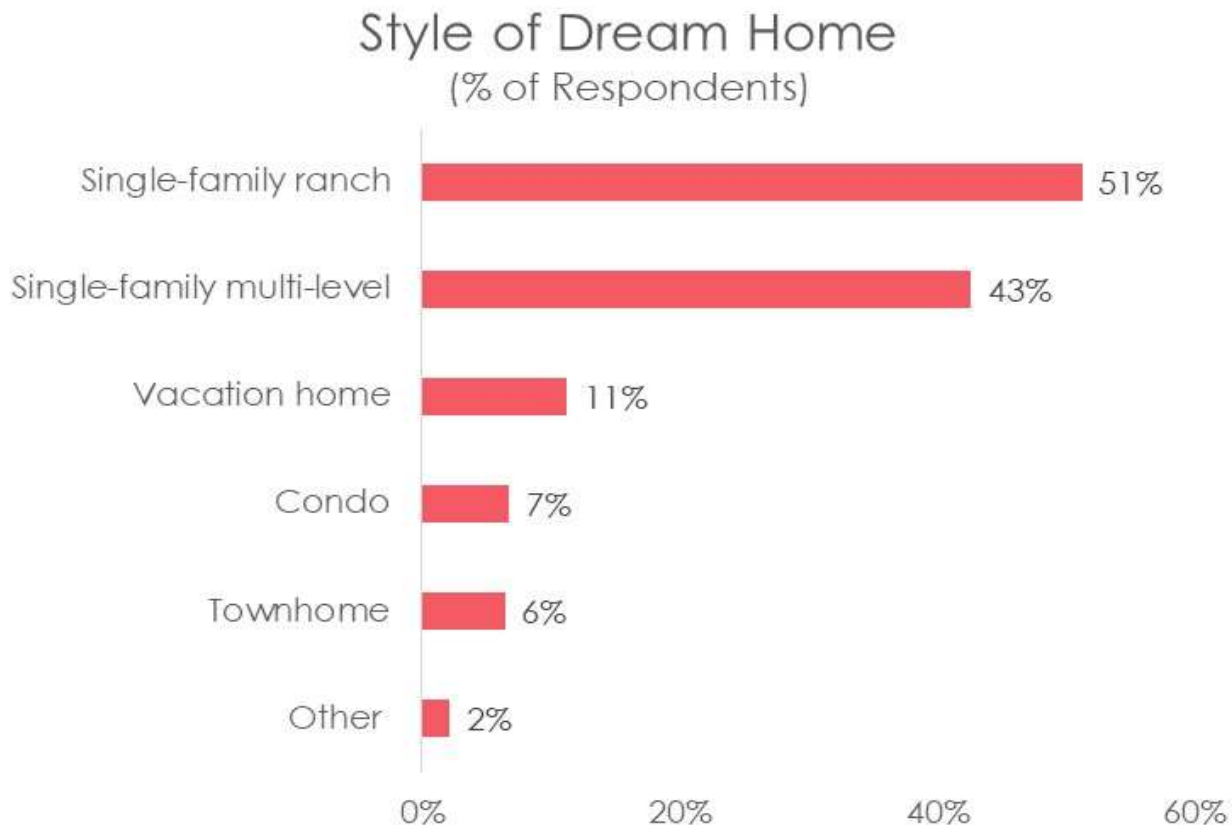

Slightly more than 50% of consumers indicated they would build or purchase a single-family ranch home while 43% preferred a multi-level home.

If you were to move or build a new home, what type of home would you most likely purchase?



TAKE AWAY: The two most popular types of homes were ranch and multi-level single family homes. Fewer than 10% of consumers surveyed would prefer a condo or townhome.



No. 2021.51
Released: 5/2022

Purpose:

To understand what style of home consumers were looking for 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:

Geographic location can impact the style of home consumers prefer in their "dream home." While single-family ranch homes are most popular overall, homeowners in Mountain and Pacific states are more likely to prefer a ranch-style home: 70% of consumers in Mountain states and 60% in Pacific states prefer ranch homes. Consumers in Mid and South Atlantic states are more likely to purchase or build multi-level homes. Not surprisingly, 61% of older consumers (55+) are more likely to prefer ranch-style homes. Consumers with household incomes over \$200,000 tend prefer multi-level homes.

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.