

Homeowners are choosing to improve rather than move

The latest research by Pilkington United Kingdom Limited, which targeted an audience of 1,000 UK homeowners, highlights how much householders have spent on improving their properties in the last five years.

On Friday 13th January, Pilkington collaborated with award-winning homes and interiors blogger, renovation expert and journalist, Kate Watson-Smyth, in a series of radio interviews to discuss the changing trends in home renovation.



The findings indicated that 66% of British homeowners have made improvements to the home during this time period, with 70% having renovated in the last year alone. In addition, the average UK homeowner has spent £11,240 on home improvements, choosing to adapt their living space rather than moving elsewhere to meet their changing needs.

The younger generations are more likely to renovate, with 82% of 16-24 year olds having carried out improvements in the last 12 months compared to only 66% of 55+ year olds.

During our radio day, Kate explored what it is that has homeowners so determined to adapt their living space. Creating more light – something householders often use modern glazing to achieve – is a key motivation, something one in eight (13%) say is in their top five reasons for renovating. Creating more space (22%), adding value to the property (41%), carrying out repairs or essential maintenance (59%) and weatherproofing (23%) also appear on the list of motives for carrying out home renovation.

And what exactly are homeowners investing in? Almost one in ten (9%) are lusting after a glass box extension – and with modern glazing being as energy efficient as brick, conservatories and orangeries can now be utilised all year round to add light and space to the home. Other things homeowners would love to invest in are granite worktops (29%), built in appliances (18%), a kitchen island (16%), or a boiling water tap (16%).

But despite ambitious aspirations, 70 per cent of homeowners say that they have started but never quite completed their improvement to-do lists.

