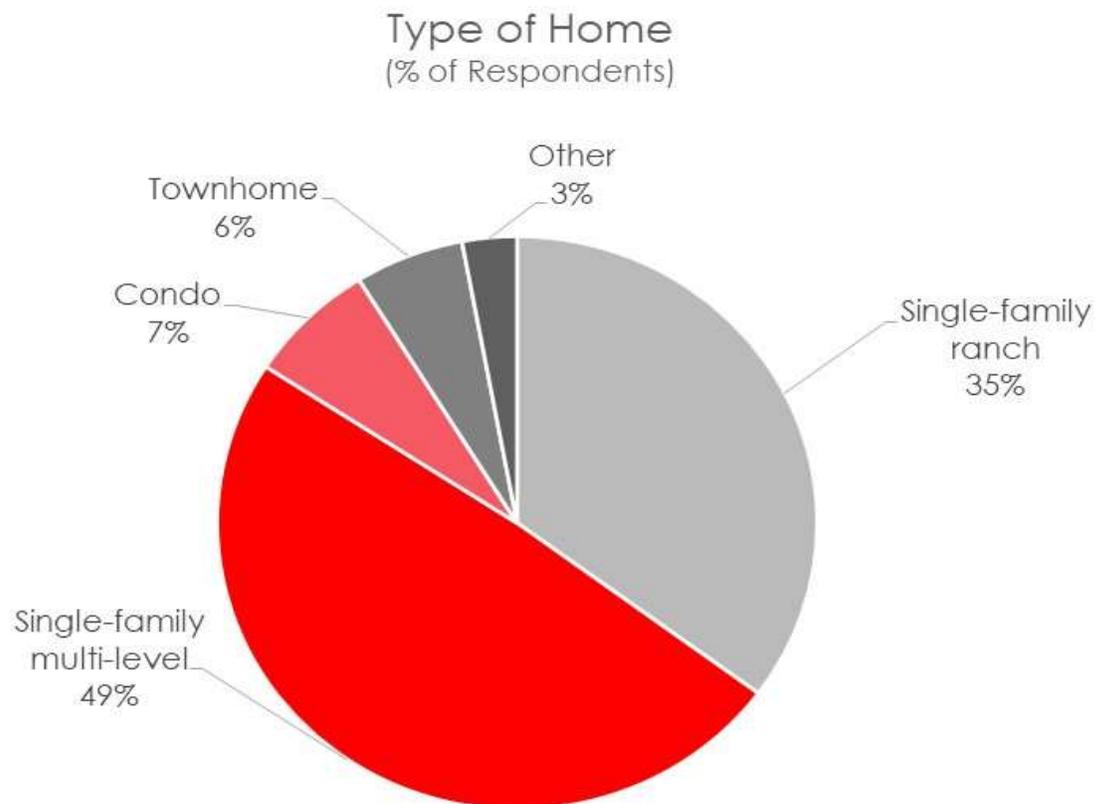

The majority of consumers surveyed are currently living in a single-family multi-level home. About a third have ranch style homes.

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"](#)