
Most consumers indicated there were several things they don't like about their current home and would change in their dream home.

In your own words, tell us what you really don't like about your current home and would change.

What I Don't Like About Current Home	% of Respondents
Age/old/outdated	13%
Too small	9%
Nothing/none	8%
Location/neighborhood	7%
Yard/outdoor space	7%
Layout/floor plan	5%
Not enough storage	5%
Kitchen: small	4%
Windows	3%
Bathroom: outdated	2%

Sample Comments:

- It is an older home and it is hard to heat and cool.
- *I need more room, more storage space and open floor plan.*
- *My house just isn't big enough and not a nice yard.*
- *I wish the kitchen/dining room and the spare bedrooms were bigger. I also wish we had a garage and basement.*
- *I don't like the size of my home and it does not have the ability to be expanded.*
- *Kitchen and bathrooms are too small.*
- *The kitchen is way too small and not enough cabinet space. It would be nice if the kitchen, living room and family room were all open.*

TAKE AWAY: Consumers don't like their existing home for a variety of reasons. Most often it is because of the home's age, size, location and/or the lack of space.



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Purpose:

To learn more about what features consumers don't like in their existing home and what they would change if they purchased or built a new home.

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:

Consumers listed a variety of different features they don't like about their existing homes. In open-ended comments, many respondents indicated their existing home was old and outdated. Several indicated their older homes are less energy efficient and hard to heat and cool. In addition, several consumers indicated the bedrooms and living spaces are too small and do not offer enough storage/closet space. Many consumers are not happy with their kitchens and bathrooms with 20% indicating they were either too small or in need of an upgrade. Other features homeowners do not like in include: size or existence of a laundry room, lack of mud room or basement, and need for a more open and spacious floor plan. By understanding what features consumers are unhappy with in their existing homes, builders can improve the features and style of their homes to maximize their sales potential.

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.