U.S. House Preference

▼ What Home Buyers Really Want, 2021

基于2020年夏季对3,247名最近购房者和潜在购房者进行的一项全国范围的综合调查。

- 購房者希望擁有的房屋中位面積為2,022平方英尺，比他們目前擁有的1,877平方英尺多約8%。由於21%的購房者承認COVID-19的到來使他們渴望擁有更大的住宅，可以合理推斷，如果不是因為疫情，2020年的中位理想面積會更小。

- 購房者明顯偏好開放式格局：85%的人希望廚房和餐廳之間有開放的連接，79%的人希望廚房和家庭間有開放的連接，而70%的人希望餐廳和家庭間有開放的連接。

- 46%的購房者希望擁有三個臥室的住宅。對於擁有四個或以上臥室的興趣在2020年（32%）比2007年（40%）要小。這一結果受到有無子女的強烈影響：47%的有子女的已婚夫妻希望至少有四個臥室，而獨居人士中只有13%希望擁有四個或以上臥室。

- 37%的購房者偏好擁有兩間浴室，這是最多人選擇的數量。另外21%的人偏好擁有2.5間浴室，而26%的人希望擁有超過三間浴室。只有17%的人希望擁有少於兩間浴室。

- 42%的近期和潛在購房者偏好擁有一個兩車位的車庫，這比其他停車設施更受歡迎。相對而言，偏好只有一個車位的車庫的比例較小（18%），而偏好三個或多個車位的車庫的比例也較小（12%）。

- 56%的購房者表示他們願意考慮在年齡限制（55+）社區購買房屋，無論是現在還是將來年紀大了之後；27%的人表示他們不願意考慮；而18%的人則不確定。

- 最受歡迎的五個社區特色是步行/慢跑小徑、典型的郊區社區、公園區域、鄰近零售空間和可步行的社區。每一代購房者都希望擁有這些特色，這表明無論年齡如何，購房者都會對這些特色給予正面回應。

▼ Motivational Factors Influencing Housing Interior Finish Choice and Preference

1. Frequency of floor finish choice

Table 1: Frequency of Floor Finish Choice (Field Survey, 2010)

S/No	Housing Space floor Finish type	Frequency of Preference (%)
1	Ceramic Tiles	71.95
2	PVC Tiles	4.19
3	Plywood	0.57
4	Cement-Sand Screed	8.22
5	Terrazzo	4.00
6	Stone	0.38
7	Marble	10.69
Total		100

Only the motivations for Ceramic Tiles Floor finish choice and preference are presented in this paper.

2. Summary of Frequency of mention of the elements Linking 'easy to clean' attribute of ceramic tiles floor finish

Table 2: Summary of Content Codes for Ceramic Tiles Floor Finish

Code	Content Elements Attributes	Code	Content Elements Values cont'd
01	Easy to Clean/maintain Consequences	07	Satisfaction
		08	Comfort
02	Have healthy environment	09	Godly heritage/prestige
03	Have appealing environment	10	Enjoying Life
04	Conservation of resources	11	Role Model
05	Maintenance attitude	12	Accomplishment
	Values	13	Self-confidence
06	Healthy life	14	Fulfilment

4. Results and Discussion

The next step is to generate an implication matrix, but for the purpose of this paper only a summary of frequency of mention of the elements linking them to the abstract attribute 'easy to clean' of the ceramic tiles floor finish as presented in table 3 below.

