

# THE EVOLUTION OF HOME

The typical American home has evolved a great deal over the past 50 years. While past buyers preferred suburban, single-family homes, today's buyer has different expectations.

## NEW-HOME DESIGN CHARACTERISTICS IN 1966:

Builders and buyers prefer one-story homes

Laundry rooms were located in the basement

On average, smaller home size

The kitchen, dining room, and living rooms were all separate

Home energy efficiency was not a big consideration



## NEW-HOME DESIGN CHARACTERISTICS IN 2016:

The average home size is growing, with builders catering to a higher-income, older demographic

60% of new homes have at least two stories due to millennial demand and an increase in multigenerational households

Open-floor design is the new norm across all buyer generations

New home construction emphasizes energy efficiency and efficient design

Laundry rooms are typically located on the home's main level