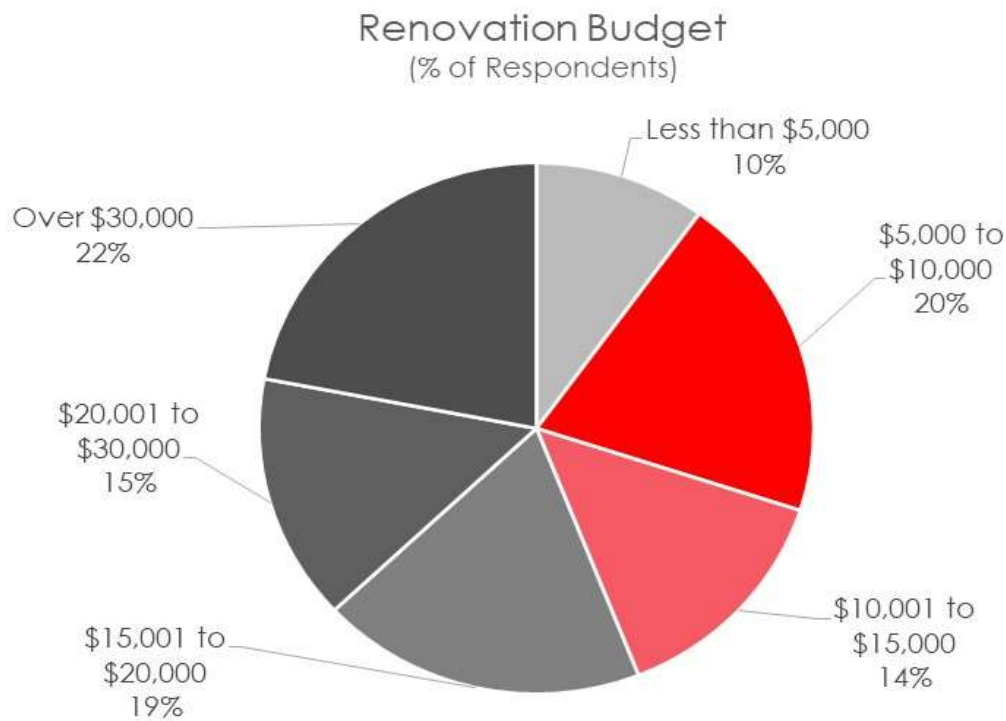

The majority of homeowners plan to spend more than \$5,000 on their renovation project(s).

What might be the dollar value you'd be willing to put in for the renovation(s) you plan?



TAKE AWAY: The majority (56%) of homeowners with plans to renovate will spend \$15,000 or more with 37% planning to spend \$20,000 or more.



No. 2021.49
Released: 5/2022

Purpose:

To find out more about how much homeowners plan to spend on renovation projects in the next year.

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:

Depending on their renovation budget, homeowners indicated they would do more or fewer projects. Homeowners with a budget of \$5,000 or less planned to do an average of three or fewer projects. Those with \$20,000+ budgets indicated they were planning an average of seven projects. In addition to kitchen and bath upgrades, more than 50% of homeowners with larger budgets also planned to add smart home features and install more energy efficient windows and doors. Other projects planned included installing a security system and finishing/upgrading basements. Home owners with lower incomes indicated they would be more likely to do smaller projects like painting, replacing faucets or adding aging in place features.

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=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.