



Rated People
HOME IMPROVEMENT
TRENDS REPORT 2022



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METHODOLOGY

Rated People undertook the following quantitative and qualitative research and proprietary data analysis to produce this report:

1. Analysis of 867,000 home improvement jobs posted on Rated People throughout 2019, 2020 and 2021 – a representative sample of home improvement jobs uninfluenced by any paid marketing activity.
2. A nationwide survey to 2,000 UK-based homeowners and residents.
3. A nationwide survey to 626 UK-based tradespeople.
4. Interior design trend analysis on TikTok and Instagram, comparing the popularity of hundreds of trends.
5. Google search volume analysis (from 1st Dec 2020 to 1st Dec 2021) for different types of tradespeople across the country.
6. Analysis of official **government data** on the cost of construction and building materials.
7. Analysis of Rightmove's data on the value-adding potential of extensions for over 100 UK towns and cities.

Note: references to years 2019, 2020 and 2021 in this report cover the 1st January – 1st December time period, for their respective years. References to 'women' are inclusive and refer to all who identify as women.



MESSAGE FROM THE CEO, ADRIENNE MINSTER

Another year has flown by. I can't quite believe we're now onto our 3rd edition of the Rated People Home Improvement Trends Report!

From the start, we've aimed to unearth the most interesting insights about home improvements in the UK and to share the latest in renovation and design with you. Over time, we've found ourselves wanting to dig even deeper into what's influencing the decisions we make about our homes and to understand where the opportunities are for trades businesses to help them grow. To get to the most valuable insights, we've

surveyed and spoken with homeowners and tradespeople across the UK, analysed our home improvement jobs data from the past 3 years and topped it all off with extra research like Google search volume trends.

2021 was another big year for home improvements and renovations. Our report finds that work was up by **32%** on the year before, and **nearly 2 in 3** tradespeople say that 2021 was the busiest year they've EVER had. The past two years have been a significant boom time for the industry, with homeowners looking to create homes that do more than ever before to support both our work and social lives. This has provided the opportunity for skilled tradespeople to meet this surge of demand, with many now looking at how to scale their businesses. We've also seen the impact of that high demand creating other challenges like labour and material shortages. Projects have been delayed or cancelled and prices have risen. It hasn't always been easy to complete home improvements, but tradespeople and homeowners have persevered.

Although we explore the lasting effects of these challenges, 2022 is set to be another exciting year. Homeowners have big plans! In this year's report, you can discover what improvements they want to make and what they'll spend the most money on. Home improvement and décor trends on Instagram and TikTok are influencing our improvement

choices more now than ever before, with **6 in 10** homeowners planning a project from one of the top 20 trends, adding value to their homes in the process. Want to know by how much? We'll tell you!

Our desire to be more eco-friendly is only getting stronger too. Jump into the report to discover ways to minimise your home's impact on the planet and find out how tradespeople are going greener.

Of course, to meet the ever-increasing demand, we need more tradespeople. With **14 of the 15** top trades recruiting significantly less women than men*, getting more women into trades services can play a huge role in helping to address the industry's workforce shortage. Now feels like a real moment for change. Our report finds that homeowners want to work with tradeswomen and that **32%** of women now say they would consider a career in the industry. In this year's report, we feature one of our tradeswomen and we unpack some of the challenges and opportunities in the sector.

We've long valued individuality, diversity and inclusion at Rated People. Empowering more women and people across the gender spectrum to build successful careers in trades services is a priority for us. There's still a lot to be done, but it's a challenge we're embracing, together with the help of our partners and the wonderful role models

who've shared their real-life experiences with us in these pages. As part of this commitment, we are proud to launch the **Rated People Empowering Tradeswomen Programme**. Flip through our report to learn more. No matter your background or career, we invite you to stand with us as we help strive towards a more diverse, equitable and inclusive workforce.

Whether you're keen to share your own home transformations, you want to give us a glimpse of your best trades work, or you have something you'd like us to look into in our next report, we'd love to hear from you at yourfeedback@ratedpeople.com.

I look forward to seeing what 2022 has to bring for home improvements and trades businesses. I hope this report sparks some inspiration for another year of brilliant projects.

Adrienne

Adrienne Minster, CEO Rated People

*Based off Careersmart data →

2022 HOME IMPROVEMENT TRENDS

While Covid put a halt to many plans in 2021, home improvements carried on regardless. Demand for improvements had already surpassed previous years in 2020, and in 2021, it absolutely skyrocketed.

So, what will 2022 hold? Whether you're a homeowner planning improvements, or a tradesperson planning business growth, here are four key home improvement trends for 2022.

DEMAND THROUGH THE ROOF

Home improvement jobs posted on Rated People went up by **12%** in 2020, quite an increase considering that the country was in lockdown for several months of it. But that was just the beginning, demand for tradespeople went up by a further **32%** in 2021 and **45%** of homeowners say they struggled to find available tradespeople to take on a job. So, will this trajectory continue? The short answer is 'yes'. Homeowners' desire for extra space that's multifunctional, mixed with the slim pickings on the property market, mean a lot of people are looking to improve rather than move in 2022.

86% of UK tradespeople say they expect to be very busy this year, so demand is set to increase even further. But as with all booms,

accelerating demand means rising prices, and **91%** of tradespeople expect their costs (for things like their workforce and materials) will increase in 2022.

More than half of UK tradespeople think Covid will still be the biggest challenge for them, so on top of increasing demand, they'll need to continue to navigate the impact the pandemic has on their workforce, materials and delivery times. But, with many planning to invest in tools, vehicles, staff and marketing, while also looking to expand their service offering and coverage areas, the boom will bring opportunity and growth across the industry.

THE RACE FOR MULTIFUNCTIONAL SPACE

The pandemic is still an undeniable influence on the type of home improvements we're making - homeowners want more space, better areas for socialising at home and multifunctional rooms, so 2022 will see even more people redesigning their homes to fit new ways of living.

When it comes to inspiration, social media has long been the go-to place to find the latest trends and expert tips - Pinterest continues to be popular, but right now it's all about TikTok and Instagram, with a massive **60%** of homeowners planning on doing at least one of TikTok and Instagram's top home improvement trends in 2022.

And what are the biggest décor trends of the year? 2022 is the time to go bold or go back to nature. Natural materials, light and neutral tones, and nature-inspired designs are massively popular, but plenty of people are also choosing boldness over subtlety, with mixed patterns, vibrant saturated colours and colour blocking paint techniques all being key décor trends in 2022.

MORE WOMEN IN HARD HATS

Change is on the horizon for women in the trades industry. On average, women still earn just **72%** of what men do in trade jobs and nearly half feel they aren't taken seriously because of their gender. But there's a movement stirring to redress the imbalance in the industry, and it starts with shouting from the rooftops that it's 2022 and it's about time to make it easier for women to get into the trades industry.

Less than **1%** of carpenters in the UK are women. Just **1.7%** of electricians are women, and less than **4%** of builders in the UK are women. This needs to change.

And, hopefully, 2022 is just the start. Thankfully, only **17%** of homeowners think a tradesman would do a better job than a tradeswoman, and **29%** of women say they would prefer to hire a tradeswoman to do a job in their home, so there are big opportunities for women in the trades industry. The good news is that the number of admissions of women in trades courses is already up by **27%**.

At Rated People, we want to empower more women to have successful trade careers and we've launched a programme to give them a real helping hand, including free exposure on Rated People. See [here](#) for details.

GREEN HOUSES, EVERYWHERE

Demand for eco home improvements is exploding across the board. Roof insulation has gone up by a massive **419%** in just one year. Electric car charging points saw demand increase by **404%** and heat pumps saw demand shoot up by a massive **312%**.

Who knows how much of a debt we owe to the likes of Greta Thunberg, but what used to be seen as fringe efforts are finally becoming mainstream with **45%** of homeowners making their homes more environmentally friendly in 2022 - **43%** also say they would be more likely to choose a tradesperson if they were eco-friendly in their practice and the materials they used (up from 31% in 2020!).

In 2022, **70%** of tradespeople are expanding their offering so they can complete more eco home improvement jobs, and they're changing how they get the work done too, by recycling more, using greener materials and driving electric vehicles.

THE HOME IMPROVEMENT BOOM

HOW WE CHANGED OUR HOMES IN 2021 AND THE IMPACT OF UNPRECEDENTED DEMAND ON TRADESPEOPLE

Following a year of lockdowns and other restrictions in 2020, our desire for home improvement skyrocketed in 2021. **Nearly half (49%)** of UK residents made improvements to their homes, and demand for tradespeople increased by **32%** in 2021.

Building on the high demand in 2020, homeowners' interest in home improvement has seen exceptional growth in just two years, with demand rising by a massive **50%** since 2020.

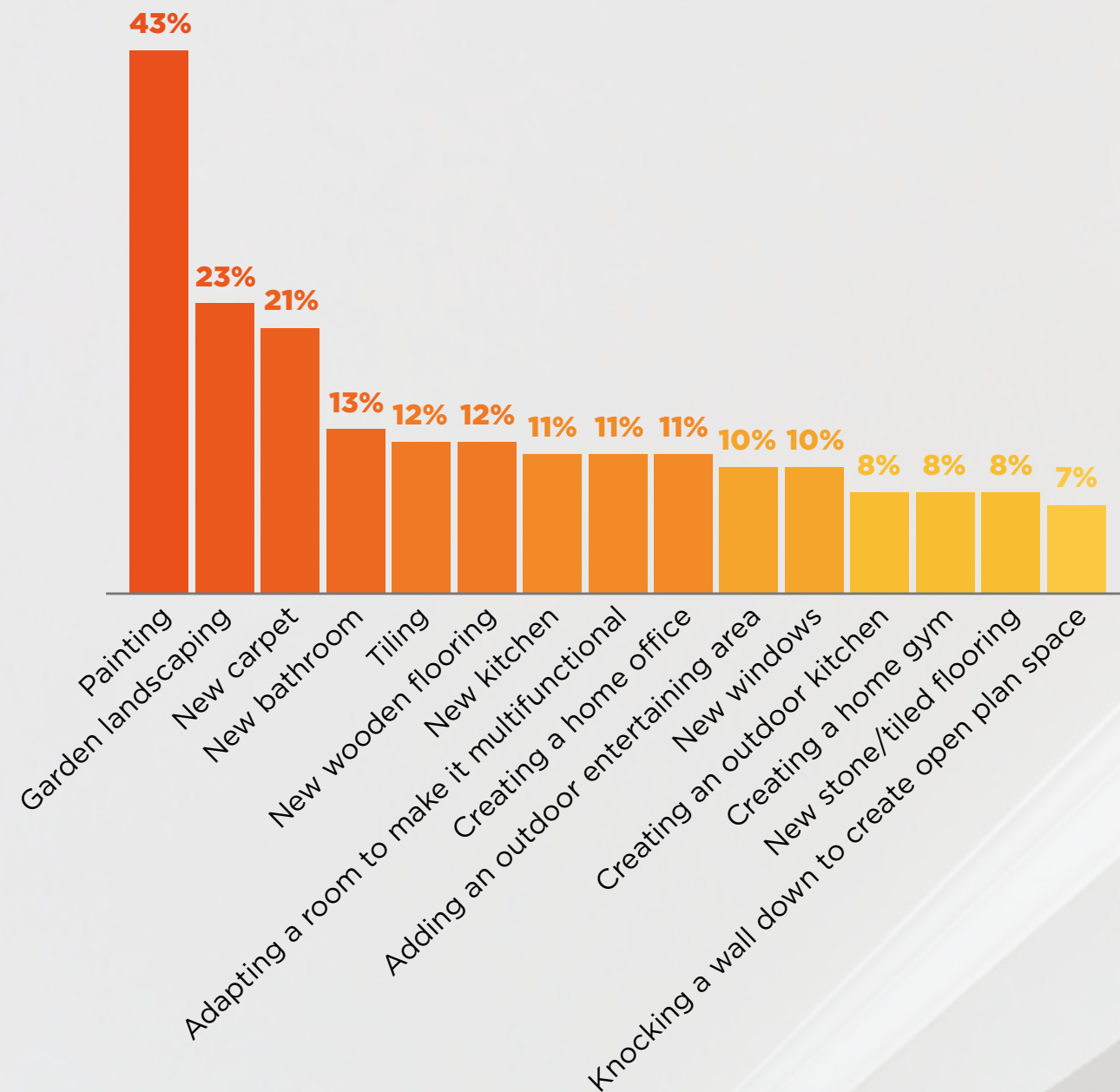
The volume of work completed in 2021 is a testament to how well tradespeople and homeowners worked together, because in a Covid and post-Brexit landscape, challenges with material supply issues, cost increases and labour shortages affected home improvement work across the UK.



THE PANDEMIC INFLUENCED THE HOME IMPROVEMENT JOBS WE CARRIED OUT IN 2021

As a quick and easy way to refresh a space, painting and decorating was the most popular job overall. But jobs like adapting rooms to make them multifunctional, creating a home office or making a home gym were also popular in 2021, reflecting the ongoing need to optimise our homes for new ways of living.

