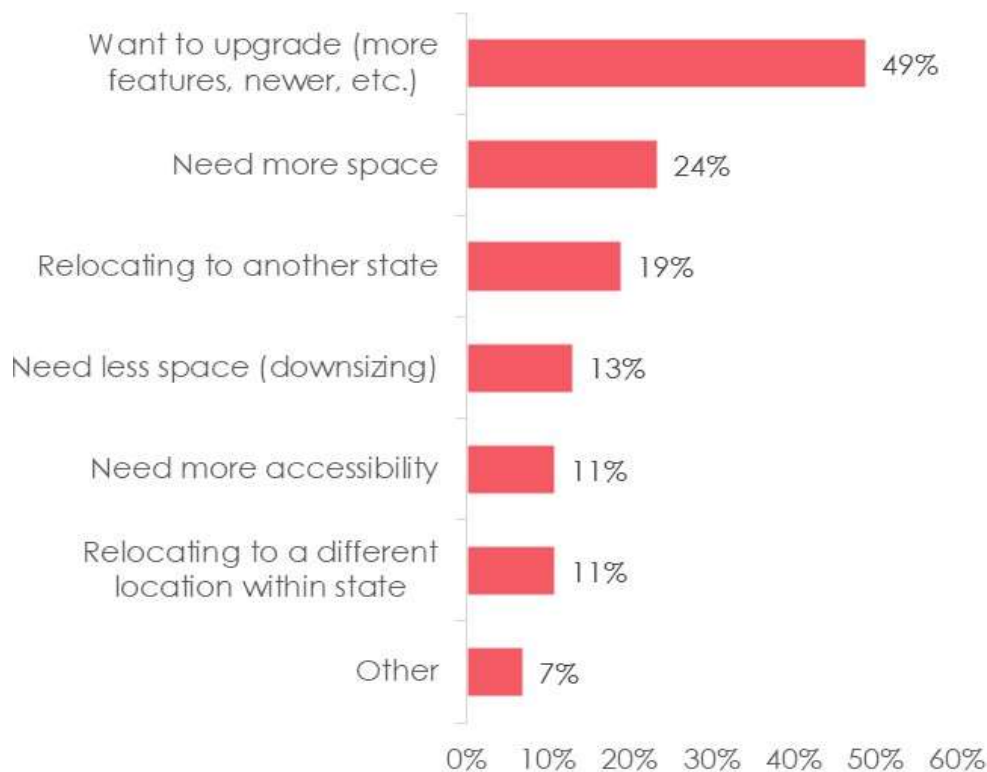


***The majority of homeowners indicated the reason for considering a change in their home was to "upgrade" for new and increased features.***

What are the primary reasons you are considering a change in your home over the next 12 months?

Primary Reasons Want a Change  
(% of Respondents)



**TAKE AWAY:** There are many reasons why homeowners will either look for a new house or make renovations to their existing home. Most indicated they are looking for a "newer" look with more features while many also cited a need for more space.



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**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:

When consumers were asked what type of features in the home they would upgrade or change in their homes, 62% indicated they would paint their walls. In addition, more than half would like to replace their flooring and make upgrades to bathrooms. Bathroom upgrades include replacing the fixtures and fittings (sink, toilet, faucets) and several homeowners indicated they would add or renovate a walk-in shower. More than half of consumers also indicated they would like to "update" their kitchens with new cabinets and counter tops. Consumers currently living in homes less than 3,000 S.F. were most likely to indicate they wanted to make changes to their home due to lack of space with 26% citing a need for more space. Consumers who indicated they wanted to move to another state were often from California, Illinois and Pennsylvania. Not surprisingly, individuals 55 and older were more likely than younger homeowners to consider the need to downsize.

**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 of question=183. 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](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.