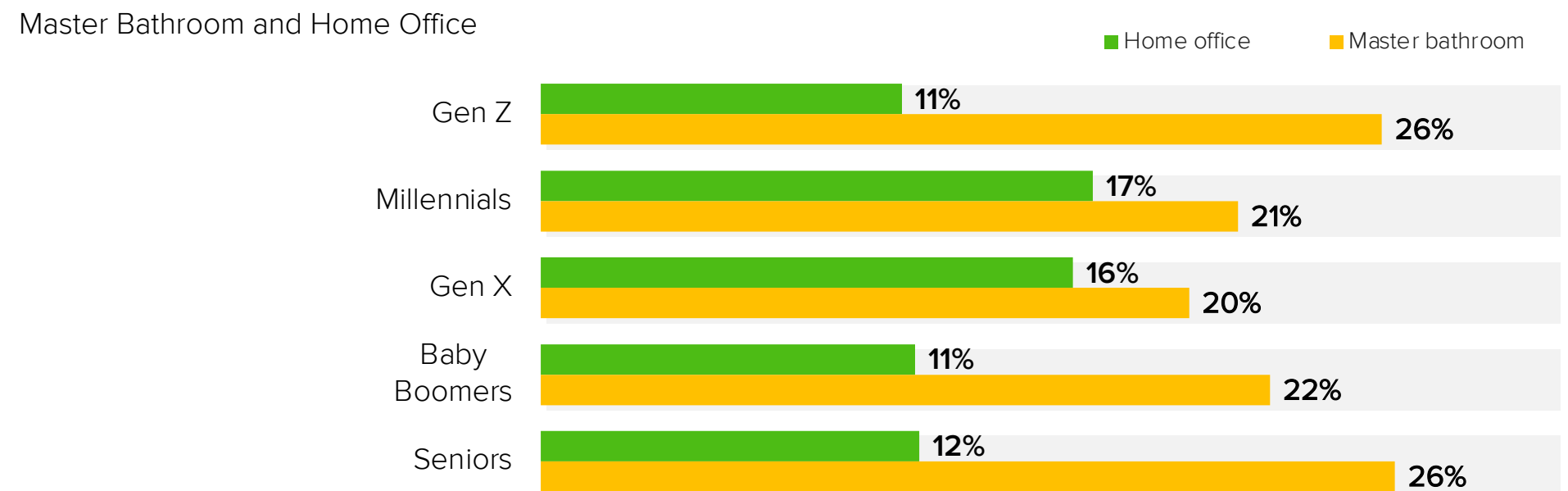
Younger Generations Turned to Home Office Upgrades

Millennials (17%) and Gen Xers (16%) renovated their home offices more actively than older generations. At least 1 in 5 homeowners across all generations renovated their master bathrooms in 2020.

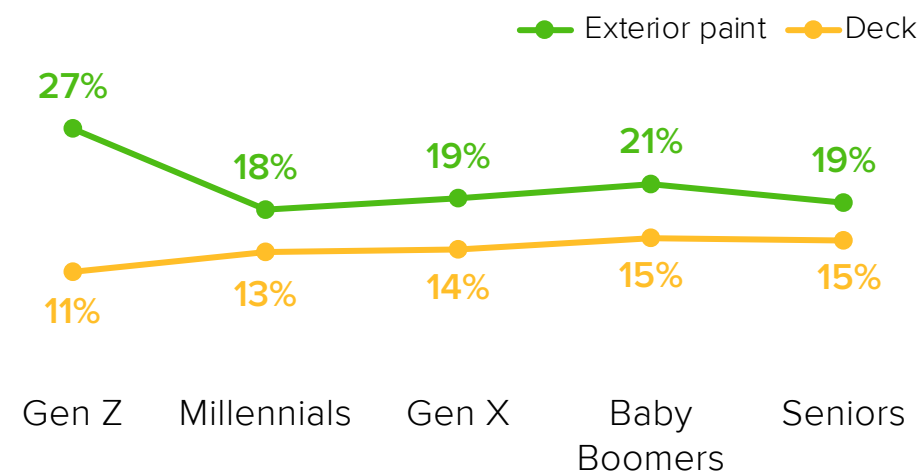
Automation and security upgrades are top priorities for Millennials, compared with older generations.

Exterior paint upgrades were more common than deck upgrades among homeowners, and especially among Baby Boomers (21%).

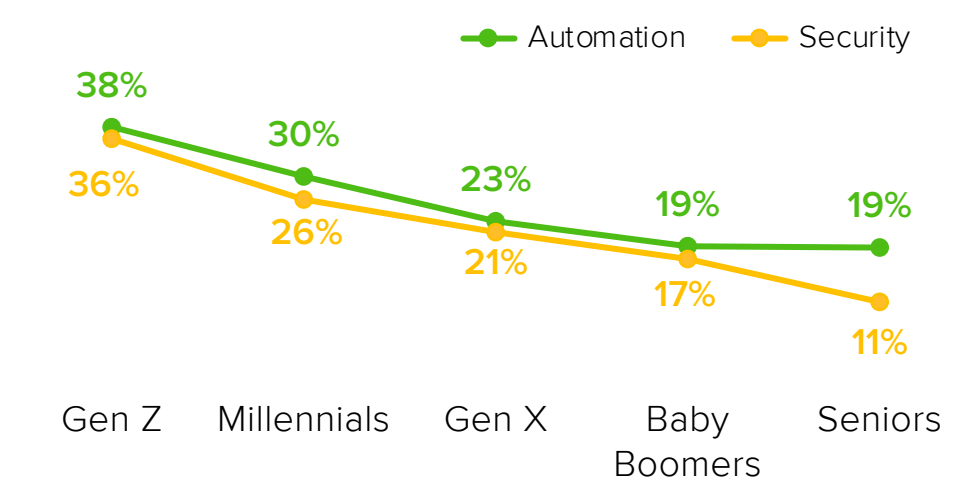
Frequency of Top Renovation Activity, by Generation, Among Homeowners Who Renovated in 2020*



