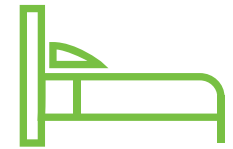


# 2015



---

## U.S. HOUZZ BEDROOM TRENDS STUDY



# Big Ideas

- **Master bedroom updates go big:** More than half of projects are major in scope; a quarter of renovating budgets are \$10K+; a fifth of decorating budgets are \$5K+
- **Romance is in the air:** One-third of homeowners want to create a more romantic or intimate environment in their master bedroom
- **Closet size matters:** More than half of homeowners updating closets as part of master bedroom renovations are increasing closet size
- **The top trigger for bedroom projects?** Over a third of homeowners can no longer stand the old bedroom
- **Time for a change:** Over half of homeowners are changing the style of their master bedroom, opting for transitional, contemporary, or modern styles
- **Top décor:** Neutral colors, solid or floral patterns, mirrors and wall accents, new seating, and many throw pillows dominate in updated master bedrooms

# Contents

At a Glance	4-5
Scope & Triggers	6-14
Sentiment & Style	15-18
Décor & Finishes	19-32
Methodology	33

# At a Glance: Renovations

	MASTER BEDROOMS		OTHER BEDROOMS	
<b>Increasing Size</b> (among renovating homeowners)	Bedroom increase	21%	Bedroom increase	15%
	Closet increase	33%	Closet increase	16%
<b>Coveted Luxury</b> (among renovating homeowners)	Fireplace	9%	Fireplace	1%
<b>Top Lighting Choice</b> (among those upgrading lighting)	Ceiling fixture with fan	52%	Ceiling fixture with fan	49%
	Recessed	36%	Recessed	18%
<b>Top Flooring Choice</b> (among those upgrading flooring)	Hardwood	38%	Carpeting	34%
	Carpeting	30%	Hardwood	31%
<b>Professional Help</b> (among renovating homeowners)	Hired any pro	71%	Hired any pro	56%
<b>Top Project Triggers</b> (among those upgrading flooring)	Cannot stand it	34%	Lifestyle/family change	50%
	Finally have means	32%	Cannot stand it	27%

# At a Glance: Decorating

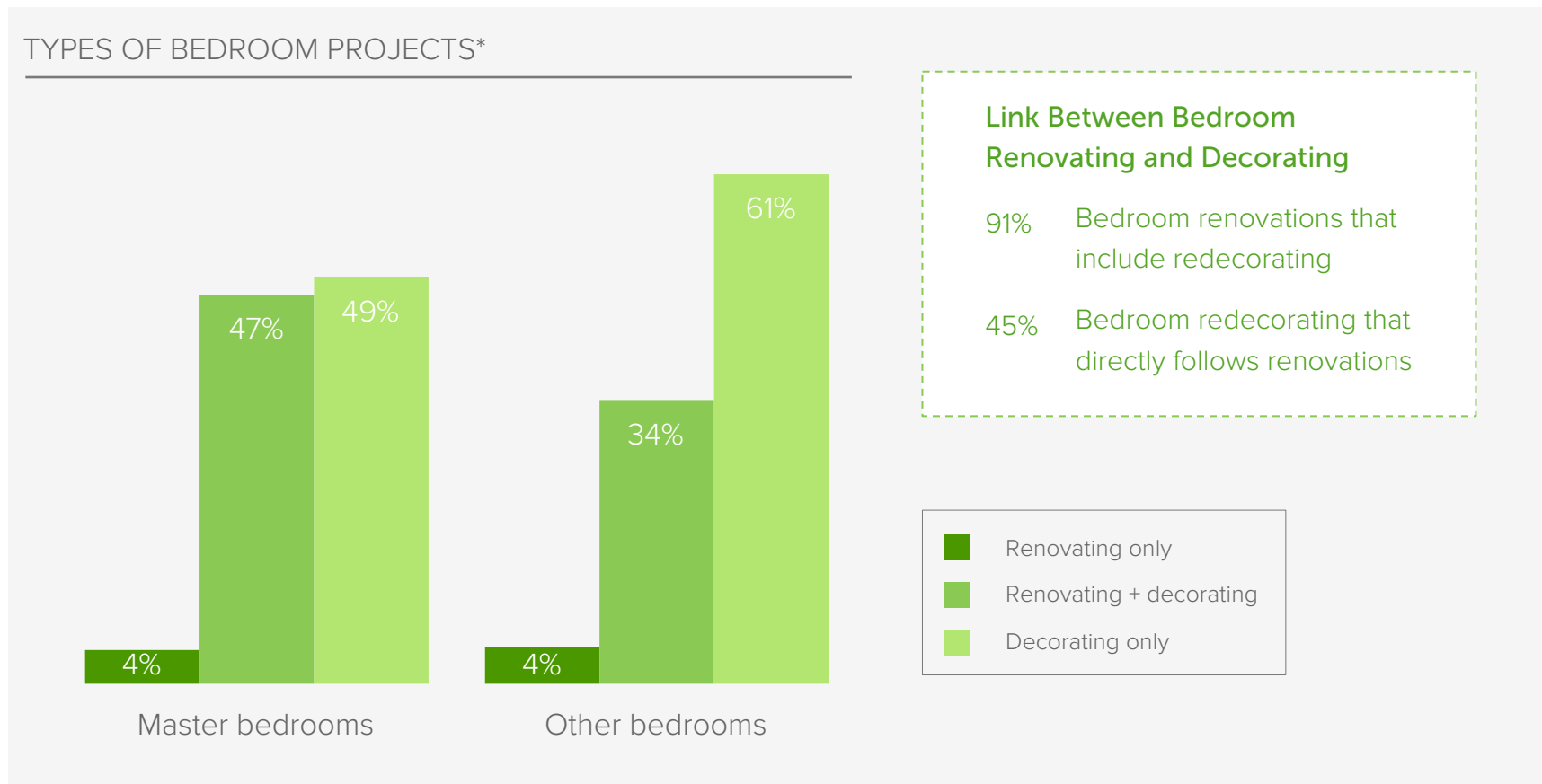
	MASTER BEDROOMS		OTHER BEDROOMS	
<b>Desired Atmosphere</b> (among decorating homeowners)	Calming	77%	Calming	54%
	Cozy	41%	Cozy	48%
	Intimate/romantic	32%	Cheerful	34%
<b>Top Updates</b> (among renovating homeowners)	Change in style	54%	Change in style	68%
	New window coverings	71%	New window coverings	69%
<b>Top Furniture Choice</b> (among those upgrading lighting)	Bedside table	73%	Bedside table	63%
	Dresser	53%	Dresser	55%
<b>Top Accessory Choice</b> (among those upgrading flooring)	Mirrors	55%	Decorative wall accents	59%
	Decorative wall accents	48%	Mirrors	53%
<b>Top Patterns</b> (among renovating homeowners)	Solids	27%	Solids	22%
	Floral	21%	Geometric	18%
<b>Top Colors</b> (among those upgrading flooring)	White	33%	Blue	35%
	Cream	31%	White	34%

# SCOPE & TRIGGERS

# Renovating & Decorating Tightly Linked



Bedroom renovation and decoration projects are tightly linked, with nine in ten renovations followed by decorating projects. Four in ten bedroom decorating projects take place after a renovation.

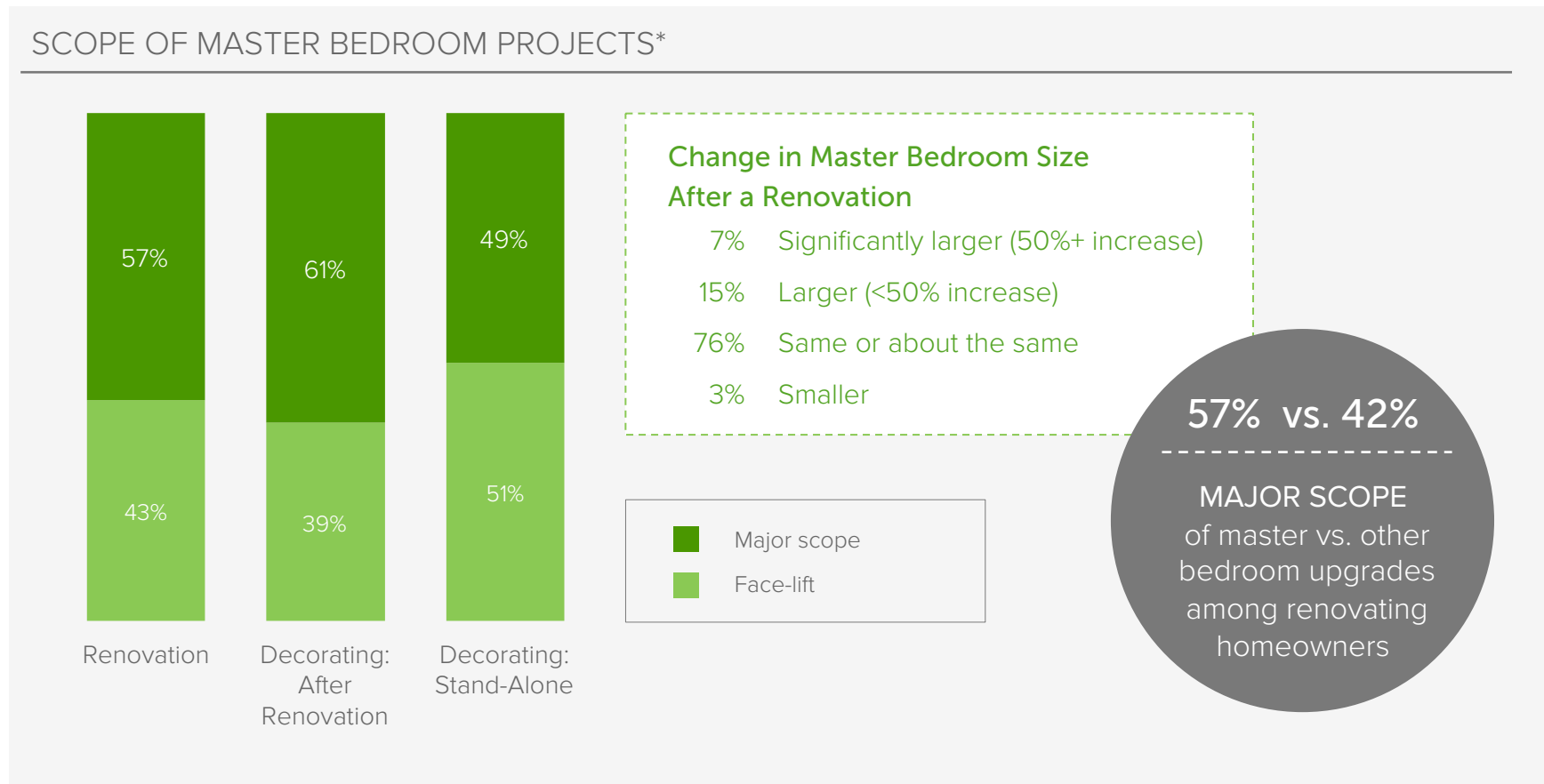


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master or other bedroom project.

# Substantial Master Renovations



More than half of master bedroom renovations are major in scope, such as floor, door, and window replacements, and/or moving walls. Similarly, most decorating projects tend to be more than just a face-lift, especially after a renovation. One in five renovating homeowners is increasing the master bedroom size.



