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# METHODOLOGY To produce this report, Rated People carried out the following research:

- 1. Analysis of 821,850 jobs posted on Rated People throughout 2017, 2018 and 2019 (a representative sample of organic jobs).
- 2. A 51-question survey to 1,038 UK homeowners in December 2019, with survey partner, Censuswide.
- 3. Q&A's with 619 Rated People tradespeople in December 2019.



#### MESSAGE FROM THE CEO,

#### ADRIENNE MINSTER

Welcome to the Rated
People Home Improvement
Trends Report: 2020 - a
guide to what's what in
renovation and home design.

Whether we're watching *Grand Designs* or *Escape to the Chateau*, so many of us love to stay up to date with the latest home improvement trends and inspirational renovation projects.

It's always been interesting to see how our homes change in line with what's going on in the wider society and how we interact with our families and social groups. The kitchen has long been considered the heart of the home right back to the 1950's, and after being modelled as a new hub, the kitchen diner became a welcome addition for those wanting to encourage more family time.

Fast forward to 2020, and it's now fascinating to see how climate change, Brexit and social media are impacting on the types of home improvements we're choosing to make and the environments we're wanting to create.

Inside, we've broken down the most interesting developments in the UK's home improvement habits, kicking things off with a rundown of the work we did to our homes in 2019, and what we're planning to do in 2020. Is this the beginning of a new style of open plan living? Is dark blue paint still a musthave? Find out the answers to those questions and more inside.



Rated People sees over 1 million jobs posted by homeowners each year. Uniquely, we've analysed a sample of 820,000 real jobs from the total posted over the past three years and have interviewed UK homeowners and tradespeople up and down the country to paint a true picture of home improvement trends for 2020. We've been helping homeowners carry out home improvements for 15 years this year and it's fascinating to see what changes even from one year to the next.

We hope you find the report interesting and we'd love to know what you think. If there's anything you'd like to see in next year's report, let us know at yourfeedback@ratedpeople.com.

Adrienne

Adrienne Minster, CEO Rated People



#### 2020 HOME IMPROVEMENT TRENDS

In 2019, 42% of UK homeowners updated the look and feel of their homes - in 2020, whether it's repainting the kitchen, adding an extension or a full-scale renovation, almost three quarters of us are planning to improve our homes in some way. So, if you're looking for inspiration for a future project, or you're just curious to see how your plans compare to those of other homeowners across the UK - here are five things we think will be big in 2020.

## THE EVOLUTION OF OPEN PLAN LIVING

Rather than having one open plan space for the family including a kitchen, lounge and dining room, it seems more of us are starting to like the idea of having a separate lounge to a kitchen diner.

Jobs that involve building a wall to create distinct spaces are up 350% in 2020 compared to 2019. So, whether it's an adult-only zone to kick back and relax in when the kids have gone to bed, or a stylish room that hides the mess of everyday life, 2020 could be the year that open plan evolves.



# GENERATION DOER-UPPER

Millennials are planning the most and biggest renovation jobs in 2020 compared with all other age groups. They're also twice as likely as the average UK homeowner to tackle jobs themselves, like plastering, fitting a new kitchen, removing an internal wall and even building a driveway.

Compared with just 20 years ago, it now takes the average adult an extra eight years to be able to buy their first home, so one of the reasons for the renovation work could be that more millennials are finding cheaper properties in need of work, to get onto the illusive property ladder. Rather than making do with woodchip wallpaper and questionable carpets, they're getting stuck into DIY to create the home of their dreams.

## THE GREEN HOUSE OF THE FUTURE

Awareness of climate change and the damage that's being done to the environment is higher than ever in the UK. More of us are using less plastic, eating less meat, and recycling more, and now twice as many UK homeowners are planning to make their homes more eco- friendly in 2020 compared to 2019.

The greener home of the future is set to have 75-80% less carbon emissions than today's average home and the top three eco improvements UK homeowners are planning for 2020 are smart lighting to reduce use, eco-friendly appliance upgrades and double-glazing installation.

