

2026

The International Homeowners Study

We surveyed thousands of homeowners across 10 countries to see how they live, care for, and feel about their homes.

Fielded: May 2026



HomeStars



MyBuilder



Werkspot



Travaux.com



MyHammer

Table of Contents

Part One — The International View

01	What does owning a home actually mean?	07
02	Who fixes, who calls a skilled trade worker, and who ignores	08
03	The rituals, rules, and customs that make a house a home	11
04	The spaces and styles homeowners love	14
05	Smart, sustainable, and multi-generational: the homes of tomorrow	17

Part Two — How Each Country Lives

01	United States	20
02	The United Kingdom	23
03	France	24
04	The Netherlands	25
05	Germany	26
06	Canada	27
•	Methodology — About This Study	28



This report presents findings from an international survey of homeowners across 10 countries, the U.S., Canada, the U.K., France, Germany, the Netherlands, Australia, South Korea, Japan, and Brazil, exploring how people around the world think about, maintain, improve, and live in their homes.

The study was commissioned by [Angi](#) and its international family of home service marketplaces, including [MyBuilder](#) in the U.K., [Werkspot](#) in the Netherlands, [MyHammer](#) in Germany, [Travaux.com](#) in France, and [HomeStars](#) in Canada.

While each brand serves homeowners locally, this research was designed to provide a broader international view of homeowner attitudes, lifestyles, maintenance habits, and home improvement priorities across different cultures and countries.

7 things we found out

We surveyed thousands of homeowners across 10 countries about how they live, maintain, and invest in their homes and found notable differences in homeowner attitudes and behaviors.

01 Americans are maintenance-minded homeowners

72% of American homeowners renovate specifically to maintain their home's condition (joint #1 alongside Germany). Additionally, 49% take a proactive maintenance approach, making the U.S. one of the most hands-on homeowner countries in the study.

02 For German homeowners, home is a sanctuary worth investing in

73% of Germans describe home as a personal sanctuary, the highest of any country and a legacy asset to pass on to future generations (55%, #1 across countries). 77% would also renovate rather than move (#1 across countries).

03 France leads the way in DIY

65% of French homeowners mostly handle repairs themselves, ahead of Germany, Australia, the U.K., and Canada (all 59%). French homeowners, like those across all countries, are more likely to renovate for comfort than resale value. In France, 67% renovate to make their homes more enjoyable places to live, compared to 29% who renovate to increase resale value.

04 North Americans view homes as investments

Canada (39%) and the U.S. (36%) are the only countries where more than a third of homeowners renovate specifically to boost property value. In France, Germany, Australia, the Netherlands, and Brazil, homeowners are also notably motivated by increasing home value, with roughly 29-30% citing resale value as a reason to renovate and in the UK it is 26%. Comfort remains the leading driver across most countries, specifically U.K., France, The Netherlands, South Korea, and Brazil.

05 The Netherlands leads in home sustainability

54% of Dutch homeowners already have solar panels, almost double adoption in Germany (32%) and 3.6x times the U.S. rate (15%). The Netherlands also leads on smart thermostats (51%) and smart lighting (43%).

06 Germany & Brazil renovate. Britain & South Korea relocate. U.S., Australia & Japan maintain.

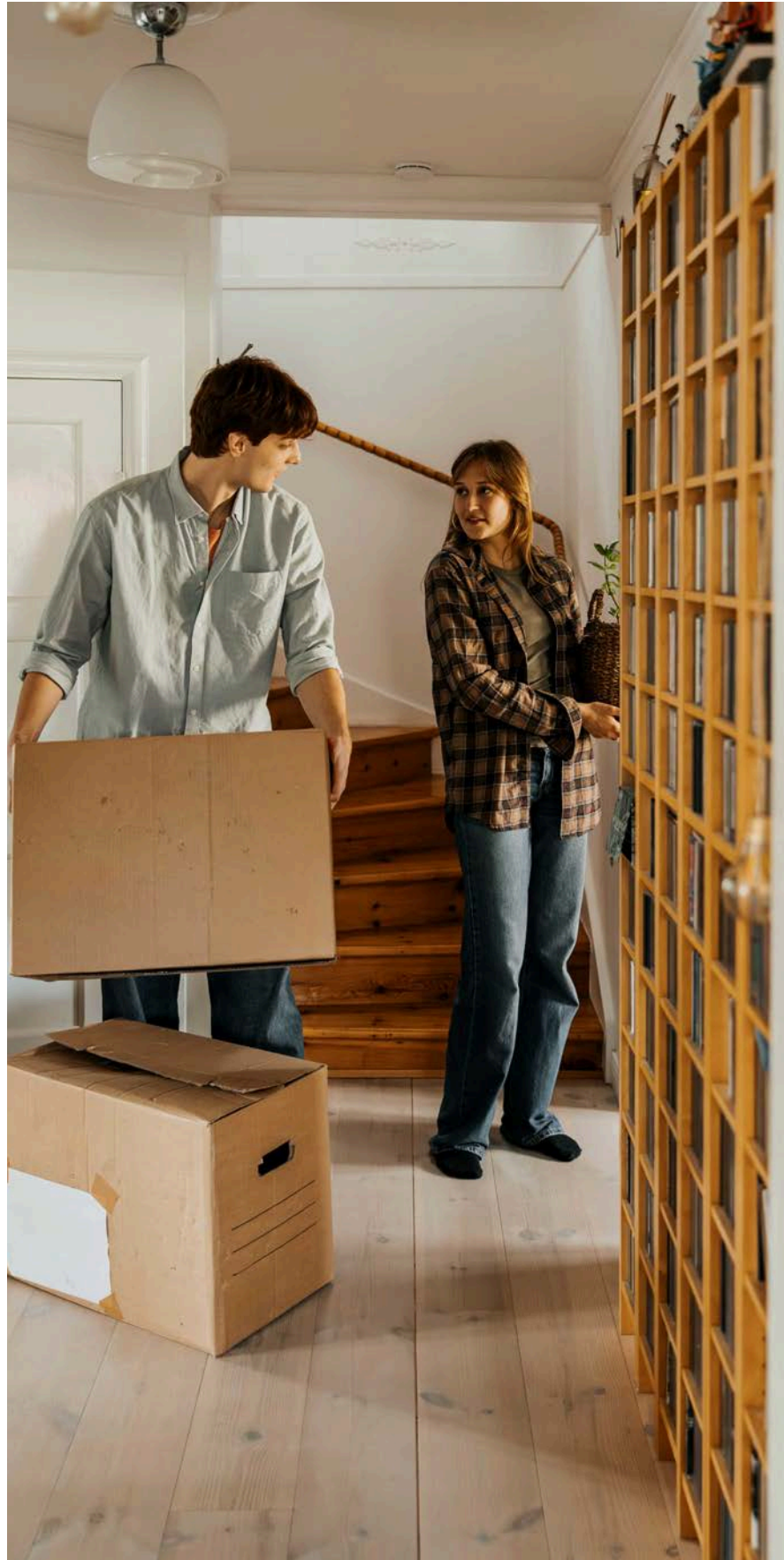
When a home no longer fits, 77% of Germans and 62% of Brazilians renovate rather than move, the highest rate across countries. 45% of South Koreans and 41% of British homeowners would relocate. Japan (69%), Australia (40%), and the U.S. (37%) would stay and make do rather than move when their home no longer fits.