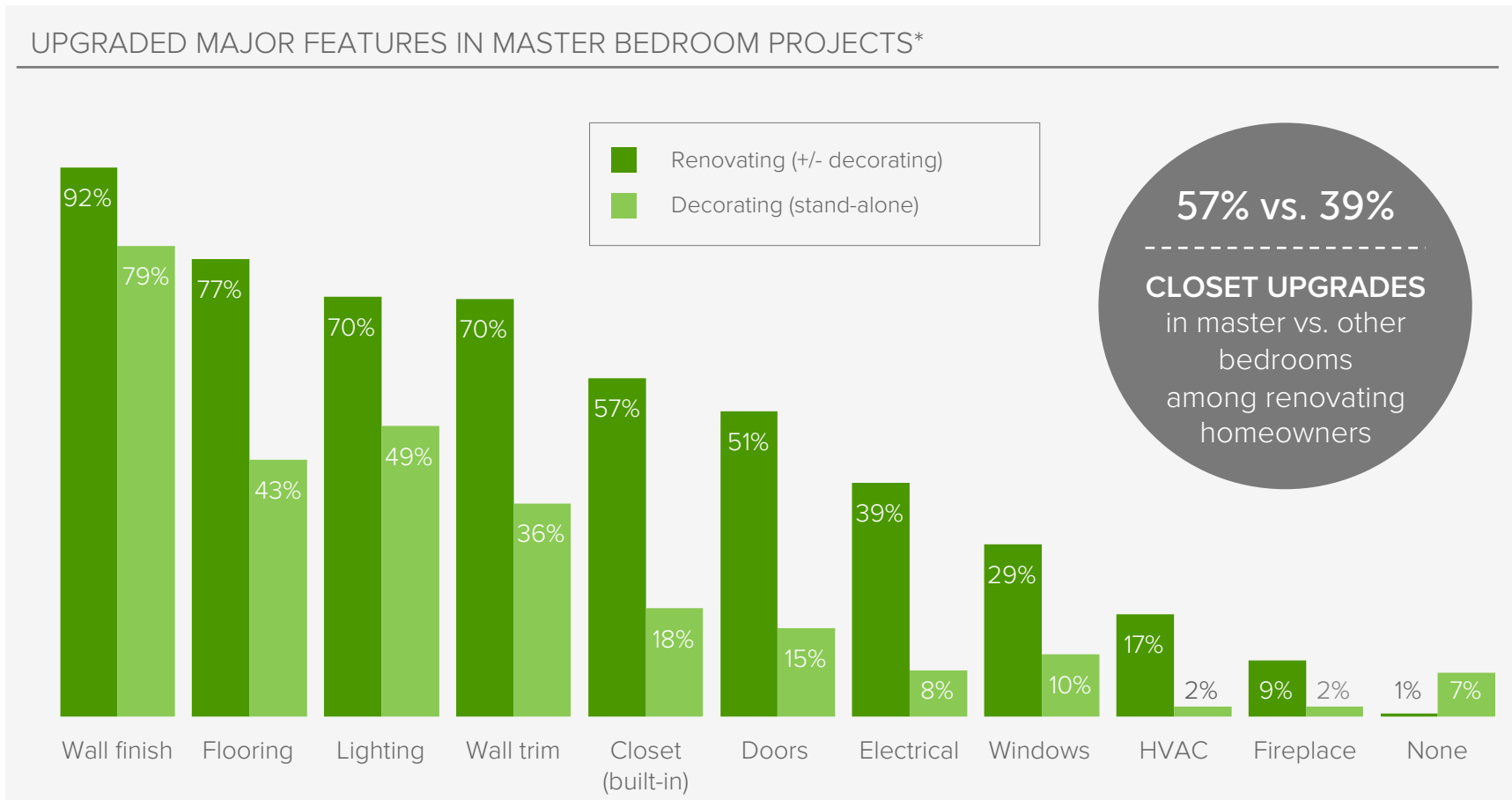
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.



# Blurred Lines



Homeowners are adding, replacing, and refinishing major features as part of both major renovations and stand-alone decorating projects, making the line between light renovation and heavy-duty decorating rather blurry.

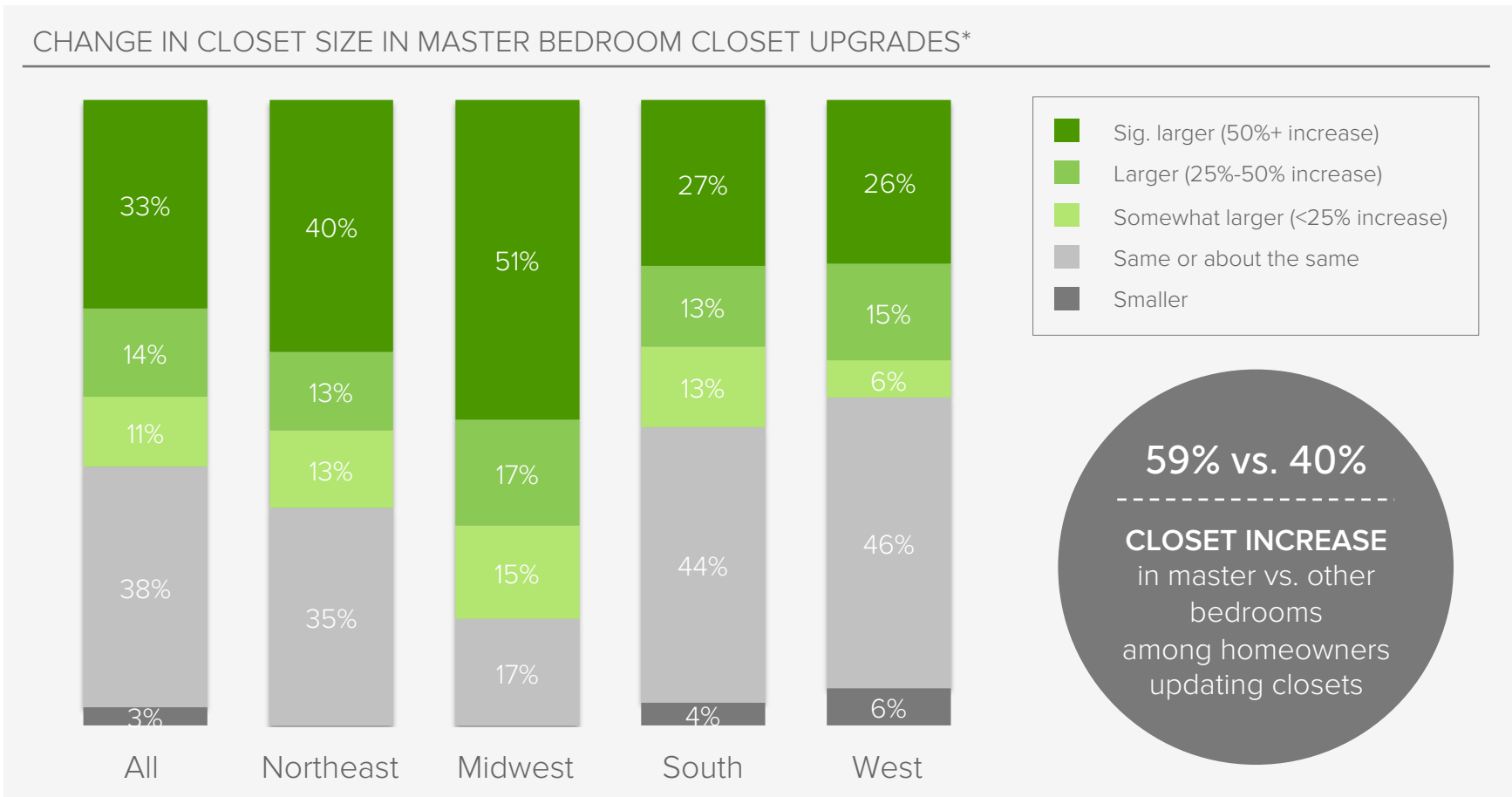


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# New Bedroom, Bigger Closet



Over half of master bedroom renovations involve an upgrade to the closet (57%), irrespective of region. However, homeowners in the Midwest are most eager to increase closet size, with half increasing their closets by 50% or more. Increase in closet size is less common in non-master bedroom renovations.

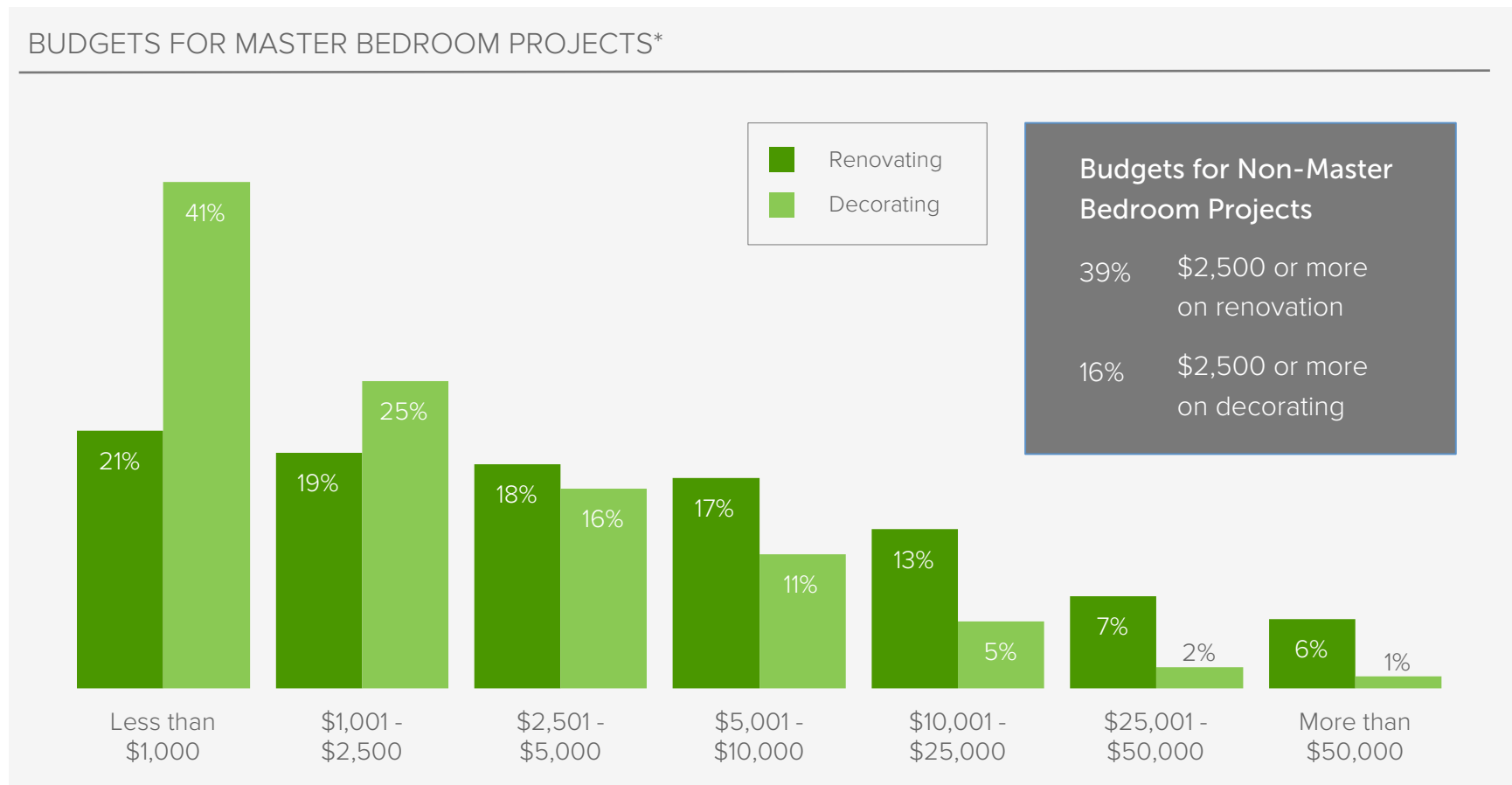


\*Percentages reflect proportion of homeowners *who are upgrading closets* as part of their completed, current, or planned master bedroom *renovation* projects.

# Master Bedroom Budgets



A quarter of homeowners are budgeting or spending \$10,000 or more on their master bedroom renovations, and one in five is budgeting or spending \$5,000 or more on decorating, across projects of all scopes.



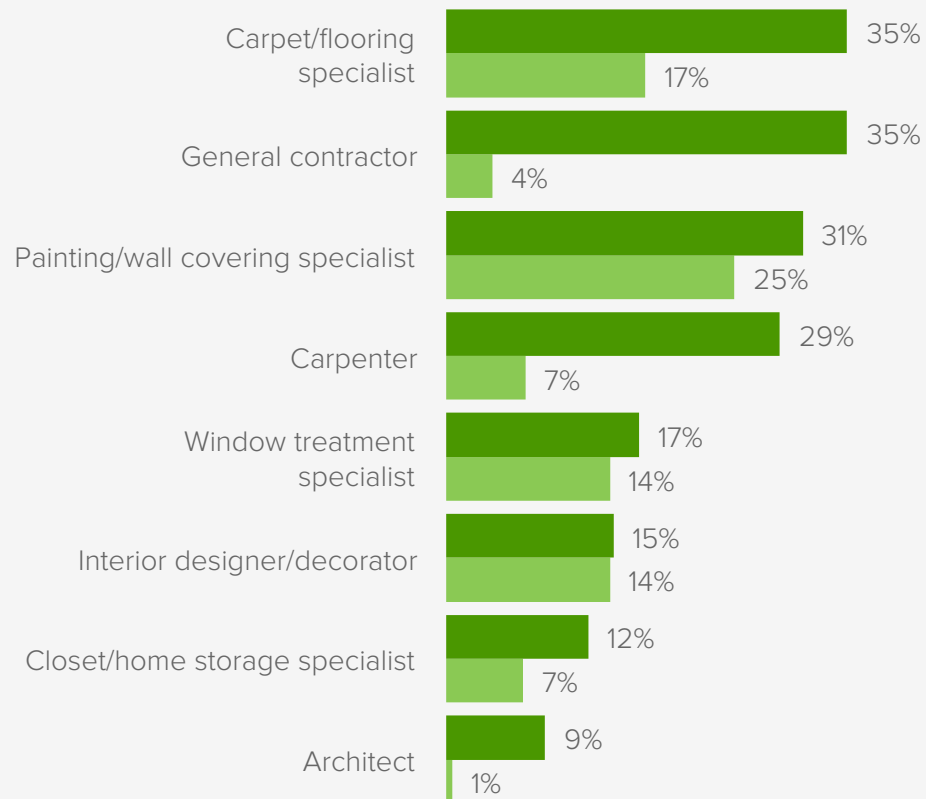
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# A Helping Hand



Nearly three in four homeowners are enlisting the help of a professional during their master bedroom renovation or subsequent decorating project. A whopping 49% are hiring pro help for stand-alone decorating projects.

