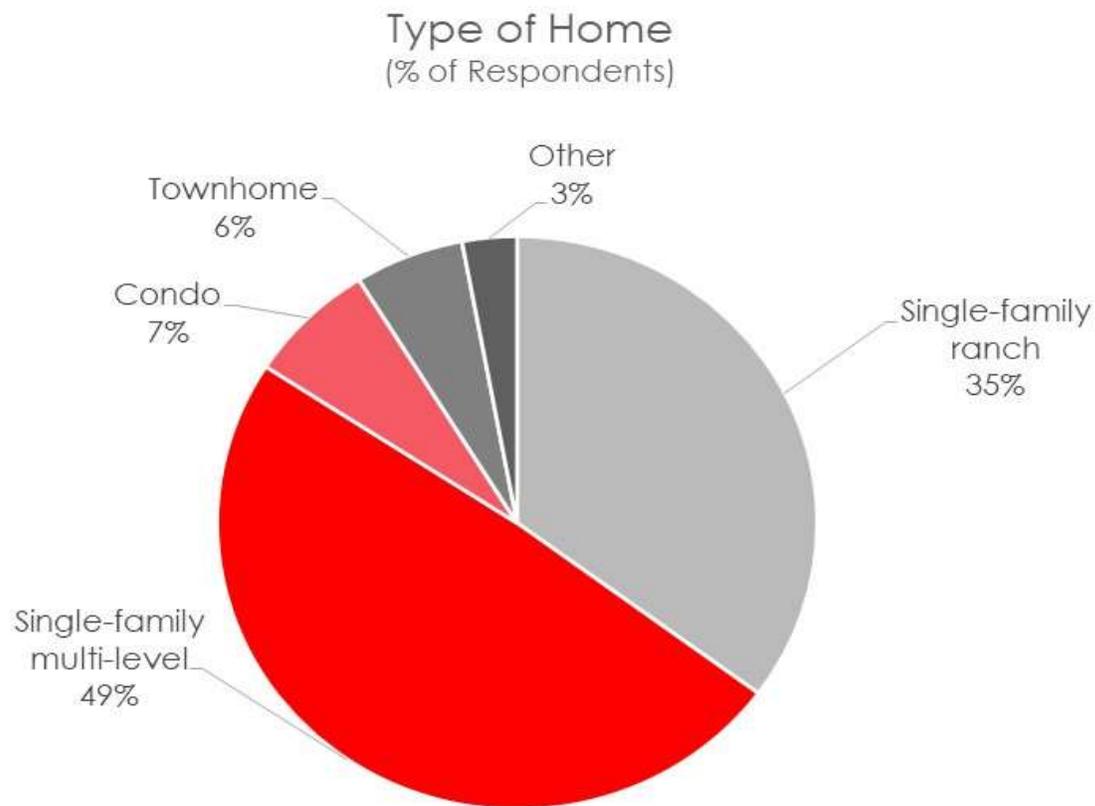


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***The majority of consumers surveyed are currently living in a single-family multi-level home. About a third have ranch style homes.***

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What type of home are you currently living in?



**TAKE AWAY:** Approximately half of consumers live in multi-level homes while slightly more than one-third live in ranch homes. Fewer than 20% live in condos or townhomes.

## Purpose:

To find out what type of home consumers currently live in.

## 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:

AIM research indicates that the style of the home is related to age. Of those living in condos/townhomes, 29% are 35 or younger, while 62% of those 35 to 44 years old live in multi-level homes and 43% of those 55+ live in ranch style homes. There is some regionality to the data as well. For example, consumers living in the West (46%) and South (41%) are more likely to live in ranch style homes. In addition, 61% of those living in the northeast indicate they live in multi-level homes. When consumers were asked what style of home they would prefer if they moved to or built a new home, 80% of those currently living in ranch homes would continue to select a ranch home. In contrast, 63% of current multi-level home owners would remain in a multi-level home while 34% indicated they would switch to a ranch style home. Builders should be aware of how the rapidly growing "older" population is influencing design trends, particularly the increasing popularity of ranch style homes.

**For more information** download AIM's 2022 report:

["The Dream Home-What Consumers Really Want"](#)