It's not just homeowners who are focusing more on eco-friendly improvements either - 48% of tradespeople plan to introduce changes at work to become more eco-friendly in 2020. Common changes include upgrading to electric vehicles, recycling waste more efficiently, reusing old materials more, and moving towards using more conventional non-power reliant tools and machinery.

## YOUR HOME IS YOUR CASTLE

When looking at the jobs posted on Rated People that have seen the biggest spikes in popularity in the last three years, safety and security appear to be increasingly important for UK homeowners, with three of the top ten being around protecting our homes. Fire alarm installation is the job that's seen the biggest spike in popularity - up by a massive 178%, CCTV installation isn't far behind with a 134% increase, and the installation of security gates and bollards is in ninth place with a 72% increase.

Other jobs in the top 15 are to do with decoration, including decorative ironmongery and metalwork which has seen a huge 174% surge, and bathroom design which has increased by 69%. Surprisingly, pebble dashing has seen a 69% increase, as have pond and water features. with a 64% increase. Building flat pack furniture has also seen a spike in uptake, with an increase of 61% over the last three years.

# 50 SHADES OF WHITE

Interior trends come and go
- from the infamous avocado
bathrooms, to larger than life
statement walls, and despite
the beautiful array of bold and
bright colours in interior design
magazines and across social
media sites, neutrals are still top
choice when it comes to paint
colours.

White is set to be the most popular paint colour in 2020 – with more UK homeowners saying they're choosing it over any other colour for every room of the house. In second and third place are magnolia and light grey, and the only dark colour to make the top five most popular paint colours for 2020 is dark grey.

Interestingly, when it comes to buying a new home, the top five things that put buyers off are dark blue rooms, dark grey rooms, not having a bath, dark blue cupboard doors and black taps or shower.

This suggests that when it comes to dressing your home for sale, it's best to avoid anything that's too bold or personal as it might make it harder for buyers to see themselves in your home. At the other end of the spectrum, the top five things that attract buyers are having a downstairs toilet, built-in storage, UPVC double-glazing, a separate shower cubicle, and a lawned garden. For tips on how you can achieve a similar look to all these looks for a fraction of the normal price, visit ratedpeople.com/2020-trends.

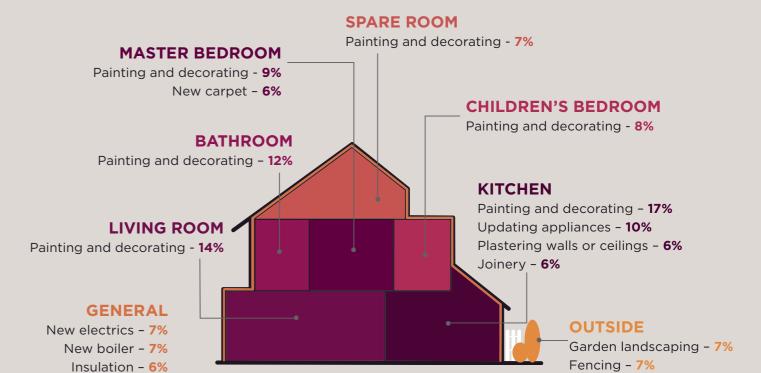
# HOME IMPROVEMENT IN THE UK 2019-2020 74% 43% 42% From redecorating to full scale renovations, 42% of UK homeowners updated and improved their homes in 2019 and this is set to climb in 2020. 2018 2019

# HOW UK HOMEOWNERS IMPROVED THEIR HOMES IN 2019

Painting and decorating was the most popular job in every room of the home.

The state of the s

Whether we took a paintbrush to walls or hung new wallpaper, painting and decorating was the most popular improvement in 2019. No room was left untouched, but the kitchen was deemed most in need of the update, with 17% of us selecting it for a makeover. 1 in 10 of us gave the room an extra boost by getting rid of old appliances to make room for new ones.