Exterior Paint and Deck Upgrades



Automation and Security Upgrades



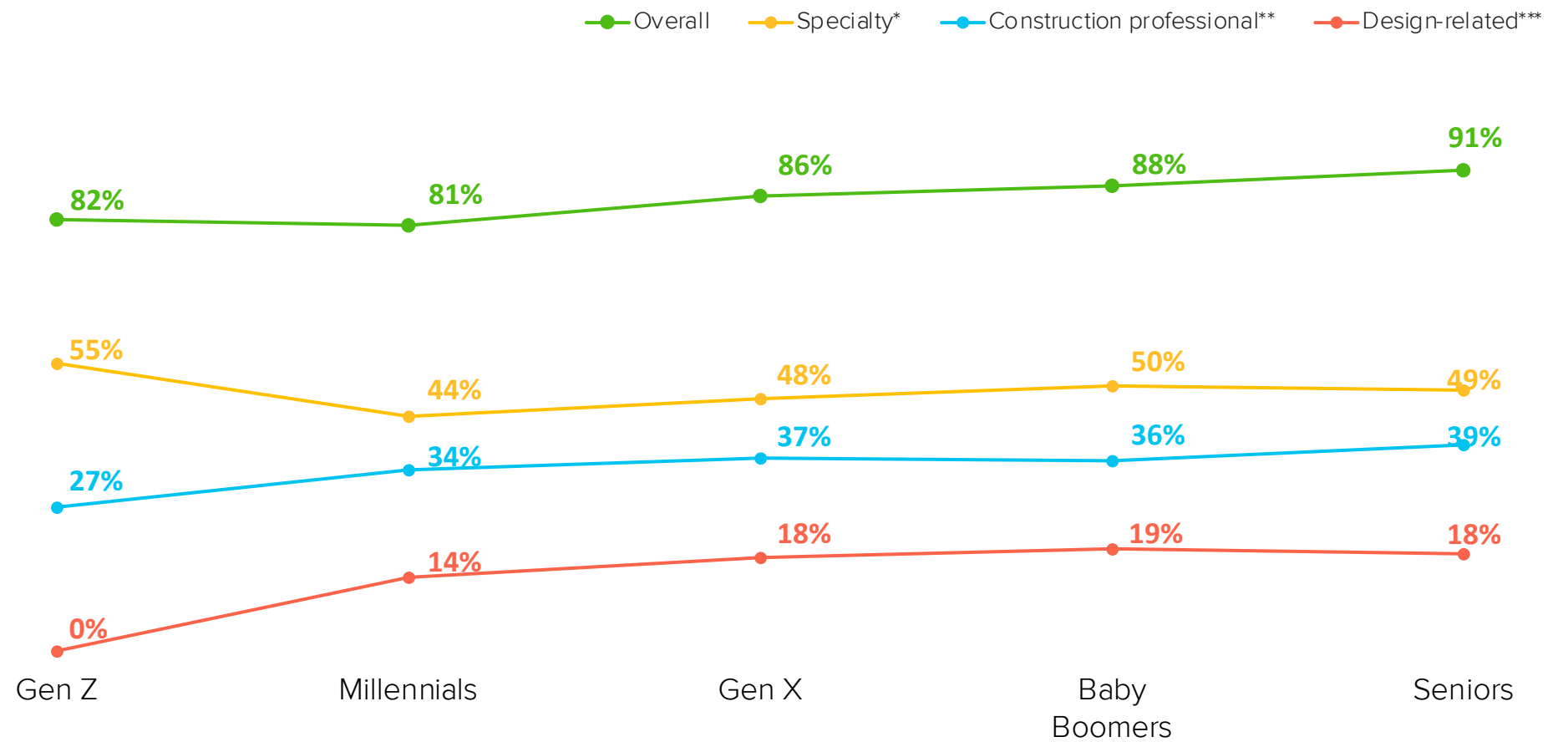
*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

High Demand for Professional Help

Professionals were hired across all generations, with older homeowners most likely to hire help. In fact, the share of Millennials hiring professionals was at least 5 percentage points lower than the share of older generations doing so. This difference was not as significant when it came to hiring construction professionals.

Seniors (39%) were the largest employer of construction professionals, while Baby Boomers were for specialty and design-related professionals (50% and 19%, respectively).

Frequency of Professional Hiring, by Generation, Among Homeowners Who Renovated in 2020



*Specialty service provider hiring does not include any specialists hired with the help of a construction manager (general contractor, builder, design-build company and/or kitchen or bath remodeler).

**Construction professionals are general contractors, kitchen or bathroom remodelers, builders and design-build professionals.

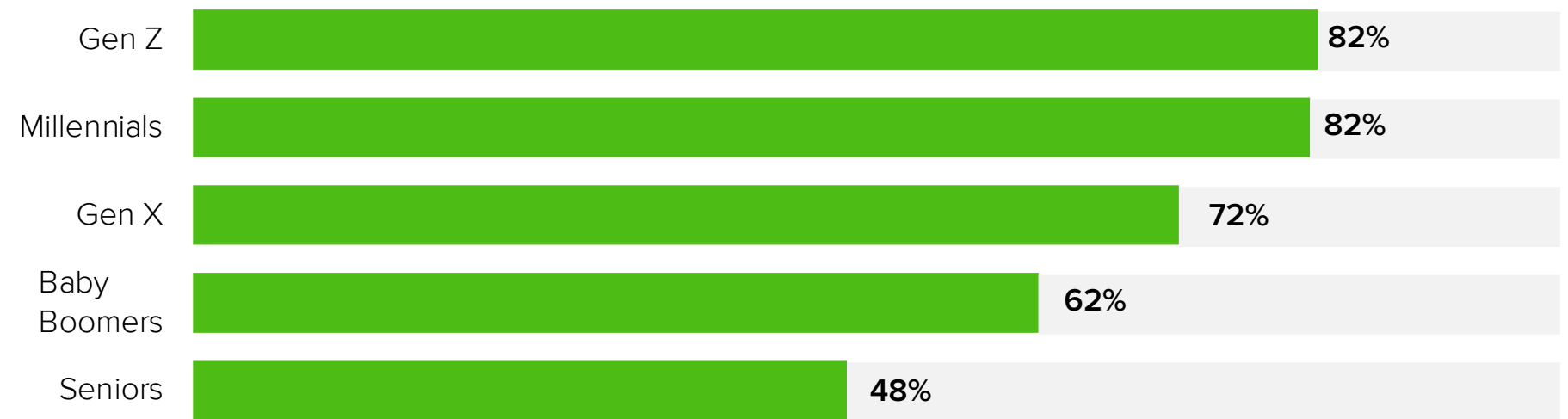
***Design-related pros are kitchen or bath designers, architects, interior designers or decorators, landscape architects or designers, and lighting designers.