07 American, British, and German homeowners feel the most pressure to keep up with others. The Dutch feel it the least.

15% of American and 14% of British homeowners are stressed about what others think of their home, the highest of all countries. Germany feels a slightly different kind of pressure: 12% report stress specifically from neighbours' expectations about exterior upkeep, the highest of any country. At the other end, the Dutch are the least stressed homeowners in the study: 25% report no homeownership stress at all, and 59% say home is for living, not impressing others.

Part One: The International View

10 countries. Thousands of homeowners. One survey exploring how homeowners think about and use their homes. The following chapters explore what people around the world have in common when it comes to home and where differences between countries emerge.



What does owning a home actually mean?

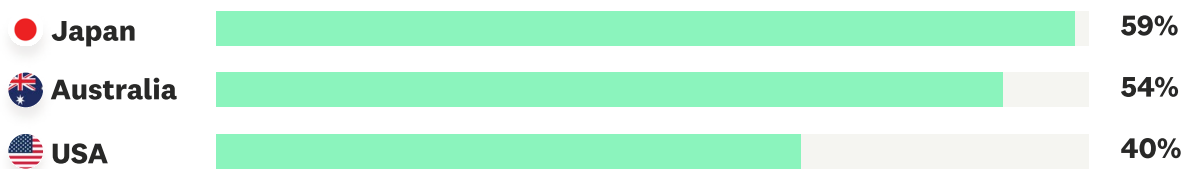
Home as a sanctuary or an investment

Across nearly all countries, homeowners describe their home as a personal sanctuary and a place of comfort. Germany leads at 73%, followed by South Korea (70%), the U.K., U.S., Australia, and Netherlands are all at 66%.

Additionally, Germany (55%), Brazil (52%), and France (43%) see their homes as a long-term asset to pass on to future generations. Canada (50%) is the most likely to see their home as a financial investment.

Where people want to live: location preferences

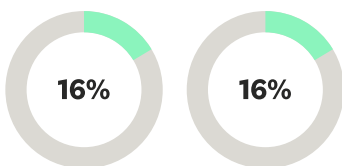
The suburban dream dominates



% who say suburbs are their ideal place to live

Preferences vary around the world

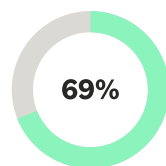
COASTAL



Australia

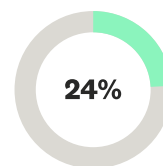
UK

URBAN



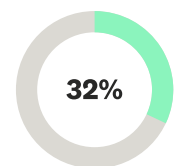
South Korea

COUNTRYSIDE



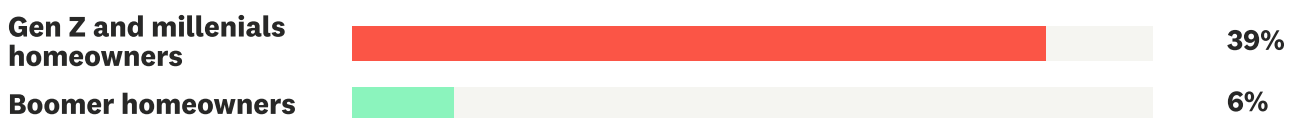
France

SMALL TOWN



Netherlands

Gen Z and millennials are nearly 6 times more likely than boomers to prefer city living



A 33% point gap — the largest generational difference in location preference in the study.

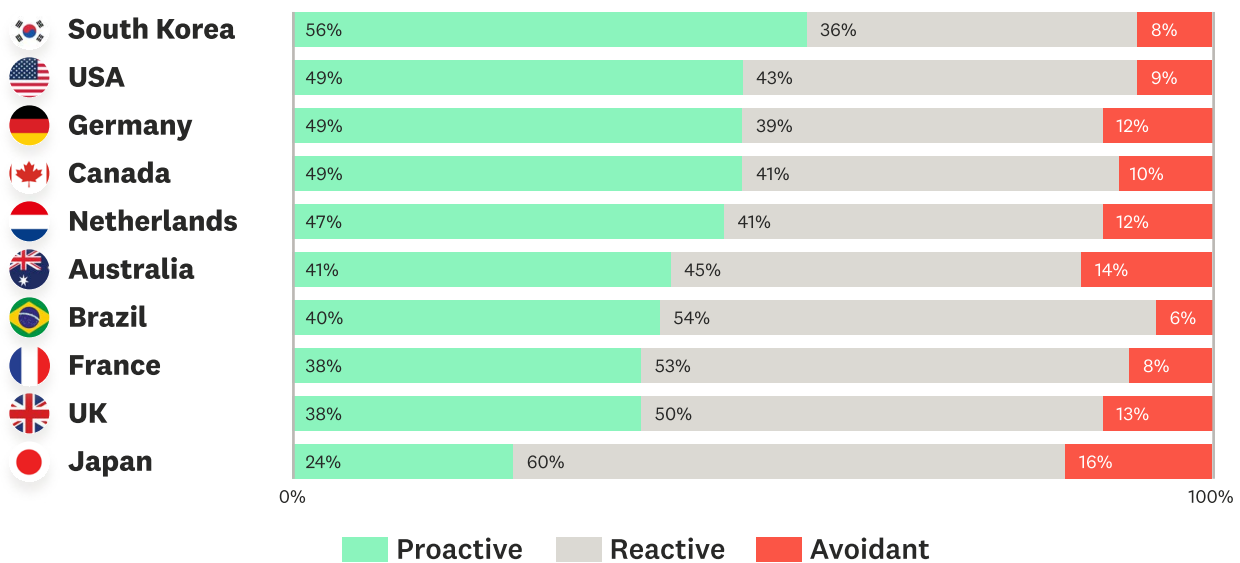
Who fixes, who calls a skilled trade worker, and who ignores

Proactive vs. reactive: how markets maintain their homes

Home maintenance attitudes vary widely across countries, with some homeowners taking a proactive approach while others wait until problems arise. South Korea leads on proactive upkeep (56%), followed by Germany, the U.S., and Canada (49% each). At the other end, Japan stands out as the most reactive market: 60% of homeowners address issues only when they arise, while 16% avoid maintenance until absolutely necessary, the highest avoidance rate across countries surveyed.