THE MOST POPULAR HOME IMPROVEMENT JOBS IN 2021



Based on the percentage of respondents who completed each job in 2021

THE PANDEMIC IS RESHAPING OUR HOMES

Spending so much time at home in lockdowns was the top reason for people updating their homes in 2021. **1 in 5** homeowners were inspired to redecorate with the latest trends, **15%** wanted to make their space better for home-working and **13%** took on a full renovation project to create the house of their dreams.

TOP REASONS WHY HOMEOWNERS IMPROVED THEIR HOMES IN 2021



Based on the percentage of respondents who did work to their home in 2021 because of the reasons above

HOMEOWNERS INVESTED IN WAYS TO MAXIMISE SPACE

Adaptions to add space and create better areas for socialising dominate the top improvements that homeowners spent the most money on in 2021. Extensions, annexes and conservatories are the top three jobs, and home bars and gyms were more of a priority than always-popular staples like new kitchens and windows.

THE TOP 15 JOBS HOMEOWNERS SPENT THE MOST MONEY ON IN 2021

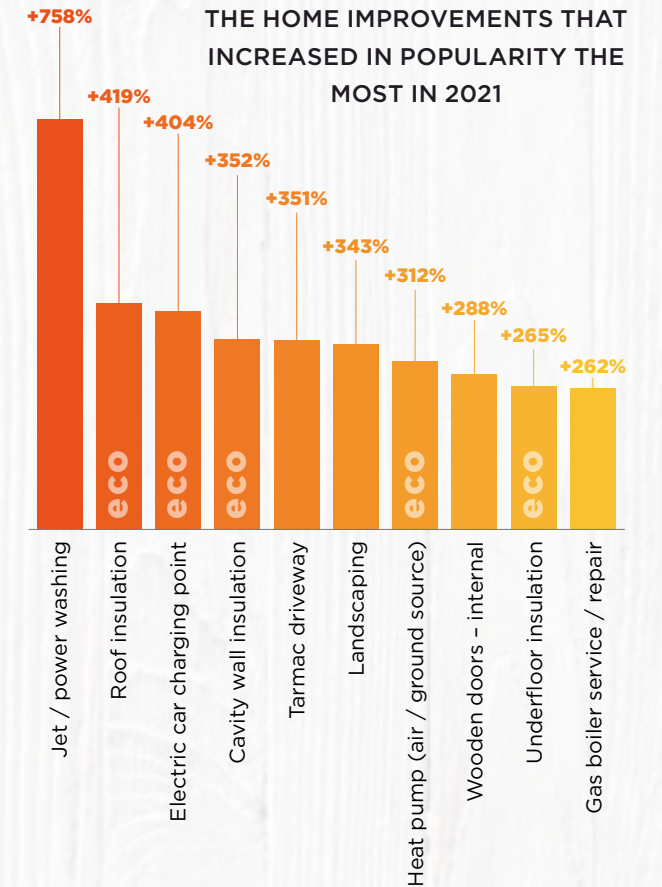


Based on the average spend of respondents who completed each job in 2021

DEMAND FOR ECO HOME IMPROVEMENTS WENT THROUGH THE ROOF

Homeowners' interest in roof insulation went up by almost **420%** in 2021. Demand for electric car charging points increased by over **400%** and heat pumps shot up by a massive **312%**.

In fact, half of the top 10 jobs that increased in popularity the most in 2021 are eco home improvements, so while extending space and increasing functionality is a continuing focus for UK homeowners, they're also becoming more eco-conscious, and are making changes to reduce their home's impact on the environment.



Based on percentage change in the volume of home improvement jobs posted to Rated People between 2020 and 2021

HOMEOWNERS STRUGGLED TO FIND AVAILABLE TRADESPEOPLE IN 2021

The boom in demand for home improvements, coupled with Covid challenges, and supply issues as a result of the pandemic and Brexit, meant many homeowners faced delays, price rises and difficulties in securing available tradespeople in 2021.

THE MAIN HOME IMPROVEMENT CHALLENGES EXPERIENCED BY HOMEOWNERS IN 2021

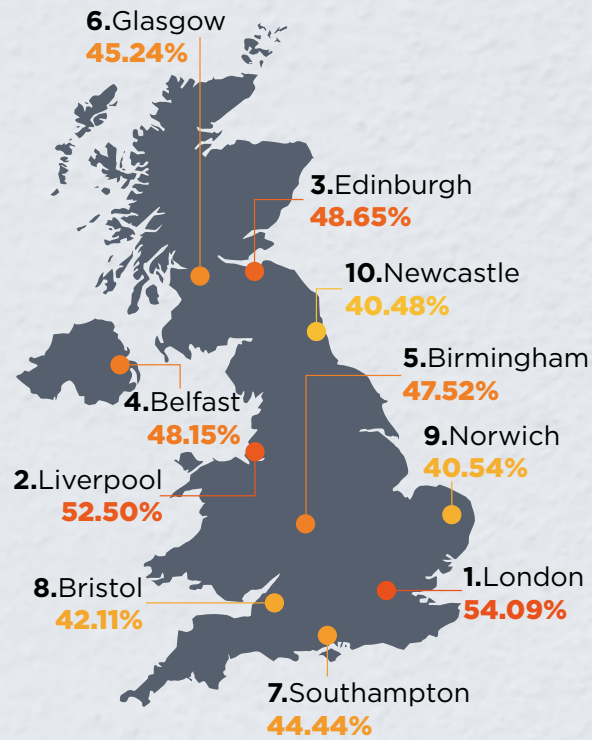


Based on the percentage of respondents who did home improvement work in 2021 who experienced each of the challenges

HOMEOWNERS IN LONDON AND LIVERPOOL STRUGGLED THE MOST TO FIND AVAILABLE TRADESPEOPLE

More than half of homeowners in London and Liverpool found it difficult to secure a tradesperson with availability, and in every other city in the top 10, **more than 4 in 10** homeowners found it hard to source available tradespeople in 2021.

THE PLACES WHERE HOMEOWNERS STRUGGLED THE MOST TO FIND AVAILABLE TRADESPEOPLE



Based on the percentage of respondents who said they struggled to get a tradesperson with availability in 2021

THE EFFECTS OF INCREASING DEMAND, MATERIALS SHORTAGES, DELAYS AND PRICE RISES IN 2021

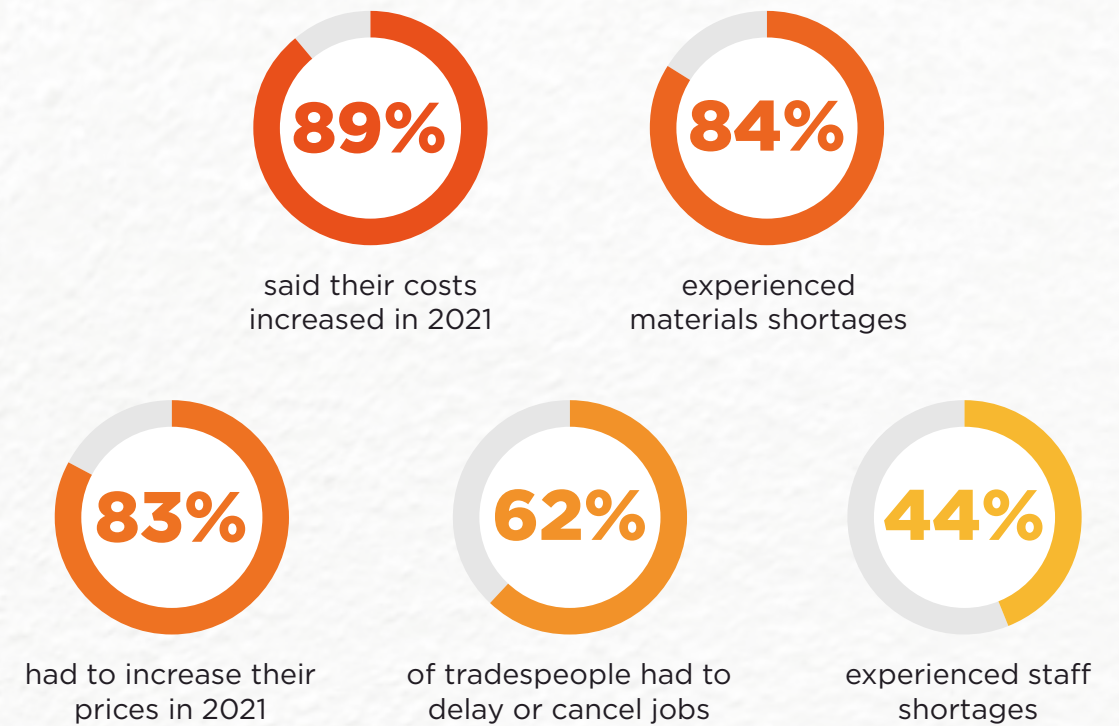
Nearly 4 in 5 tradespeople (77%) experienced **increased consumer demand** in 2021 and almost two thirds (62%) said it was **the busiest year they've ever had**.

The high demand meant 2021 was full of opportunity for growing and running a trade business, but it wasn't all smooth-sailing. Tradespeople across the UK also had to navigate a series of challenges.

A SHORTAGE OF MATERIALS WAS THE TOP REASON FOR DELAYS AND CANCELLATIONS

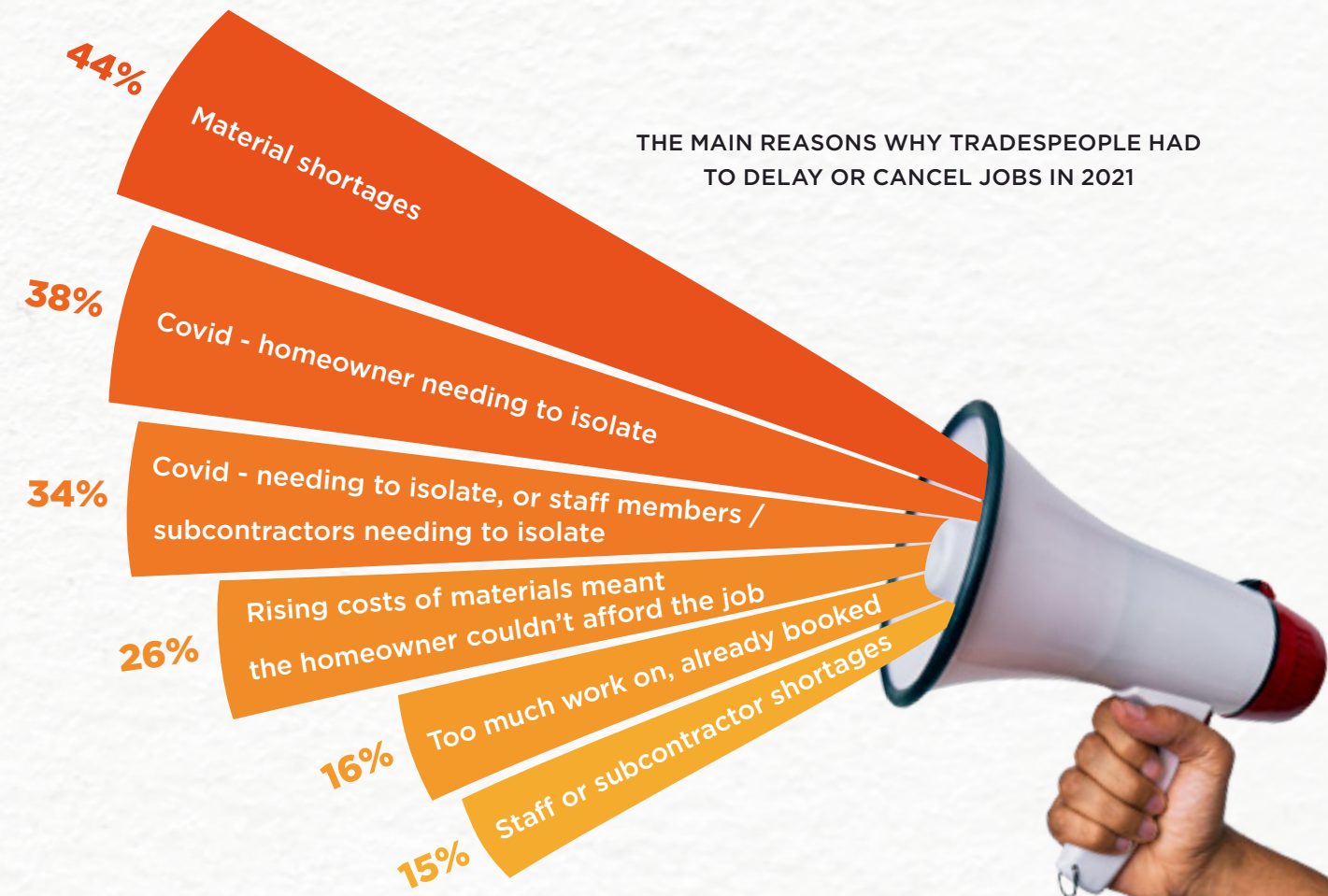
Unsurprisingly, Covid was a major cause of disruption, but the main reason for cancellations and delays in 2021 was actually materials shortages, with **44%** of tradespeople saying they had to delay or cancel work because of supply issues.