Millennials Shop for Large Furniture Post-Renovation

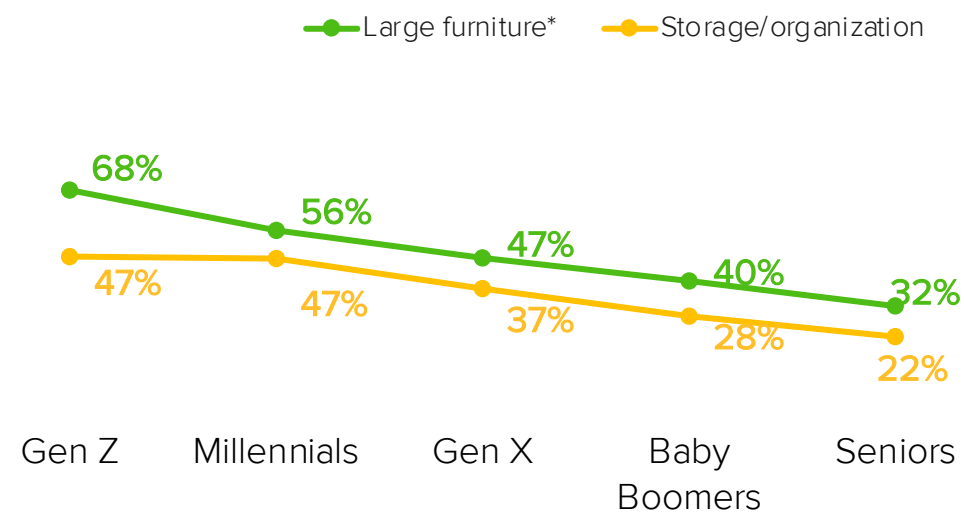
Four in 5 Millennials followed their renovations with furniture and decor purchases. Indeed, large furniture and storage solutions were used for interior spaces, and fire features, such as fire pits, were incorporated into outdoor areas.

Frequency of Home Decorating, by Generation, Among Homeowners Who Renovated in 2020*

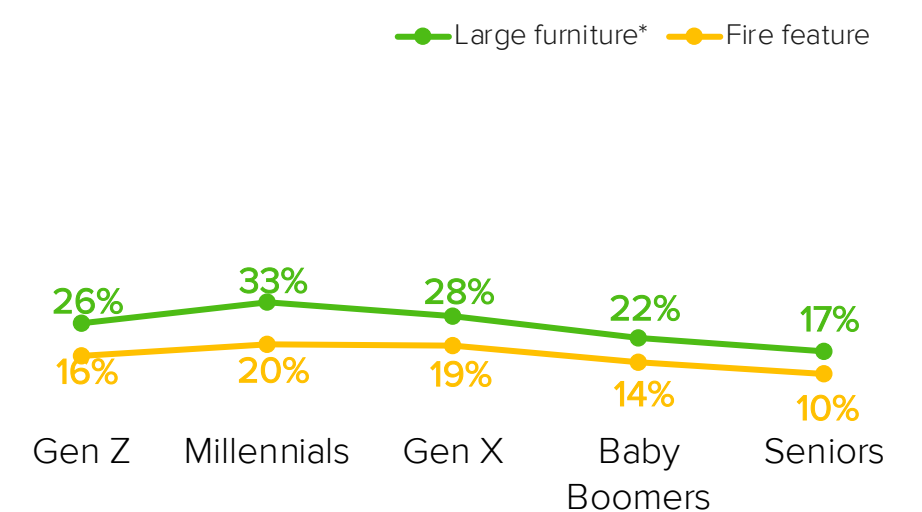
Home Decorating by Generation, Post-Renovation



Interior: Large Furniture vs. Storage Purchases*



Outdoor: Large Furniture vs. Fire Feature Purchases*



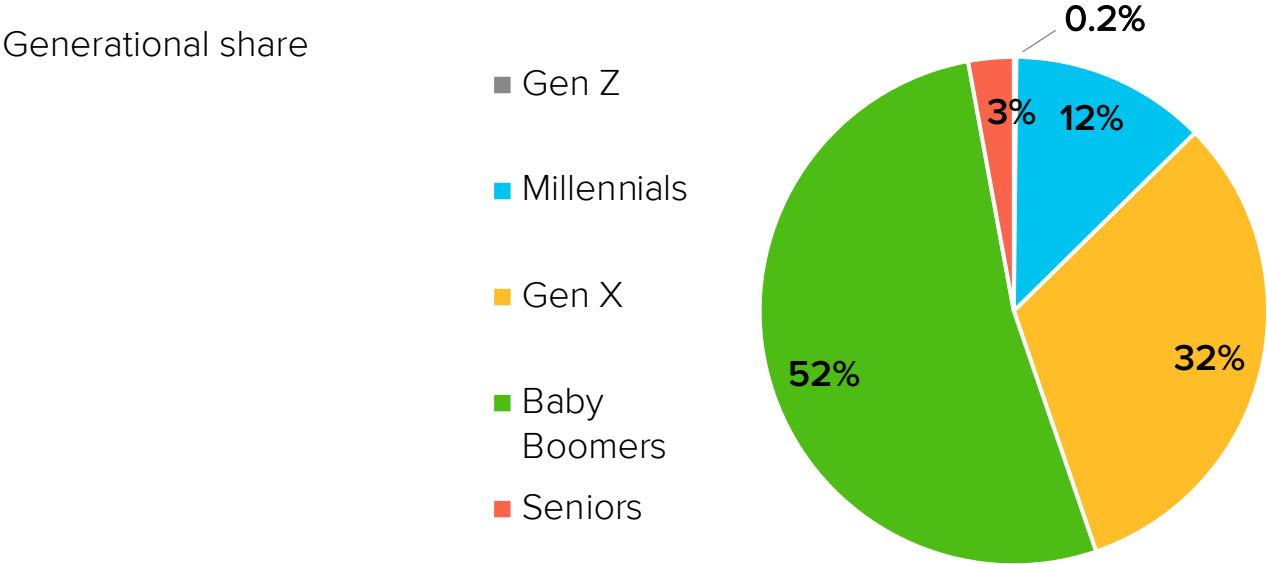
*Interior large furniture refers to lounge sets, dining sets, dressers and the like. Outdoor large furniture refers to lounge sets, dining sets and the like.

