

Press Release



This research is part of the annual Halifax Home Improvement Survey, a series of research pieces that are published by Halifax, highlighting home improvement trends in the UK. The survey is compiled using independent market research carried out for Halifax. Halifax, the UK's largest mortgage lender, has been conducting research into home improvement trends since 1991.

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The British Home Owner; Shelling out £1,000 more than last year on DIY

Latest research from Halifax, the UK's largest mortgage lender, shows that more home-owners than ever are choosing a lick of paint and new wallpaper to improve their home.

Not only are more than half of all home-owners (56%) carrying out some form of improvements on their property, but they are spending more, shelling out on average over £1,000 more than last year, to a total spend of **£6,362**, over the last 12 months.

The humble paint brush remains the preferred option for home-owners eager to improve with almost two thirds of home improvers choosing to revamp their homes with a new coat of paint and wallpaper (65%).

Garden improvements, although down by 2 per cent to 37 per cent, remain the second most favoured work on the home. This is closely followed by new furnishings showing a large increase year on from 20 per cent to 31 per cent. New carpets, and new bathrooms, follow at 22 per cent and 19 per cent respectively.

The main motivations behind home improvements was to improve the look and design of the house (59%, up from 44% in 2009) or update and modernise (52%, up from 38% in 2009).

Cost of home improvements

Looking at the most expensive home improvements, the largest average amount of money was spent on a new kitchen at £6,609. This was followed by new windows and double glazing, at £3,646, and new bathroom at £3,396, whereas home security had the lowest at £864.

Research shows that people that have lived in their house between three and four years had the highest spend on home improvements (£9,481), while amongst those people that have lived in their property for over 10 years had the lowest spend on home improvements (£5,299).

Stephen Noakes, commercial director at Lloyds Banking Group, said:

"We have always enjoyed DIY and home improvements remain high on the list. Our research shows that more and more home owners are picking up their brushes and paint and using their creativity to improve their surroundings, particularly in this market where we are seeing less house purchases."

Ends.

Editors' Notes

Research undertaken by ICM Research on behalf of Halifax. A representative sample of 1000 home owners was conducted online between 12 May and 20 May 2010.

Appendix

Table 1
Most Popular Home Improvements, According To Respondents

Rank	Home improvement	Average spend	Percentage of home improvers	2009: Average spend 2009	2009: Percentage of home improvers
1.	Redecorating	£1,287	65	£990	64
2.	Garden improvements	£1,099	37	£860	29
3.	New furnishings	£2,156	31	£1,600	26
4.	New carpets	£1,193	22	£960	20
5.	New bathroom	£3,396	19	£3,000	18

Table 2
The Top Five Most Expensive Home Improvements, According To Respondents

Rank	Home improvement	Average spend	2009: Average spend
1.	Kitchen	£6,609	£6,300
2.	New windows / double glazing	£3,646	£3,700
3.	New bathroom	£3,396	£3,000
4.	New boiler	£2,347	£1,977
5.	Central heating	£2,537	£3,200

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