
The location and the size of a person's home are most often the thing consumers like most about their home.

In your own words, tell us what you like about your current home.

What Consumers Like About Current Home	% of Respondents
Location/neighborhood/community	23%
Size/space	21%
Layout/floor plan	12%
Yard/outdoor space	9%
Everything	6%
Open floor plan	4%
One level/ranch	4%
Look/style	4%
Comfortable/cozy	3%

Sample Comments:

- I like my neighbors. I like the size of my kitchen. I like the sizes of the other rooms too.*
- My home is close to a lot of shops and restaurants; some within walking distance.*
- Friendly neighborhood. There is established foliage and trees and unique homes. Not all the same cookie-cutter homes.*
- Great location with good school district.*
- I love how large and spacious our house is.*
- The amount of space this house has and the ways it can be personalized.*
- I like the size features and location of my house.*

TAKE AWAY: The location and neighborhood of a home are most important to consumers. They also look at the size and overall layout of their home.



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Purpose:

To find out what consumers like in their existing home and what features are important.

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:

Not only is the physical location or neighborhood of a home important to consumers, many also want to have the "right" amount of space along with an open floor plan. Consumers also like the style or look of their existing home with many indicating a preference for one-level or ranch homes. Being quarantined during COVID, consumers realized the importance of having outdoor space and a yard. Consumers ages 35 to 54 were more likely to indicate that location was a feature they liked about their existing home. This could be due to the quality of the school district, the maturity of the neighborhood or access to local stores, restaurants and other activities. To increase sales, home builders need to promote the key benefits of a location and offer consumers unique but "open" floor plans that offer space for simple, easy access to daily living.

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, © July, 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.