## HIRING PROFESSIONALS FOR MASTER BEDROOM PROJECTS\*



### Pro Hiring in Master Bedroom Projects\*

71% Renovating (+/- decorating)

49% Stand-alone decorating

### Pro Hiring in Non-Master Bedroom Projects

56% Renovating (+/- decorating)

34% Stand-alone decorating

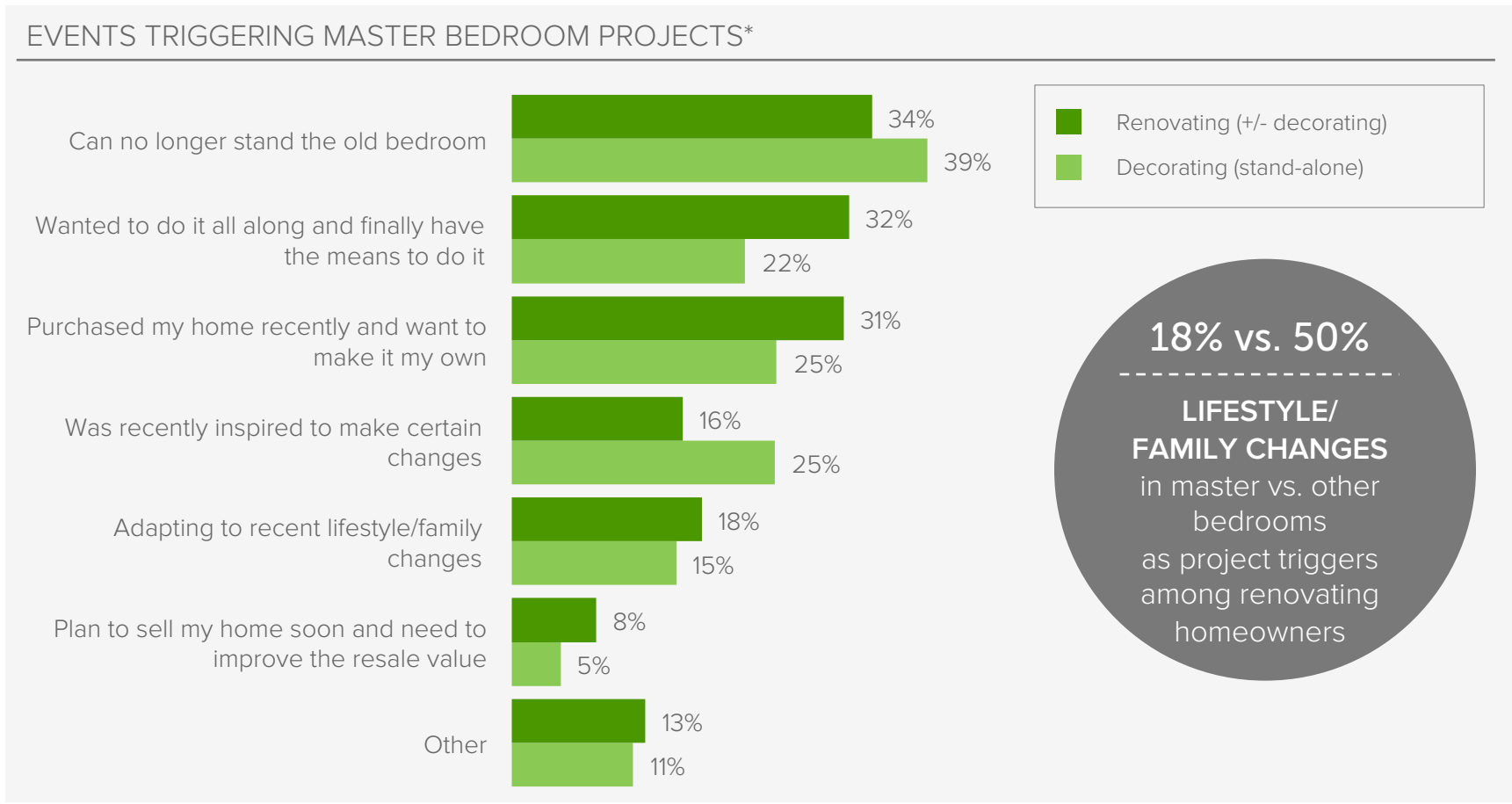
- Renovating (+/- decorating)
- Decorating (stand-alone)

\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# The Breaking Point



For homeowners, the #1 driver of master bedroom projects is reaching a breaking point with the old one! Decorating projects are highly likely to be driven by inspiration, while renovations are initiated when funds open up. Finally having the means and having the desire to personalize a recently purchased home are also major motivators.

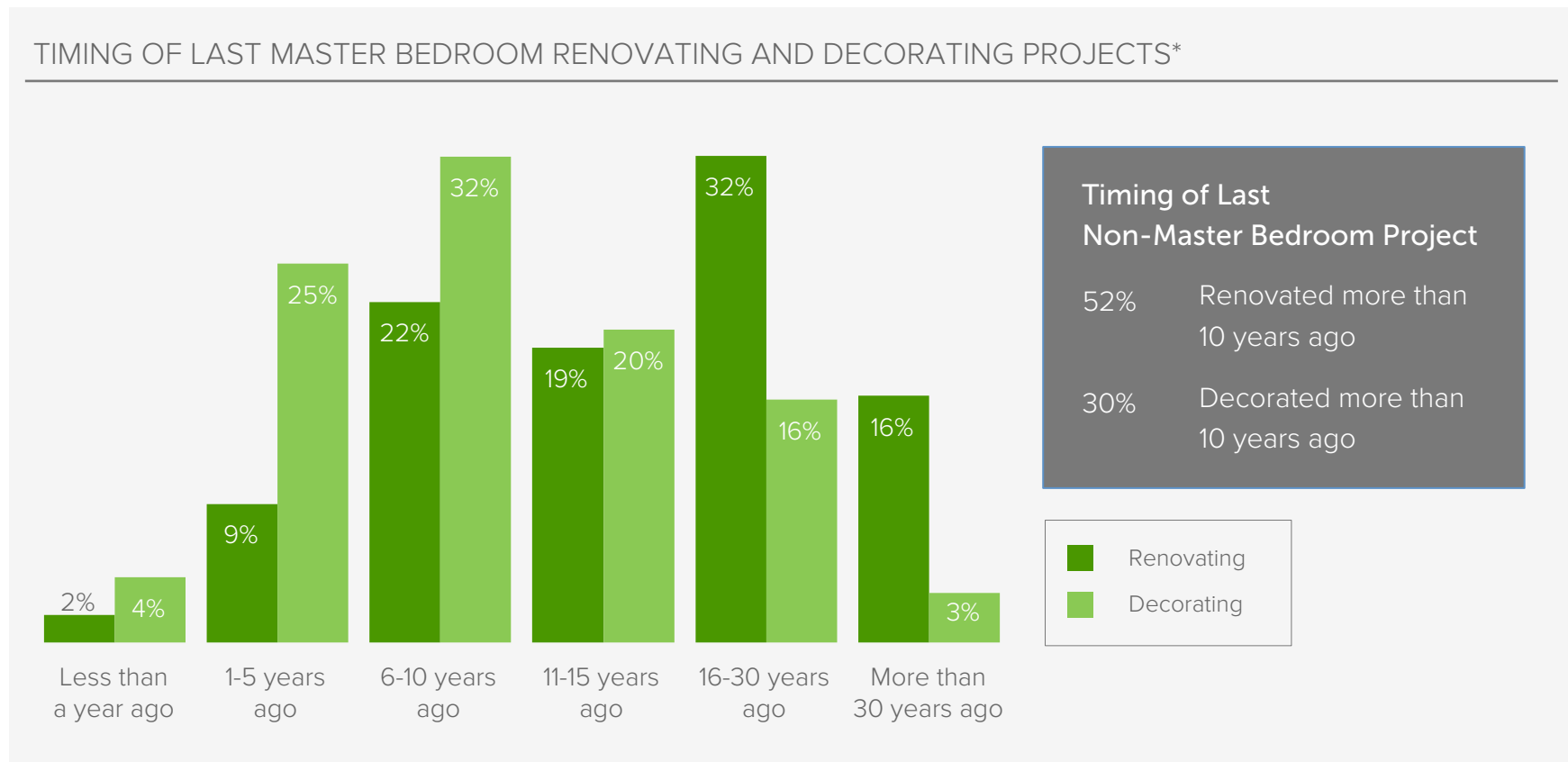


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# Infrequent Renovations, Frequent Decorating



The majority of renovating homeowners (67%) reported that their master bedroom was last renovated more than ten years ago (compared to only 39% for decorating). Only one in ten homeowners renovates within five years of the last renovation, but master bedroom redecorating is far more frequent (29%). Non-master bedroom projects are even more frequent.



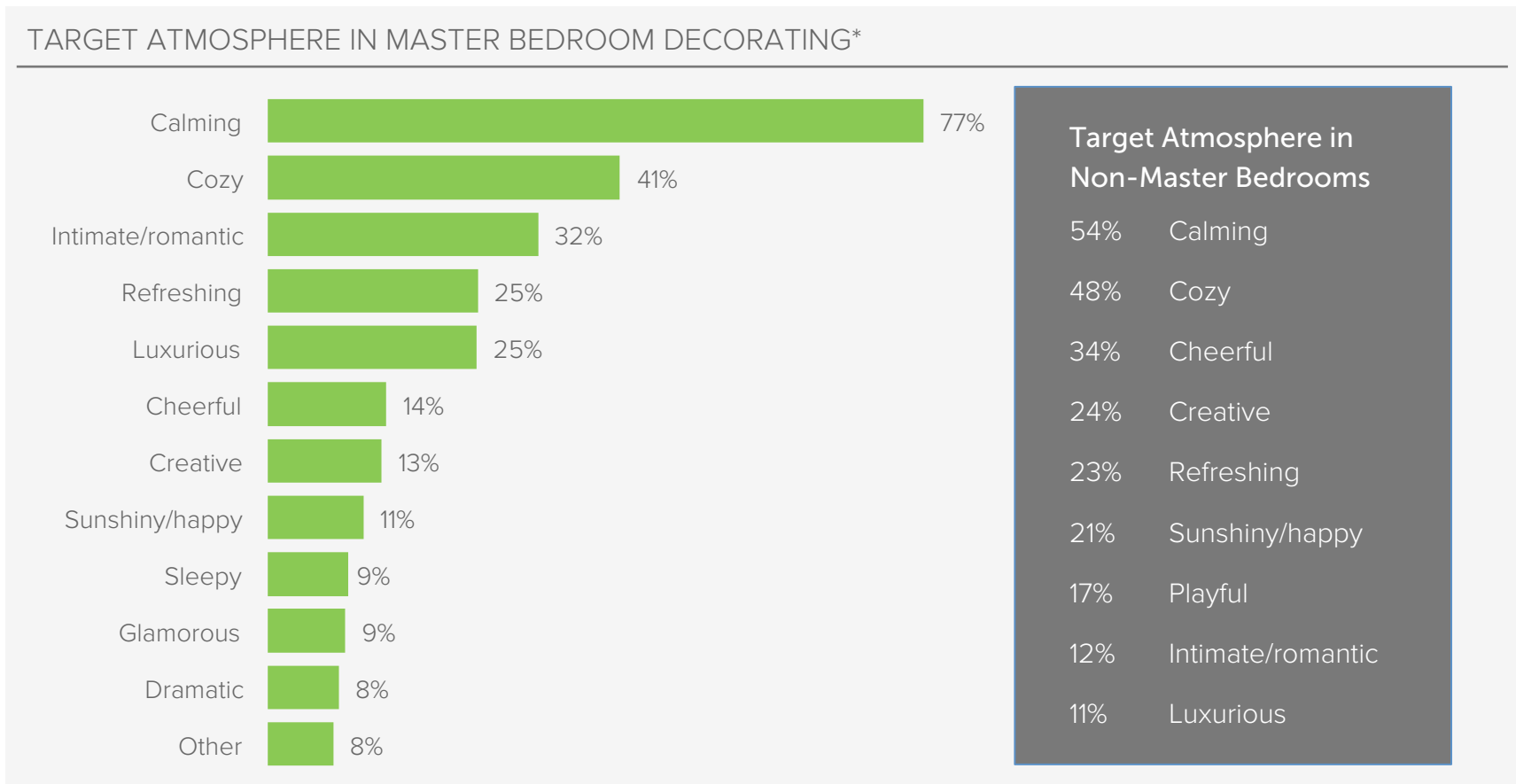
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# SENTIMENT & STYLE

# Seeking Tranquility, Comfort & Romance



Homeowners choose colors, patterns, and materials to achieve a calming and cozy vibe in the master bedroom. A third of decorating homeowners want to achieve an intimate or a romantic setting (32%). These preferences vary little by region, but do vary significantly from non-master bedroom goals.