Americans, however, tend to take a more hands-on approach to homeownership. 72% renovate to maintain their home’s condition (joint highest with Germany across countries surveyed).

Proactive vs. reactive maintenance



The most proactive generation when it comes to home maintenance varies by country. Gen Z/ Millennials lead in Canada (54%), U.S. (51%), France (46%), and U.K. (45%), making younger homeowners the most maintenance-minded cohort across several countries.

In Germany, Gen X homeowners are the clear maintenance leaders in the country, as 55% take a proactive approach to upkeep, the highest rate among any generation in the study.

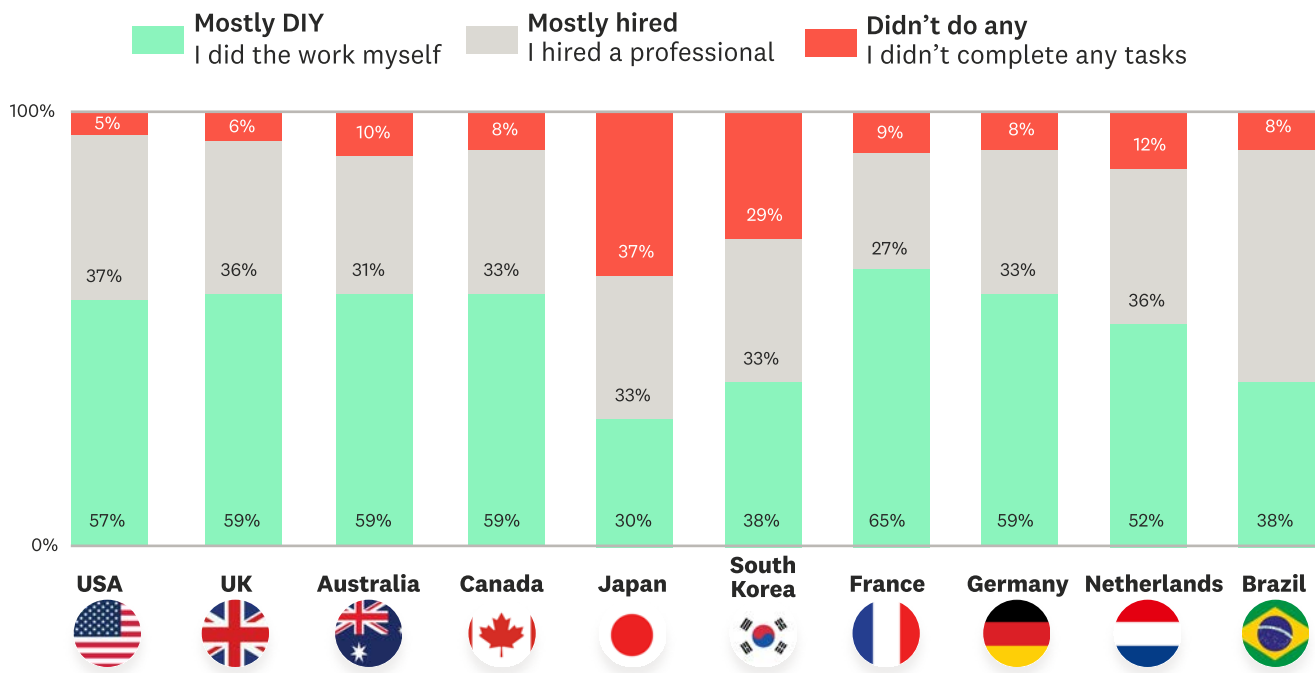
Meanwhile, Boomers/Silent generation lead in the Netherlands (50%), slightly outpacing younger generations.

DIY: who picks up the tools

France (65%) tops the international DIY ranking, ahead of Germany, Australia, the U.K., and Canada (all at 59%), followed by the U.S. (57%).

65% of French homeowners handle most repairs themselves, #1 across countries

How homeowners get things done



Home pride and social expectations

Across countries, most homeowners agree that home is for living, not impressing others, a mindset led by the Netherlands (59%), followed closely by Germany (56%), the U.S., France, and Australia (53%) and the U.K. (51%).

However, social pressure around the home still exists, particularly in the U.S. and U.K., where homeowners are the most likely to feel stressed about what others think of their home (15% and 14%, respectively).

Germany reports the highest level of neighbour-related maintenance pressure. 12% of German homeowners report stress specifically tied to neighbours' expectations around exterior maintenance.

The international repair reality: can homeowners actually afford upkeep?

Home maintenance affordability varies around the world, but most homeowners report being able to manage — even if some repairs must wait. Across all 10 countries surveyed, a majority say they can either comfortably afford necessary maintenance or afford most repairs while delaying some projects.

The Netherlands stands out as the most financially comfortable market, with nearly half of homeowners (47%) saying they can comfortably afford all upkeep, followed by the U.S. (37%), Japan (36%), and South Korea (35%). Meanwhile, homeowners in France (56%), Germany (53%), and Australia (52%) are the most likely to say they can afford most repairs but need to delay some projects.

Japan reports the highest share of homeowners struggling to afford repairs (22%).

The rituals, rules, and customs that make a house a home

Which room is the heart of the home?

Across all countries, the living room is the leading heart of the home, ranking as the top choice in every country studied including South Korea and the Netherlands (both 76%), the UK (66%), and Germany (60%).

The kitchen ranks 2nd for most countries, led by Canada (32%), Brazil (27%), Australia (25%), and the U.S. (24%), underscoring its importance as a space for gathering, connection and daily life. Meanwhile, Japan and South Korea are more likely to select the primary bedroom as their 2nd choice, with 17% of homeowners in both countries naming it the heart of the home.

France differs from other countries. One in four French homeowners (25%) say the dining room is the heart of the home, which is the highest rate across countries and far above the U.S. (5%) and UK (4%) in the category.

