

Home ownership remains unreachable for a growing majority.



Willingness to accept tradeoffs in order to purchase a home has grown significantly.

Buying a home in my	A40/
location is too expensive	41%

Unable to find the right 30% home at my desired price

Operating costs (maint., tax, insurance) 24% of owning a home too expensive

	APRIL 2025	OCTOBER 2022
Smaller home	40%	21%
Smaller or no garage	33%	22%
Smaller room sizes	25%	16%
Rent-to-own model	50%	33%
Modular or manufactured home	32%	22%

What are your reasons for renting or selling/moving to rent a home?

To improve your ability to buy a home what would you be willing to accept?

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lost desired home	**
eatures support health,	Q
reate cost savings &	
enefit the planet.	

Better equipped & more 29% modern kitchen for cooking

More efficient insulation, 25% **HVAC**, lighting/appliances

22% Whole house water filtration

Whole house, always on 22% quality indoor air filtration

Solar battery storage 18% or back-up power generator

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Most desired community features reflect longing for joy, health & connection.

Access to nature for outdoor activities	54%	58%
for outdoor activities	34/0	30 %

Walkability to coffee shops 49% 43% & casual eateries

> 48% 48% **Trails**

Small neighborhood parks 45% 40% with seating & shade

Large park & event space with 44% 48% open fields & green areas

If you had \$50,000 to spend on features and upgrades in your home, pick the top three things you would spend that money on.

In thinking about buying or renting your next home, what community features would influence your decision?

AMERICA AT HOME STUDY

Wave 4: April - May 2025 (6,0002 Responses) U.S. adults, 25-74 years old, HHI \$50,000+ nationally representative

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