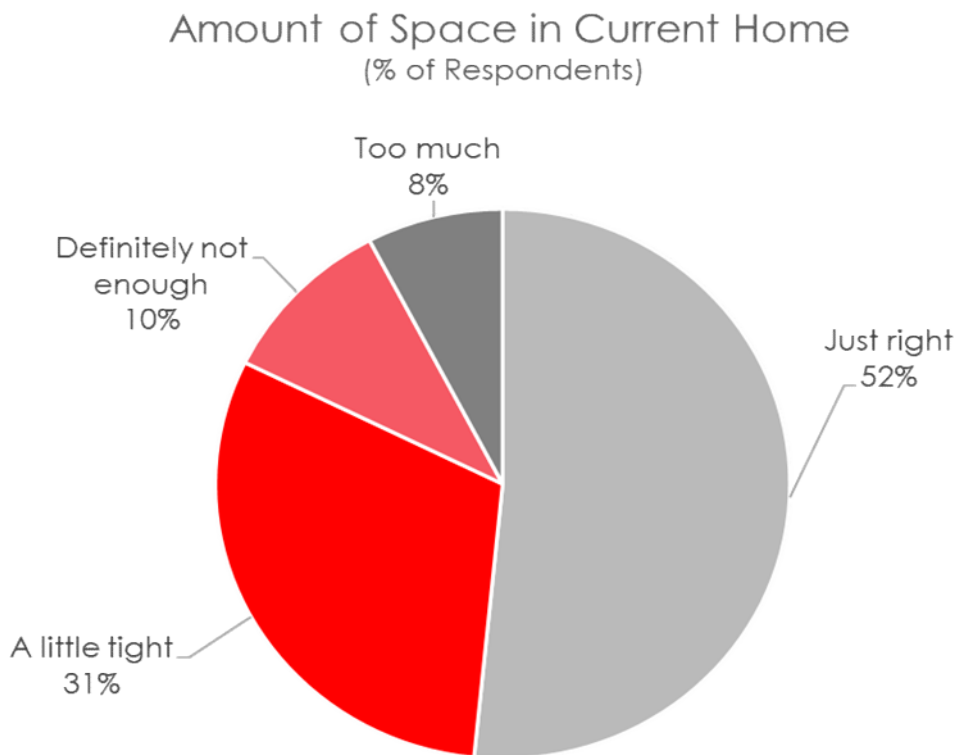


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***About half of consumers are happy with the amount of space in their existing homes while the half indicated their current home is either too small or too big.***

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How do you judge the amount of space in your current home?



**TAKE AWAY:** Most consumers (52%) feel the size of their existing home is just right but 41% feel it is a little tight or definitely too small.



**No. 2021.55**  
**Released: 7/2022**

## Purpose:

To determine if consumers are happy with the amount of space they currently have in their 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:

This AIM research indicates that about half of consumers are happy with the amount of space they have in their current home and the other half believe it is too small or is maybe has too much space. Looking at the data, consumers in smaller houses were more likely to judge their current space as "little tight" or definitely not enough room: 62% of consumers in houses with 2,000 S.F. or less were more like to say their space was too small. Only 15% of those living in homes 4,000 S.F.+ said their space was too small. The length of time consumers were in their current home also had an impact on their opinion on the amount of space they had. Among consumers who had lived in their home two years or less, 65% indicated their space was just right compared to 41% of those that who had lived in their house for six to 10 years. Consumers with homes valued at \$500,000+ were more likely to be happy with their current space (50%) than those with home values of \$150,000 or less (38%).

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