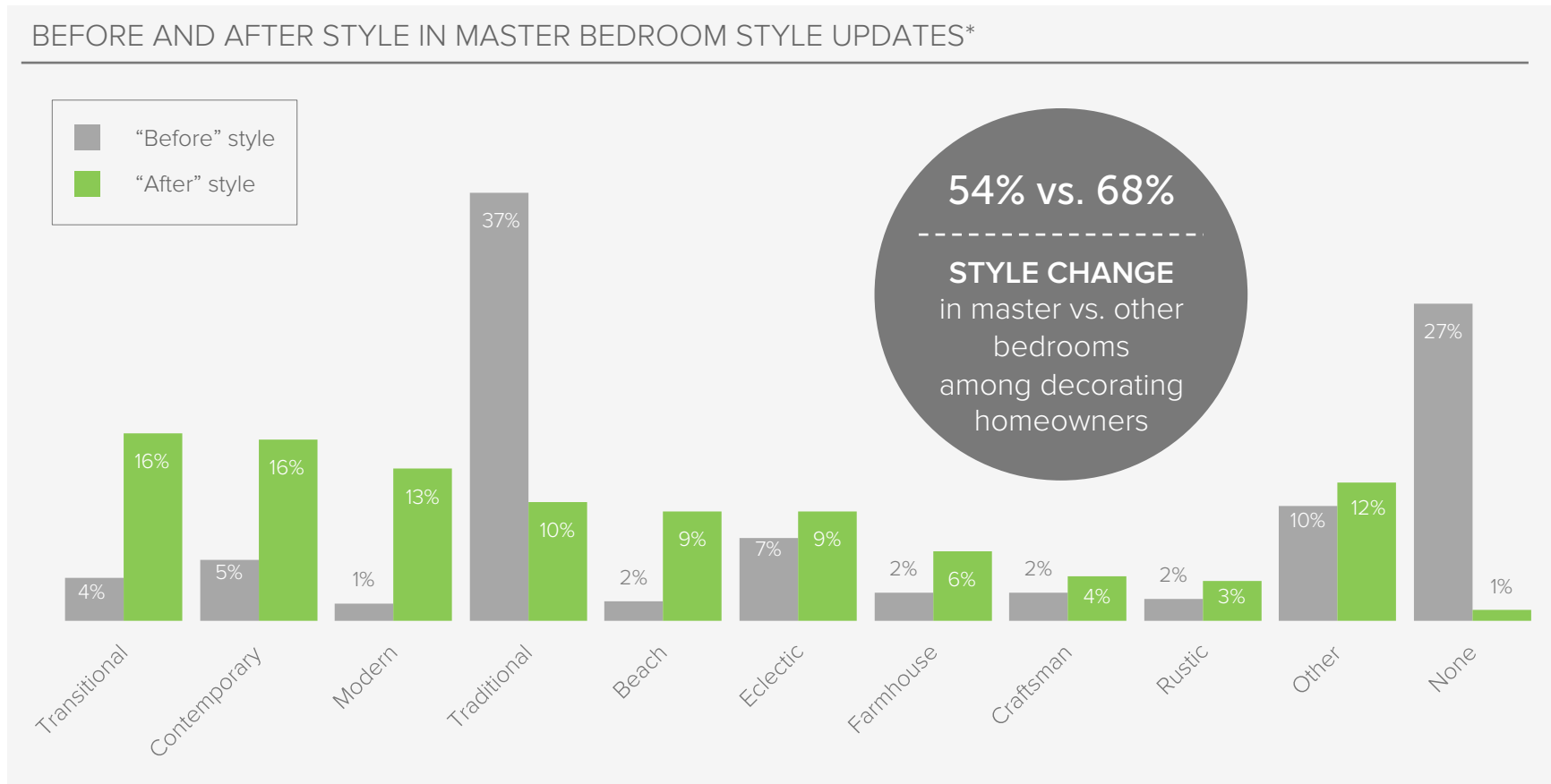
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.



# Time for Change



Over half of homeowners change the style of their master bedroom during a renovation or decorating project (54%). While traditional or no-particular-style rooms were most common prior to updates (64%), homeowners report choosing transitional, contemporary, or modern styles for their updated space (45%).

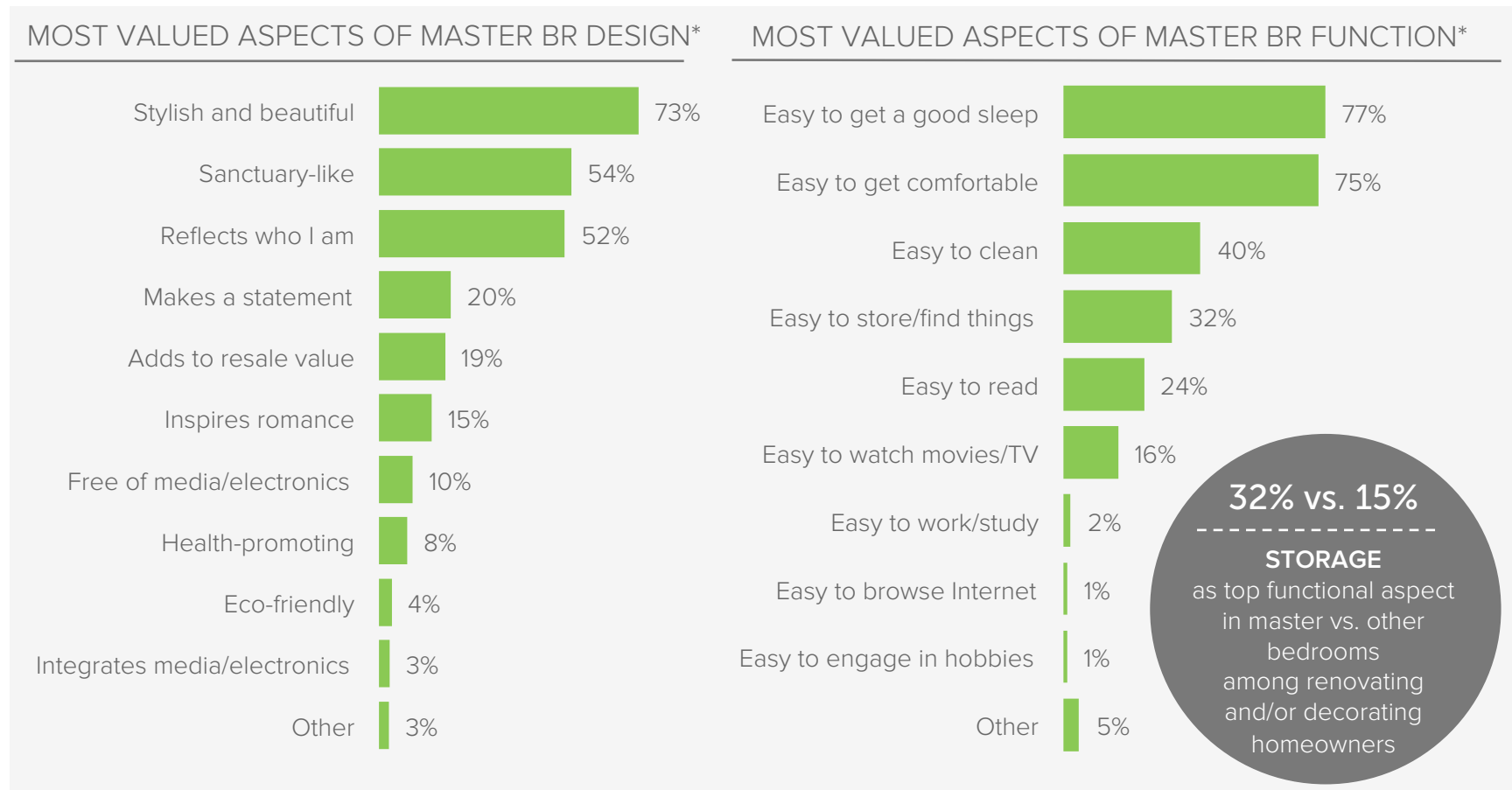


\*Percentages reflect proportion of homeowners who have changed bedroom style during recent, current, or planned master bedroom decorating projects.

# Focus on Beauty & Self



Homeowners prioritize beauty, sanctuary-like settings, and reflecting themselves in their master bedroom design. Comfort and quality sleep are top functional aspects. Homeowners are divided on the use of technology in master bedrooms.



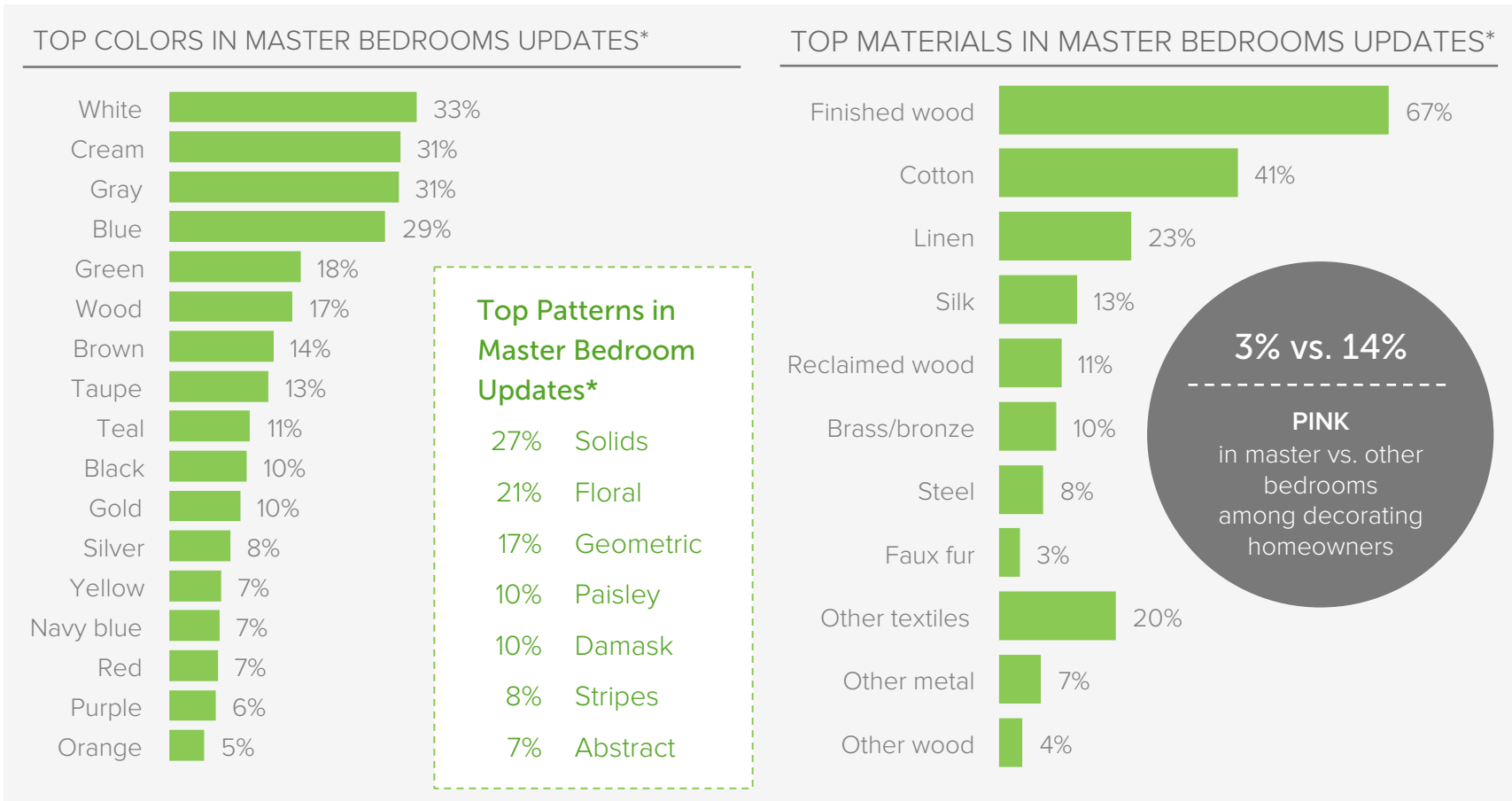
\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom project.