Across all countries, the living room is the leading heart of the home.



Which room is the heart of the home?

	USA	UK	Australia	Canada	Japan	South Korea	France	Germany	Netherlands	Brazil
1 Living Room	48%	66%	45%	44%	54%	76%	47%	60%	76%	35%
2 Kitchen	24%	17%	25%	32%	4%	0%	16%	13%	9%	27%
3 Dining area	5%	4%	14%	6%	16%	4%	25%	7%	9%	14%
4 Primary Bedroom	10%	6%	6%	8%	17%	17%	4%	4%	2%	16%

What to bring to a housewarming

Housewarming gifts are one of the most geographically distinct data points in this study.



Alcoholic drink

66% of homeowners in **UK** bring an alcoholic drink.



Bread & salt

60% of homeowners in **Germany** bring bread & salt for prosperity and good luck.



Plant

59% of homeowners in **Netherlands** bring a plant.



Practical household item

54% of homeowners in **South Korea** bring practical household item.



Money or gift cards

47% of homeowners in **Netherlands** bring money or gift cards.



Home-cooked dish

46% of homeowners in **USA** bring food or a home-cooked dish.



Nothing

29% of homeowners in **Japan** bring nothing, it isn't customary to bring something in the culture.

House rules: the unwritten codes of home life that vary by country

Shoes off at the door is the norm in Canada and Japan, where 69% of homeowners enforce the rule - nearly double the rate in the U.S. (37%). South Korea also leans strongly on shoes-off (64%), while the practice is less common in the Netherlands (31%) and Australia (27%).

French households stand out regarding meals and shared spaces. 40% of French homeowners enforce a no-phone rule at the dinner table (the highest rate across countries) while 41% restrict eating to specific rooms like the kitchen or dining room, also the highest rate studied. The data also shows generational differences in France. Gen Z and Millennials French homeowners are significantly more likely to adopt a shoes-off household (66%) compared to Boomers/silent generations (33%), suggesting evolving norms around cleanliness and home etiquette.

Brazilian homeowners report the highest rates for several household routines. Nearly three-quarters (74%) make the bed every morning, the highest of any country. Brazil also leads on the “don’t leave lights on” rule (78%), followed closely by France (76%) and Germany (71%).

France enforces a no-phones-at-dinner rule more than any other country (40%). It also has the highest rate of formal dining room ownership.



The spaces and styles homeowners love

Most-valued home features

Outdoor space is viewed as the most essential space in a home for half of the countries - Germany (83%), the UK (78%), Australia (76%), France (75%), The Netherlands (72%). In Japan (46%) and South Korea (63%) open plan living is most important.

Beyond outdoor spaces, homeowners consistently prioritize the practical spaces that are used most frequently in everyday life. Garages, utility/laundry rooms, and guest bedrooms emerge as the next most essential features across countries, though priorities vary by country. Brazil (80%), Australia (73%), and the U.S. (68%) place the greatest emphasis on having a garage, which may reflect the importance of storage, transportation and flexibility.

Utility and laundry rooms are another top priority, and in Canada, they rank as the #1 feature homeowners say they couldn't live without across all categories (73%). Guest bedrooms are also widely valued, particularly in the UK (60%), U.S. and Canada (57%), and France and Australia (56%).



Home features people want in their ideal home

	USA	UK	Australia	Canada	Japan	South Korea	France	Germany	Netherlands	Brazil
Formal dining room	29	27	21	36	9	29	55	23	21	52
Open-plan living	33	20	53	33	46	63	45	42	66	52
Dedicated home office	32	27	36	35	18	14	41	53	37	44
Guest bedroom	57	60	56	57	11	24	56	54	46	48
Outdoor space	69	78	76	72	31	31	75	83	72	59
A pool	14	5	15	12	0	5	12	8	3	26
A gym	11	6	5	12	1	7	5	12	6	13
Utility or laundry room	72	47	73	73	16	58	41	52	45	78
Wine cellar or wine storage	6	3	8	5	0	2	9	3	2	6
Sauna	5	3	3	6	3	12	2	8	2	5
Conservatory or sunroom	11	23	10	13	5	5	21	16	18	38
Basement	39	6	9	58	2	7	17	60	18	7
Garage	68	51	73	66	37	30	65	62	42	80
None of the above	1	4	3	2	23	7	2	2	3	3

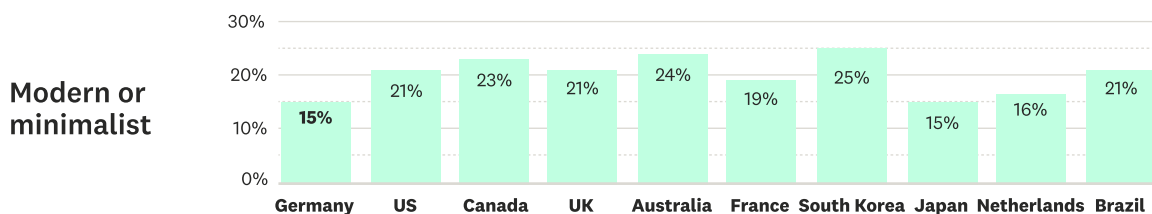
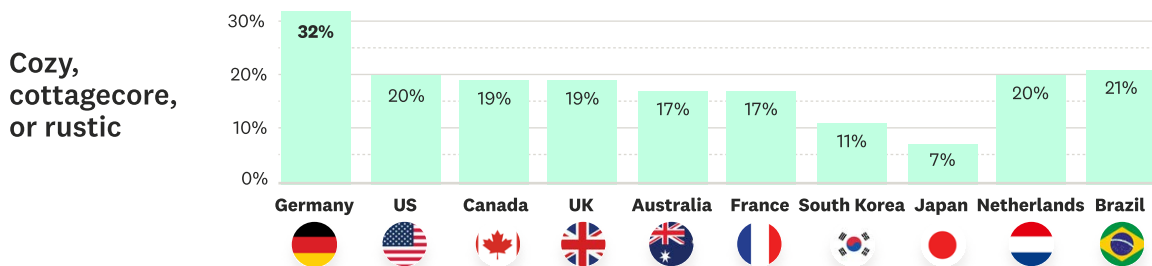
Decor styles around the world

The study examined homeowners' preferred design aesthetics across countries, revealing both notable similarities and distinct cultural differences. Light and natural design (characterized by warm woods, soft neutrals, and clean lines) emerged as the overall favorite style internationally, ranking among the top two preferences in nearly every country surveyed. It was the leading aesthetic in South Korea (32%), the Netherlands (28%), France (27%), the UK (24%), U.S. (22%), Canada (22%), and Germany (23%).