Older Generations Continue to Renovate

Consistent with prior years, the largest share of renovations were completed by Gen Xers (32%) and Baby Boomers (52%) in 2020. Millennials still accounted for 12% of renovating homeowners.

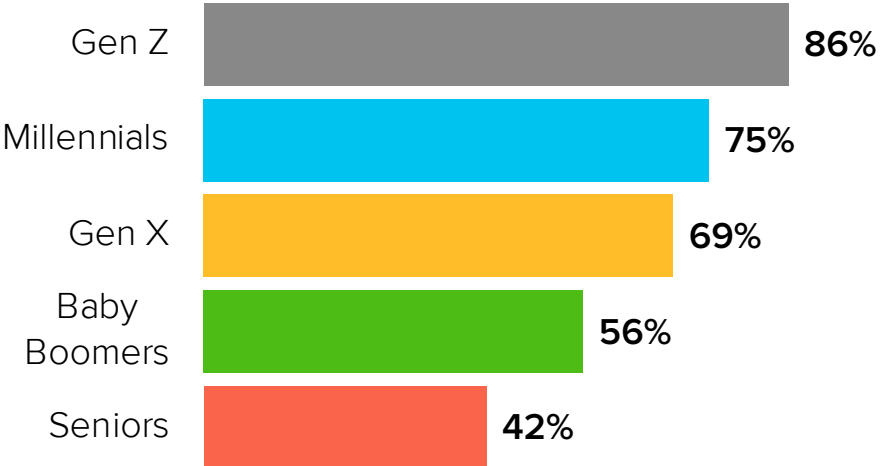
The share of Millennials planning to stay in their current residence for at least 11 years has declined by three percentage points.

Generational Breakdown of Homeowners Who Renovated in 2020*

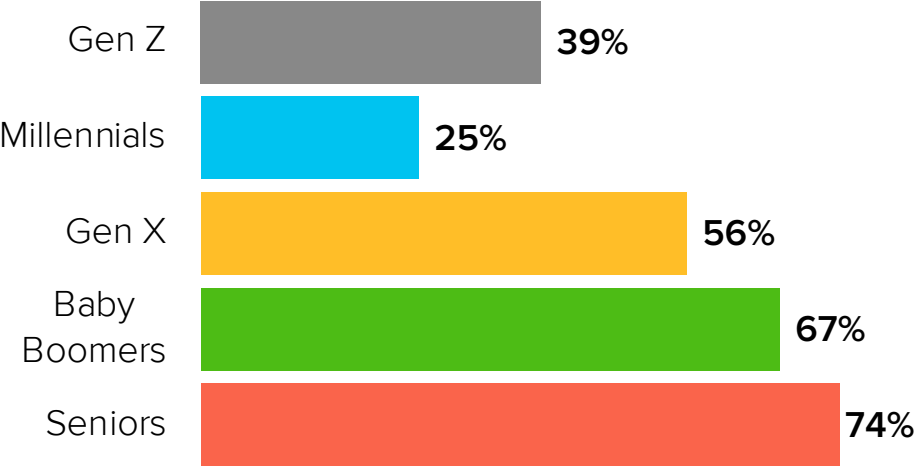


Tenure in Current Home

Plan to stay in the home 11+ years



Moved into the home 6+ years ago



*Generational age categories are approximated as Gen Z (18-24), Millennials (25-39), Gen X (40-54), Baby Boomers (55-74) and Seniors (75+), using the Pew Research Center's definition.

2020 Popular Product Purchases



Smarter Homes

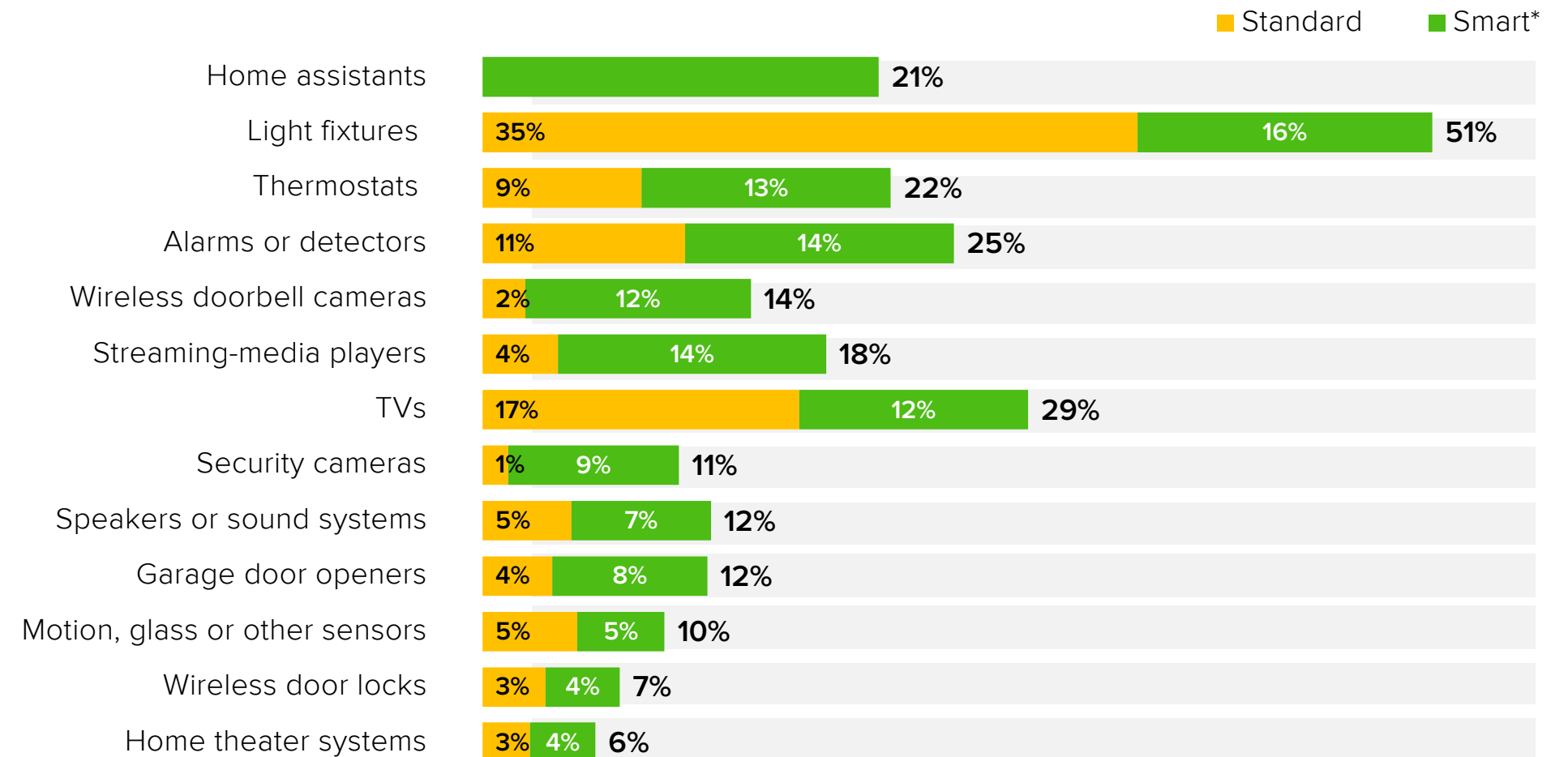
Homeowners who renovated in 2020 purchased smart home technology more frequently than those renovating in 2019. Smart streaming-media players (14% compared with 10% in 2019) and TVs (12% compared with 7% in 2019) experienced the largest increases.