# DÉCOR & FINISHES

# Positively Neutral



Homeowners gravitate toward soft colors like white, cream, gray, and blue in master bedrooms. Many updated master bedrooms do not include a standout pattern (27%), though floral and geometric prints are somewhat popular (21% and 17%, respectively). Finished wood and cotton are the most common materials.

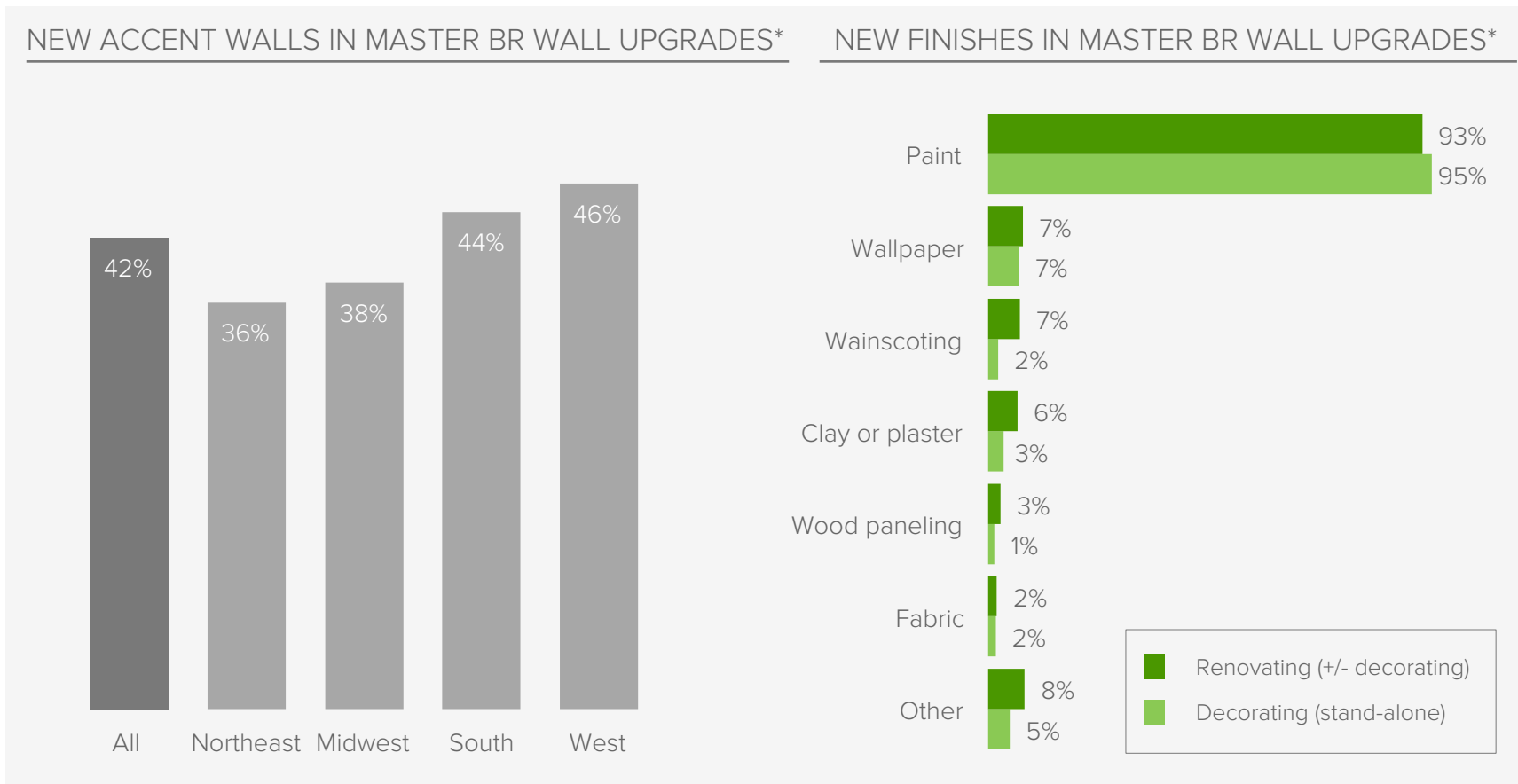


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.

# Few Choose Paint Alternatives



An overwhelming majority of homeowners who are renovating or decorating their master bedroom are upgrading wall finishes (92% and 79%, respectively), and doing so with paint (93% and 95%, respectively). Wallpaper and wainscoting are distant alternatives. Accent walls are most popular among those in the West.

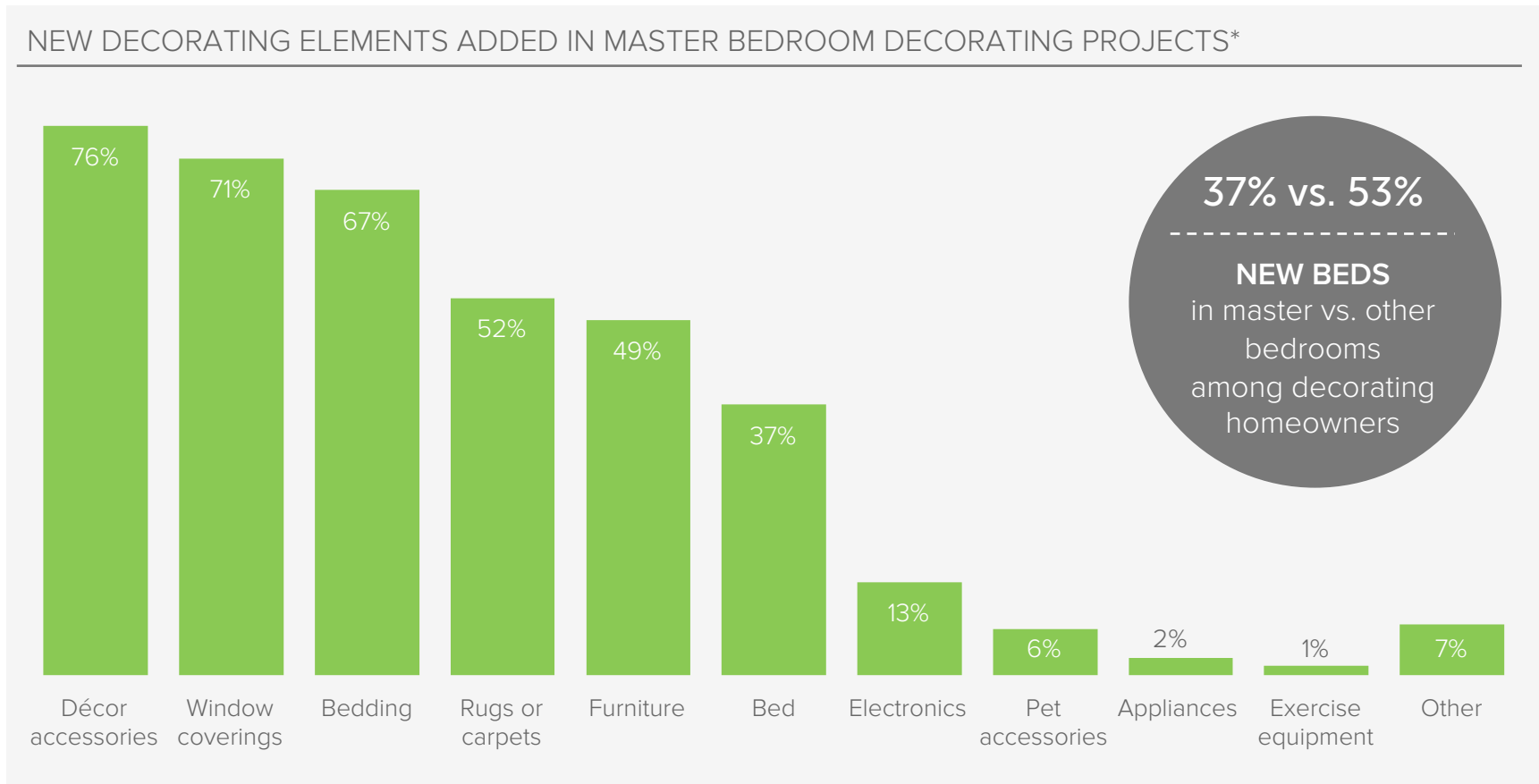


\*Percentages reflect proportion of homeowners *who are upgrading wall finishes* as part of their completed, current, or planned master bedroom projects.

# Decorating: Not Just About the Details



The majority of decorating homeowners are updating small décor elements in their master bedroom (76%), half of are replacing furniture (49%), and a third are updating their bed (37%). Furniture and beds are even more likely to be replaced in non-master bedroom decorating projects than in master bedrooms (62% and 53%, respectively).

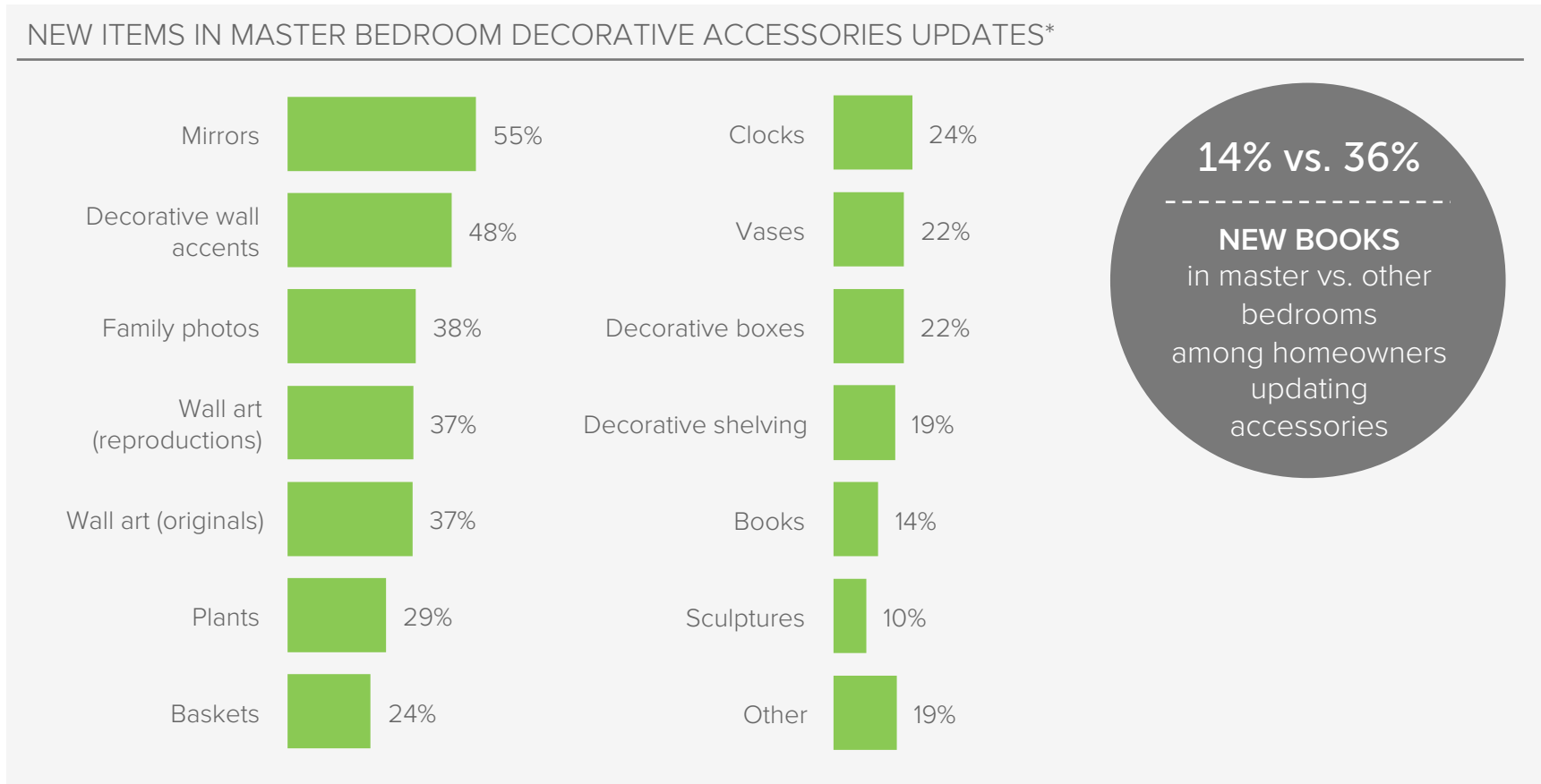


\*Percentages reflect proportion of homeowners who have completed, are currently working on, or are planning a master bedroom *decorating* project.