Germany stands out for its strong preference for cozy, cottagecore-inspired interiors. Nearly one-third of German homeowners (32%) favor a cozy, cottagecore, or rustic aesthetic; the highest rate among all countries surveyed and more than double the share who prefer modern or minimalist design (15%).



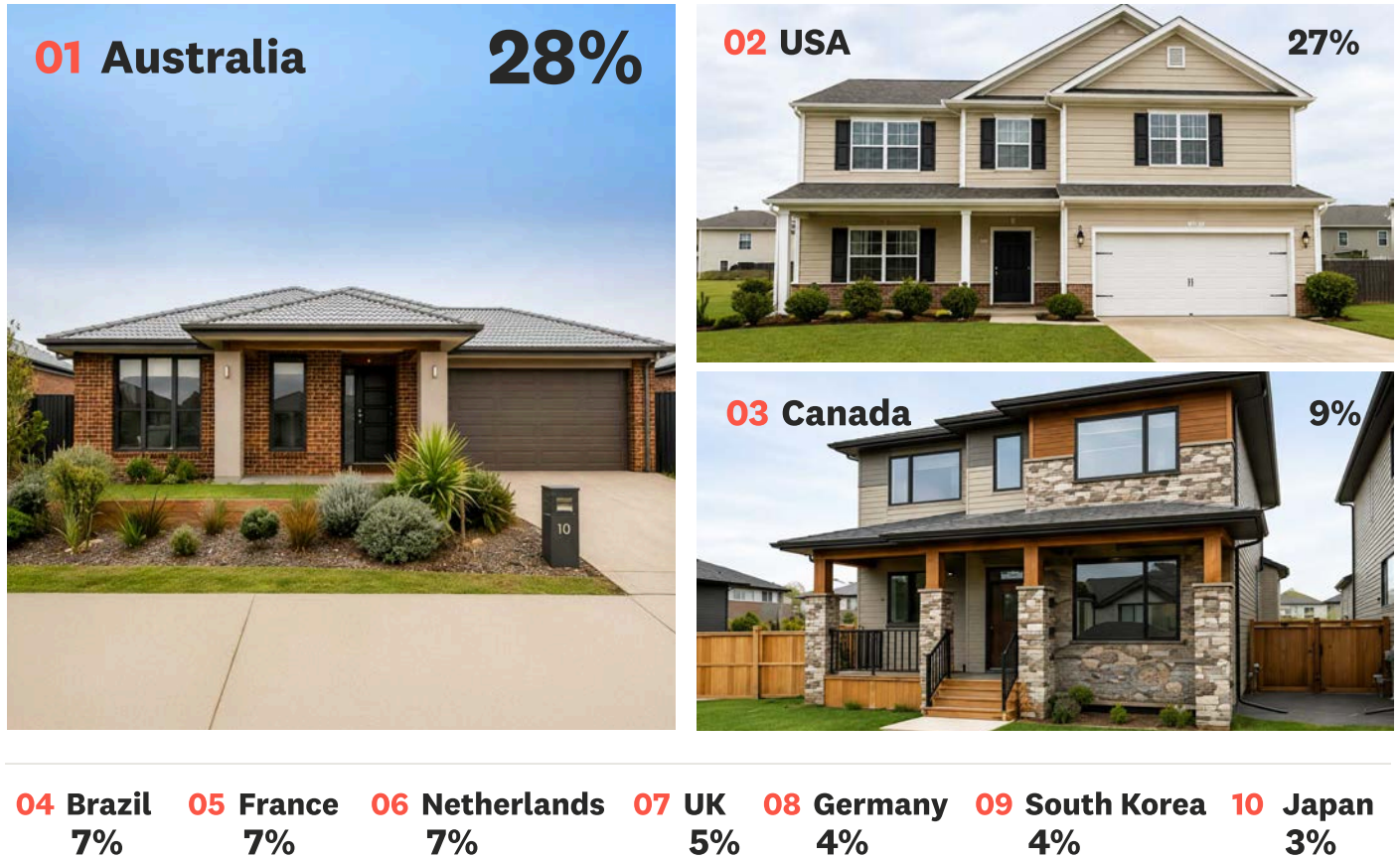
How Germany compares to the world % who prefer each style



Which country has the world's prettiest home? The home beauty contest

We showed thousands of homeowners AI-generated images of “a typical family home” in each of the 10 surveyed countries. We asked them to vote for their favourite. The results showed clear preferences among respondents.

The home beauty contest



Smart, sustainable, and multi-generational: the homes of tomorrow

Smart home adoption

The U.S. and Netherlands report the highest adoption rates for several smart home technologies. The U.S. leads on smart security, with 42% of homeowners using a video doorbell or smart security system, the highest rate across countries. Americans also rank among the highest adopters of smart lighting (28%).

The Netherlands leads on connected home technology geared toward convenience and efficiency, with the highest adoption of smart lighting (43%) across countries. The U.K. stands out for smart speakers and voice assistants, with 46% adoption, the highest in the study.

Eco-friendly living

The Netherlands stands out as the sustainability leader across countries studied. Despite being a densely populated Northern European country, Dutch homeowners lead all countries in residential solar adoption (54%), well ahead of Australia (38%) and Germany (32%). The Netherlands also leads in energy management system adoption (51%) and ranks among the highest for high-efficiency insulation or triple-glazed windows (45%).

The Netherlands leads on sustainable home features

54% of Dutch homes have solar panels nearly double Germany

nearly **4x** the US



Multi-generational living

Multi-generational living is most common in South Korea and Brazil, where adult children aged 18+ are most likely to still live at home (29% and 27%, respectively), followed by the U.S. and Japan (22%). Brazil also leads in housing parents or grandparents (18%). Additionally, Brazil (23%) and South Korea (18%) are the countries most likely to say they expect multi-generational living in the future. By contrast, France (71%) and the Netherlands (69%) are the least likely to plan for extended family living.

Separately, the study also shows how countries adapt their homes to accommodate those in the household.

Americans tend to prioritize accessibility-focused updates (including installing grab bars, handrails, or walk-in showers (25%), adding stairlifts or ramps (14%) and moving to or planning to move to a larger home (19%). 17% built or plan to build an extension or separate structure and 16% added or converted a self-contained living space (in-law suite, granny flat, annex, or studio).

