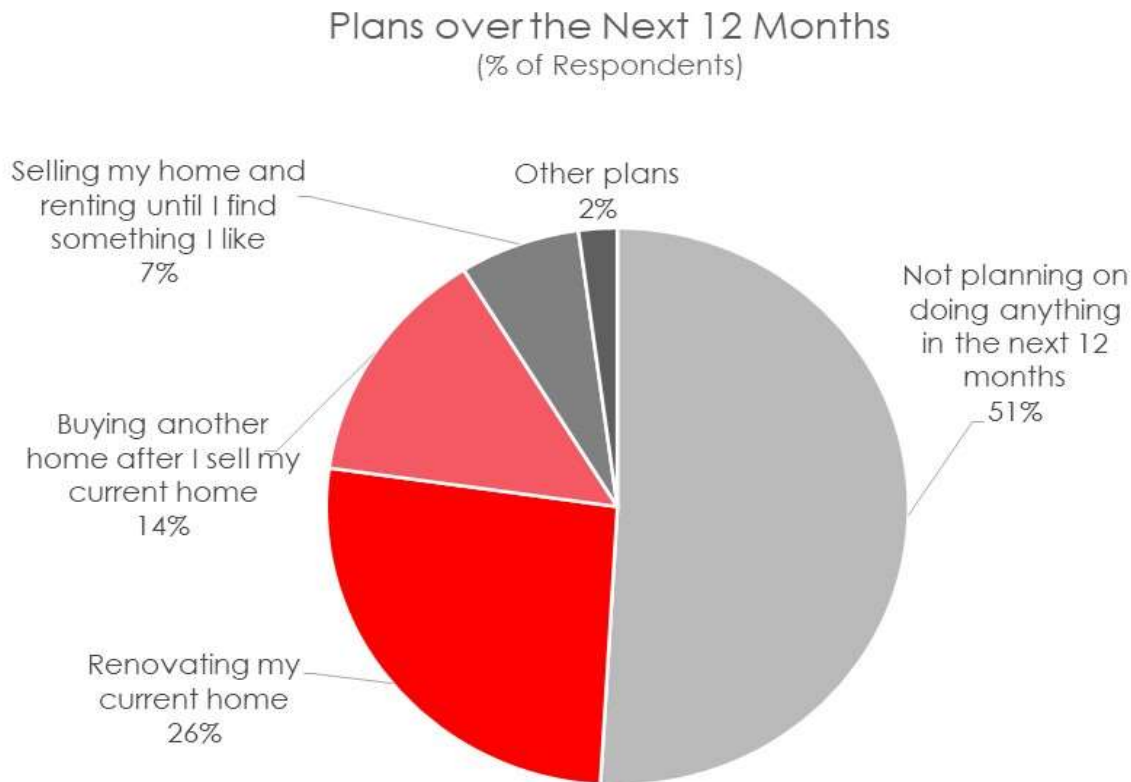

The majority of homeowners indicated they were not planning on selling, buying or renovating their home over the next 12 months.

Over the next 12 months, are you planning on selling, buying or renovating your home?



TAKE AWAY: Approximately one-quarter of consumers indicate they plan to do some renovation of their existing home over the next 12 months and 21% plan to sell their existing home. Only 14% plan to buy a different home.



No. 2021.47
Released: 5/2022

Purpose:

To learn what homeowners like and don't like about their current home and what they may be looking for in their dream home.

Methodology:

AIM surveyed a random selection of homeowners of all different ages, incomes and locations across the U.S. There were 373 respondents to the research.

Conclusion:

While the majority of homeowners have no plans for selling, buying or renovating their homes, approximately 25% indicated they had some renovation projects in mind. The most frequent renovations consumers mentioned included painting, new flooring and upgrades to the kitchens and bathrooms. The most popular kitchen projects included upgrading counter tops and cabinets, and replacing appliances. Twenty percent of home owners indicated they wanted to add an island to their kitchen. For bathroom remodels, consumers are more likely to replace existing faucets and fixtures or upgrade/add walk-in showers. In keeping with the growing population of older adults, several consumers also mentioned the need for grab bars and other aging in place features. Consumers surveyed had an average of six different types of renovations they plan to do with 56% planning to spend \$15,000 or more.

For more information download AIM's 2022 report:
["The Dream Home-What Consumers Really Want"](#)

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM) in December of 2021. Total response=373. AIM is a business-to-business marketing communications company, © May, 2022. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.