# Mirror, Mirror on the Wall



Among those updating decorative accessories in their master bedroom (76%), over half are adding or replacing mirrors (55%), and many are finding other ways to fill wall space, from decorative wall accents (48%) to art reproductions and original art (37% each). Family photos are just as popular as wall art.

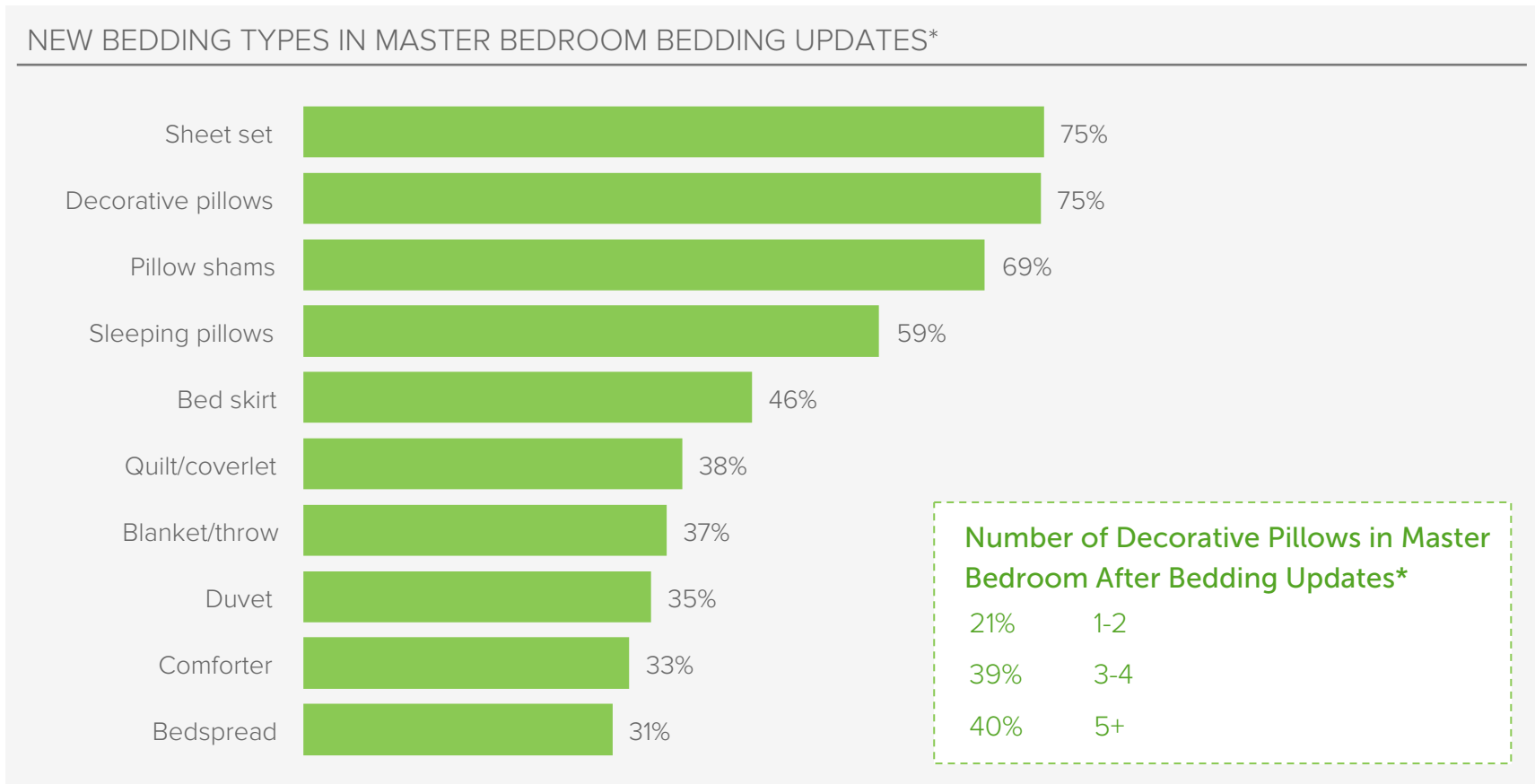


\*Percentages reflect proportion of homeowners who are updating small décor as part of their completed, current, or planned master bedroom decorating projects.

# Pillows Galore!



Two-thirds of decorating homeowners are updating bedding during their master bedroom project, which includes a wide assortment of elements. Decorative pillows are at the top of the list for new bedding, with 40% of homeowners ending up with five or more pillows after the updates.



\*Percentages reflect proportion of homeowners *who are updating bedding* as part of their completed, current, or planned master bedroom *decorating* projects.

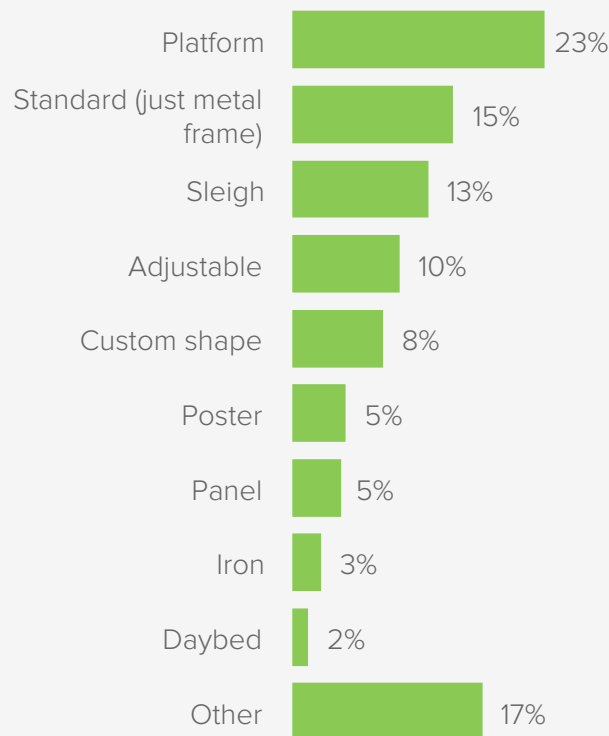


# Headboards Still a No-Brainer



Headboards are extremely common (90%) among those replacing their bed (37%) in the course of a master bedroom decorating project. One of five new beds is a platform bed, followed by standard and sleigh beds. New beds in other bedrooms are more diverse, accommodating growing families.

## NEW BED TYPES IN MASTER BR BED UPDATES\*



**New Head & Footboard in Master BR Bed Updates\***

- 49% Both
- 41% Headboard only
- 10% Neither

**New Bed Types in Non-Master BR Bed Updates**

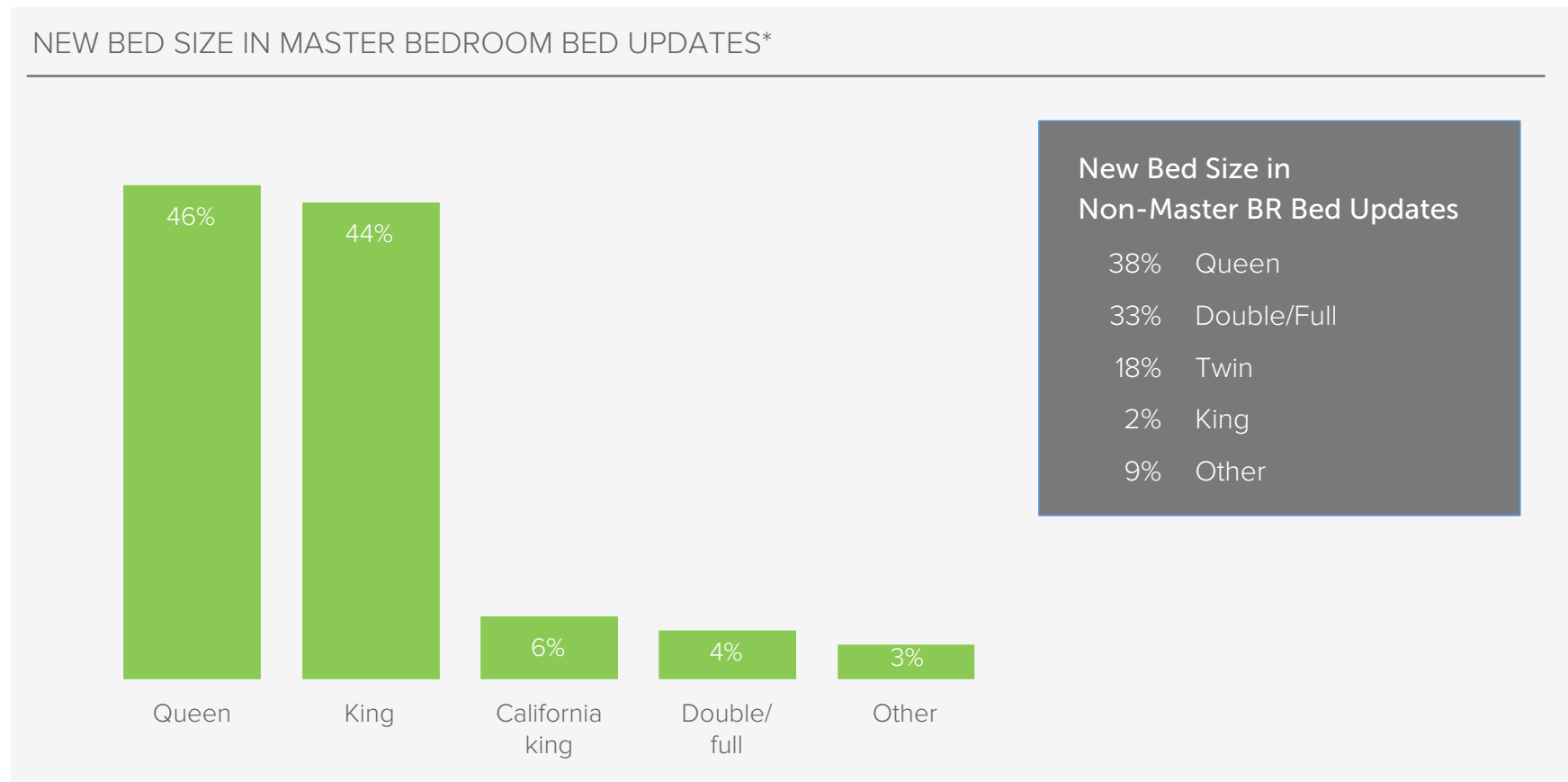
- 16% Platform
- 15% Standard
- 8% Crib
- 7% Trundle
- 7% Bunk
- 5% Iron
- 5% Sleigh
- 3% Lofted
- 3% Daybed
- 26% Other

\*Percentages reflect proportion of homeowners *who are updating the bed* as part of their completed, current, or planned master bedroom *decorating* projects.

# Of Kings and Queens



When it comes to new bed size in master bedrooms, it's an even split between queen and king. Beds in non-master bedroom are most commonly queen size, followed closely by double/full and twin sizes.