German homeowners, by contrast, are more likely to reconfigure existing spaces, leading in room conversions (26%), bathroom upgrades to reduce sharing (20%), adding separate entrances for privacy (15%), and moving bedrooms to the ground floor (17%).

Part Two: How Each Country Lives

The following pages explore what homeowners in the U.S., UK, France, the Netherlands, Germany, and Canada said about how they live, maintain, and invest in their homes - and what makes each country unlike anywhere else.



United States

The U.S. homeowner: high maintenance, high comfort, high commitment

American homeowners are among the most maintenance-focused across all countries. 72% renovate specifically to maintain their home's condition, joint highest globally alongside Germany. 57% handle most repairs themselves, and 49% take a proactive maintenance approach, placing the U.S. among the most hands-on homeowner countries in the study.

American homes are also shaped by comfort and daily life. 48% say the living room is the heart of the home, while 24% point to the kitchen, reinforcing the importance of shared, everyday spaces. Functionality matters too: 72% say they couldn't live without a utility or laundry room, 69% prioritize outdoor space, and 68% say a garage is essential, among the highest rates across countries. Americans also overwhelmingly describe their homes as “lived-in and comfortable” (60%), while 53% say home is “for living, not impressing others.”

Design preferences point toward simplicity and warmth. Light and natural (22%) and modern/minimalist (21%) rank as the leading home aesthetics in the U.S., suggesting homeowners increasingly favor clean lines, warm materials, and approachable design over formality.

When a home no longer fits, 37% of Americans say they would stay and make do rather than move, the highest pragmatism rate of any country. At the same time, home remains deeply personal: 66% describe home as a personal sanctuary, and 36% renovate to increase resale value, reinforcing the North American mindset toward home as both comfort and investment. Multi-generational living is also more common than many assume: 22% currently live with adult children, while 14% more are planning to live with parents/grandparents in the future.

One surprising finding: in a “home beauty contest,” homeowners across countries were shown AI-generated images of a typical family home from each country. The American home ranked #2 globally, behind only Australia, suggesting broad appeal for the look and feel of the classic U.S. home.

Key statistics

- **72%** renovate to maintain condition - #1 across countries (joint with Germany)
- **72%** say a utility/laundry room is essential
- **66%** see home as a personal sanctuary
- **49%** take a proactive maintenance approach
- **48%** say the living room is the heart of the home
- **37%** hire a tradesperson for repairs and maintenance
- **37%** would stay and make do, which is the highest pragmatism rate of any primary country
- **36%** renovate to increase home value
- **22%** currently live with adult children
- **#2** in the Home Beauty Contest

U.S. generational highlights

- **Gen Z/Millennials:** 36% prefer modern/minimalist interiors vs 11% of Boomers/Silent Generation
- **Gen Z/Millennials:** 39% prefer urban living vs 6% of Boomers/Silent Generation (a 33pp gap, the largest urban/suburban generational divide in the study)
- **Gen Z/Millennials:** 55% use smart security technology vs 19% of Boomers/Silent Generation

6-state breakdown:

This section examines 6 states across the U.S. (California, Florida, Illinois, Indiana, New York, and Texas) selected to represent a broad cross-section of American homeownership across regions, housing countries, climates, and lifestyles.

The findings reveal meaningful differences in how homeowners experience home: where they want to live, how confident they feel maintaining their homes, whether they renovate or stay put, and what spaces matter most in daily life.

How homeownership changes by state
Renovate or stay put? What spaces matter most in daily life?

State	Heart of home	Ideal location	Repair affordability	Renovate or stay put?	What stands out
California	Living room 33% Kitchen 25%	Suburban 40% Urban 32%	48% ★ Highest	Stay & make do 38% Renovate 32%	41% see home as a long-term asset to pass to future generations - far above the U.S. average (26%)
Florida	Living room 51% Kitchen 16%	Suburban 55% ★ Highest	35%	Stay & make do 41% Renovate 29%	56% see home as a financial investment and Floridians lead on climate-driven maintenance
Illinois	Living room 52% Kitchen 29%	Suburban 40%	39%	Stay & make do 35% Renovate 35% Perfect Split	76% describe home as “lived-in and comfortable” - one of the strongest comfort signals in the study
Indiana	Living room 54% Kitchen 28%	Rural 37% ★ Highest	28% Lowest	Stay & make do 46% Renovate 33% ★ Highest Stay	Homeownership is shaped by practicality - homeowners are most likely to adapt rather than move
New-York	Living room 42% Kitchen 33%	Suburban 33% Urban 32%	41%	Renovate 42% 2nd Highest Stay	The clearest split identity: nearly equal urban and suburban preferences
Texas	Living room 55% ★ Highest Kitchen 14%	Suburban 38%	40%	Renovate 43% ★ Highest Reno	Texans are the most renovation-minded homeowners and prioritize gathering spaces

California. Home as a long-term investment

California homeowners are more likely than the national average to view homeownership through a long-term lens. 41% describe home as a long-term asset to pass on to future generations, significantly above the U.S. average (26%) - one of the strongest legacy-minded signals across states. That mindset may help explain why Californians also report the highest repair affordability (48%) in the study. At the same time, California reflects a dual housing identity, with 40% preferring suburban living and 32% city living, while 25% identify the kitchen as the heart of the home, reinforcing a home environment centered around gathering and daily life.

Illinois. Traditional, comfortable, and family-oriented

Illinois homeowners stand out for leaning into traditional home life. 63% have a basement (+24pp vs U.S.), making Illinois the “basement capital” of the study, while 76% describe their homes as “lived-in and comfortable” (+16pp) - one of the strongest comfort signals across states. Illinois also over-indexes on cozy/cottagecore design preferences (34%), while 29% identify the kitchen as the heart of the home, among the highest rates surveyed.

New York. Urban living meets everyday rituals

New York homeowners reveal one of the clearest split housing identities in the study, with residents nearly evenly divided between urban (32%) and suburban (33%) living preferences. At the same time, New Yorkers stand out for everyday home rituals: 65% bring wine to housewarmings (+14pp vs U.S.), 50% take shoes off at the door (+13pp), and 39% renovate for family needs (+12pp) - pointing to homeowners who are balancing space, hosting, and evolving family dynamics.

Florida. Climate, comfort, and investment-minded homeownership

Florida homeowners stand out for how closely home reflects lifestyle and environment. 56% view home as a financial investment, well above the U.S. average (42%), while 54% treated their home for pests in the past year (+14pp vs U.S.) and 32% prepared for hurricane or heavy rain season (+20pp) - among the clearest signs of climate-driven home maintenance in the study. At the same time, 55% prefer suburban living, the highest of any state surveyed, while the living room (51%) overwhelmingly serves as the heart of the home.