Light fixtures remained the most common purchase for both indoor (51%) and outdoor (29%) spaces among homeowners who renovated in 2020. A larger share of homeowners purchased smart light fixtures (16%) as part of their renovations in 2020 (compared with 11% in 2019). Home assistants, however, were not as popular in 2020 as they were in 2019 (21% and 26%, respectively).

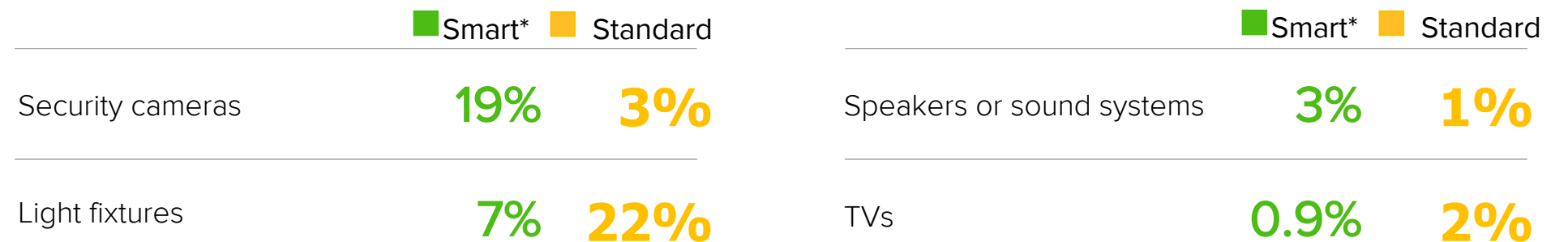
Renovating homeowners purchased smart technology for their outdoor spaces across all categories – security cameras (19%), light fixtures (7%), speakers or sound systems (3%) and TVs (1%).

**Smart refers to technology that can be monitored or controlled from a mobile device (smartphone, tablet) and/or a computer.

Frequency of Top Indoor Technology Purchases Among Homeowners Who Renovated in 2020