Table 3: Summary of Frequency of mention of the elements Linking 'easy to clean' attribute of ceramic tiles floor finish

Code	Content Elements Attributes	Frequency of Linkages	Code	Content Elements Values cont'd	Frequency of Linkages
01	Easy to Clean/maintain Consequences	15.00 (15)	07	Satisfaction	00.04 (04)
			08	Comfort	00.04 (04)
02	Have healthy environment	19.18 (39)	09	Godly heritage/prestige	00.05 (05)
03	Have appealing environment	13.07 (20)	10	Enjoying Life	00.04 (04)
04	Conservation of resources	12.15 (27)	11	Role Model	00.06 (06)
05	Maintenance attitude	08.01 (09)	12	Accomplishment	00.08 (08)
	Values		13	Self-confidence	00.01 (01)
06	Healthy life	00.09 (09)	14	Fulfilment	00.02 (02)

▼ The measurement and analysis of housing preference and choice

1. The most often utilized dwelling and environment features in housing preference research, P30

常用的属性，PCA 时可以作为参考之一

Table 2.1 The most often utilized dwelling and environment features in housing preference research

Dwelling features	Environment features
Type of dwelling	Type and size of local council
Number of rooms	Type of neighborhood
Size of living room	Type of housing
Total usable surface area of dwelling	Period built
Backyard present?	Amenities in the neighborhood
Size of backyard	Public transport
Presence of balcony	Green and water
Size of balcony	Semipublic area (parking, etc.)
Storage space	Parking places
Tenure	Safety, including traffic
Price	Space, building density
Architecture	Urban development design for the neighborhood
Quality/level of maintenance	
Year built/period built	
Private parking place	

Source: Goetgeluk (1997); Heins (2002); Boumeester et al. (2005)

2. Most frequently stated preferred attributes by type and ranked by weighted share, P62

十分关注一些关于花园或阳台的属性

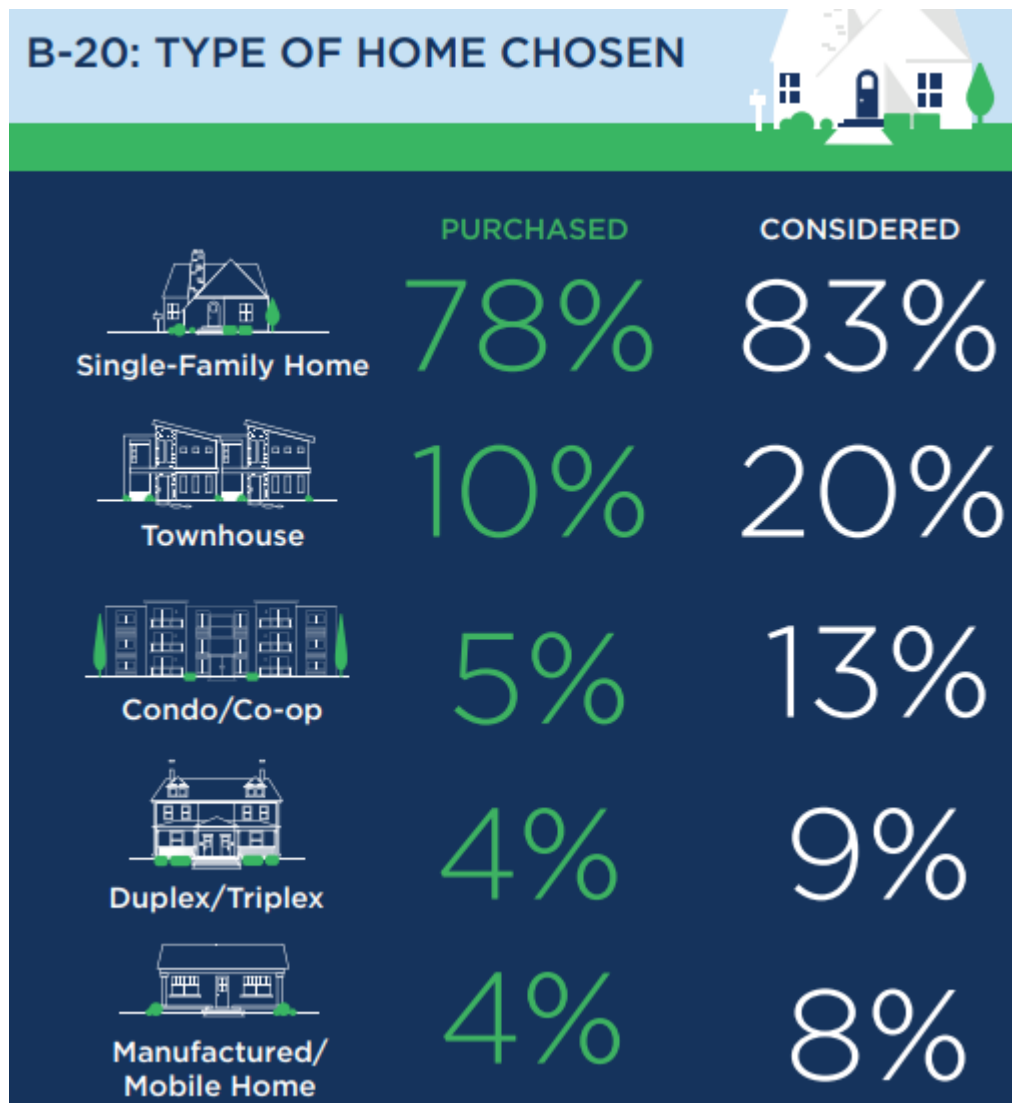**Table 3.1** Most frequently stated preferred attributes by type and ranked by weighted share (Heins et al. 2003)