Indiana. Practicality and everyday home life

Indiana homeowners reflect a practical approach to homeownership. 46% say they would stay and make do if their home no longer met their needs - the highest rate of any state surveyed - while just 28% say they can comfortably afford repairs, the lowest across states. Indiana also stands out for prioritizing space and routine: 37% prefer rural living, the highest in the study, 79% have a garage (+11pp vs U.S.), and 76% maintained their yard or outdoor space in the past year (+14pp).

Texas. Renovation-minded and built for gathering

Texas homeowners are the most likely to invest in changing their homes rather than adapting around them. 43% say they would renovate if their home no longer met their needs - the highest rate across states surveyed - while 55% identify the living room as the heart of the home, the highest of any state. Texans also stand out for how homes are designed around hosting and practicality: 38% have a designated guest bathroom (+19pp vs U.S.), 30% keep their home “always guest-ready” (+9pp), and 30% prefer modern/minimalist design (+11pp).

The United Kingdom

4 in 10 Brits would rather pack up and move than renovate, compared to just 8% of Germans

A nation known for its love of gardens, in large part thanks to its temperate climate, 78% of Brits consider outdoor spaces essential (2nd highest across countries, after Germany), 72% tended to their garden in the past year, and 23% say they could not live without a conservatory or sunroom.

The U.K. is lagging drastically behind its close neighbour The Netherlands on solar-panel adoption (12% vs 54% respectively) and on heat pump or energy-efficient heating/cooling system adoption (8%), compared to higher rates in neighbouring France (23%) and North America (37% U.S. and 29% Canada).

British homeowners share the strain of keeping up with what others think of their homes with the U.S. (14% of Brits feel this stress, alongside 15% of Americans).

The U.K. portrait is one of emotional attachment with limits, with 66% saying they feel their home is a sanctuary and 63% would absolutely buy their home again (same as the U.S.), but 41% would prefer to move than stay and renovate - a stark contrast to Germany at 8%.

Key statistics

- **Mixed feelings about renovation**
 - **78%** can comfortably afford all or most necessary repairs
 - **70%** renovate for comfort and enjoyment - higher than France
 - **66%** see home as a personal sanctuary
 - **63%** would absolutely buy their home again - same as US
 - **59%** handle most repairs themselves
 - **41%** would move rather than renovate (compared to 8% of Germans)
- **Feeling the strain of homeownership**
 - **48%** stressed by unexpected or emergency repairs
 - **14%** feel stressed by what their home looks and what others think of it (more than any other European countries surveyed)
- **Keen gardeners**
 - **78%** consider outdoor space essential
 - **72%** maintained their garden in the past year
 - **23%** say they could not live without a conservatory or sunroom (2nd only to Brazil)

France

The French are DIY champions - and dining together is central to home life

France tells a consistent story: home is a place of comfort, craftsmanship, and food, not a financial vehicle. 67% of French homeowners renovate for enjoyment and comfort. 65% handle repairs themselves, alongside with the lowest score on comfortably affording repairs. 66% would absolutely buy their home again, with only 10% saying no.

Unsurprisingly from a nation famed for its cuisine and dining culture, the formal dining room remains central (55% consider one essential, 25% say it's the heart of the home, (the highest of any country surveyed). This comes with strong ideas about at-home dining etiquette too - eating in living rooms or bedrooms is tolerated the least in France at 41%, and 40% enforce no-phones rule at dinner (#1 across countries).

76% of French homeowners have a 'don't leave lights on' rule, in close 2nd place to Brazil, reflecting deeply ingrained energy consciousness. 46% said sustainability was a primary motivator for renovation and the nation has the highest adoption of heat pump or energy-efficient heating/cooling systems amongst European countries surveyed, at 23%.

Key statistics

- **DIY Dominance**
 - **65%** handle repairs themselves #1 in Europe
 - **67%** renovate for enjoyment and comfort
 - **66%** would absolutely buy their home again
 - **54%** stressed by unexpected or emergency repairs
 - **20%** can comfortably afford all repairs - lowest in study
- **Dining culture central**
 - **55%** consider a formal dining room essential
 - **40%** enforce no-phones rule at dinner #1 across markets
 - **41%** do not tolerate eating in living rooms or bedrooms
 - **25%** say the dining room is the heart of the home #1 across markets, ~5x the UK/US rate
- **Energy consciousness**
 - **76%** have a 'don't leave lights on' rule #2 after Brazil
 - **46%** renovate to be more sustainable
 - **23%** have heat pump or energy-efficient heating/cooling systems - (highest amongst European countries surveyed)

France generational highlights

- **Gen Z/Millennials:** only 13% can comfortably afford repairs - the lowest percent for an generation of any market
- **Shoes-off culture:** 66% of Gen Z/Millennials take shoes off at the door vs 33% of Boomers/Silent generation

The Netherlands

The most relaxed homeowners? They live in the Netherlands

The Netherlands is the standout market of this study. On sustainability, affordability, smart home adoption, and homeowner wellbeing, the Dutch lead or come close to leading on almost every positive measure. 54% solar adoption, 51% smart thermostats, 43% smart lighting, 55% sustainability renovation motivation.

47% can comfortably afford all necessary repairs #1 across markets. 25% report no homeownership stress at all, the lowest worry rate in the study and are the most likely to say "home is for living, not impressing others" (59%).

Open-plan living is prized (66% couldn't live without it, #1 across markets). Plants are the go-to house warming gift (59%). 45% of Dutch homeowners made no financial trade-offs to buy their home, the highest rate anywhere.

Key statistics

- **Leaders in smart and sustainable homes**
 - **55%** renovate to be more sustainable #1 across markets
 - **54%** have solar panels #1 across markets
 - **51%** use a smart thermostat #1 across markets
 - **43%** use smart lighting
- **Relaxed about homeownership**
 - **59%** say "home is for living, not impressing others" #1 across markets
 - **47%** can comfortably afford all repairs #1 across markets
 - **45%** made no financial trade-offs to buy their home #1 across markets
 - **25%** report no homeownership stress - lowest across markets
- **Light and space is coveted**
 - **72%** consider outdoor space essential
 - **66%** couldn't live without open-plan living #1 across markets

Netherlands generational highlights

- **Gen Z:** 56.5% use smart lighting vs 30.7% Boomers/Silent Gen smart homes are already the default for Dutch youth
- **Gen Z:** 38% can comfortably afford all repairs - still well above equivalent cohorts in UK or France

Germany

For Germans, home is a place of warmth, ritual, honest comfort, and clear boundaries

Germany leads the world on almost every measure of emotional and practical home investment. Home is a sanctuary (73%, #1 across countries), a legacy asset to pass on to future generations (55%, #1 across countries), and somewhere worth fixing rather than leaving (77% renovate, #1 across countries).

