

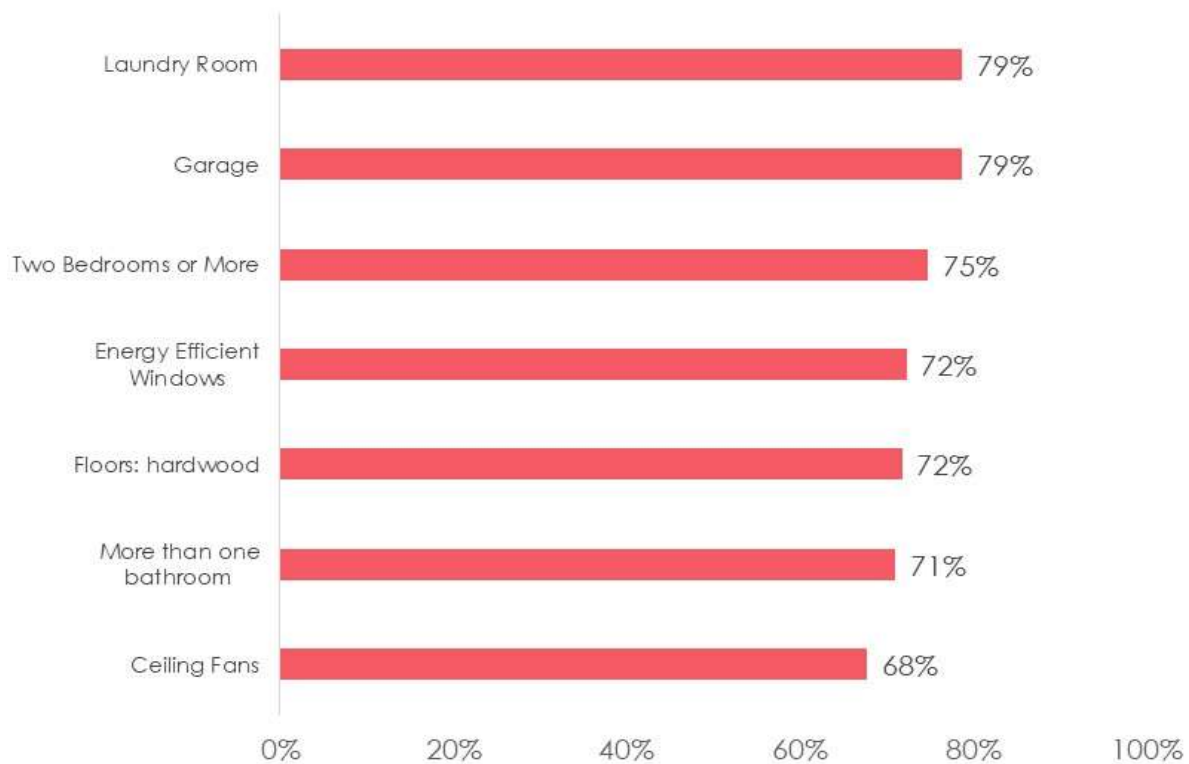
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***The majority of homeowners want a laundry room, garage, two or more bedrooms and more than one bathroom. Most also want energy efficient windows and hardwood floors.***

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Please tell us what features you "must have" in your dream home.

### Top Features Dream Home Must Have (% of Respondents)



**TAKE AWAY:** On average, homeowners had twenty "must have" features in their dream home. Additional features consumers want include fireplaces, kitchen islands and home offices.



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## Purpose:

To learn what features homeowners must have in their "dream home."

## Methodology:

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

## Conclusion:

While the average number of features homeowners were looking for in their dream home didn't vary by age or household income, consumers in the northeast had a lower average only 15 features versus the 20 for all regions. In addition, the percent of homeowners that must have a particular feature can vary based on the region of the country as well. For example, consumers living in the Midwest and South were more likely to want a ceiling fan and more than one bedroom than other parts of the U.S. More consumers living in the Midwest and West also indicated they must have a kitchen island. Nationally, a quarter of consumers who didn't already have a kitchen island indicated they "must have" one in their dream home. Other features homeowners must have (that they don't already have) include mud rooms, outdoor kitchens and sunrooms.

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