THE MAIN CHALLENGES FACED BY TRADESPEOPLE IN 2021



Based on the percentage of respondents who experienced each challenge

THE MAIN REASONS WHY TRADESPEOPLE HAD TO DELAY OR CANCEL JOBS IN 2021

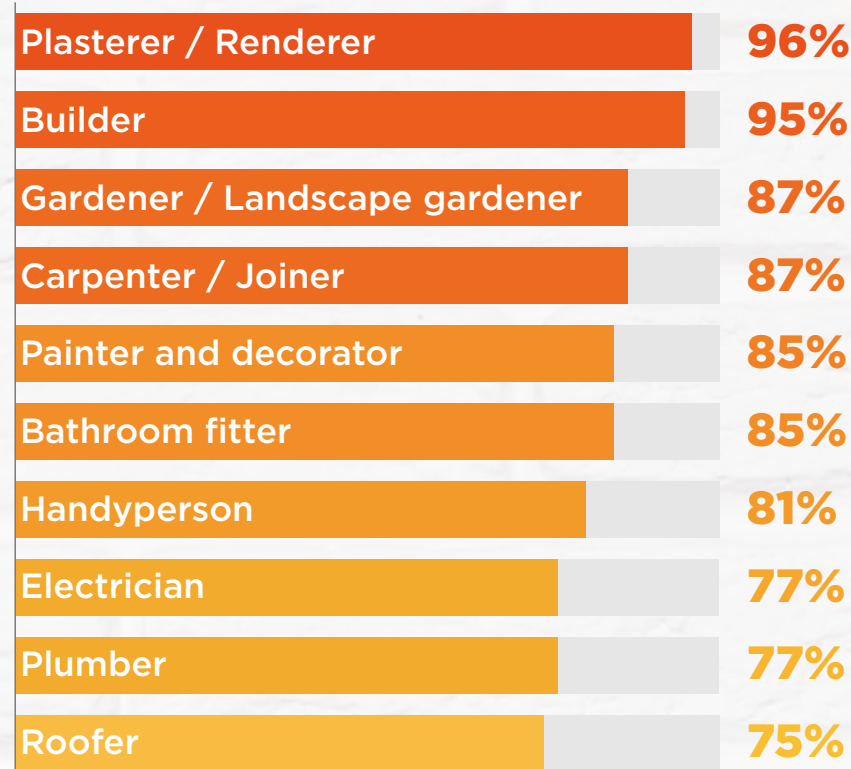


Based on the percentage of respondents who said each reason meant they had to delay or cancel jobs

PLASTERERS WERE MOST AFFECTED BY MATERIALS SHORTAGES IN 2021

Supply issues were felt across the industry. Plasterers/renderers were the most affected, followed closely by builders, but nearly all trades experienced shortages. Between **75%** and **96%** of the top 10 most-affected trades found it difficult to get the materials they needed.

THE TRADES MOST AFFECTED BY MATERIALS SHORTAGES IN 2021



Based on percentage of respondents that said they were affected by materials shortages in 2021

STEEL AND WOOD SAW THE BIGGEST PRICE HIKES

In 2021, the price of structural steel shot up by **66%** and 6 of the top 10 materials that saw the largest cost increases were wood and steel products.

THE CONSTRUCTION MATERIALS THAT INCREASED IN PRICE THE MOST IN 2021



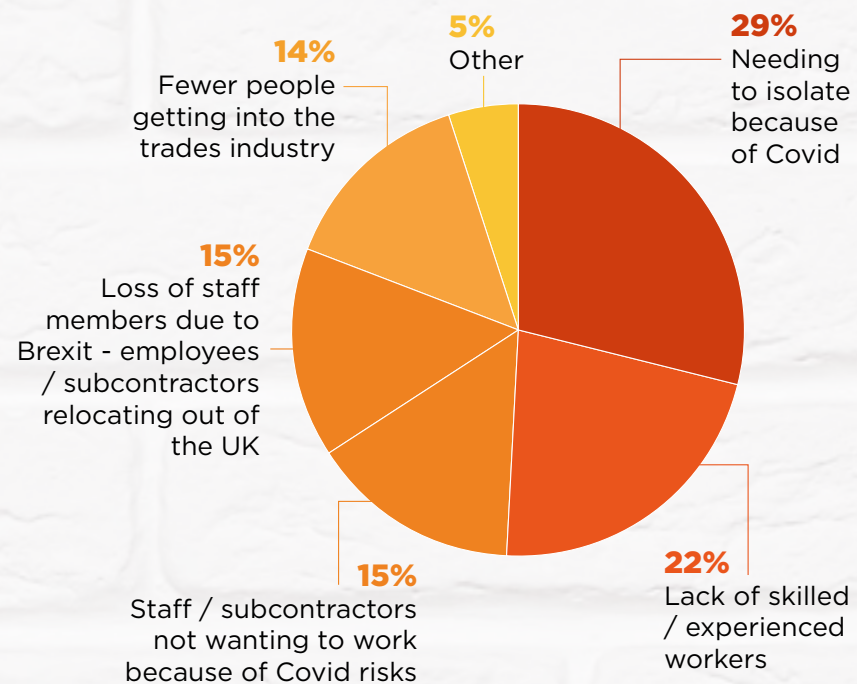
YoY price increase - Nov '21 vs Nov '20.

Sourced from <https://www.gov.uk/government/statistics/building-materials-and-components-statistics-december-2021>

COVID ISOLATION GUIDANCE WORSENEED WORKFORCE SHORTAGES IN 2021

Staff issues were experienced by many trades businesses in 2021, with the main causes being Covid isolation and a lack of skilled workers.

THE MAIN REASONS BEHIND WORKFORCE / CONTRACTOR SHORTAGES IN 2021



Based on the percentage of respondents who said each reason contributed to their workforce issues

THE TOP TRADES THAT INCREASED PRICES IN 2021

1	Roofer	93%
2	Plasterer / Renderer	93%
3	Carpenter / Joiner	91%
4	Builder	89%
5	Gardener / Landscape gardener	83%
6	Painter and decorator	82%
7	Tiler	82%
8	Plumber	81%
9	Handyperson	81%
10	Bathroom fitter	77%

Based on percentage of respondents that said they increased prices in 2021

THE INCREASING COST OF HOME IMPROVEMENTS

89% of tradespeople say their costs increased in 2021, and as a result, the price of home improvements also rose. On average, tradespeople increased their prices by **15%**.

Nearly 4 in 5 tradespeople (78%) increased their prices by less than **20%** and only **3%** of tradespeople put their prices up by **50%** or more, however prices didn't rise equally across trades. Roofers, plasterers and carpenters were the top 3 trades that increased their prices in 2021.

RATED PEOPLE TRADESPEOPLE ON THE CHALLENGES THEY FACED IN 2021

From cost increases to workforce shortages, these are some of the challenges faced by Rated People tradespeople in 2021.

Charlotte McKay from **Reoc Electrical** who offer electrical installations in London and the South East.

“ Our costs have increased by 10% or 15% since the beginning of the pandemic. We haven't passed those costs onto our customers yet, but unfortunately, we'll have to soon so we can stay profitable.

Work completely stopped coming in during the first lockdown and lots of jobs were cancelled because clients were worried about a tradesperson going into their house, or because they were ill. ”

Joe Lockhart from **Lockhart Roofing and Brickwork Services** who cover the Portsmouth and surrounding areas.

“ A few of my team had Covid, but fortunately I haven't yet, so I've worked all the way through the pandemic. The biggest challenge was getting materials - when it was click and collect only, we were buying 1 tonne bags of sand at a time, and because of the materials shortages, we just tried to keep as much stock in as possible. My back garden is still like a roofer's yard, in case it happens again.

As the materials got harder to find, they also got more expensive, and we had to put our prices up. I just did a re-roof with tiles that I'm charging £1.30 for - they used to be 45p. And that's whilst trying to stay competitive on a quote to win the work. ”

Watch our roof rescue video with Joe [here](#).

Emma Ohanyan from **Relm Interiors**, a renovation company based in Wimbledon.

“ The cost of basic materials has gone sky high, and that affects the final quote we're able to provide the customer. Some of the product prices have increased by 40%, and we pay out considerably more than we used to for labour costs too - so it's become much harder to get business from people when it comes to quoting. ”

John from **Total Heat & Bathrooms** in Manchester.

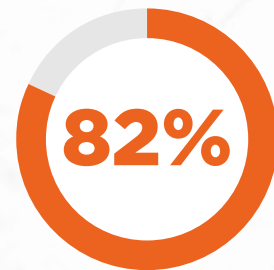
“ We experienced a big increase in demand for bathroom refits in 2021. It seemed like people just had more expendable cash because they couldn't go on holiday, or spend it on anything else. People couldn't even go out shopping so if they'd been putting off getting a new bathroom for a few years, suddenly it was time to get it. ”

86% OF TRADESPEOPLE EXPECT TO BE VERY BUSY IN 2022

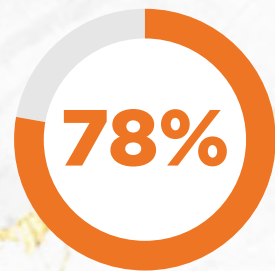
Overall, tradespeople are expecting the home improvement boom to continue in 2022 and are gearing up to deal with a number of challenges, including cost increases, staff shortages and material supply issues.



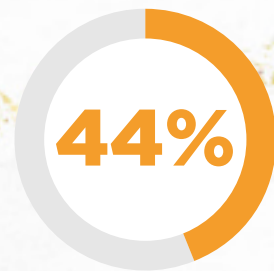
91% expect their costs to increase



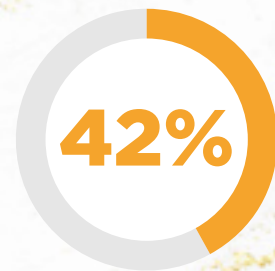
82% will need to increase their prices



78% expect to have materials supply issues



44% expect they'll have to delay or cancel jobs



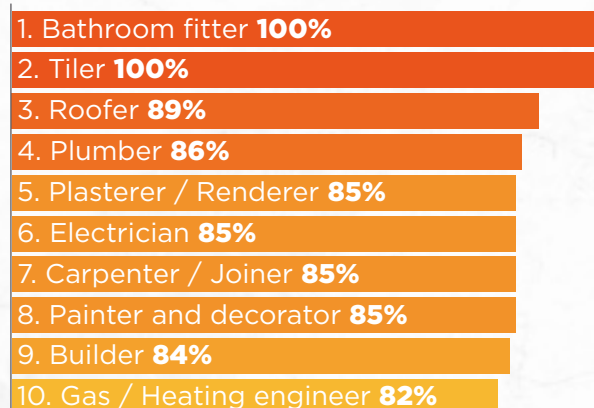
42% expect to have staff shortages

Based on the percentage of respondents who experienced each challenge

GET IN THERE EARLY IF YOU NEED A BATHROOM FITTER OR TILER IN 2022

Most tradespeople think they'll be very busy in 2022, but this is especially true for bathroom fitters and tilers. **100%** of bathroom fitters and tilers think the home improvement boom won't be slowing down any time soon.

THE MOST IN-DEMAND TRADES IN 2022



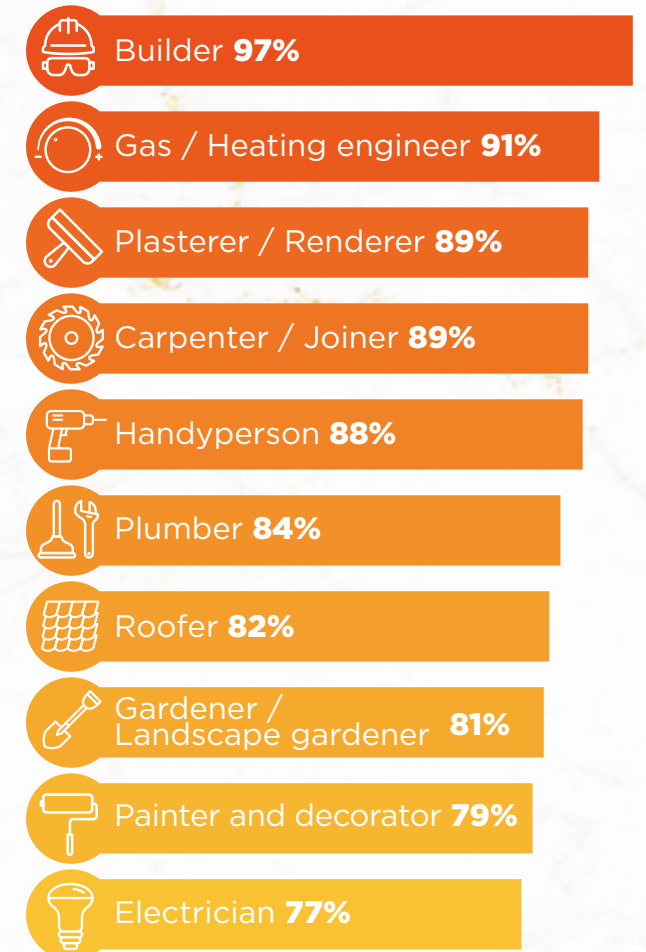
Based on percentage of respondents who said 'I expect to be very busy in 2022'

BUILDERS AND HEATING ENGINEERS ARE THE MOST LIKELY TO INCREASE PRICES IN 2022

Almost all builders (97%) anticipate their prices will need to increase in 2022 and around 90% of gas and heating engineers, plasterers and renderers, and carpenter and joiners expect to put their prices up.