Top 15 jobs completed in 2019
Ranked by the percentage of UK homeowners who completed each job

# WHY UK HOMEOWNERS IMPROVED THEIR HOMES IN 2019

Brexit and continuing political drama throughout the year worked to slow the UK housing market in 2019, so it's no surprise the second most popular reason is to add value. Also featuring within the top 10 are avoiding expensive selling costs, making our homes more eco-friendly to do our bit for the planet, and increasing privacy.



# WHAT WILL 2020 BRING?

UK homeowners won't be turning their backs on painting and decorating any time soon, with the improvement topping wishlists for multiple rooms in the house.

35% aim to decorate kitchens, and 26% want to decorate living rooms. It's the shared spaces we're most keen to tackle, whether that's to impress visitors or just a reflection of where we spend most of our waking hours.

74%



2020 Three in four

homeowners plan to do work in 2020; that's **32%** more than in 2019.

16%

16%

15%

15%

How UK homeowners will improve their homes in 2020 Ranked by the percentage of UK homeowners who plan to complete each job

fit new carpet in the living room

fit a new kitchen

fit a new bathroom

#### THE IMPROVEMENTS INCREASING IN POPULARITY



The improvements seeing the biggest spikes in popularity with homeowners from 2019 to 2020

#### **GOING UP**

#### **SECURITY**

Security wasn't front of mind in 2019 but that's changing. More of us than ever want to invest in a new security system, with 18% of UK homeowners putting it on their to-do lists in 2020.

#### **SEPARATE SPACES**

Step inside our front doors and while you'll still see many open plan layouts, our research foretells a rising number of new walls being built to create distinct spaces. It's up 350% on 2019.

#### **EXTENSIONS**

When you can't carve out more space, you can always build it and increase the value of your home while you're at it. 14% of homeowners plan on enjoying extensions this year, up **367%** on 2019.

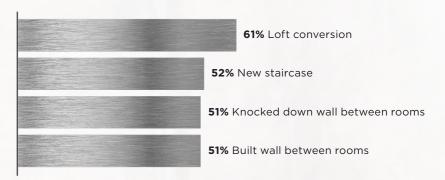
#### SIMPLE FLOORING

We're talking sanding down original floorboards to restore them or fitting new wooden and laminate floors. In the bedroom, original floorboards are predicted to rocket by **500%** in 2020 and wooden flooring is up by **267%** in the kitchen. While these modern flooring options can be colder than carpet, we'll make up for it with newly installed underfloor heating.



Whether you know them as GENERATION Y, millennials, or just 25-34-year olds, they're getting stuck into DIY and home improvement.

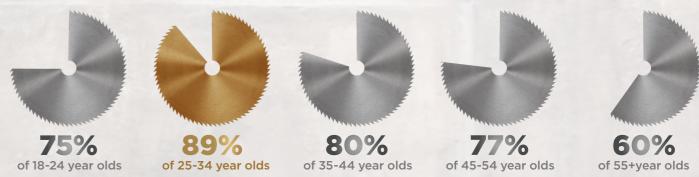
In 2019, 61% of the UK's homeowners who had a loft conversion were 25-34 year olds and this year, 25-34 year olds are planning the most and biggest renovation jobs. They plan to do everything from building extensions to new roofs and knocking walls down to create open plan living spaces.



Gen Y's big renovation work in 2019
The percentage of homeowners renovating who are 25-34 years old



Gen Y's big renovation jobs in 2020 The percentage of homeowners planning on renovating who are 25-34 years old