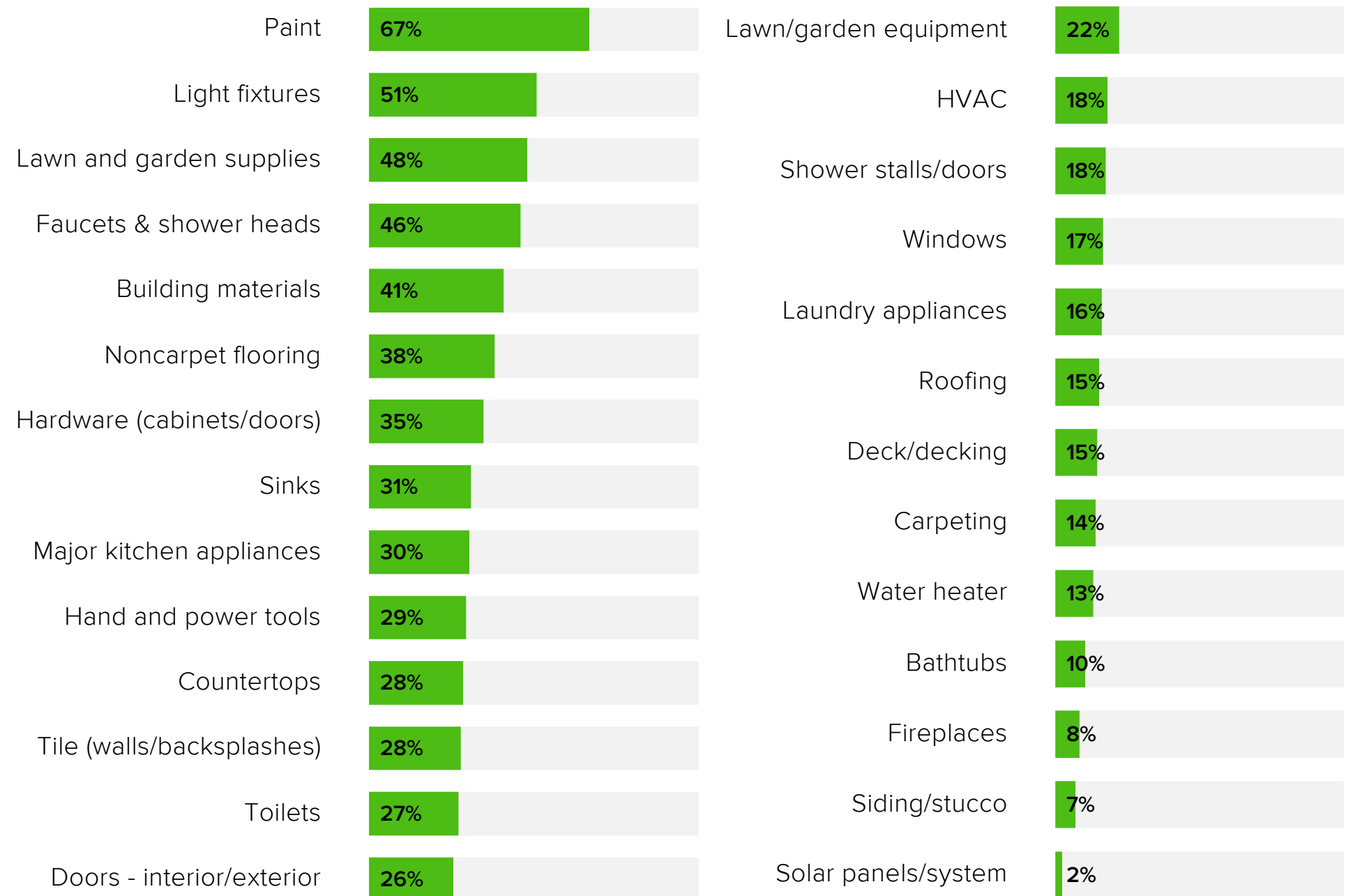
Purchases for the Outdoors



Lawn and Garden Supplies Make Top 3

While paint (67%) and light fixtures (51%) remained the top two most popular purchases made in 2020 during renovations, lawn and garden supplies (48%) took the not so distant third, trading places with faucets and shower heads (46%).

Frequency of Top Home Improvement-Related Purchases Among Homeowners Who Renovated in 2020*



*Multiple responses were allowed.

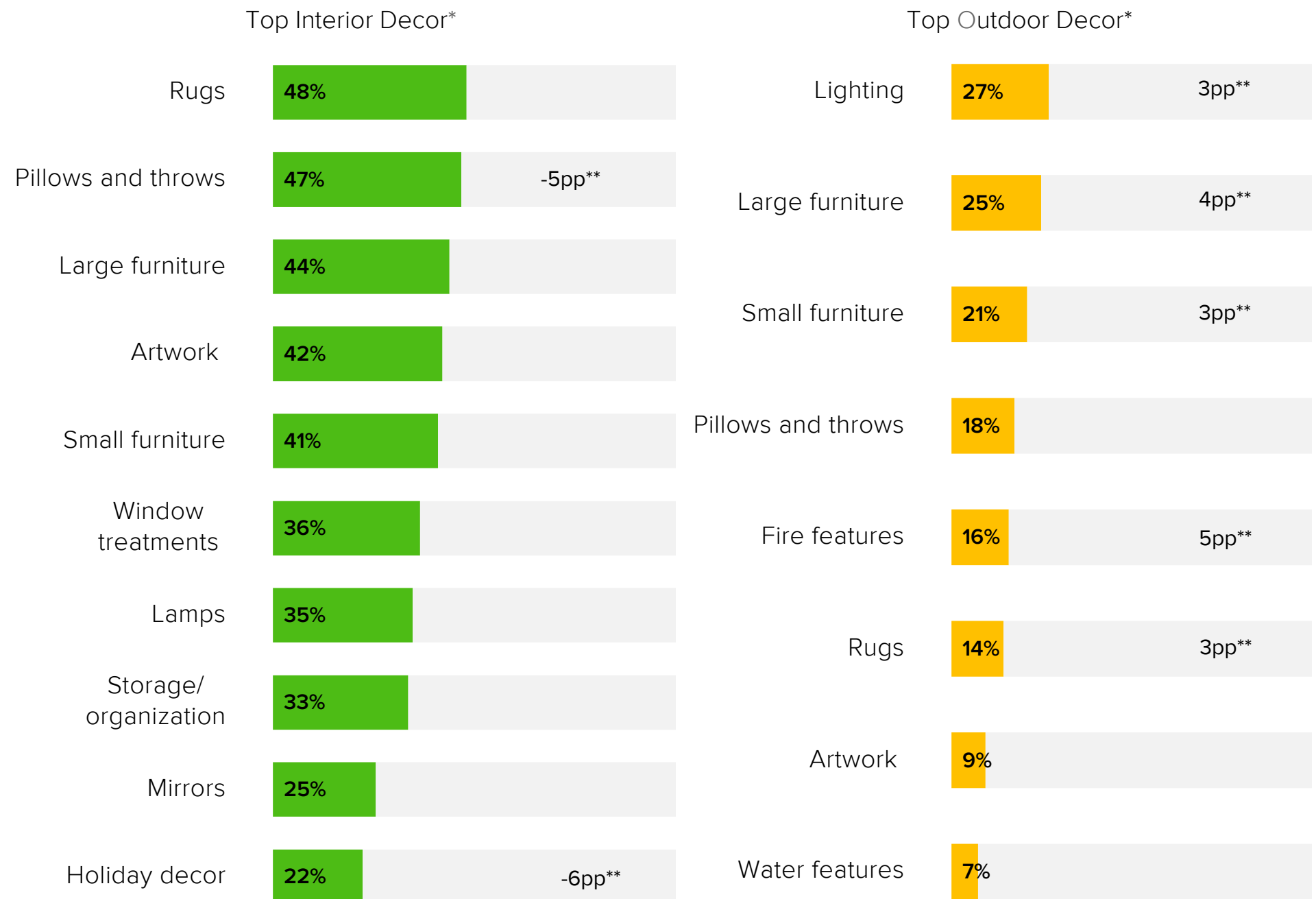
Increase in Outdoor Decor

During renovations, homeowners bought rugs (48%), pillows and throws (47%) and large furniture (44%) for their interior spaces.

Décor products for outdoor spaces were purchased more frequently by renovating homeowners in 2020 than in 2019. Most notably, purchases of fire features, such as fireplaces and fire pits, were more common in 2020 compared with 2019 (16% and 11%, respectively).