In fact, when looking at the top 10 trades that are most likely to increase their prices, a minimum of 77% are looking to send higher quotes for jobs in 2022.

THE TRADES THAT ARE MOST LIKELY TO INCREASE THEIR PRICES IN 2022



Based on the percentage of respondents that said they will put their prices up in 2022

THE RISING COST OF RENOVATIONS

Bathroom renovations are set to increase in price the most, with a price jump of 22% compared to 2021, up 40% on pre-pandemic costs.

THE RISING COST OF RENOVATION JOBS IN 2022

	Average cost in 2020	Average cost in 2021	Average expected cost in 2022	Price increase from 2021 to 2022	Price increase from 2020 to 2022
Bathroom renovation	£4,078	£4,698	£5,726	+22%	+40%
Loft conversion	£27,835	£31,060	£34,899	+12%	+25%
Kitchen renovation	£5,813	£6,625	£7,256	+10%	+25%
Extension	£30,930	£34,851	£37,893	+9%	+23%

Based on average costs provided by respondents who work on each of the renovation jobs

HOW TO MAXIMISE YOUR HOME'S VALUE

IN 2022

From tried and tested staples like an extension, or a new kitchen, to social media's trending décor styles that could increase your home's value by over **£100,000** - here are the most lucrative ways to increase your home's value in 2022.



TIKTOK AND INSTAGRAM'S TOP 20 TRENDS FOR 2022 AND HOW MUCH VALUE THEY COULD ADD

Natural materials, vintage charm and neutral colour palettes are key trends for 2022, but bold is still proving popular, with dark kitchens, maximalism (the opposite of minimalism – so lots of layered patterning and highly saturated colours), colour blocking and pink bathrooms amongst the top 20 most popular trends.

In 2022, 6 in 10 homeowners are planning to implement at least 1 of the top 20 trends, and if you go all in and do all 20, you could add on an incredible **£105,046** to your home's value.

THE TOP 20 MOST POPULAR HOME IMPROVEMENT AND DÉCOR TRENDS ON TIKTOK AND INSTAGRAM AND HOW MUCH VALUE THEY COULD ADD TO YOUR HOME



Trend popularity ranking based on the number of hashtag views on TikTok, the number of posts on Instagram and the annual search volume in the UK from January to December 2021. Value increase based on the value increases respondents assigned to each trend.

THE HOME IMPROVEMENTS THAT NOW INCREASE THE VALUE OF PROPERTIES THE MOST



Value increase based on the value increases respondents assigned to each home improvement

BUYERS WANT THEIR NEXT HOME TO ENABLE NEW WAYS OF LIVING

Extra space and large functional improvements like a new roof and new windows dominate the top five home improvements that will add the most value in 2022.

A self-contained annex is the top improvement that buyers now value the most. And focussing on function is also increasingly attractive to buyers, with home gyms and outdoor entertaining areas both adding over **£11,000** of value each.

Interestingly, separate rooms trump open plan in 2022 - potential buyers are placing more value on having additional rooms as this can give greater flexibility and privacy - two very important things if you're spending more time at home.

KINGSTON UPON THAMES IS THE MOST EXPENSIVE PLACE TO BUILD AN EXTENSION

One of the best ways to increase your home's value is by investing in an extension.

Many people choose to add space to their kitchen/diner to create an impressive hub of the home for flexible family-living and socialising with friends. But, across the UK, the cost of an extension can drastically vary by postcode.

In Kingston upon Thames, to add a 25m² extension, labour costs alone are almost **£30,000**. That's the highest amount across the country and the costs of everything else, like materials and appliances, would be on top.

THE TOP 10 CHEAPEST PLACES TO BUILD AN EXTENSION (LABOUR COSTS)

1	Birmingham	£17,972
2	York	£18,411
3	Bradford	£18,870
4	Oldham	£18,920
5	Sunderland	£19,050
6	Blackburn	£19,221
7	Bolton	£19,230
8	Derby	£19,440
9	Carlisle	£19,530
10	Manchester	£19,880

Based on the average labour costs to build a 25m² extension

90% of the top 10 most expensive places are in London or the South East, and only 6th place Bristol, in the South West, is from further afield.

THE TOP 10 MOST EXPENSIVE PLACES TO BUILD AN EXTENSION (LABOUR COSTS)

1	Kingston upon Thames	£29,975
2	Tunbridge Wells	£28,650
3	Bromley	£27,930
4	Croydon	£27,892
5	Twickenham	£27,800
6	Bristol	£27,440
7	North West London	£27,200
8	Guildford	£26,730
9	Canterbury	£26,701
10	North London	£26,450

Based on the average labour costs to build a 25m² extension

BIRMINGHAM IS THE CHEAPEST PLACE TO BUILD AN EXTENSION

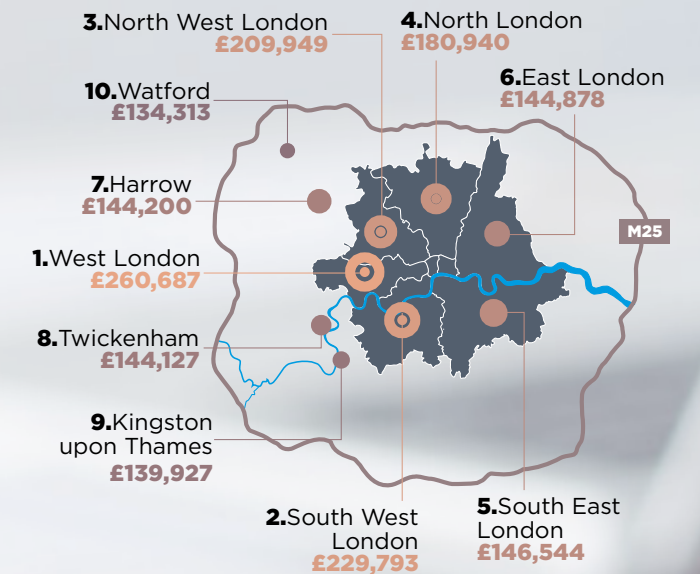
At the other end of the scale, to build a 25m² extension in Birmingham, the cost of labour would be just shy of **£18,000**, which is a massive **40%** less than in Kingston upon Thames.

York, Bradford, Oldham, Sunderland and Blackburn make up the rest of the 5 most affordable places to build an extension. In the top 10, 2 places are in the West Midlands - Birmingham and Derby - and the rest are in Yorkshire and the Humber, the North West and the North East.

IN GREATER LONDON, WEST LONDON IS WHERE AN EXTENSION WOULD ADD THE MOST VALUE

A 25m² extension could add on more than a quarter of a million pounds (**£260,687**) in West London, and with an average labour cost of **£26,000**, that could bring in a sizeable profit. Outside of the central part of Greater London, Harrow, Twickenham, Kingston and Watford are the areas where you could maximise your home's value the most by adding a medium-sized extension.

THE TOP 10 PLACES IN LONDON WHERE YOU CAN ADD THE MOST VALUE TO YOUR HOME WITH AN EXTENSION



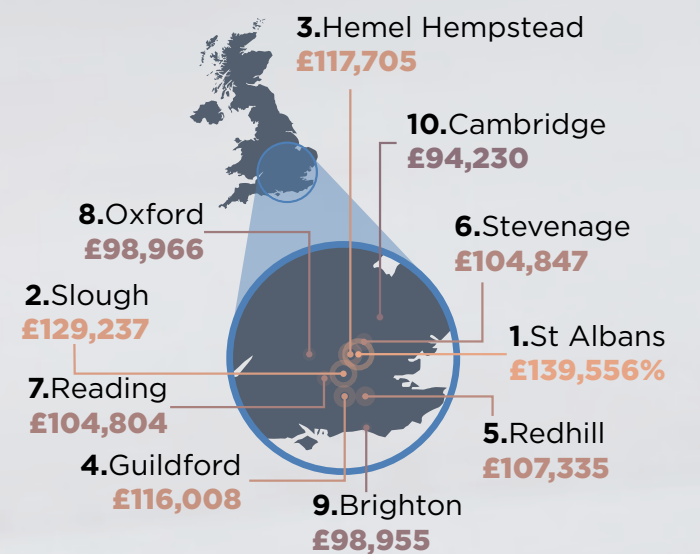
Based on the average potential value increase from adding a 25m² extension

ST ALBANS IS WHERE AN EXTENSION WOULD ADD THE MOST VALUE OUTSIDE OF LONDON

Outside of Greater London, with a potential value increase of **£140,000**, St Albans is the place where a 25m² extension could add the most value.

The home counties dominate the top 10, with all places looking to gain at least **£90,000** more in value from an extension.

THE TOP 10 PLACES OUTSIDE OF LONDON WHERE YOU CAN ADD THE MOST VALUE TO YOUR HOME WITH AN EXTENSION



Based on the average potential value increase from adding a 25m² extension

The Rightmove data team advise that the final costs and potential value will depend on a number of factors including the finish of a renovation and materials chosen, the use made of the space and if the house has already hit an affordability ceiling for potential buyers in the area, and so should be taken as a very rough guide only.

All data refers to England and Wales only and is sourced from:
<https://www.rightmove.co.uk/home-improvements/extensions/house-extension-cost-calculator>

WHY AREN'T THERE MORE TRADESWOMEN IN THE UK?

It is known that women are unfortunately under represented in some professions. According to **Careersmart**, 11 of the 20 worst professions for the representation of women in the UK are in the trade and construction industry.

They go on to find that women make up less than **1%** of carpenters and joiners in the UK, and less than **2%** of electricians, plumbers and metal workers are women, so why is that? And what needs to happen to change this?

It's 2022, and we think it's time there were more women working in the trades industry.



THE TRADES WITH THE LOWEST REPRESENTATION OF WOMEN AND THE BIGGEST GENDER PAY GAPS

Looking across 15 key trades in the industry, cleaning is the only profession where women make up more of the workforce than men – **82%** compared to **18%**. For every other trade in the list, women make up less than **10%** of the workforce.

On average, women earn just **72%** of what men do in these trade jobs – for floorers and wall tilers, it's just **41%**. Only in gardening and groundskeeping do women earn more than men.

THE PERCENTAGE OF WOMEN AND MEN IN EACH PROFESSION AND WHAT WOMEN ARE PAID IN RELATION TO MEN

Rank	OCCUPATION	Women in workforce - 2021	Men in workforce - 2021	Average women's annual pay	Average men's annual pay	Pay difference (men-women)	Women's pay as a percentage of men's
1	Carpenters and joiners	0.99%	99.01%	£16,686	£31,286	£14,600	53%
2	Electricians	1.73%	98.27%	£20,336	£37,543	£17,207	54%
3	Plumbers / heating engineers	1.93%	98.07%	£21,900	£35,979	£14,079	61%
4	Metal workers and fitters	1.93%	98.07%	£19,814	£38,586	£18,772	51%
5	Construction occupations	3.03%	96.97%	£31,286	£37,543	£6,257	83%
6	Glaziers / window fitters	3.45%	96.55%	£13,557	£26,071	£12,514	52%
7	Floorers and tilers	3.46%	96.54%	£12,514	£30,764	£18,250	41%
8	Electrical technicians	3.61%	96.39%	£26,593	£33,371	£6,778	80%
9	Electronic trades	3.91%	96.09%	£19,814	£38,586	£18,772	51%
10	Building trades	4.01%	95.99%	£18,250	£31,807	£13,557	57%
11	Painters and decorators	4.92%	95.08%	£16,164	£28,157	£11,993	57%
12	Window cleaners	8.46%	91.54%	£16,686	£18,771	£2,085	89%
13	Gardeners	9.67%	90.33%	£49,014	£43,279	-£5,735	113%
14	Groundskeepers	9.67%	90.33%	£45,364	£31,286	-£14,078	145%
15	Cleaners and domestics	81.63%	18.37%	£20,857	£20,857	£0	100%

Data sourced from

<https://careersmart.org.uk/occupations/equality/which-jobs-do-men-and-women-do-occupational-breakdown-gender>

SO, WHAT ARE THE REASONS FOR THIS IMBALANCE?