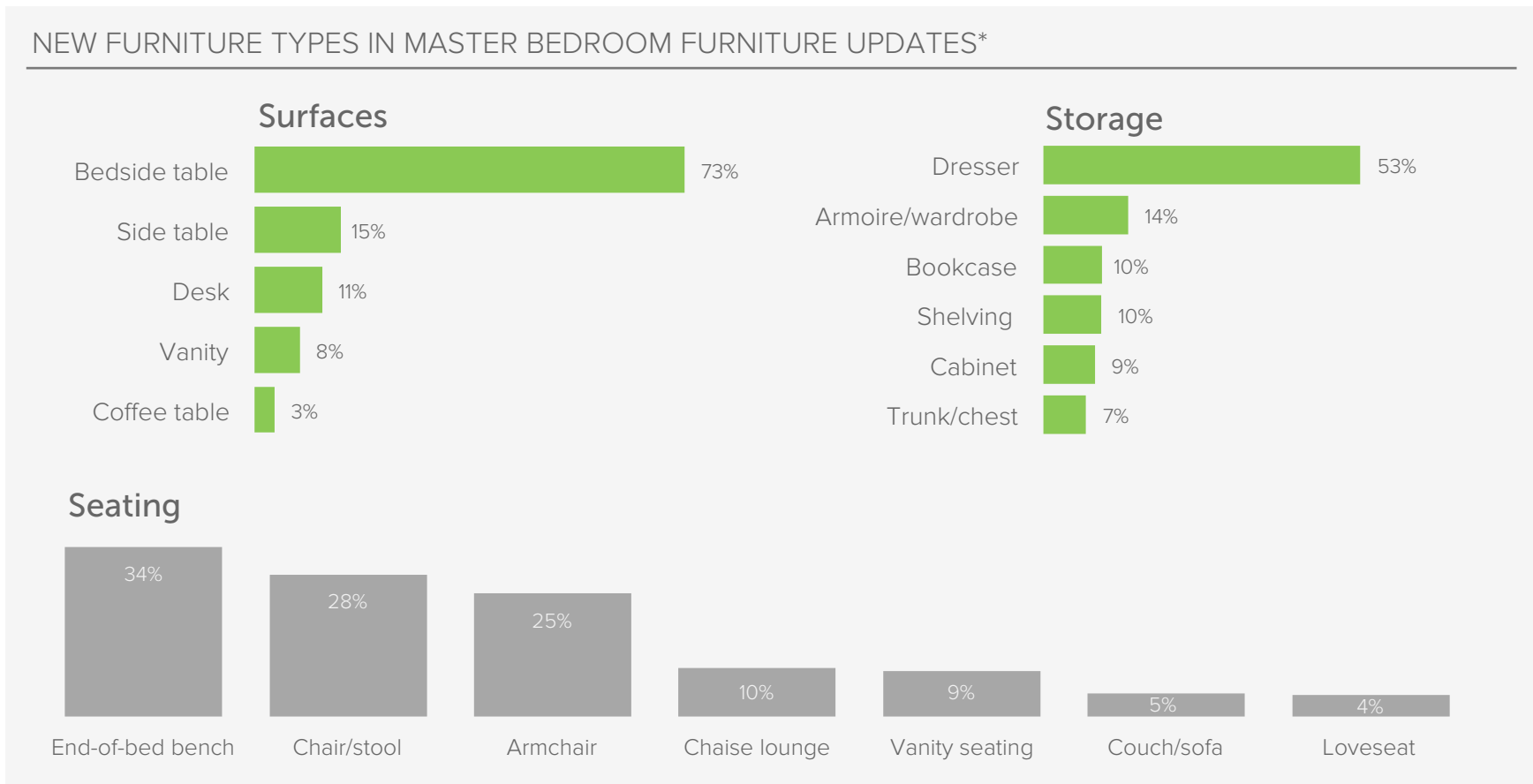


\*Percentages reflect proportion of homeowners *who are updating the bed* as part of their completed, current, or planned master bedroom *decorating* projects.

# Seating, Surfaces, Storage



Among those homeowners who are updating furniture during a master bedroom decorating project (49%), bedside tables and dressers are the most common purchases. Most furniture updates also involve at least one new seating item.

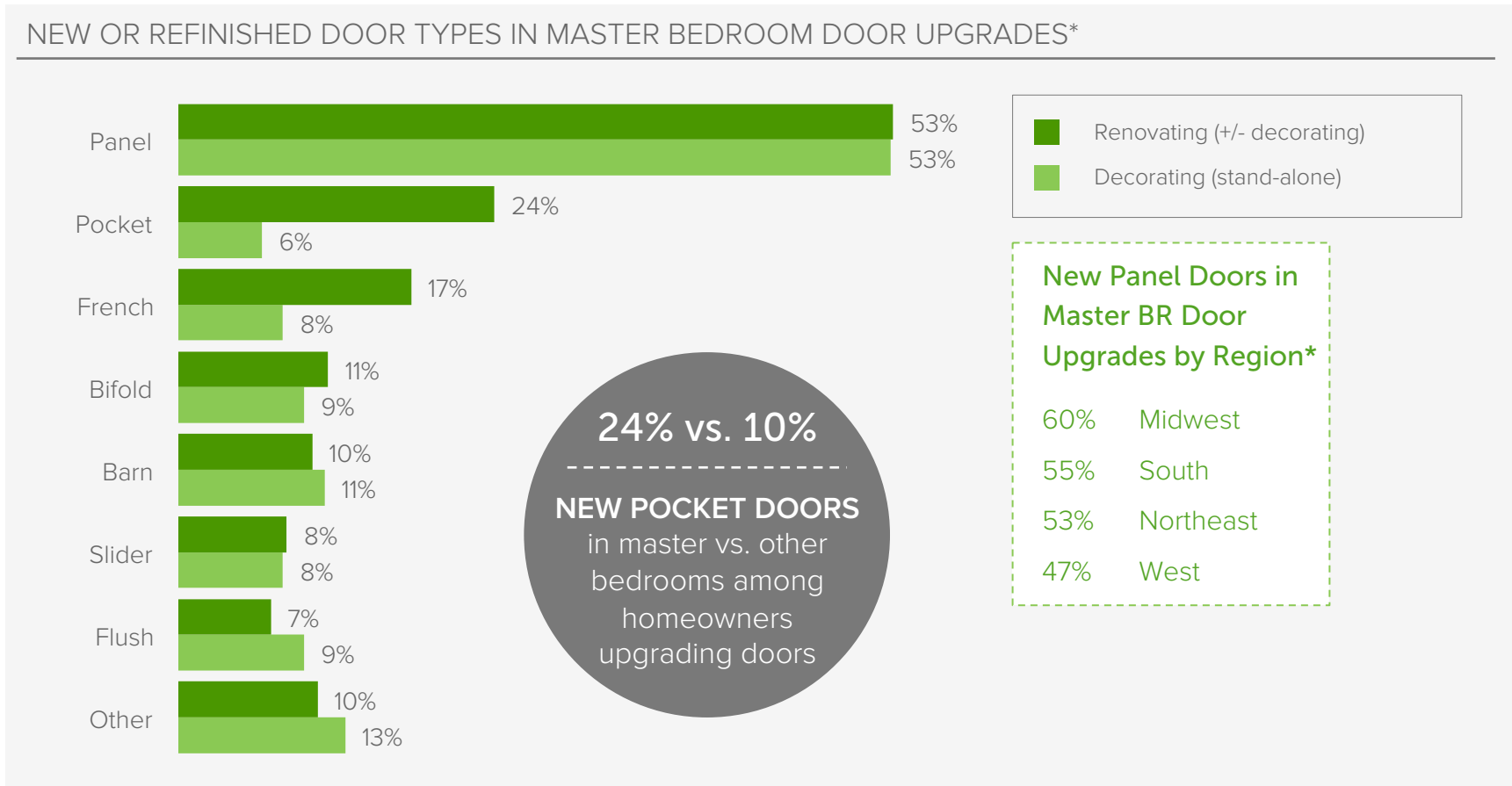


\*Percentages reflect proportion of homeowners *who are updating furniture* as part of their completed, current, or planned master bedroom *decorating* projects.

# Panel Doors Preferred



More than half of master bedroom renovations (51%) include upgraded doors (vs. 15% of stand-alone decorating projects). Panel doors are most common, although less so in the West than in other regions. Pocket and French doors are also common and are more likely to be installed in masters than in non-master bedrooms.

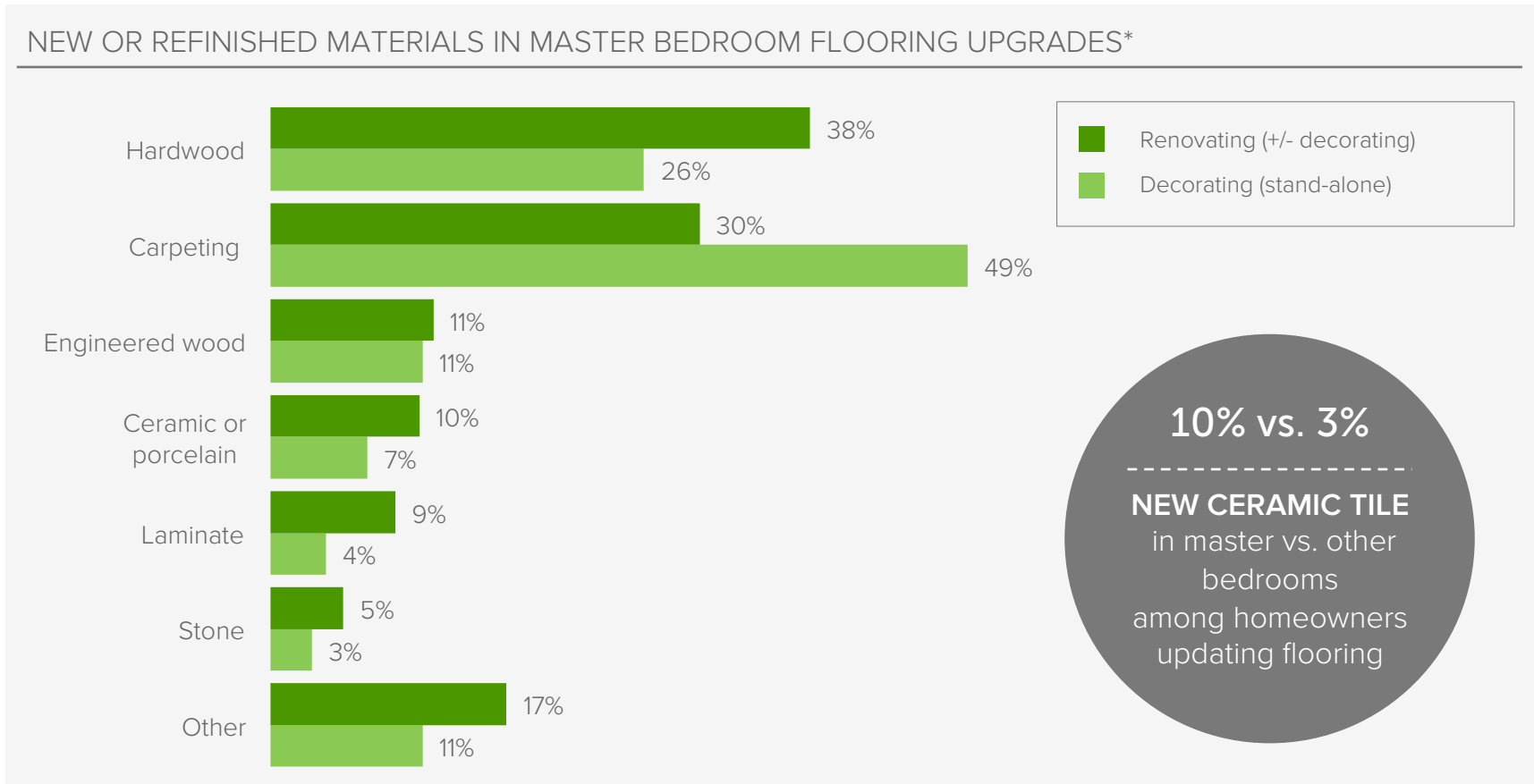


\*Percentages reflect proportion of homeowners *who are upgrading doors* as part of their completed, current, or planned master bedroom projects.

# Split on Carpeting & Hardwood



Flooring is twice as likely to be upgraded during or just after a renovation than during a stand-alone decorating project (77% vs. 43%). New or refinished hardwood is much more common among renovators than decorators (38% vs. 26%, respectively), and carpeting is preferred among stand-alone decorators (30% vs. 49%, respectively).