Preferred attribute	Type	% Total	% RIP of Total	% TOP of Total	% RP of Total	((% RIP + % TOD) × % Total)/100
Garden/balcony	HF	98	82	15	4	95
Location	LF	95	66	28	6	89
Green space	LF/LA	95	65	25	9	86
Number of rooms	HF	95	80	11	9	86
Type of dwelling	HF	92	47	47	7	86
Personal safety	LF	91	88	3	9	83
Peace and quiet	LA	90	88	4	8	83
Density	LA	90	70	22	8	83
Proximity to shop	LF	87	90	5	5	83
Type of buildings	LA	92	56	33	11	82
Plot size	HF	84	75	15	11	76
Type of landscape	LA	89	47	37	16	75
Road safety	LF	83	76	10	14	71
Outbuildings	HF	89	58	22	20	71
Architecture – surroundings	LA	84	71	12	17	70
Atmosphere	LA	90	69	7	24	68
Open space	LF/LA	86	71	8	21	68
Proximity to nature	LF/LA	87	47	23	30	61
Architecture – dwelling	HA	71	71	13	17	60
Type of population	LA	77	62	14	24	59
Age of building	LA	62	48	26	26	46
Proximity to water	LF/LA	77	27	24	49	39
Presence of animals	LF/LA	68	38	8	53	31

H house, *L* location, *F* function, *A* esthetics

▼ Consumer housing trends report 2016

1. Single-family homes dominate the landscape

   Bldgtype column 需要注意 "1Fam"

B-20: TYPE OF HOME CHOSEN

	PURCHASED	CONSIDERED
Single-Family Home	78%	83%
Townhouse	10%	20%
Condo/Co-op	5%	13%
Duplex/Triplex	4%	9%
Manufactured/Mobile Home	4%	8%

2. CONSIDERED BRAND-NEW HOMES

SaleType column需要留意 "New"

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70 ─────────────────────────────────────────