We spoke to 3 school leavers and asked them if they'd consider working as a tradeswoman – 2 of them said no. Both said it was because of how 'male-orientated' the industry is, with one adding "being a woman going into that industry is quite daunting".

She then went on to say that "...in secondary school and college this option is never usually advertised or targeted towards women when it comes to apprenticeships - they are stereotypically centred around beauty and hair, giving the sense that this is a 'woman's job', and being in the trades industry is a 'man's job'. Although I disagree with that, the option to be in the trade industry definitely feels like it is shut off to women."

The school leaver who said she would consider working as a tradesperson said it was because she "enjoyed tackling a new challenge every day rather than a job that can get repetitive in the same environment." She followed up with "I would be most interested in painting and decorating as growing up we always painted our own rooms and I enjoyed doing it as I feel I can be creative."

But she then also expressed concerns around personal safety. "I don't feel comfortable as a woman going into other people's houses and I feel I would come under a lot of judgement." And, sadly she also added the same sentiment around apprenticeships: "Being in the trades career has never been encouraged to me throughout school and college. For the boys it was trades work, for the girls it was hairdressing and beauty."



1 IN 3 TRADESWOMEN SAY THEY'RE NOT TAKEN SERIOUSLY BECAUSE OF THEIR GENDER

To better understand the challenges faced by tradeswomen across the UK, we reached out to learn more about the reality of their experience.

Less than **10%** say they suffer from sexism at work, but conversely, almost **40%** do say that some customers don't take them seriously because of their gender.

Sadly, **1 in 7** say they have been concerned about personal safety, and **9%** say some customers won't let them do the job if they see they're a woman.

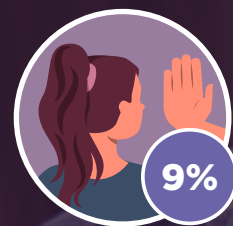
THE MAIN CHALLENGES FACED BY TRADESWOMEN



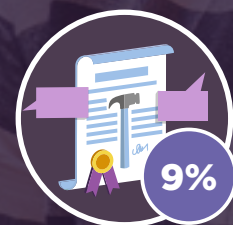
"Some customers don't take me seriously because of my gender"



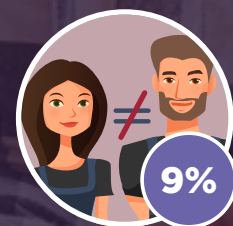
"Personal safety concerns"



"Some customers won't let me do the job if they see I am a woman"



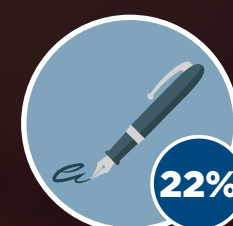
"Social stigma from family and friends judging what I do"



"Sexism"

Based on the percentage of respondents who have experienced each challenge

THE KEY BENEFITS OF WORKING AS A TRADESWOMAN



"I'm my own boss"



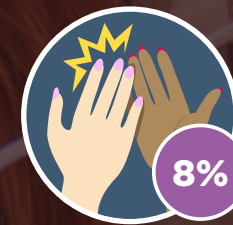
"Flexible working hours"



"I choose how much work I take on"



"I enjoy the work"



"I get to help women who don't feel comfortable or safe having a tradesman come into their home"

Based on the percentage of respondents who said each of the reasons was a key benefit for them

AUTONOMY AND FLEXIBILITY ARE KEY BENEFITS OF WORKING AS A TRADESWOMAN

When looking at the reasons why tradeswomen like working in the industry, flexibility is key, with the top three benefits all about having autonomy. Helping women homeowners feel safe when having home improvement work done also delivers job satisfaction to many.

RATED PEOPLE TRADESWOMEN ON WORKING IN THE INDUSTRY AND WHAT IT TAKES TO MAKE IT



Kalece Okusanya is a tradeswoman with 6 years' experience, and the owner of **Suave Property Care** - a painting and decorating business that offers high quality decorating, flooring and general maintenance throughout London and the surrounding areas.

This is her story of working as a tradeswoman in the UK.

GETTING INTO THE INDUSTRY

Kalece studied business at college. She got into the trade industry by accident when she volunteered on a project when she was younger. She didn't plan on being a painter but she now loves mixing her hands-on work with her financial planning and people management skills that are needed to run a business.

KEY CHALLENGES TRADESWOMEN FACE

Kalece says the main challenge is that clients just aren't used to seeing a young black woman in the industry.

She says she's often challenged on her knowledge and expertise, and when she's explaining to a client what can and can't be done on a job, she thinks they would respect her judgment more if she were a man.

In the past, clients have tested her to see how much she knows. And once when she was demonstrating how to tackle a specific job to a more junior painter, a plasterer decided he knew best and proceeded to take over explaining the required technique. When Kalece informed the plasterer that she was managing the job and she owned the company, he was shocked.

YOU NEED TO DIG DEEP

Kalece knows it can be daunting for women working in the trades industry - she says she's experienced people who have tried to intimidate her as a tradeswoman:

"Sometimes people like to make you think you don't know what you're doing, and mentally and emotionally, this can be

exhausting. As a tradeswoman, there have been times when I've had to dig deep to find the motivation to come to work because sometimes you have to fight harder to prove yourself and gain the recognition you deserve as a woman in the industry."

Kalece feels very confident in her expertise and knowledge. She adds that things have already started to change for the better - now, she doesn't feel like she has to work any harder than others to prove herself because she's a woman. But there's still a lot more that needs to happen to redress the gender equality in the industry.

THERE SHOULD BE MORE WOMEN DOING WHAT MEN DO

Kalece wants to see more women working in trades. She says that no matter what industry you're in, you should see more women doing what men are doing. In her opinion, better representation is key to making a difference, like showcasing women that are in trades now. She thinks that there needs to be more encouragement for young women to learn a trade, because it is 2022 and it's shocking that the representation of women is still so low in the industry.

LET YOUR WORK DO THE TALKING

For anyone who's leaving school and thinking about career options, or for anyone who might be considering a career change, Kalece says focus is key:

"Be very clear about what you want in the industry and always be professional - let the work and your conduct do the talking and don't overcompensate for things. Just apply yourself."



HOMEOWNERS WANT TO WORK WITH TRADESWOMEN

Nearly half of UK homeowners (46%) say they'd definitely hire a tradeswoman. 43% have no preference between hiring a tradeswoman or tradesman, and only 11% of UK homeowners say they'd prefer a tradesman.



29%
of women say they would feel safer hiring a tradeswoman



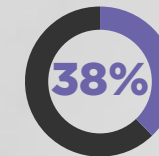
Only 17%
think a tradesman would do a better job than a tradeswoman

Based on the percentage of respondents who agreed with each of these statements

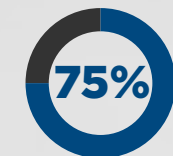
75% OF TRADESWOMEN WERE RATED 4 OR 5 OUT OF 5 BY HOMEOWNERS IN 2021

We asked homeowners who hired tradeswomen in 2021 to say what rating they would have given them.

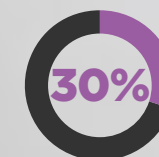
When looking at the 'would be' ratings, the work done by tradeswomen in 2021 was better reviewed by homeowners than work done by tradesmen - 75% of tradeswomen received a four or five out of 5, compared to 57% for tradesmen.



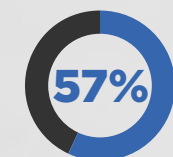
38%
of homeowners who hired a tradeswoman would rate their work 5 out of 5



75%
of homeowners who hired a tradeswoman would rate their work 4 or 5 out of 5



30%
of homeowners who hired a tradesman would rate their work 5 out of 5



57%
of homeowners who hired a tradesman would rate their work 4 or 5 out of 5

The 'would-be ratings' above represent all home improvement work carried out across the UK, regardless of where the homeowner found their tradesperson. On the Rated People platform, 94% of ratings given by homeowners are 4 or 5 stars.

Based on the average 'would-be' ratings given by people who have hired tradeswomen and tradesmen over the past year - not Rated People official ratings

BY TRADE, WOMEN IN CONSTRUCTION ARE THE 2ND MOST IN-DEMAND IN THE UK

Looking at the number of times people searched on Google for different tradeswomen in 2021 demonstrates there's strong demand for UK tradeswomen, but there's definitely still room to grow.

People searched for women painters the most in 2021, pulling in 27,500 Google searches over 12 months, and women builders, gardeners, plumbers and electricians make up the rest of the top 5.

THE TRADESWOMEN PEOPLE ARE LOOKING FOR THE MOST ON GOOGLE

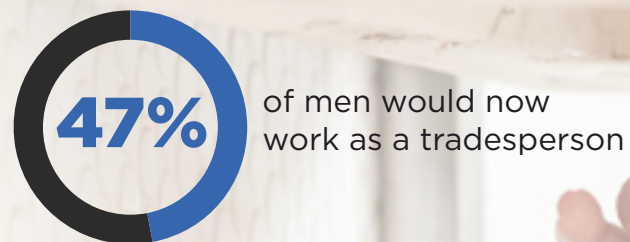
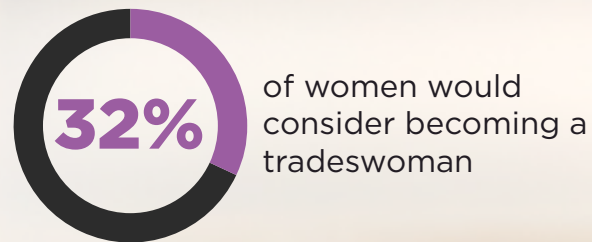
Rank	Female / Woman + term	Total annual search volume on Google
1	Painter	27,500
2	Builder	9,290
3	Gardener	7,810
4	Plumber	7,030
5	Electrician	5,600

Based on annual Google search volume in the UK for different types of tradeswomen between January to December 2021

WE WANT TO HELP MORE WOMEN TO WORK IN THE TRADES INDUSTRY

32% OF WOMEN SAY THEY'D NOW CONSIDER WORKING AS A TRADESWOMAN

This could be a knock-on effect of Covid or perhaps from increasing awareness of the potential opportunities available, but encouragingly, **39%** of people across the UK say they'd now consider changing career to work as a tradesperson, and **1 in 3 women** would consider working in the trades industry.



ADMISSIONS OF WOMEN ON TRADE COURSES ARE UP BY 27%

In 2021, data from **Access Training** shows admissions from women for trade and construction courses are up by more than a quarter compared to the year before.

The most popular course is plumbing, with **41%** of women opting for this course, **25%** chose electrical courses, **20%** joined professional gas courses and **14%** of the women trainees opted to enrol in construction courses.

Jamie Jefferies, CEO of Access Training UK, said:

“It is extremely positive to see more and more women opting for trade careers, from plumbing through to electricians, gas engineers and construction. The rising demand in the trade sector over the last year has opened up a need for more qualified tradespeople and we are proud to offer a flexible, convenient and industry recognised training programme to support those looking to change careers or take their first step into the workplace.”



THE RATED PEOPLE EMPOWERING TRADESWOMEN PROGRAMME

More women are now considering a career in the trades industry, but there's still a long way to go to reduce the inequality and gender pay gap.

There's so much more that can be done to increase awareness around the opportunities of working as a tradeswoman - starting with careers advice at school, all the way up to how tradespeople are represented in our culture and mainstream media.

At Rated People, we're making a pledge to feature more tradeswomen in our marketing and comms and we also want to make it easier for more women to get into the industry.

So, we've launched an empowering programme packed with benefits, from discounted skills training with Access Training, discounted business advice with Business Trades Coach, Alison Warner, and free exposure on Rated People - so if you're considering a career change and you'd like some more information, go [here](#) for all the details.

Sign up for free exposure and leads on Rated People [here](#)

HOW TO MINIMISE YOUR HOME'S IMPACT ON THE PLANET

FROM HEAT PUMPS TO UNDERFLOOR HEATING, THIS IS HOW WE'RE MAKING OUR HOMES AND RENOVATIONS GREENER IN 2022

Awareness around the importance of living more sustainably has never been higher - **demand for eco home improvements increased by a massive 44%** in 2021 compared to the year before, so more homeowners than ever are now laying strong foundations to be more environmentally friendly in 2022 and beyond.

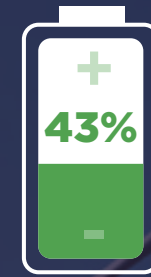
Eco additions are becoming increasingly popular and UK homeowners are creating homes that are better for our planet with the help of eco-conscious tradespeople.