German maintenance culture is the most intensive in the study: 83% cleaned all windows inside last year, 74% aired their bedding outdoors, 47% had their chimney swept.

However, Germany's relationship with home runs deeper than maintenance schedules and clean windows. It's a country that follows the old tradition of bringing bread and salt to a housewarming (60%, the highest of any country), prizes a space to host family and friends above all others (38% say this is essential, also highest of any country), and leads the world in wanting a dedicated home office. The preferred aesthetic is cozy and rustic (32%, highest in the study), the outdoor space is non-negotiable (83%), and the home itself is unapologetically lived-in rather than staged for visitors (62%). Together this paints a coherent philosophy. For Germans, home is 73% see home as a personal sanctuary – #1 across countries.

The most committed homeowners

- **73%** see home as a personal sanctuary #1 across markets
- **55%** see their home as a long-term asset to pass on to future generations #1 across markets
- **77%** would renovate rather than move #1 across markets
- **72%** renovate to maintain condition #1 across markets (joint with U.S.)
- **61%** stressed by unexpected repairs - joint

Germans do the most maintenance overall

- **81%** did maintenance in their outdoor space #1 across markets
- **83%** cleaned all windows inside past year #1 across markets
- **74%** deep cleaned the home #1 across markets
- **59%** serviced the heating, cooling, or ventilation system #1 across markets

German homes life values are distinct

- **60%** follow the centuries old tradition of bring bread and salt to a housewarming #1 across markets
- **38%** feel that having a space to host family and friends at home is a top priority #1 across markets
- **32%** love the cottage core/cozy design aesthetic #1 across markets
- **83%** couldn't live without outdoor space #1 across markets
- **62%** say their home is lived-in and comfortable - not always perfectly tidy, and that's fine #1 across markets
- **53%** consider a dedicated home office essential - keeping work and home life separate is important #1 across markets



Canada

Canadians are more likely to see their home as a financial investment than any other country in the study

Canada sits between the European and American homeownership mindsets and has some of the study's most distinctive cultural findings. 32% of Canadians say the kitchen is the heart of the home, #1 across markets, double France (16%) and triple the Netherlands (9%). 50% see homeownership as a financial investment, the highest of any market. However, Canadian homeowners are among the most committed to their home, with 64% saying they absolutely would buy it again.

Canada's most surprising data point: 69% enforce a shoes-off rule at home, nearly double the U.S. rate of 37%, and on par with Japan.

58% believe a basement is essential, compared to only 6% in the UK and 17% in France and the number one feature Canadian homeowners said they could not live without was a dedicated utility or laundry room (73%). Canada comes last place in solar panel adoption at 5%, despite The Netherlands proving you don't need a sunny climate to benefit from this feature.

Key statistics

- **Financially savvy**
 - **39%** renovate to increase resale value #1 across markets
 - **50%** see homeownership as a financial investment - highest of any primary market
 - **68%** cannot comfortably afford all necessary repairs
 - **59%** handle most repairs themselves
 - **53%** stressed by unexpected or emergency repairs
- **Built different**
 - **32%** say the kitchen is the heart of the home #1 across markets
 - **58%** believe a basement is essential (vs 6% in U.K., 17% in France)
 - **5%** have installed solar panels
- **Keep it clean**
 - **73%** said they could not live without a dedicated utility or laundry room - 2nd place after Brazil
 - **69%** enforce shoes-off rule - nearly double the U.S. rate

Canada generational highlights

- **Canadian Boomers/Silent generation:** 68% describe their home as 'lived-in and comfortable' vs 46% of Gen Z/Millennials largest generational lifestyle gap in the study

About this study

This report is based on an online survey of 4,492 homeowners across 10 countries, fielded between May 1 and May 19, 2026. Respondents were screened to confirm they owned their primary residence. All interviews were conducted online. Quotas on gender and age were used to ensure representative samples in each country.

Sample sizes and margin of error (95% confidence)

- USA: n=1,237 | MOE \pm 2.8% (includes state oversamples: CA, FL, IL, IN, NY, TX)
- UK: n=1,000 | MOE \pm 3.1%
- Canada: n=500 | MOE \pm 4.4%
- France: n=500 | MOE \pm 4.4%
- Germany: n=466 | MOE \pm 4.5%
- Netherlands: n=411 | MOE \pm 4.8%
- Australia: n=100 | MOE \pm 9.8% (directional findings)
- Japan: n=94 | MOE \pm 10.1% (directional - use with caution; smaller sample)
- South Korea: n=84 | MOE \pm 10.7% (directional - use with caution; smaller sample)
- Brazil: n=100 | MOE \pm 9.8% (directional findings)

Note on generational breakdowns

Generational breakdowns in this report use the following groupings:

- Millennials/Gen Z (born 1981-2012) - ages 14-45
- Gen X (born 1965-1980) - ages 46-61
- Baby Boomers/Silent (born 1964 or before) - 62+

Generational subgroup findings are based on robust sample sizes, particularly in the U.S. and U.K., where all generational cohorts exceeded n=250, resulting in margins of error below approximately \pm 6.2%. In other markets, generational sample sizes ranged from n=97+ across cohorts. While subgroup margins of error are naturally larger than country-level figures, the findings provide a strong directional view of generational differences and should be interpreted within the context of sample size.

Note on AI house beauty contest section

The images shown to respondents were AI-generated visualizations based on the average home value in each country. Results reflect reactions to those images and should not be interpreted as rankings of real-world housing aesthetics. Respondents viewed unlabeled AI-generated images of a “typical family home” from each of the 10 countries, meaning they did not know which country they were selecting.

To prevent larger markets from disproportionately influencing the results, the international ranking was calculated using an equal-weighted average across all 10 countries, giving each market equal influence regardless of sample size. This approach was intentionally used to avoid larger samples, such as the U.S. and UK, skewing the overall outcome.

Media contact

For media enquiries, data requests, or custom country pulls, please contact:
pr@angi.com