Better lighting (27%), large or small furniture (25% and 21%), and pillows and throws (18%) were used to decorate outdoor spaces after renovations.

Frequency of Top Home Decor-Related Purchases Among Homeowners Who Renovated in 2020*



*Multiple responses were allowed.

**More than 3-percentage point changes compared with 2019 are displayed.

***Large interior furniture refers to lounge sets, dining sets, dressers and the like. Large outdoor furniture refers to lounge sets, dining sets and the like. Small interior furniture refers to ottomans, accents, shelves and the like. Small outdoor furniture refers to umbrellas, accents, benches and the like.

METHODOLOGY & APPENDIXES



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 April 7 and May 24, 2021. The annual Houzz & Home study is the largest survey of residential remodeling, building and decorating activity conducted. This survey covers every aspect of home renovation in 2020, from interior remodels and additions to home systems, exterior upgrades and outdoor projects. It includes historical and planned spend, professional involvement and motivations behind these projects, as well as activities planned for 2021.

COMPLETES AND QUALIFICATIONS

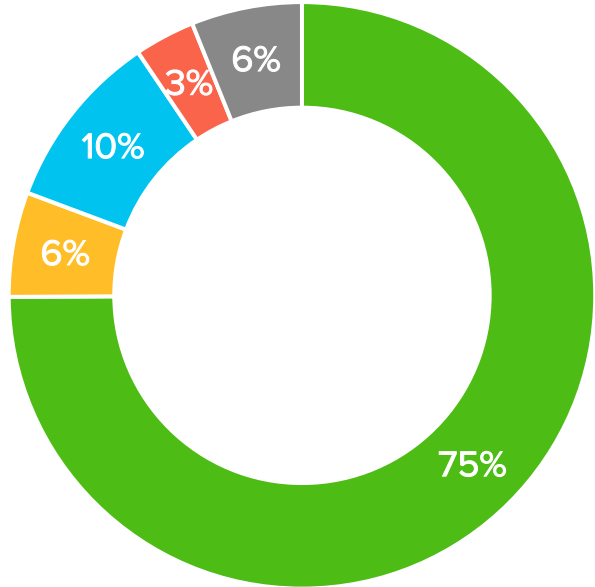
The approximately 160-question survey gathered information from Houzz users who identified themselves as 18 years or older and homeowners. The final sample consists of 75,470 respondents in the U.S. The current report relies on a subset of responses, i.e., U.S. homeowners on Houzz (n=70,789) and U.S. homeowners on Houzz who renovated their primary residence in 2020 (n=36,569).

SAMPLE AND WEIGHTING

Data were 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 were reviewed to ensure representation of the Houzz user populations.

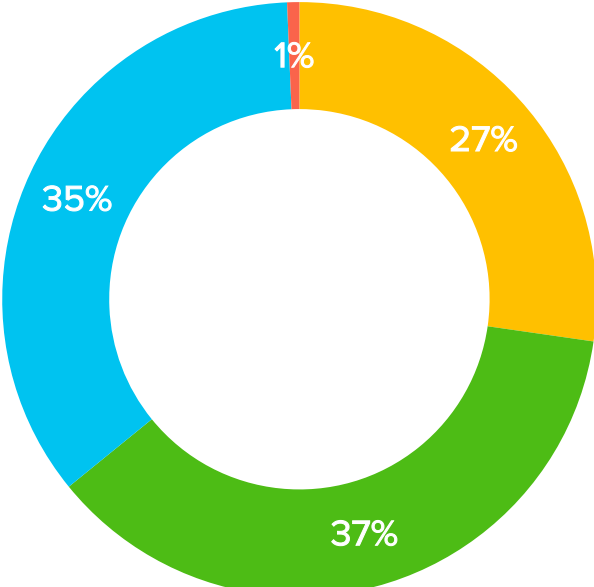
Appendix A: Demographics of 2020 Renovating Homeowners

Marital Status



- Married/civil union
- Single
- Divorced/separated
- Domestic partnership
- Widowed

Education



- Associate degree or less
- Bachelor's degree
- Graduate/professional school degree
- Other

38% Have child(ren) living with them

Annual Household Income

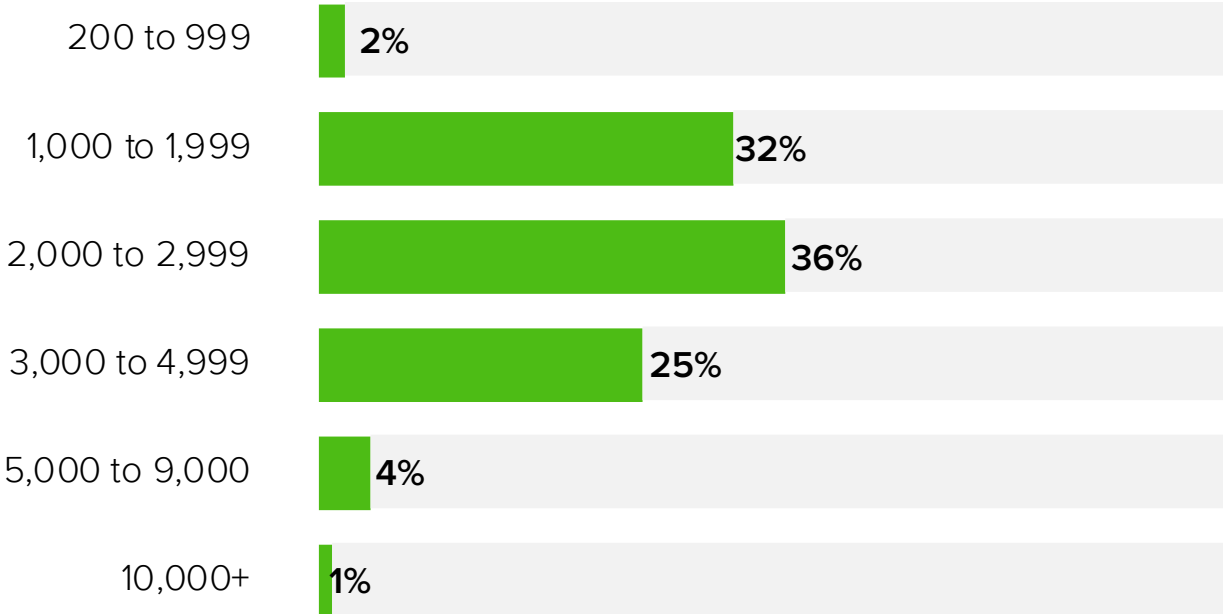
< \$100,000	33%
\$100,000 to \$149,999	27%
\$150,000+	40%