35% of UK homeowners made their homes more environmentally friendly in 2021



45% are planning to make eco-friendly changes in 2022



43% said they would be more likely to choose a tradesperson if they're environmentally friendly

LIVING ROOFS WERE THE 3RD MOST POPULAR ECO JOB IN 2021

Whilst uPVC windows and doors topped the list of the most in-demand eco home improvements in 2021, living roofs, also known as green roofs, rose through the ranks to beat the likes of underfloor heating, cavity wall insulation and electric car charging points in 2022.

Living roofs are partially or completely covered with vegetation and they deliver a host of benefits - from extending the life and improving the performance of the roof to reducing energy costs.



THE MOST POPULAR ECO JOBS POSTED THROUGH RATED PEOPLE IN 2021

Rank	Job
1	uPVC windows & doors
2	Single / double glazing
3	Living roof
4	Electric underfloor heating
5	Roof insulation
6	Water underfloor heating
7	Cavity wall insulation
8	Electric car charging point installation
9	External wall insulation
10	Thermal insulation

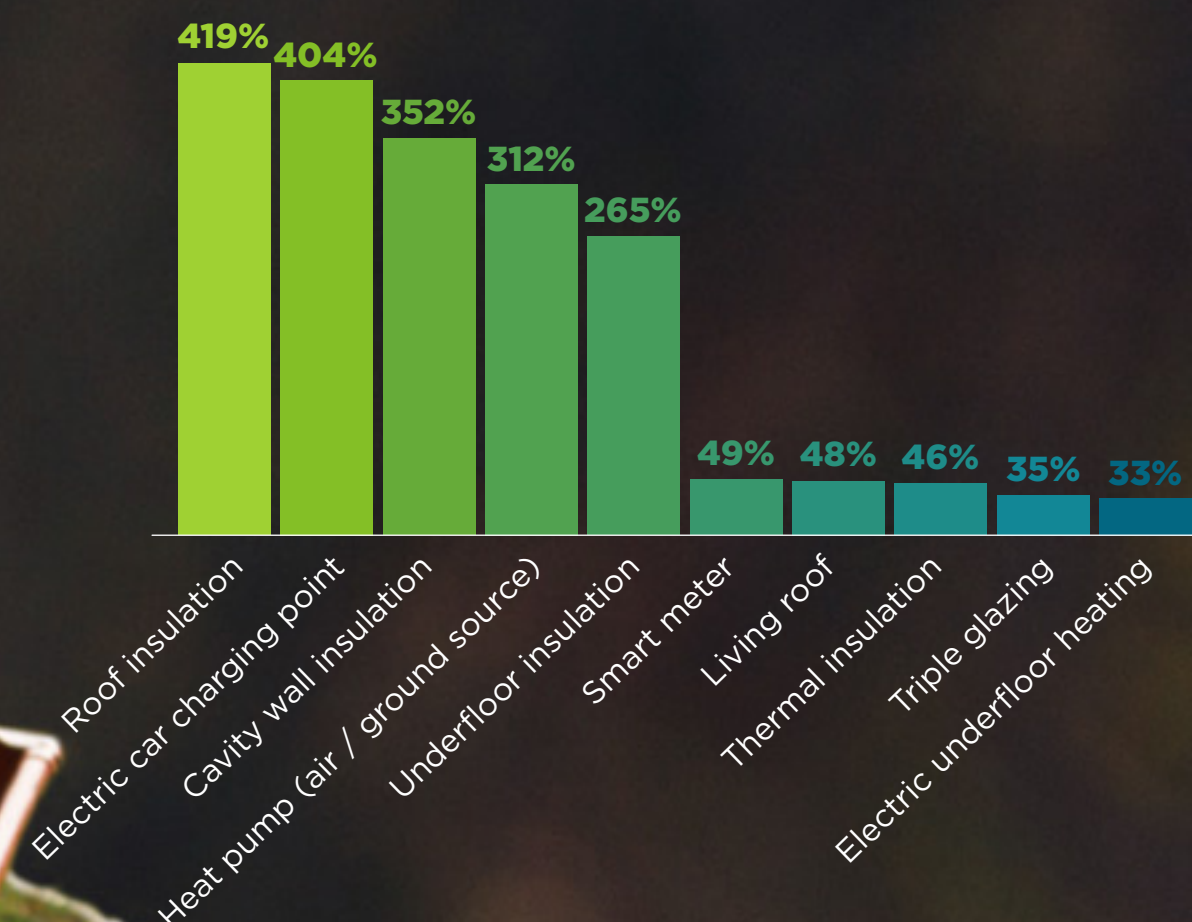
Based on total volume of eco jobs posted to Rated People from 1st January 2021 to 1st December 2021

DEMAND FOR ELECTRIC CAR CHARGING POINTS SHOT UP BY 400%

Despite roof insulation seeing the biggest increase in demand - up by **419%** from 2020, the popularity of electric car charging points also surged in 2021, up by a massive **404%** compared to 2020.

Demand for heat pumps also saw a huge rise, increasing by **312%**. In our 2020 Trends Report, we saw demand for heat pumps increase by **28%** when compared to 2019, so a **312%** increase in demand in 2021 shows how more homeowners are keen to embrace the benefits that come from installing heat pumps.

THE ECO JOBS INCREASING IN POPULARITY THE MOST IN 2021



Based on the percentage change in volume of eco jobs posted to Rated People in 2021 compared to 2020

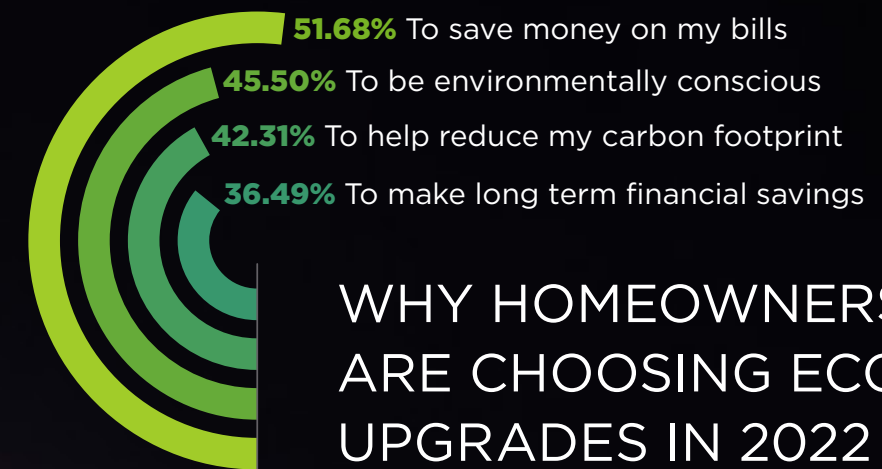
HOMEOWNERS WANT ECO HOME TECH IN 2022

Smart meters are the no. 1 eco improvement that homeowners are looking to install in 2022. Solar panels, low flow toilets and smart thermostats also make an appearance in the top 10 most popular eco upgrades for this year.

THE TOP 10 ECO IMPROVEMENTS HOMEOWNERS ARE PLANNING TO MAKE IN 2022:



Based on the percentage of respondents who plan to add each eco improvement in 2022



WHY HOMEOWNERS ARE CHOOSING ECO UPGRADES IN 2022

Alongside living more sustainably, homeowners are making eco upgrades to help lower bills. More than half of homeowners said that was their main reason for making eco changes.

ECO HOME IMPROVEMENTS CAN INCREASE THE VALUE OF YOUR HOME TOO

The top 2 eco home improvements most valued by buyers are solar panels and wind turbines - both of which would enable new owners to create their own energy, and in turn could reduce the cost of their bills.

Other highly prized eco adaptations include underfloor heating, heat pumps, green roofs and electric car charging points.

TOP 15 ECO HOME IMPROVEMENTS THAT ADD THE MOST VALUE ONTO A PROPERTY

1	Solar panels	£13,512
2	Wind turbine	£12,941
3	Triple glazing	£12,788
4	Underfloor heating	£12,290
5	Ground source heat pump	£12,251
6	Double glazing	£12,005
7	Extra insulation, like cavity wall insulation	£11,764
8	Biomass boiler	£11,756
9	Air source heat pump	£11,670
10	Solar water heating	£11,646
11	Electric car charging point	£11,538
12	Green/living roof	£11,477
13	Biodiverse garden	£11,444
14	Replacing old appliances with energy efficient ones	£11,190
15	Draught proofing	£11,151

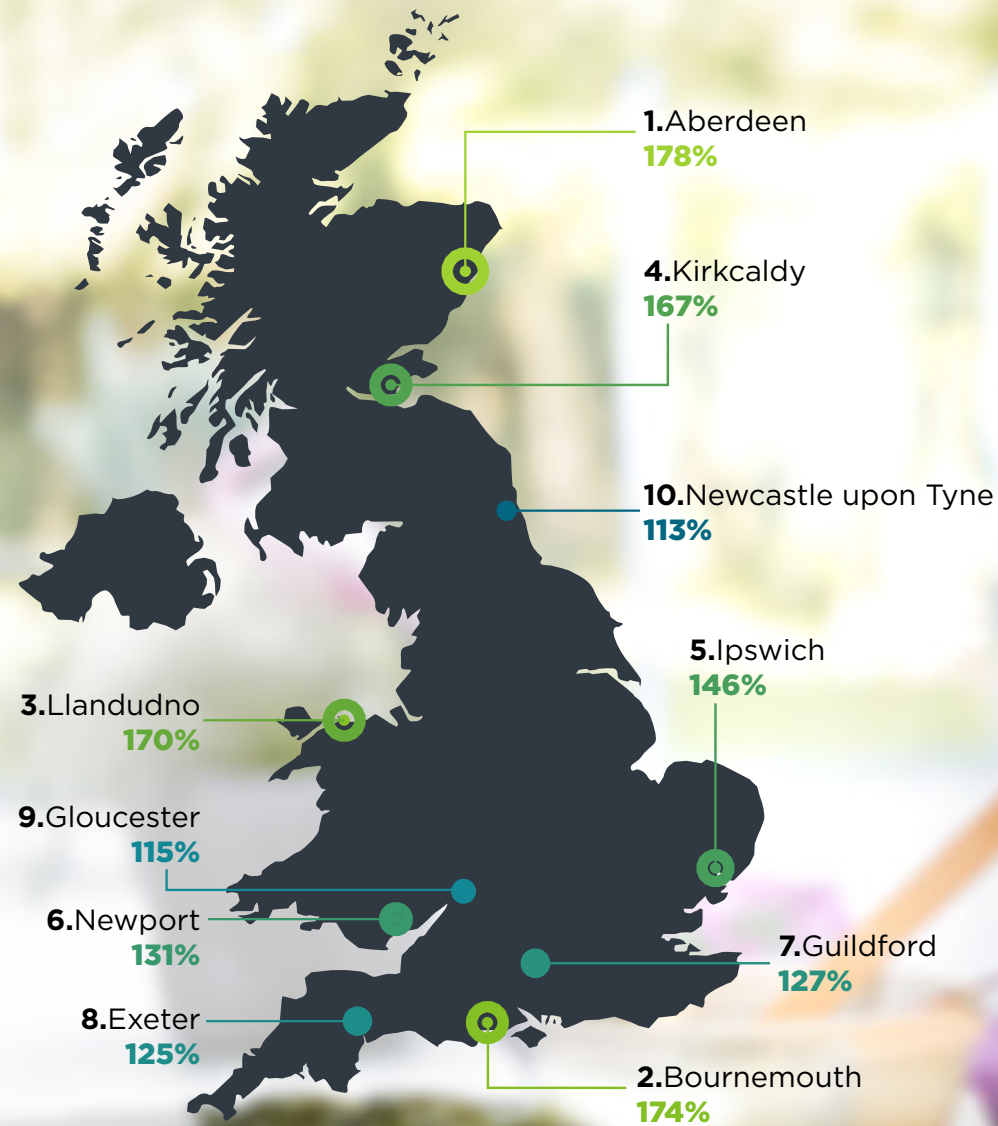
Based on the perceived value increase UK homebuyers would attribute to each of the eco improvements

DEMAND FOR ECO IMPROVEMENTS SHOT UP IN ABERDEEN

Aberdeen saw the biggest rise in demand for eco jobs compared to every other town and city in the UK in 2021 - **178%** more eco jobs were posted through Rated People by homeowners in Aberdeen than the previous year.

Bournemouth, Llandudno, Kirkcaldy and Ipswich make up the rest of the top five - all of which have seen demand for eco home improvements increase by **a minimum of 140%**.