60 ─────────────────────────────────────────

54
50 ──── 50 ──────────────────────────────────
48

40 ───────────────────────── 38    39 ───────
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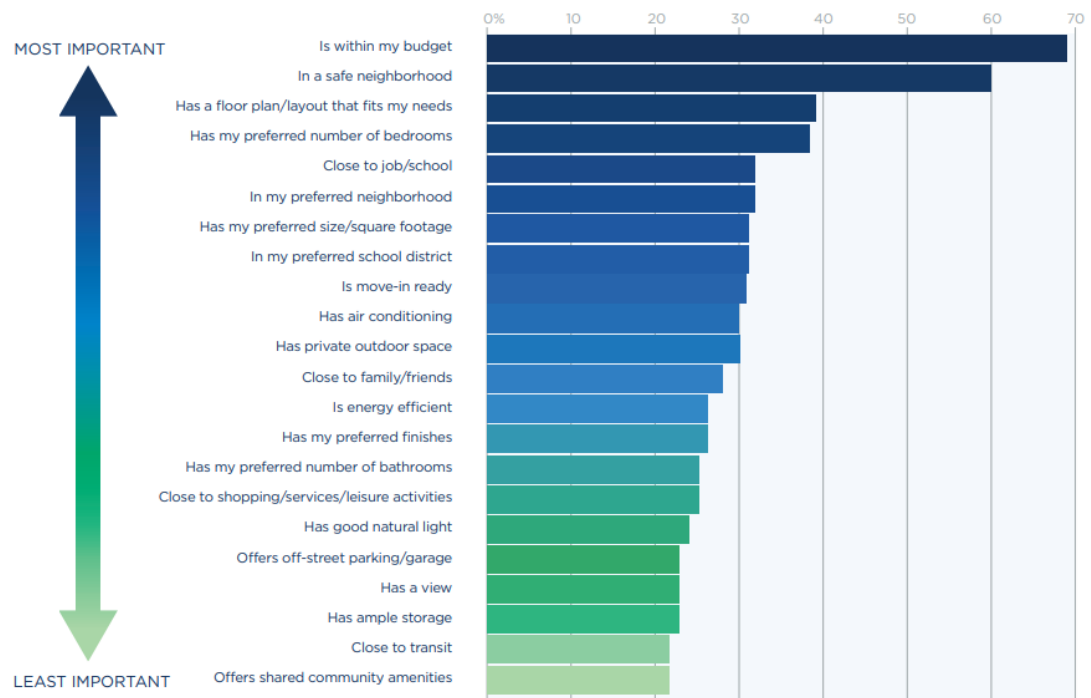|	Total	Millennials (18-34)	Gen X (35-49)	Baby Boomers (50-64)	Silent Gen (65-75)
	48	50	54	38	39
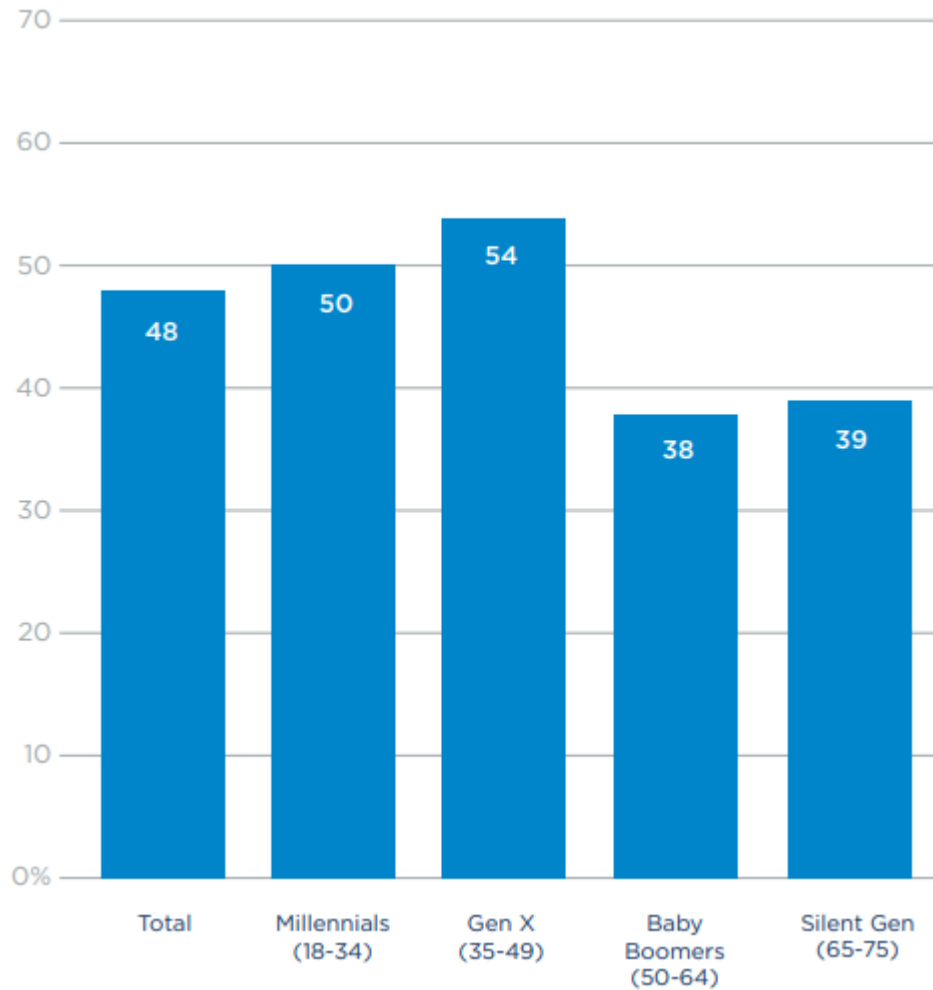
3. AMENITIES OF A HOME—WHAT DRIVES HOME SELECTION

