

HOUZZ & HOME SURVEY June 2015

Overview of U.S. Renovation, Custom Building & Decorating in 2014

Birmingham Snapshot

Who's on Houzz from Birmingham?

- 93% own their home
- 28% own a second home
- 75% ages 35-64
- 57% have an HHI >\$100k
- 82% Married or in civil union
- 72% have a bachelor degree or higher

What did the Birmingham Community do last year?

- 62% decorated
- 56% renovated
- 14% purchased a new house
- 14% moved
- 7% sold
- 4% built a custom home

Of those who renovated or built a custom home in 2014, 84% hired a professional.

Of those who renovated, what projects did they do?

- any part of home - 78%
- interior - 68%
- home system - 54%
- exterior features - 51%
- additions - 51%
- any outdoor - 65%

What were the interior remodeling projects among those who renovated?

- Kitchens - 24%
- Bathrooms - 25%
- Living/family room - 26%
- Guest/ other bedroom - 14%
- Master bedroom - 12%
- Closet - 12%
- Dining room - 10%
- Laundry room - 10%
- Home office - 10%
- Basement conversion - 8%
- All interior spaces - 3%
- Other interior spaces - 3%

What were the exterior remodeling projects among those who renovated?

- Exterior paint - 23%
- Exterior doors - 19%
- Porch or deck - 21%
- Windows/skylights - 12%
- Gutters/downspouts - 14%
- Roofing - 17%
- Insulation - 9%
- Sliding/stucco - 6%
- Structural (walls)- 6%
- Chimney - 3%

What were the decorating projects among those who renovated?

- Living room - 46%
- Master bedroom - 24%
- Guest/other bedroom - 25%
- Kitchen - 20%
- ALL interior spaces - 26%
- Dining room - 16%
- Guest/other bathroom - 12%
- Master bathroom - 19%
- Other interior spaces - 7%

For those who built a custom home last year...

what was the size?

- 2-3,000 feet - 19%
- 3-4,000 feet - 57%
- 4,000+ - 14%

how many levels?

- 1 - 14%
- 2 - 62%
- 3 - 24%

how many bedrooms?

- 1 - 5%
- 2 - 5%
- 3 - 29%
- 4 - 38%
- 5 - 24%

how many bathrooms?

- 1 - 5%
- 2 - 0%
- 3 - 48%
- 4 - 43%
- 5 - 0%
- 6 - 5%

What are Birmingham Houzzers planning for 2015?

- renovating - 55%
- decorating - 46%
- custom build - 5%

Of those remodeling or planning a custom build, 87% are planning to hire a professional.

What do Birmingham Houzzers plan to purchase in next 6 months?

- interior or exterior paint - 38%
- decorative and other accessories (pillows, bedding, etc.) - 37%
- lighting - 30%
- interior furniture - 28%
- bathroom plumbing fixtures - 32%
- window treatments - 27%
- flooring (non-carpet) - 23%
- countertops - 22%
- tile - 22%
- rugs - 24%
- storage/organization systems - 21%
- windows/doors - 14%
- outdoor furniture - 16%
- kitchen appliances - 17%
- kitchen plumbing fixtures - 17%
- kitchen cabinets - 16%
- outdoor products (BBQ, firepit, etc.) - 14%
- carpeting - 11%
- deck/decking - 17%
- exterior siding/roofing - 10%
- mattress - 12%
- laundry appliances - 8%

[See the national Houzz & Home Survey results!](#)