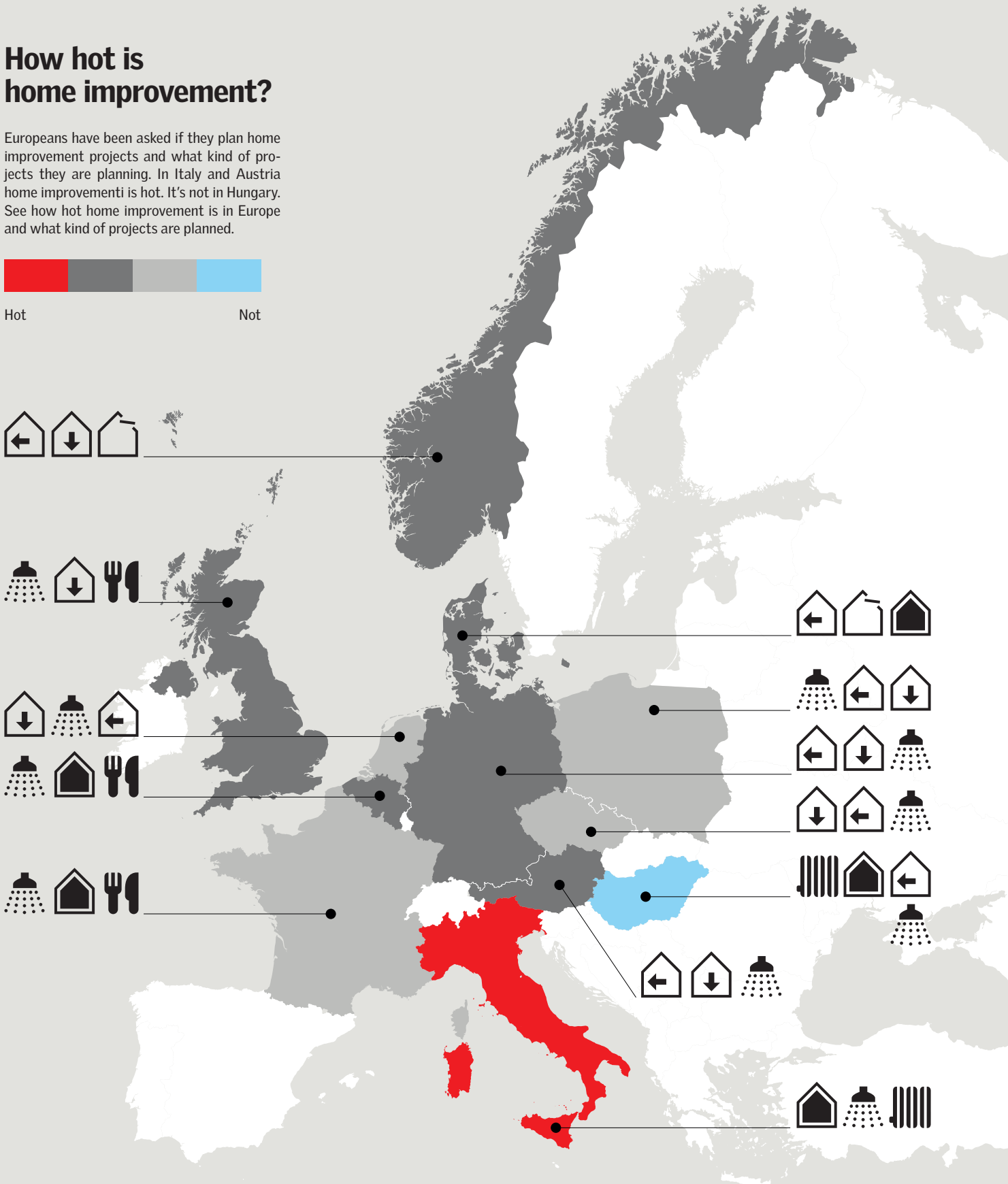


# How hot is home improvement?

Europeans have been asked if they plan home improvement projects and what kind of projects they are planning. In Italy and Austria home improvement is hot. It's not in Hungary. See how hot home improvement is in Europe and what kind of projects are planned.



Hot Not



-   
Bathroom
-   
Walls
-   
Floors
-   
Insulation
-   
Kitchen
-   
Heating
-   
Windows

## Annual theme: Home improvement

# Home improvement – a favorite European pastime

Europeans spend large amounts of time and money each year on improving their homes. The amount of money spent varies significantly between the European countries and so do the favorite improvement projects.

A lot of new bathrooms and kitchens will see the light of day in Europe in 2015. Among Europe's house owners, 44 % are considering installing a new bathroom or modifying or repairing their existing bathroom within the 12 month period. However, the list of projected European home improvement projects is long.

There are great variations between countries when looking at what projects are "hot".

In Poland, one in three expects to improve their bathroom. Better bathrooms are also high on the agenda in the UK, Germany, France, Czech Republic, Italy and Hungary. In comparison, only 9 % of the Danes have plans for their bathrooms, and they are also in low demand in Norway, Netherlands, and Austria. The picture is similar when it comes to new kitchens.

When it comes to heating, Hungary, Poland and Italy lead the pack. Insulation is in highest demand in Italy, France, Hungary and Poland, whereas windows are most in demand in Hungary, Italy, Norway and the UK.

In terms of the amount home owners plan to spend within the next 12 months, there are indications of a slight increase in spending. 35 % are planning to spend more on building materials compared to the preceding 12 months, 37 % plan to spend the same, whereas 29 % will be spending less. The biggest spending increases are expected in Hungary, where 46 % will increase their spending, followed by Poland and Norway, then Italy and Austria.

Although the need for home improvement could be expected to follow the age of the building, this does not seem to be the case. There is no rela-

tionship between the age of the building and how much money will be spent on building materials in the year to come. Similarly, there is no significant correlation between the age of the building and different home improvement projects such as installing new windows, heating, insulation, kitchen or bathroom.

It may be no surprise, but the strongest driver for planning to spend money on home improvement is dissatisfaction with the current home. Among those Europeans who are more or less dissatisfied with their current home, almost half plan to spend more on building materials. Among those most satisfied, only 29 % plan to spend more. However, spending continues even among those most satisfied, with 61 % spending either more or the same amount as in the previous 12-month period.

### What will be the most popular home improvement projects in 2015?

Which of the following changes to your home are you expecting to make within the next 12 months. Changes include installing new, replacing, repairing or modifying:

	Yes	Maybe	Total
Bathroom	21 %	23 %	44 %
Floors	18 %	21 %	39 %
Kitchen	17 %	22 %	39 %
Insulation	16 %	22 %	38 %
Walls	19 %	19 %	38 %
Heating	14 %	20 %	34 %
Windows	14 %	20 %	34 %
Extension	8 %	12 %	20 %
Air conditioning	6 %	13 %	19 %