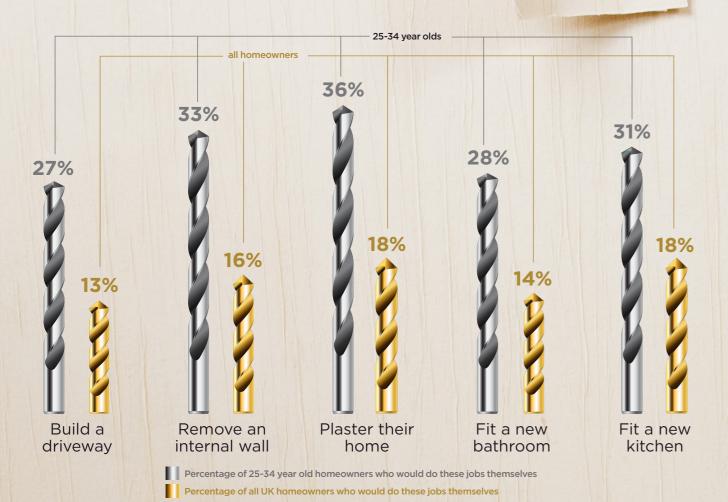


In 2020, more 25-34 year old homeowners are planning home improvement work than any other generation.

#### 25-34 year olds are

#### TWICE AS LIKELY

as the average UK homeowner to tackle jobs themselves. Whether they're fitting a new kitchen or plastering their home, Gen Y homeowners are taking on more DIY than any other generation.



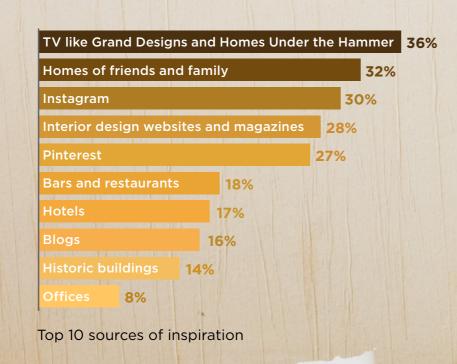
#### WHERE ARE GEN Y HOMEOWNERS GETTING

# DESIGN INSPIRATION

TV programmes such as FROM?

Grand Designs and Homes Under the Hammer are the biggest source of inspiration for 25-34 year olds, but it can also be found in the most familiar of places - the homes of our friends and family.

A third of young adults head to social media to get their dose of inspiration from Instagram, and the equally visual Pinterest, isn't far behind.



#### **GETTING ON** THE LADDER

It's still tough for young people to get onto the property ladder. Despite this, twice as many 25-34 year old homeowners are planning renovation work in 2020 compared to 2019.

One of the reasons for this could be that they're finding cheaper properties that need renovating so they're able to get onto the illusive property ladder.

# 2019 **39%** of 25-34 year old homeowners

worked on their homes



of 25-34 year old homeowners are planning to improve their homes

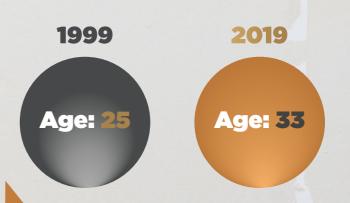
2020 is set to be the year of generation doer-upper.

#### **TYPICAL** FIRST-TIME BUYER

According to Santander Mortgages, a full time employee in England and Wales needs to spend

7.6 times their annual salary to buy a property. 20 years ago they would only have needed to spend 3.4 times their salary.

This has meant that in just two decades, we're now eight years older when we buy our first home.



Rated People graphic. Source: Santander Mortgages

"Home ownership among young adults has collapsed over the past 20 years particularly for those on middle incomes."

Senior research economist at the IFS



# AWARENESS OF CLIMATE CHANGE

and the damage that's being done to the environment is at a record high. More of us are now trying to live more sustainably. A <u>YouGov study</u> found that <u>82%</u> of UK consumers are <u>trying to reduce</u> their personal plastic use, and according to our research, there's now an increase in the number of people wanting to make improvements to their homes to make them more <u>energy-efficient and eco-friendly.</u>

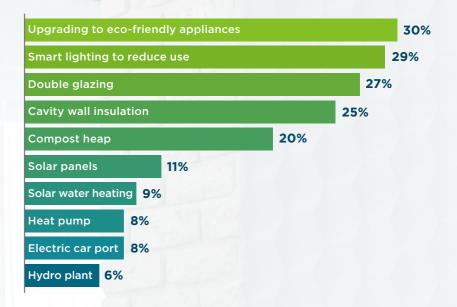
#### Tackling climate change through home improvements

14% of UK homeowners made their homes more ecofriendly in 2019, and in 2020, twice as many are planning eco-friendly /energy efficiency- related home improvements.