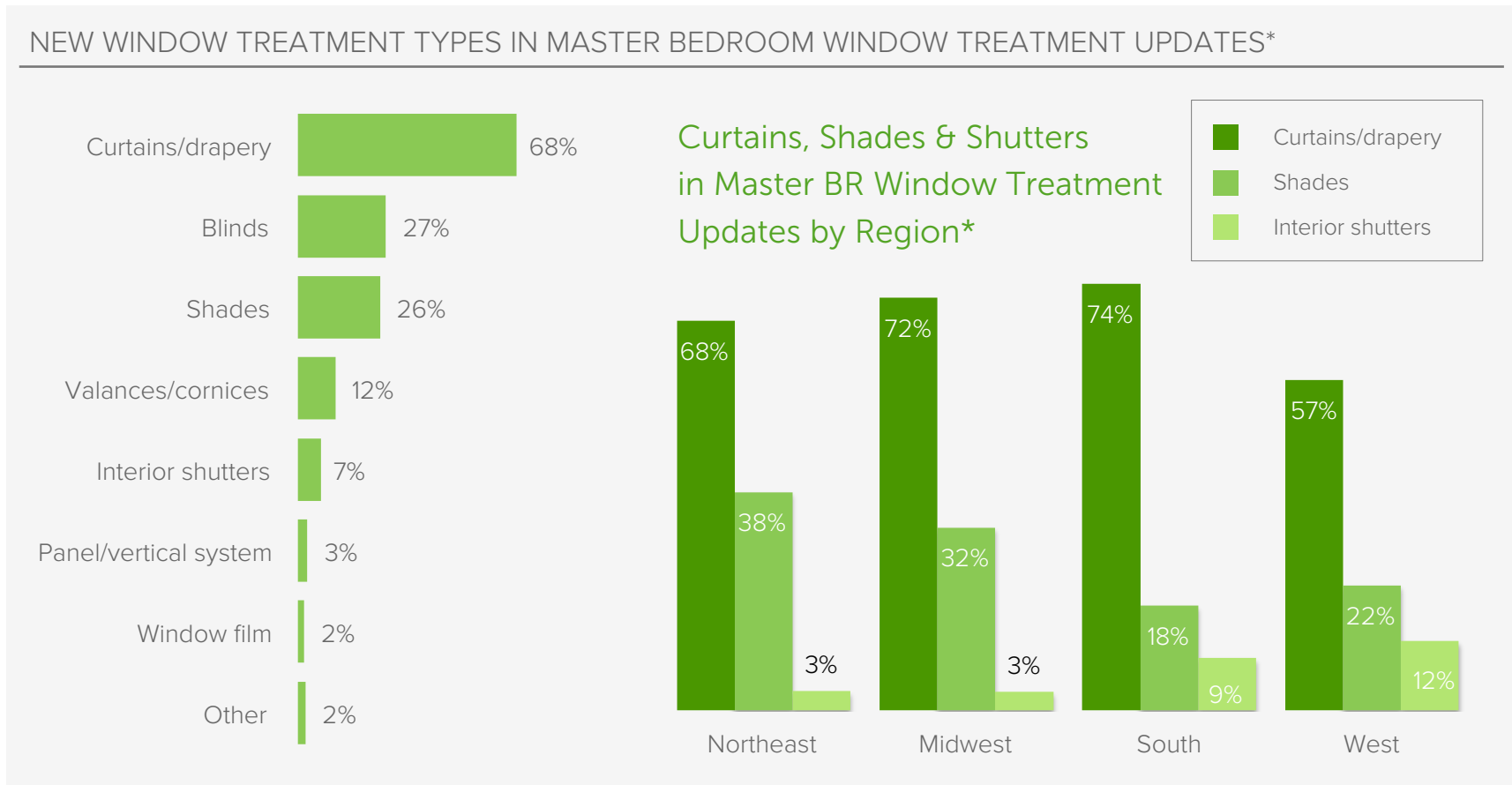


\*Percentages reflect proportion of homeowners who are upgrading flooring as part of their completed, current, or planned master bedroom projects.

# Draping & Shading



Among those updating window treatments in their master bedroom (71%), curtains and drapery are the top choices, although they are significantly less popular in the West than in other regions. Homeowners in the West use more interior shutters (12%), while shades are more popular in the Northeast (38%).



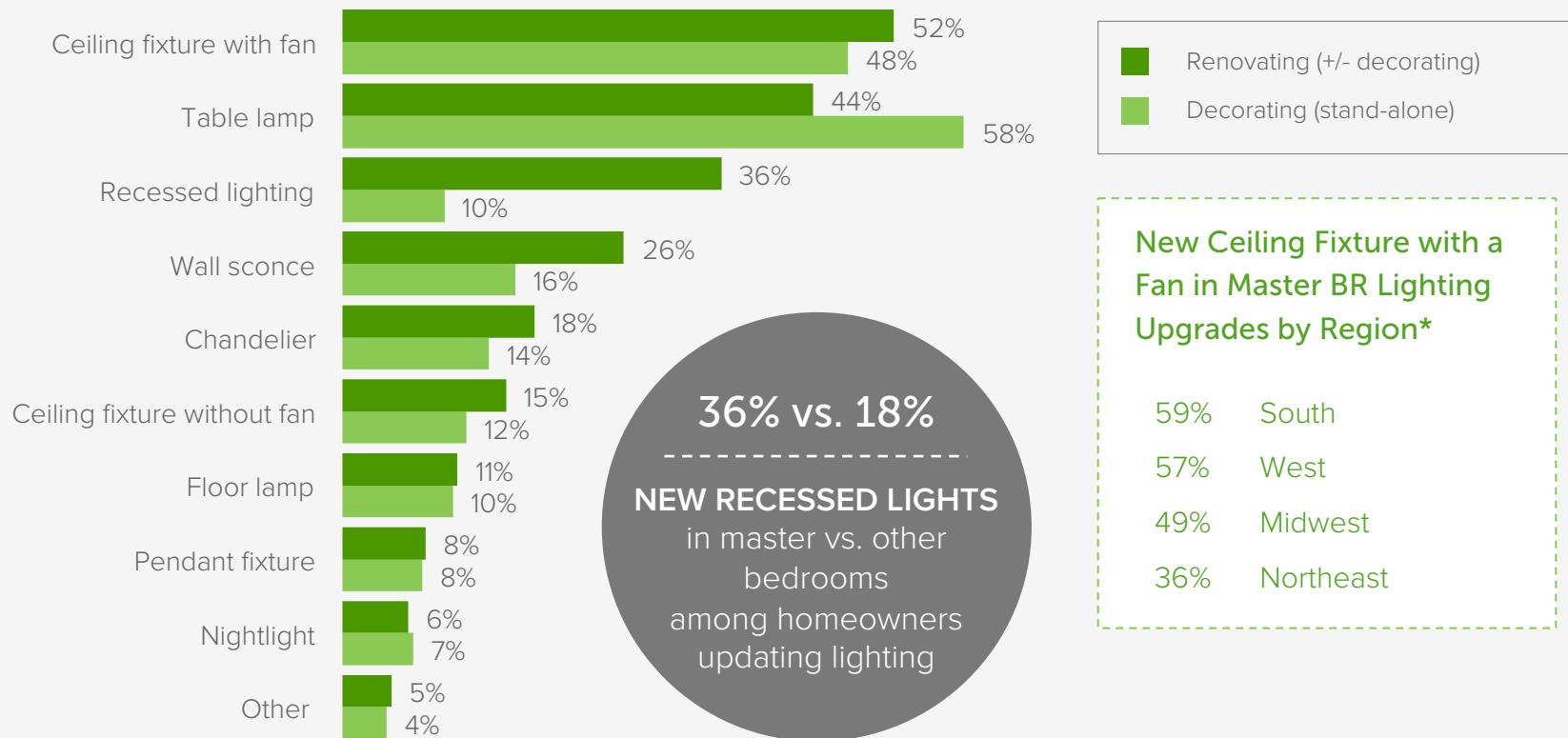
\*Percentages reflect proportion of homeowners who are updating window treatments as part of their completed, current, or planned master bedroom decorating projects.

# Fans of Fans



While lighting fixtures are more likely to be upgraded during or just after a renovation than during a stand-alone decorating project (70% vs. 49%, respectively), ceiling light fixtures with fans, and table lamps, are top choices in both project types. Fans are especially common in the South (59%), and least common in the Northeast (36%).

## NEW LIGHTING FIXTURES IN MASTER BEDROOM LIGHTING UPGRADES\*

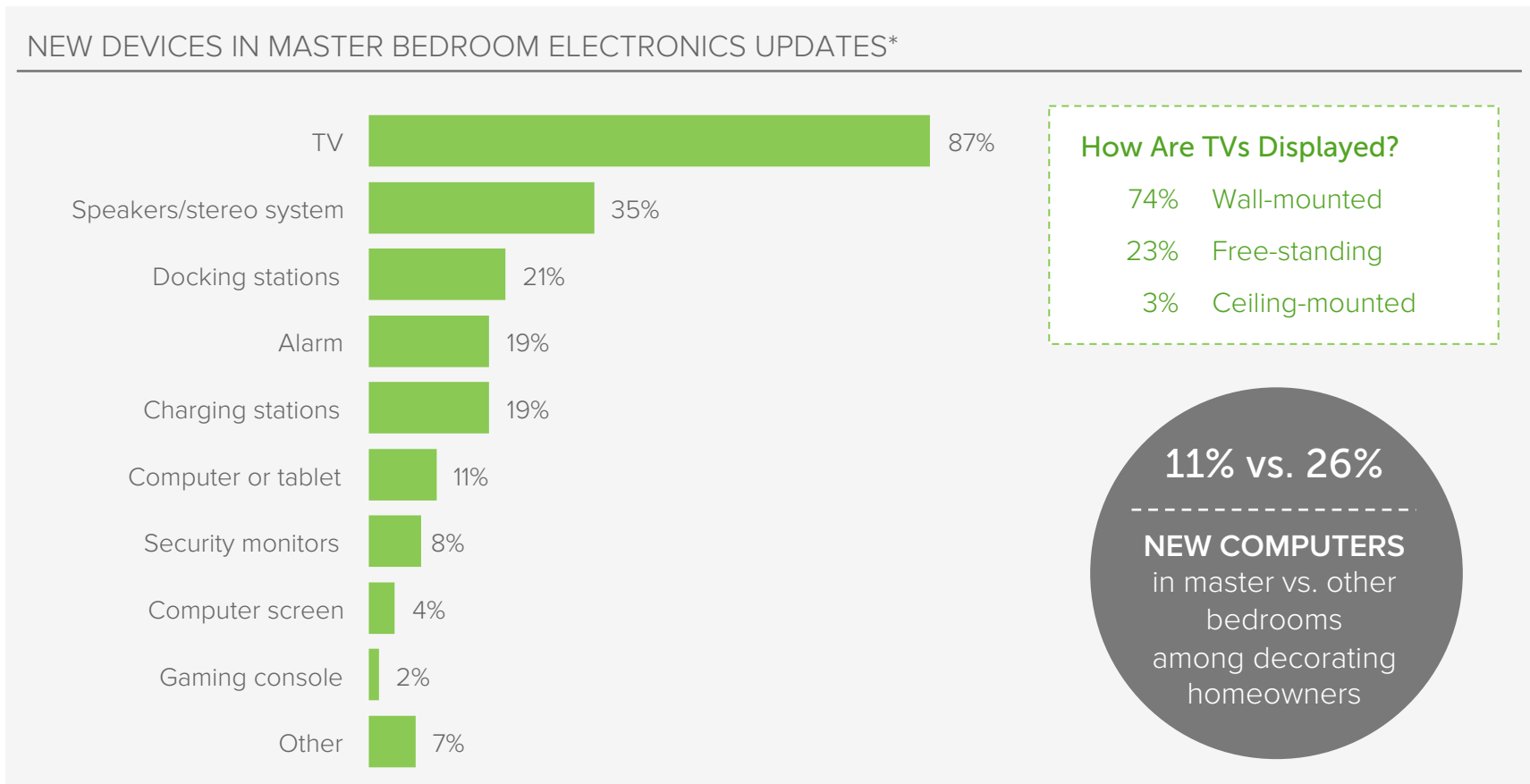


\*Percentages reflect proportion of homeowners who are upgrading lighting as part of their completed, current, or planned master bedroom projects.

# Divided on Devices



One in eight homeowners is adding or replacing electronics as part of a master bedroom decorating project, typically after a renovation rather than as a stand-alone decorating project (19% vs. 6%, respectively). TVs are the most common addition (87%) and are most likely to be wall-mounted.



\*Percentages reflect proportion of homeowners who are adding or replacing electronics as part of their completed, current, or planned master bedroom decorating projects.



# Methodology

The survey was sent to registered Houzz users in the U.S., and fielded in July 2015. Homeowners who completed a bedroom renovation or decorating project in the past 12 months, are currently working on one, or plan to start one in the next three months shared their plans and progress in our online survey. N=1528.