THE UK TOWNS AND CITIES WHERE DEMAND FOR ECO JOBS INCREASED THE MOST IN 2021

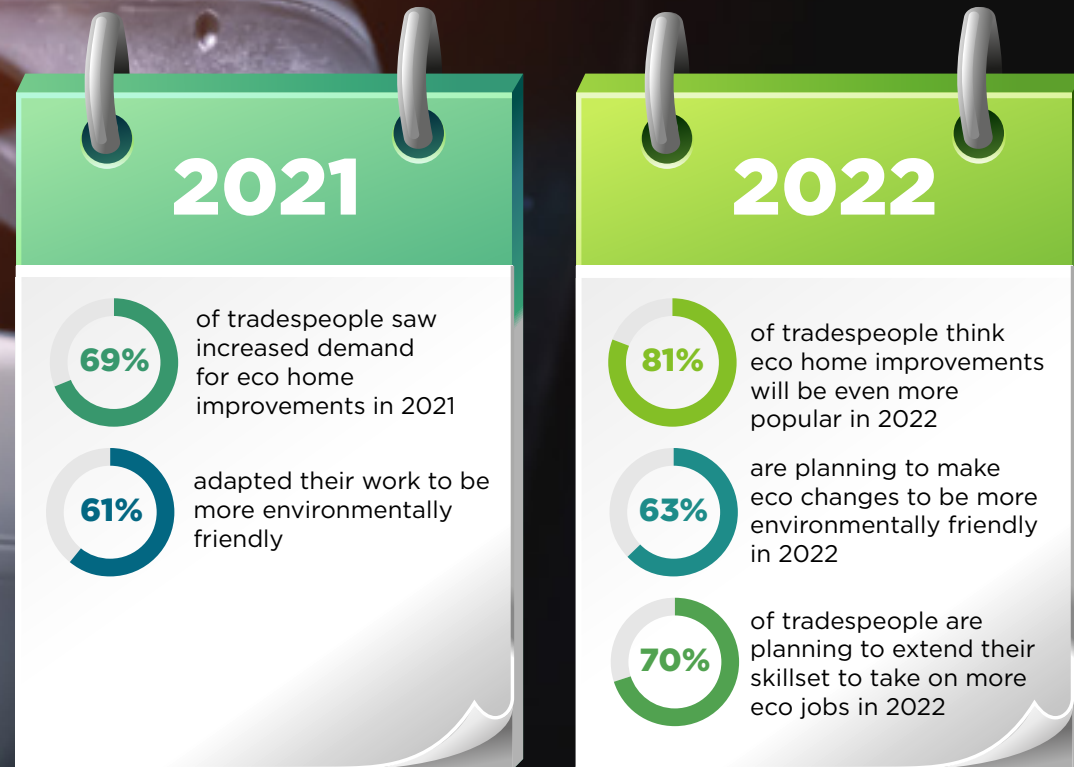


Based on the percentage change in volume of eco jobs posted on Rated People in different towns and cities in 2021 compared to 2020



HOW TRADESPEOPLE ARE GOING GREENER IN 2022

As they continue to improve homes across the UK, tradespeople can help to build a greener world for everyone in 2022.



1 IN 4 TRADESPEOPLE PLAN TO PROVIDE QUOTES REMOTELY IN 2022

Tradespeople are focussing on the benefits of reducing travel by taking more local jobs, giving quotes remotely and using British parts where possible in 2022.

They're also planning to recycle more, use greener materials and drive electric vehicles in 2022 to make their businesses more eco-friendly.

THE MAIN WAYS TRADESPEOPLE WILL MAKE THEIR BUSINESSES/WORK GREENER IN 2022



Based on the percentage of respondents who said they're planning each of eco changes to their business/work

THE TOP TRADES MAKING ECO CHANGES THE MOST IN 2022

1	Bathroom fitter	85%
2	Roofer	75%
3	Gardener / Landscape gardener	68%
4	Builder	68%
5	Electrician	65%
6	Carpenter / Joiner	64%
7	Painter and decorator	62%
8	Plumber	60%
9	Plasterer / Renderer	59%
10	Tiler	55%

Based on the percentage of respondents who are making changes to be more environmentally friendly in 2022

THE GREENEST TRADES IN 2022

A massive **85%** of bathroom fitters are planning to make eco changes to their work and businesses in 2022 – the most of any trade. And at least **55%** of all the other trades in the top 10 are also looking to upgrade their practices to be more environmentally friendly.

TRADESPEOPLE CARE ABOUT THE PLANET

Nearly **2 in 3** tradespeople said 'caring about the planet' was the key reason driving the eco changes they're making in 2022.

An awareness of changing consumer preferences is also having an impact, with **1 in 3** of those who are making eco changes in 2022, saying they're making changes because homeowners are more likely to choose environmentally friendly businesses.

THE MAIN REASONS WHY TRADESPEOPLE ARE PLANNING TO MAKE ECO CHANGES IN 2022



Based on percentage of respondents who identified each reason as a key driver behind their eco changes planned for 2022

RATED PEOPLE TRADESPEOPLE ON THE BIGGEST ECO TRENDS FOR 2022

Russell Solts is the Managing Director of **Smart Electrical & Data** - a contracting company that offers electrical, data and AV projects throughout London and surrounding areas, and this is how he's making his business and work more environmentally friendly.

ECO WAYS OF WORKING

Using **online tools** to do all processes, Smart Electrical is basically paper free now. Russell also buys all his materials from manufacturers who use the **minimum amount of plastic** possible, in both product and packaging.

All the Smart Electrical vehicles have been swapped out for **new vans** with Euro 6 engines (the current standard that limits harmful exhaust emissions and meets the requirements for driving in "ultra-low emission zones" and "clean air zones") and they use an electric vehicle for visiting customers. Russell and his team track their vehicles to make sure that **mileage is minimised**, and they always send the nearest engineer to any job to keep fuel use as low as possible.

HELPING CUSTOMERS CREATE MORE ENVIRONMENTALLY FRIENDLY HOMES

Over the last year, Russell received lots of requests from customers for eco home improvements. The most common job is retro fitting **energy efficient downlights** and whenever his team is called in for any type of check or repair, they always make recommendations on changing fittings for more efficient options.

Outside of upgrading old fittings, Russell's primary new product installations are **electric vehicle chargers**, which have the option of charging for free using solar or wind integration. With more and more people buying electric cars, he's anticipating the volume of requests for EV chargers to continue to grow through 2022 and beyond.

Switching light fittings and buying an electric car are the quickest and most impactful electrical changes a homeowner can make, he advises us. He predicts that the trend of people using solar and wind power for home energy will continue to grow, and we'll see many more households getting closer to being energy self-sufficient in the next few years.

The next big thing, he says, will be heat pumps and converters, which are currently gaining a lot of interest as people seek to avoid burning gas to heat their homes.

THE PANDEMIC AND PRICING

Since the pandemic started, Russell's costs have shot up - materials have gone up by around **40%**, mainly because of the price of copper and fluctuating transportation costs, and this unfortunately means he's had to increase his prices for customers - from new fuse boards to new light points, many of the larger jobs are now **£200 - £300** more expensive than they were before Covid.





OPPORTUNITIES TO GROW

YOUR TRADES BUSINESS IN 2022

REVEALING THE MOST IN-DEMAND TRADES AND THE PLACES WITH THE MOST CONSUMER APPETITE

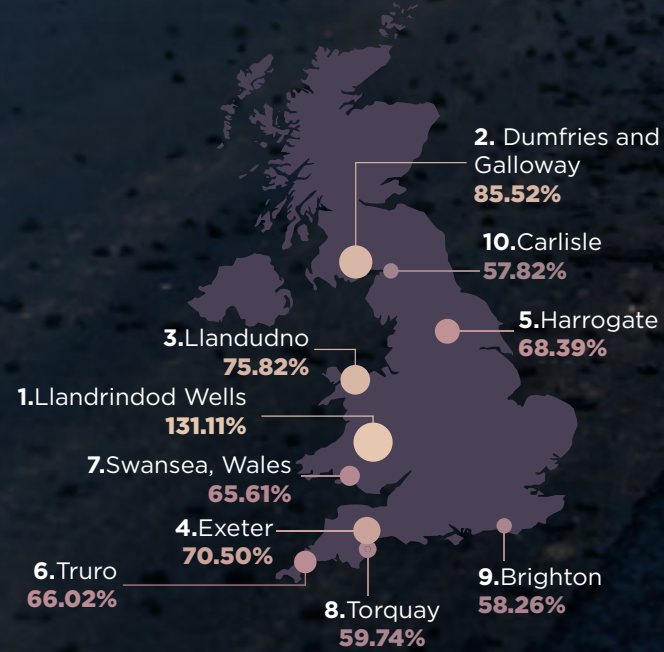
2022 is set to be a promising year for UK trades, presenting exciting opportunities for tradespeople to grow their businesses. But, with a number of challenges, like Covid, Brexit and increasing costs of materials not looking like they'll disappear any time soon, here's how tradespeople can capitalise on demand whilst future-proofing their businesses for years ahead.

TRADESPEOPLE IN WALES WERE MOST IN-DEMAND IN 2021

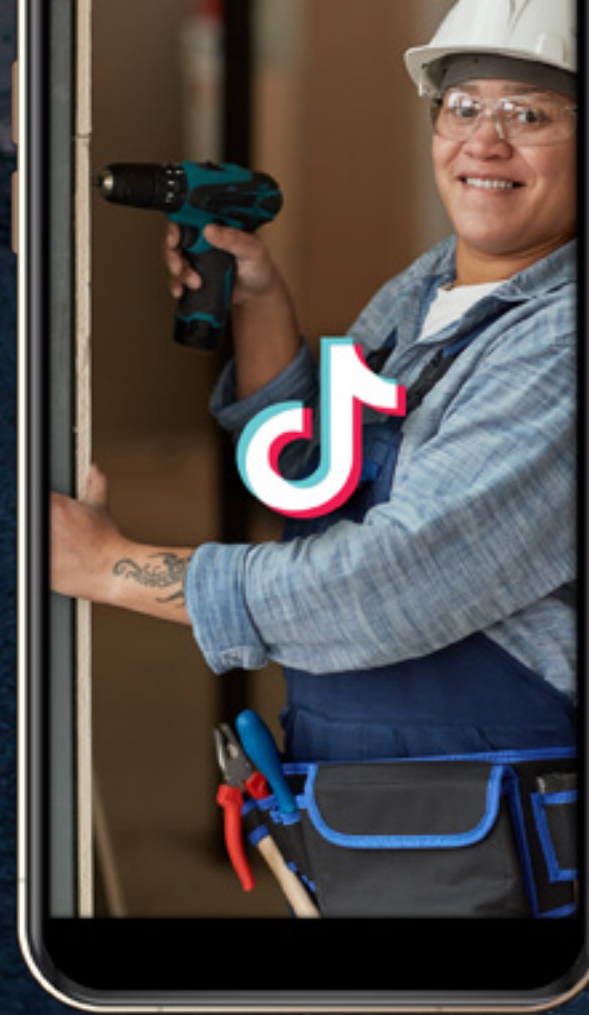
2 of the top 3 places that saw the biggest increases in demand for tradespeople in 2021 were in Wales – 1st place Llandrindod Wells saw a huge spike of **131%**, and demand in 3rd place Llandudno rose by a massive **76%** when compared to the year before.

Many coastal areas also feature in the top 10 list including Llandudno, Swansea, Torquay and Brighton, perhaps because so many people moved out of big cities in 2020 and 2021 to places with more space.

THE AREAS THAT SAW THE LARGEST INCREASE IN DEMAND FOR TRADESPEOPLE IN 2021



Based on the percentage change in volume of jobs posted on Rated People from 2020 to 2021



1 IN 3 TRADESPEOPLE ARE IMPROVING THEIR WEBSITE AND SOCIAL CHANNELS IN 2022

To capitalise on continuing demand, **45%** of tradespeople are planning to invest in new tools and vehicles in 2022. Many tradespeople are also focussing on marketing and promotion – 1 in 3 are improving their website and social channels and 1 in 4 will be investing in marketing to attract new business.

DEMAND FOR DRIVEWAY PAVERS INCREASED BY 73% IN 2021

Driveway pavers saw the biggest rise in demand of all trades in 2021, and requests for painters and decorators, traditional craftsman, and plasterers more than doubled.

Looking back to 2020, demand for driveway pavers has risen by **135%**. Stonemasons saw demand surge by **116%** and roofers saw an increase of **107%**.

In the 2020 Trends Report, we explored 'the value of outside space' and saw how external areas helped a lot of people through the pandemic – so when looking at the trades that saw the biggest increases in demand in 2021, it's interesting that **40%** of the top 10 are external, as this suggests outside space will still be a key priority for homeowners in 2022.