同时参考 What Home Buyers Really Want, 2021

需要注意 Neighborhood (消费者更加倾向哪些小区) 和 bedroom 数量。

	0%	10	20	30	40	50	60	70

MOST IMPORTANT

- Is within my budget
- In a safe neighborhood
- Has a floor plan/layout that fits my needs
- Has my preferred number of bedrooms
- Close to job/school
- In my preferred neighborhood
- Has my preferred size/square footage
- In my preferred school district
- Is move-in ready
- Has air conditioning
- Has private outdoor space
- Close to family/friends
- Is energy efficient
- Has my preferred finishes
- Has my preferred number of bathrooms
- Close to shopping/services/leisure activities
- Has good natural light
- Offers off-street parking/garage
- Has a view
- Has ample storage
- Close to transit
- Offers shared community amenities

LEAST IMPORTANT

4. Typical home purchase

2016年的理想购房中位为这种类型的房型和价格，可以作为价格参考和指导。

THE TYPICAL HOME PURCHASED

3 bedrooms
2.5 bathrooms
Median sq. ft. = 1,900
Median price = $222,000
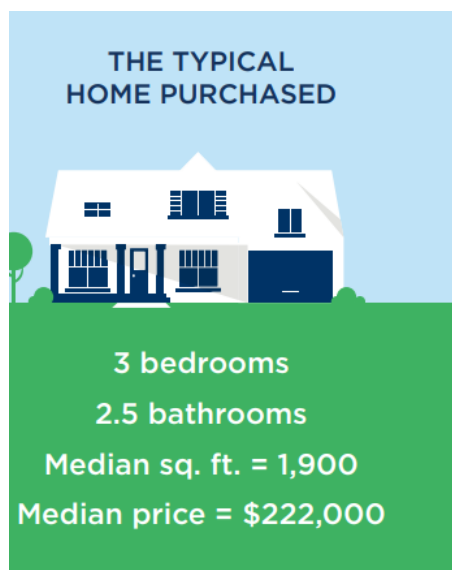
TYPICAL HOME PURCHASE

The median home purchased today has 1,900 square feet and features three bedrooms, 2.2 full bathrooms and one partial bathroom. The Silent Generation and Millennials are buying homes with slightly smaller footprints, with a median size of 1,700 square feet and 1,800 square feet, respectively. Generation X and Baby Boomer buyers are choosing slightly larger homes of 2,000 and 1,950 square feet, respectively.

The median price of a home is $222,000. First-time buyers are paying a median price of $200,000 on a new home—just 18 percent less than repeat buyers, who spend $235,000 on their home—indicating that first-time buyers are stretching their resources to afford a starter home they can stay in for awhile.

Generation X buyers spend a median of $245,000, which is the most of any generation. Boomers are spending the least amount of money on homes—a median of only $200,000.