

Men Want Main-Floor Bathrooms and Women Want Backyard Retreats, According to Zolo Homebuyers Survey 2020

Goodbye open floor plans, hello dedicated office spaces – the pandemic is changing what we want in our homes

TORONTO, ON, CANADA, February 10, 2022 /EINPresswire.com/ -- Do men and women want different features in a home? Do millennials look for the same housing amenities as baby boomers?

In a new survey released by [Zolo](#), one of Canada's most popular real estate marketplaces, more than 3,300 new homeowners and first-time buyers shared their preferences for their ideal home in 2022.

The results highlight the similarities and differences between gender and demographic groups.

For instance:

*Smart homes appealed to Gen Z (those aged 18 to 20) and the Silent Generation (those aged 76+)

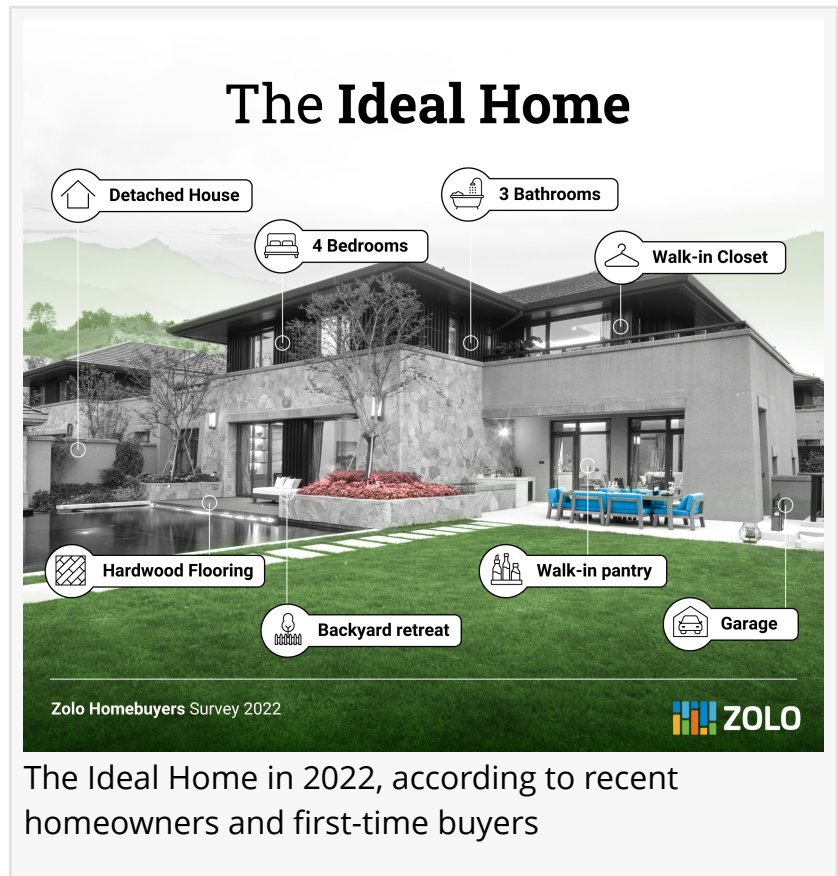
*Centennials (ages 21 to 25), Gen Y (ages 21 to 40) and Xennials (ages 38 to 44) chose a dedicated home office

*Men prefer main-floor bathrooms, energy-saving appliances, and media/entertainment rooms

*Women want backyard retreats, hardwood flooring and fireplaces

[The Ideal Home](#)

Turns out the ongoing pandemic had a big impact on what home shoppers considered the must-have housing features in 2022. In the survey, 34% of respondents indicated that the layout or



style of their home was an issue due to COVID-19 restrictions. This could include not enough dedicated working space while one or both adults and children are home, no room to pursue hobbies and leisure time, and not enough space to isolate from family members or gather safely.

Instead, the ideal home for 2022 includes:

- *4 bedrooms
- *3 bathrooms
- *garage
- *walk-in closet
- *a backyard retreat
- *walk-in pantry
- *hardwood flooring
- *a dedicated home office

Turns out the ideal home grew in size over the last year with 2021 respondents opting for a three-bedroom, two-bathroom home.

According to new homeowners and potential homebuyers, certain amenities were considered the least-desirable. These included:

- *open-concept floor plans
- *a pool
- *new windows

This is the third year of the annual launch of the [Zolo: Homebuyers Survey](#).

About Zolo

Zolo is one of Canada's most popular national real estate marketplaces. Each month, over 10 million home shoppers use Zolo to level up how they buy, sell, rent, finance and learn about real estate.

Nicole Sullivan

What **First-Time Homebuyers** Want

We asked **1,547 renters** what they wanted in their **first home**. Here are their top responses:



71%	Master bedroom with en suite	62%	Garage	59%	Energy-saving appliances
70%	Main floor bathroom	62%	Backyard retreat	53%	Updated HVAC
66%	Updated kitchen	61%	Pet-friendly layout	52%	New windows



What First-Time Homebuyers Want in 2022

Features **Men and Women** Want

We asked **3,307 men (51%)** and **women (49%)** what home features were most desirable. Here are their top responses (multiple selections allowed):



Women

74%	Updated HVAC
73%	Master bedroom with en suite
72%	Garage
71%	Updated kitchen
66%	Walk-in closet
66%	Main floor bathroom
55%	Walk-in pantry
55%	Hardwood flooring
54%	Backyard retreat



Men

Backyard retreat	67%
Updated kitchen	67%
Garage	66%
Master bedroom with en suite	63%
Main floor bathroom	62%
Fenced in yard	58%
Dedicated home office	56%
New windows	53%
Updated HVAC	52%



Men vs. Women: What Homebuyers Want in 2022

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