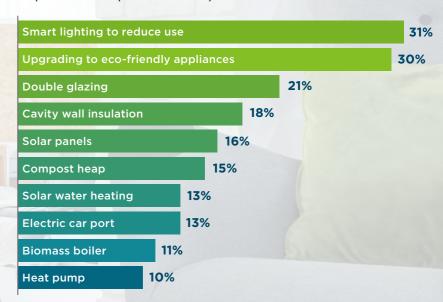




The top 10 eco improvements made by UK homeowners in 2019



Top 10 eco improvements planned for 2020





Many homeowners have already started making

# ECO

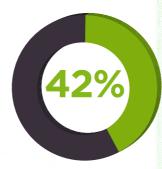
to their homes, but for some, not knowing where to start and believing it will be expensive can put them off.

Over half of UK
homeowners (57%)
also think there should
be more opportunities
and grants available to
help people build their
own eco-homes.

Barriers stopping homeowners from having more eco-friendly homes:



believe it'll be expensive



don't know where to start

# HOW TO SAVE MONEY on eco improvements

Heat Incentive scheme, you can receive payments every three months for seven years if you install any of these systems:



Biomass only boilers and biomass pellet stoves



Air source or ground source heat pumps



Solar panels - flat plate or evacuated tube

#### WHAT COULD THE

# HOME OF THE FUTURE

The government has committed to introducing a Future Homes Standard by 2025. A typical home built to this standard might have:

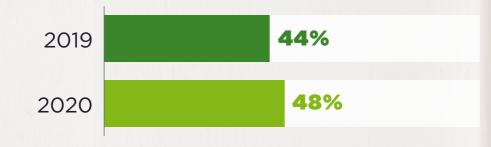
- A heat pump
- Triple glazing
- Minimal heat loss from the roof, walls and floors



HOW TRADESPEOPLE ARE

# CHANGING TO BE MORE ECO-FRIENDLY

Almost half (44%) of UK tradespeople have made changes to become more eco-friendly, and this is only set to rise, with 48% planning to do so in 2020.





"Instead of always visiting a job, I get customers to send me photos and measurements therefore CUTTING OUT HUNDREDS OF UNNECESSARY DRIVING TRIPS."

"RECYCLING OUR WASTE as much as possible, all wood is

processed for bio-mass."

"I use materials with LESS PLASTIC PACKAGING where possible." Common changes
Rated People
tradespeople
made in 2019

"CHANGED THE VEHICLE we drive, and RECYCLE when possible."

"More SUSTAINABLE MATERIALS and RECYCLING of waste." "Changed all POWER TOOLS ONTO BATTERIES TOOLS."

"To RECYCLE MORE, starting with our plastics. There are 7 different type that we aim to separate to recycle."

"I want to look at getting an ELECTRIC VAN and trying to be CARBON NEUTRAL."

"Try to carry out MORE WORK WITHIN THE SAME AREA ON THE SAME DAY where possible." Common changes
Rated People
tradespeople
plan for 2020

"We intend to REUSE as much of the OLD MATERIALS as possible when undertaking repair or replacement jobs. We also plan to use more conventional NON-POWER-RELIANT TOOLS AND MACHINERY."



"Overall better material and tool management to REDUCE WASTE."

### DIY VS PROFESSIONALS

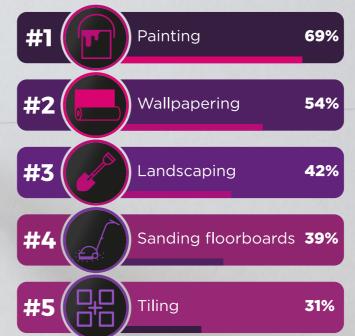


Painting and decorating is the job UK homeowners are happiest to tackle themselves.