Age of Renovating Homeowners

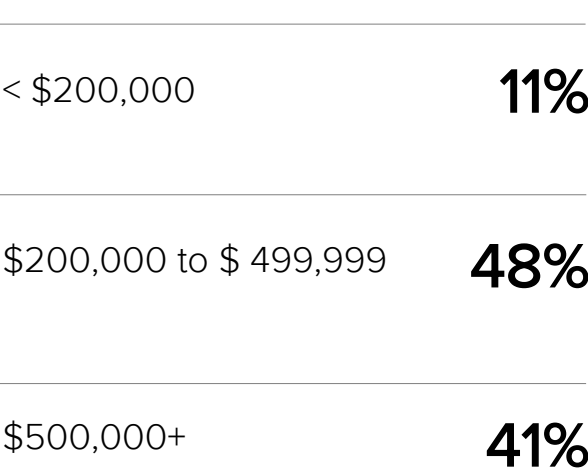
25 to 34	6%
35 to 54	39%
55+	55%

Appendix B: Characteristics of Homes Renovated in 2020

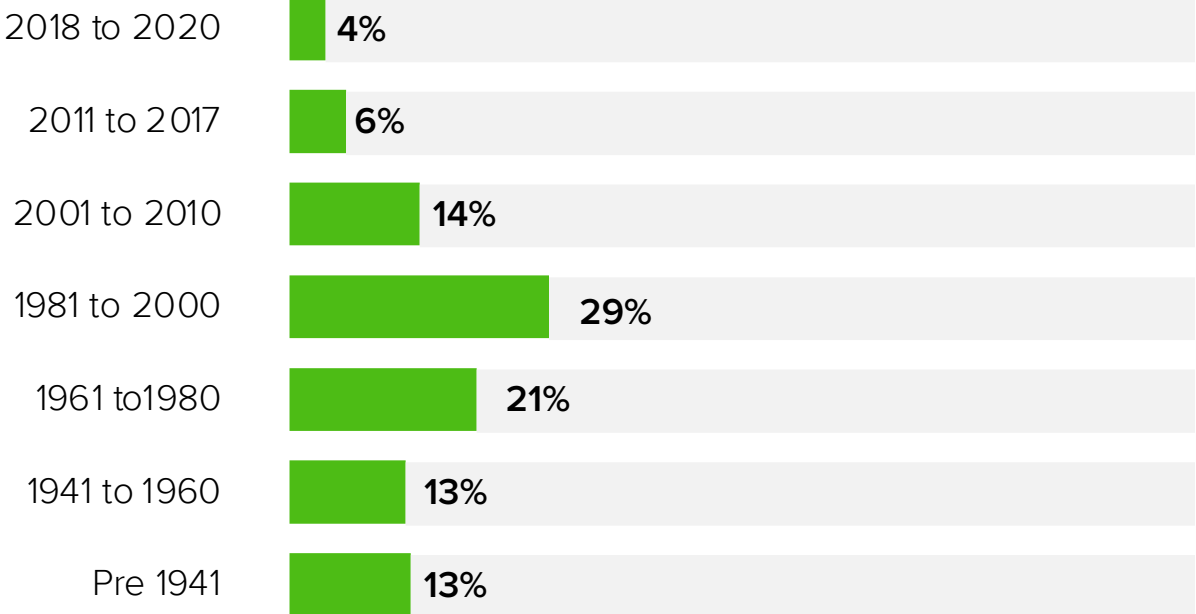
Home Size, in Square Feet



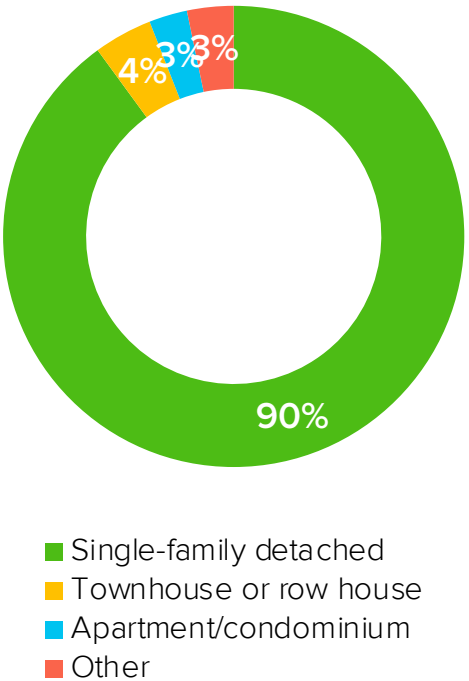
Owner-Estimated Home Value



Year Built



Home Type



Appendix C: Funding Sources Used by Renovating Homeowners in 2020

	Millennials	Gen X	Baby Boomers	Seniors
Cash from savings	88%	83%	83%	79%
Credit card	34%	30%	27%	28%
Secured home loan	12%	16%	13%	10%
Cash from previous home sale	7%	8%	10%	12%
Tax refund	17%	11%	7%	6%
Gift/inheritance	8%	5%	4%	3%
Insurance payout	3%	4%	4%	4%
Unsecured loan	3%	3%	2%	2%
Retirement plan loan	1%	2%	1%	2%

Appendix D: Interior Room Renovations by Homeowners in 2020

	Gen Z	Millennials	Gen X	Baby Boomers	Seniors
Kitchen	38%	29%	26%	27%	28%
Guest/other bathroom	20%	26%	27%	24%	24%
Master bathroom	26%	21%	20%	22%	26%
Living/family room	20%	25%	23%	19%	14%
Guest/other bedroom	18%	19%	17%	14%	10%
Dining room	13%	18%	15%	12%	9%
Master bedroom	13%	17%	15%	14%	12%
Closet	15%	16%	15%	13%	12%
Laundry room	13%	16%	14%	14%	12%
Home office	11%	17%	16%	11%	12%