

Homes Heart

SURVEY RESULTS 2001

Survey shows design tastes are changing

By Associated Designs

It's a given that tastes change. In clothing styles, differences are noticeable year to year. But when it comes to home design preferences, taking the longer view is more informative.

Associated Designs keeps abreast of these ever-changing trends through its annual Homes from the Heart Survey. Over the years, thousands of readers nationwide have shared their opinions through this medium. Each year we use this information to

custom design a home based on our readers' most enthusiastic preferences. This year, that's the Everheart.

Freshly tallied results from the 2001 survey reveal major changes, as well as some similarities, since we published our first survey about nine years ago.

Then, country-style homes were the front-runners. About 40% preferred this style, and 50% wanted a wood exterior. This year, country still garnered 28%, but contemporary edged past it by one percentage point. Wooden exteriors drew only 20%, while brick/stone spiked up to a whopping 70%.

Great rooms gained the ground that living rooms lost. Only about 30% want a formal living room now, down from 50%—a major

shift. On the flip side, more than 70% now prefer a great room (living/dining room, open to the kitchen), up from 60%.

The desire for a home office has also increased by more than 10%, reflecting contemporary society's increased computer usage, and a related trend of working partially, or entirely, at home.

Preferences that stand the test of time include a universal desire for a fireplace or wood stove, plus roomy storage spaces like pantries and master suite walk-in closets.

Many readers sent us drawings and/or letters, along with their survey forms. We appreciate these, and always incorporate some of their ideas into our Home from the Heart. Readers from North Carolina, Iowa and California, among other states, wanted light, airy kitchens with a view. They'll find that in the Everheart.

TYPE OF HOME

Size of Home:
(in square feet)
4% less than 1500
31% 1500-2000
37% 2000-3000
39% 3000 and up

Number of Floors:
48% 1 story
52% 2 stories
52% Basement
14% Wheelchair Accessible

Budget: **\$248,000**

Exterior Style:
29% Contemporary
28% Country
20% Ranch
3% Mediterranean
9% Colonial
6% Victorian
2% Tudor
9% Craftsman
11% Other

Exterior Material:
19% Wood
69% Brick/Stone
19% Stucco
25% Vinyl/Aluminum
6% Other

LIVING AREAS

In addition to the kitchen I would like the following rooms in my home:

Number of Bedrooms: **3.4**
Number of Baths: **3.1**

54% Formal Entry
31% Formal Living
50% Formal Dining
72% Great Room (Open Living/Dining/Kitchen)
40% Family Room
17% Media Room
22% Recreation Room
28% Guest Suite
48% Office
40% Den/Library
35% Sunroom
9% Other

HOUSEHOLDS

Average number of people in household: **3.4**

Average age of respondent: **49**

Plan to build a home: **78%**
Do not plan to build a home: 14%

KITCHEN

General Features:
48% Adjacent to Garage
86% Open to Family Room
64% Breakfast Nook
3% Other

Special Features:
66% Island
67% Eating Bar
39% Appliance Center
44% Garden Window
42% Desk
92% Pantry
51% Double Oven
51% Vegetable Sink
26% Trash Compactor
12% Other

UTILITY

72% Adjacent to Kitchen/Garage
22% Adjacent to Bedrms
9% In Garage or Bsmnt

GARAGE

Number of Cars: 3.1
14% RV Parking
49% Shop
84% Storage

MASTER SUITE

Best Location:
78% Isolated from Other Bedrooms
20% Adjacent to Other Bedrooms
75% Main Floor
15% Upper Floor

Suite Features:
52% Outside Access
34% Sitting Room
96% Walk-in Closet
15% Other

EXTRAS

Exterior:
63% Front Porch
82% Deck/Patio
48% Screened Porch
29% Courtyard
8% Other

Interior:
92% Fireplace/Woodstove
48% Vaulted Ceilings
39% Skylights
37% Computer Center
26% Wet/Service Bar
16% Swimming Pool
13% Other