More than two thirds of us (69%) will have a go at painting, while just 21% prefer to hire a professional. The remaining 10% of us would get the work done another way, perhaps calling on family or friends to help us out. Gardening is also a popular DIY job, with 42% of homeowners happy to venture outside and get going with landscaping.

When it comes to getting the professionals in, fitting a new bathroom is the job we're most likely to hire a tradesperson for, with three quarters of us (74%) preferring to bring in a skilled pair of hands.

The 5 jobs homeowners are most likely to	
tackle themselves	



#### The top 5 jobs homeowners hire tradespeople for



# **TOP 10**

considerations when choosing a tradesperson

Outside of cost, as expected,
recommendations and reviews
play a big part in how we
choose tradespeople.
A personal recommendation is
what most homeowners look
for but interestingly, 1 in 5 of
us also say a gut feeling and a
professional website are some of
the most important factors. Good
timekeeping is also very important,
with 36% of us taking punctuality
into account when we hire.



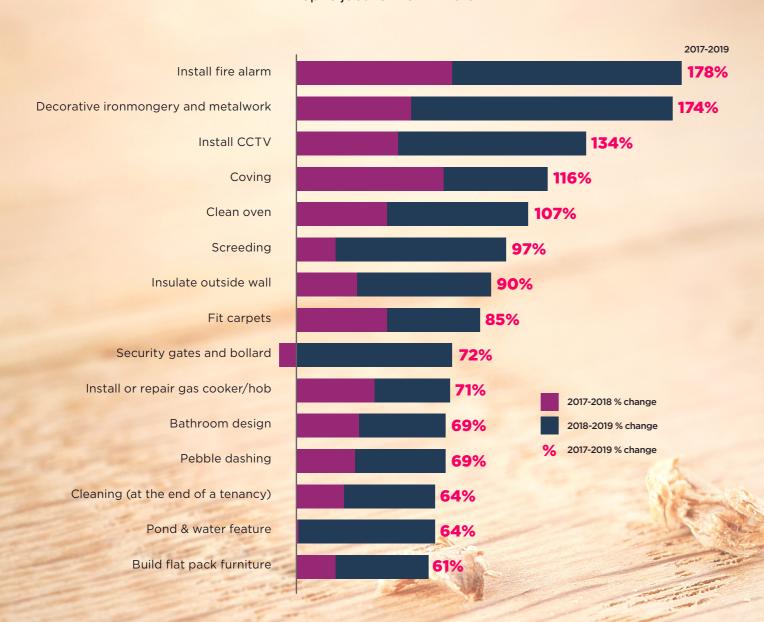
Which jobs on Rated People saw the

# BIGGEST SPIKES IN POPULARITY

from 2017 to 2019?

It's clear safety and security are becoming increasingly important - **fire alarm and CCTV installation** are both seeing big increases in the number of jobs posted over the last three years. Interestingly, **pebble dashing** also seems to be on the rise, with a **69%** rise in the number of people looking for help with their pebble dashing jobs.

#### Top 15 jobs for 2017 - 2019



Jobs ranked according to the percentage of homeowners using Rated People to find a professional tradesperson, excluding paid activity.

# Hassle for homeowners

More homeowners say they've experienced problems when doing DIY, compared to when they've hired a tradesperson for a job. Projects taking longer than expected, going over budget and the ability to deliver great work are the most common issues whether that's with DIY or from working with a tradesperson.



Only a third of homeowners have never run into problems when doing DIY



Almost half of homeowners have never had any problems working with tradespeople

# Tradespeople's top 5 problems on jobs

Tradespeople also have challenges to overcome on jobs. 1 in 3 have come across homeowners who expect top quality work when they aren't always prepared to pay for it. In fact, 4 of the top 5 problems experienced are concerning money.