THE TRADES THAT SAW THE BIGGEST INCREASE IN DEMAND IN 2021

Rank	Job	Demand increase in 2021	Demand increase over past 2 years
1	Driveway pavers	73%	135%
2	Painter and decorator	61%	58%
3	Traditional craftsman	53%	88%
4	Bathroom fitter	50%	62%
5	Builder	46%	87%
6	Stoneworker / Stonemason	46%	116%
7	Plasterer / Renderer	42%	78%
8	Kitchen specialist	41%	65%
9	Roofer	40%	107%
10	Cleaner	39%	14%

Based on the percentage change in the volume of jobs posted through Rated People in 2021, 2020 and 2019

HOW TRADESPEOPLE ARE PLANNING TO ADAPT THEIR BUSINESSES IN 2022 TO RESPOND TO INCREASED DEMAND



45%
are investing in tools / vehicles



36%
are hiring more staff to complete the work



30%
are improving website / social channels



27%
are investing in marketing / advertising to attract more business



26%
are expanding to offer more services



21%
are expanding into different locations



14%
are forming partnerships to facilitate more jobs



10%
are hiring support for admin / business operations

Based on the percentage of respondents who are adapting their business in each of the ways in the list

THE BIGGEST OPPORTUNITIES FOR 2022

When people want to hire a tradesperson, one of the first places they tend to look is the internet. So, by looking at which UK towns and cities search for tradespeople the most on Google, we can map the places with the most homeowner intent.

In Worsley, a town in the city of Salford in Greater Manchester, the population is just shy of **10,000**, but in 2021, homeowners in Worsley looked for tradespeople on Google a massive **15,680** times. That means for every resident, 1.7 searches on Google were

made. Or put another way, Google searches for tradespeople represent **170%** of the entire population.

Durham is second on the list, with 1.5 searches per resident, and Coleraine in Northern Ireland, Inverurie in Scotland, Dungannon in Northern Ireland and Newport in Wales, all saw more searches for tradespeople than total population figures, which indicates very high demand for tradespeople.

THE TOP 10 PLACES IN THE UK WITH THE MOST CONSUMER DEMAND FOR TRADESPEOPLE, BASED ON GOOGLE SEARCH VOLUME, AHEAD OF 2022

Rank	Place	Population	Total number of annual Google searches for all tradespeople	Searches per capita (for every person, this is how many Google searches are made in one year for different tradespeople)	Google searches as a % of the population
1	Worsley	9,178	15,680	1.7	170.84%
2	Durham	51,837	79,740	1.5	153.83%
3	Coleraine	24,630	26,120	1.1	106.05%
4	Inverurie	13,640	13,910	1.0	101.98%
5	Dungannon	14,332	14,540	1.0	101.45%
6	Newport	13,184	13,300	1.0	100.88%
7	Newry	26,893	24,200	0.9	89.99%
8	Epsom	34,791	30,930	0.9	88.90%
9	Walsall	71,655	61,140	0.9	85.33%
10	Falkirk	35,850	29,850	0.8	83.26%

Based on the number of searches made on Google between 1st January and 1st December 2021 for different tradespeople in the UK, in relation to the population of that place

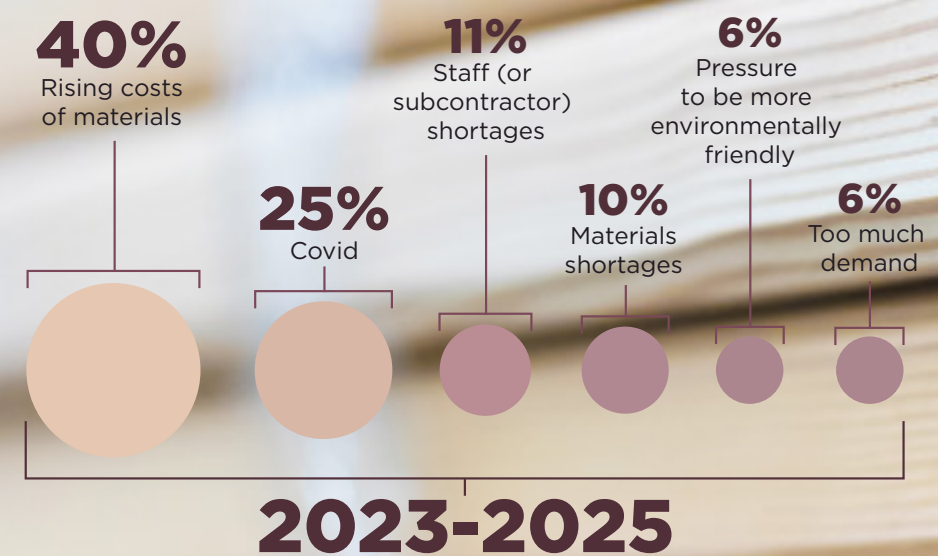
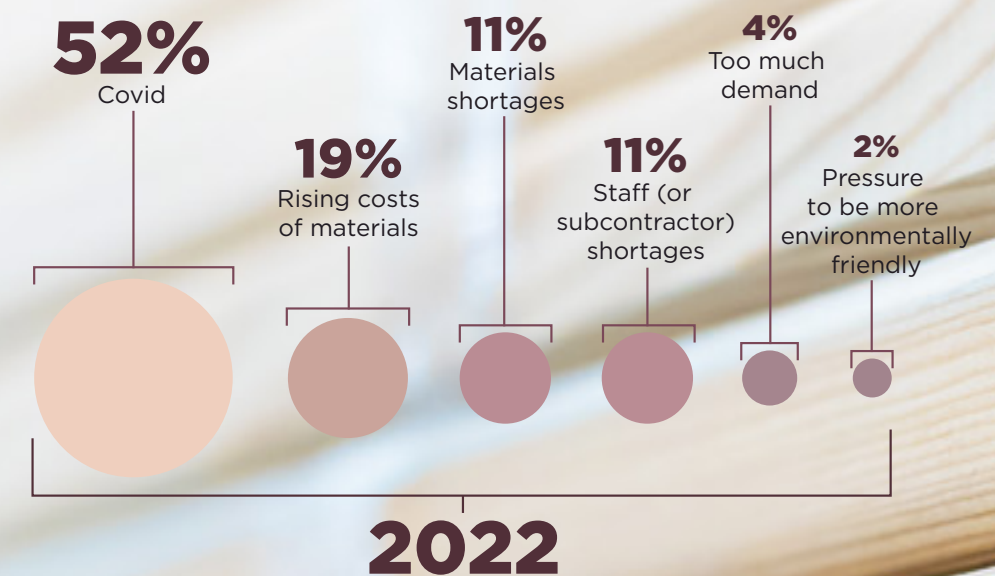
COVID WILL REMAIN THE TOP CHALLENGE FOR TRADESPEOPLE IN 2022

The Covid pandemic has already brought with it many interconnecting challenges for UK trade businesses, and in 2022, over **50%**

of tradespeople think Covid will still be the biggest obstacle to overcome. Tradespeople will be extraordinarily busy but tied down by the impact Covid has on their workforce and materials, considerably impacting their project timelines.

When looking ahead to the next 2 to 5 years, tradespeople say the rising cost of materials will be the biggest challenge and just **1 in 4** expect Covid to still be problematic.

THE CHALLENGES TRADESPEOPLE CITE AS THE BIGGEST PROBLEMS TO OVERCOME IN THE NEXT 1,2 AND 5 YEARS

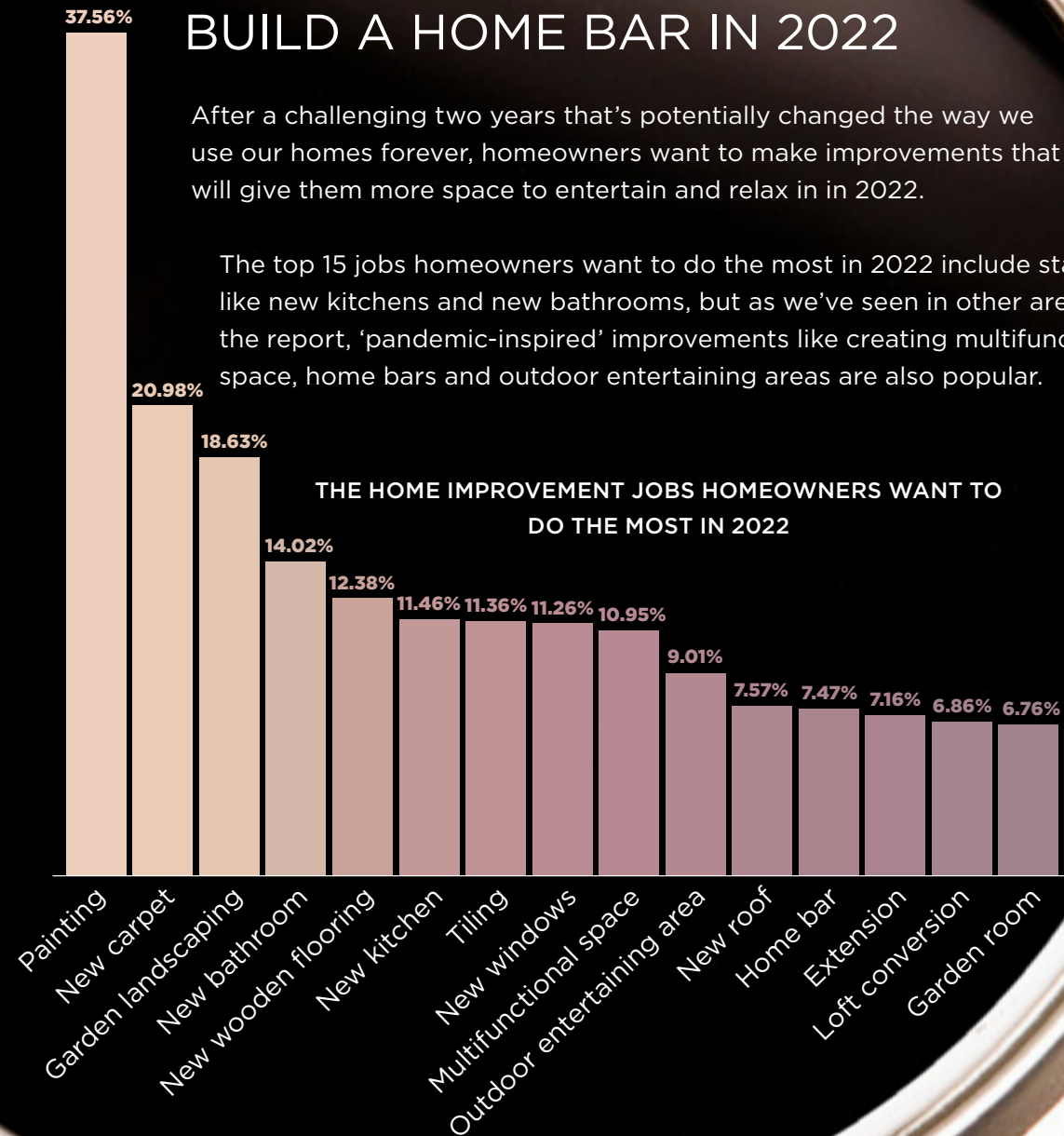


Based on the percentage of respondents that expect each challenge to affect them

1 IN 13 HOMEOWNERS WANT TO BUILD A HOME BAR IN 2022

After a challenging two years that's potentially changed the way we use our homes forever, homeowners want to make improvements that will give them more space to entertain and relax in in 2022.

The top 15 jobs homeowners want to do the most in 2022 include staples like new kitchens and new bathrooms, but as we've seen in other areas of the report, 'pandemic-inspired' improvements like creating multifunctional space, home bars and outdoor entertaining areas are also popular.



Based on the percentage of respondents who are planning to complete different home improvement jobs in 2022

HOMEOWNERS WILL SPEND THE MOST MONEY ON MORE SPACE AND MULTIFUNCTIONAL ZONES

Homeowners are set to invest most of their budget on maximising space and enhancing the functionality of their homes in 2022. In fact, 4 of the top 5 improvements that homeowners want to spend the most money on are all around space optimisation.

Expected average spend for an extension is just shy of **£19,000**. Homeowners are budgeting around **£17,000** to create a self-contained annex, perhaps for a family member to live in, and for a new space-adding conservatory or orangery, they're looking to spend just over **£15,000**.

Creating a home bar is 6th in the priority list when it comes to the amount of budget they're setting aside, a shade under **£14,000**, and just behind in 7th place is a home gym, standing at around **£13,500**. Yes, you read that right, homeowners are preparing to spend more on their bars than their gyms, and after the last two years, we think we'll join them!

THE HOME IMPROVEMENTS HOMEOWNERS WANT TO SPEND THE MOST MONEY ON IN 2022

Rank	Job	Expected Average Spend
1	Building an extension	£18,580
2	Building an annex	£16,731
3	Adding an en-suite bathroom	£15,885
4	New conservatory/orangery	£15,564
5	Building a wall to create separate rooms	£13,977
6	Creating a home bar	£13,939
7	Creating a home gym	£13,574
8	New kitchen	£12,057
9	New porch	£11,252
10	Adapting a room to make it multifunctional	£10,772
11	Adding an outdoor entertaining area	£10,483
12	New windows throughout	£9,547
13	Tiling	£7,728
14	Garden landscaping	£6,622
15	Painting	£4,743

Based on the average spend given by respondents who are planning to complete different home improvement jobs in 2022



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