

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 kitchen renovation projects, fielded between September 18 and October 19, 2018.

COMPLETES AND QUALIFICATIONS

The 60-question survey gathered information from a total of 1,337 users, who reported to be 25 years old or older and homeowners. Additionally, respondents were required to have completed a kitchen remodel or addition project in the past 12 months, to be currently working on one or planning to start one in the next three months. As a result, the study spans both 2018 and 2019. Additionally, in the spotlight on 55-and-older homeowners addressing and not addressing aging needs, the sample consisted of 326 and 546 respondents, respectively.

SAMPLING AND WEIGHTING

Data were gathered via a link in the Houzz newsletter sent out by email twice a week to registered Houzz users. The link invited homeowners to share their kitchen project details, and people who did not meet the qualification criteria above were then eliminated. Respondents were notified that aggregate findings would be shared with the larger Houzz community to help others in completing their own bathroom renovations. The final data were reweighted to ensure representativeness of the Houzz user populations, using weights from the annual Houzz & Home Study.