To help ease concerns around payments, we've teamed up with Shieldpay to offer Protected Payments to Rated People customers. It's a way to pay and get paid for work, bringing security and control to transactions. Find out more about it here >

Client was

unhappy to

cover costs of

unexpected issues

client expects



Top 3 DIY problems for homeowners



Top 3 problems working with tradespeople

# FROM CHANGING ROOMS TO CHANGING LIGHTBULBS

Some challenges are more unique and leave tradespeople with great stories!

"A CUSTOMER HIRED ME TO WALLPAPER THE LOUNGE. THEY GAVE ME A BOOK ON HOW TO WALLPAPER WHEN I GOT THERE AND THEN WENT THROUGH IT WITH ME TO TEACH ME HOW TO DO IT. HILARIOUS!"

"One customer asked me to BLEED his gas meter."



"TURNING A NIGHT(LUB INTO A WILD WEST THEME — HAD TO MAKE A SHERIFF'S OFFICE, SHOP, LIVERY STABLE AND A (OVERED WAGON TO HOLD TWO D) DE(KS."

"Didn't want to spend money on paint, so asked me to mix grey and blue and was hoping it would make pink. I told her, I'm not Harry Potter!"."

"I was hired to decorate a house in a 'Tim Burton theme'." "I WENT TO SORTA LEAK.
WHEN I 60T THERE. THE
LADY TOLD ME THE PROBLEM
WAS THAT THERE WAS A
6HOST."



"PUTTING UP A FENCE ATA NUDIST CAMP." "I was changing a toilet over and was nearly finished. I went out to the van to get something, came back in and something was in the toilet. I thought my sponge had fallen into the pan, but the customer had used the toilet while I was in the van!"



TOO SMALL





38% of tradespeople have had jobs to change a lightbulb and
24% were called out to fix a 'broken appliance' that just wasn't turned on.

10 funny jobs Rated People tradespeople have worked on



Interior trends have come and gone over the years - from avocado bathrooms to larger than life statement walls. But, when it comes to paint colours, despite an array of beautifully bold choices in interior design magazines, it seems our favourite paint colours are still very much

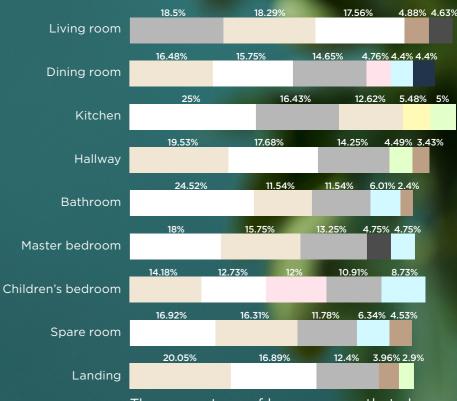
# MAGNOLIA and WHITE.

Magnolia and white were joint top when it comes to the most popular paint colours of 2019. More UK homeowners opted for magnolia than any other colour when decorating the dining room, hallway, children's bedroom and the landing. Light grey also got a look in and was the most popular hue for the lounge, while white was the most popular choice for the kitchen, bathroom, main bedroom and the spare room.

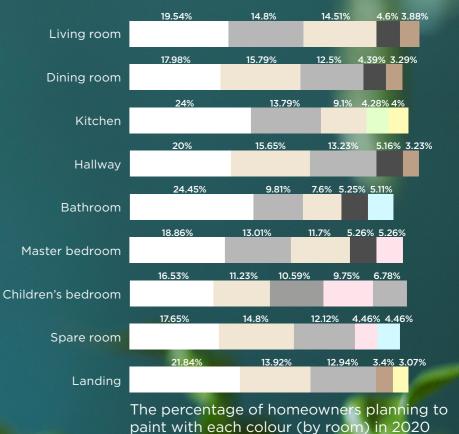
In 2020 however, white dominates as the most popular paint colour in every single room.

If you look a little deeper and focus on the fourth and fifth most popular paint colours for each room, things get more interesting, with dark grey, light blue, light pink, beige, light yellow and light green all making an appearance.

#### Top 5 paint colours chosen by UK homeowners



The percentage of homeowners that chose to paint with each colour (by room) in 2019



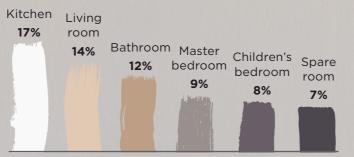
white



#### It's the shared spaces like kitchens, living rooms and bathrooms that we're most keen to paint.

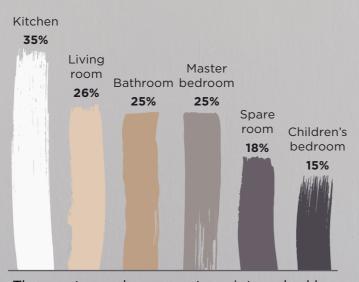
In 2020, more than a third of us are hoping to refresh our kitchens by giving them a lick of paint. That's twice as many as 2019 and could be an indication that more of us are now planning to improve and not move.

#### WHICH ROOMS DID **HOMEOWNERS PAINT IN 2019?**



The top 6 rooms by the percentage of homeowners who painted them in 2019

#### WHICH ROOMS ARE HOMEOWNERS PLANNING TO **PAINT IN 2020?**



The most popular rooms to paint, ranked by the percentage of homeowners planning to paint them in 2020

#### THE DESIGN FEATURES MOST LIKELY TO PUTPOTENTIAL **BUYERS OFF**

Some of the most 'ontrend' design features from the last few years have made this list of buyer turnoffs. This suggests that when it comes to dressing your home to sell, it's best to avoid anything that's too personal or unique as it might not be to everyone's taste.

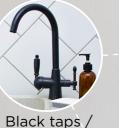
For those of us planning to sell sooner rather than later, it's best to avoid dark paint colours, with dark grey and dark blue making homeowners less likely to buy a property. Interestingly, many of the things most likely to put potential buyers off are not too time consuming or labour intensive to tweak, whether you choose to go down the DIY route, or you get a trusted tradesperson in. From a quick paint job to changing cupboard doors or replacing tiles, by looking at your home through the eyes of potential buyers, you could not only increase the number of people who it'll appeal to, but also increase its value.





Dark blue rooms 52%

Dark grey rooms 49%





43%

Dark blue kitchen shower cupboard doors 35%

Painted floorboards

(only a shower)

35%



Dark grey window

Dark grey kitchen cupboard doors 31%

Original sash windows 31%

Wooden double glazing 31%





Patterned floor tiles 29%

Tiled floor in living spaces 29%



White metro tiles in Open plan bathroom with dark grouting layout 28% 27%

Copper taps on kitchen sink 28%

Improvements ranked by the percentage of homeowners who say they would be less likely to buy a home

When it comes to deciding which home improvements to invest in, it's never a bad thing to factor in what could increase the value of your home in the long run. Interestingly, six of the top 15 features are outside, with a lawned garden, security system, paved patio, outdoor lights, bifold doors and decking, all working to increase the number of potential buyers for a property.

Inside, it's functional additions like a downstairs toilet, built-in storage, a separate shower cubicle and underfloor heating that would attract the most buyers. As we've seen in other sections of this report, an increasing number of people also appear to be favouring separate living spaces rather than one large open plan living space. We suspect this isn't a sign that we're about to revert back to separate kitchens, dining rooms and living rooms though - it's more likely that some of us are appreciating the benefits of having a separate living room from our kitchen diners, in order to kick back and relax in the evening.

# THE 15 HOME IMPROVEMENTS THAT ATTRACT THE MOST BUYERS



rated people

DO YOU PLAN ON IMPROVING YOUR HOME IN 2020? If so, we'd love to hear what you have in mind. Get in touch on:







For more home improvement inspiration, <u>visit our blog</u>.

To find a trusted tradesperson to help bring your vision to life, <u>post a job</u>.



30

Ranked according to the percentage of homeowners who would be 'more likely to buy a property' if it had the above features