

# Consumer Insights

# Top Amenities

Check out what more than 20,000 new home shoppers shared as the amenities they most wanted in their next community. Below are the **top 25 preferences by generation**. The major differences relate to the presence of children for the younger generations.

	Boomers <i>Born 1946 to 1964</i>	Gen X <i>Born 1965 to 1979</i>	Gen Y <i>Born 1980 to 2000</i>	
1	Grocery Store Close By	Grocery Store Close By	Grocery Store Close By	* Today's shoppers rated <b>Service &amp; Retail</b> as the most important amenities for their next community purchase.
2	Restaurants Close By	Restaurants Close By	Restaurants Close By	
3	Walking Trails	Walking Trails	Fitness Center	
4	Fitness Center	Fitness Center	Walking Trails	* All three generations ranked <b>Fitness Center</b> and <b>Walking Trails</b> as top amenities above retail shopping.
5	Village Square	Recreational Center	Children's Park	
6	Shopping	Village Square	Shopping	
7	Wi-Fi Internet Access in Public Areas	Shopping	Recreational Center	
8	Community High-Speed Internet	Wi-Fi Internet Access in Public Areas	Wi-Fi Internet Access in Public Areas	* <b>Wi-Fi Internet Access</b> and a <b>Community Intranet with Events, Clubs, etc.</b> are more important to the <b>Boomers</b> than they are to <b>Gen X</b> and <b>Gen Y</b> .
9	Recreational Center	Community High-Speed Internet	Village Square	
10	Community-Wide events	Shaded Areas	Community-Wide events	
11	Shaded Areas	Children's Park	Community High-Speed Internet	
12	Organized On-Site Programming	Community-Wide events	Shaded Areas	* <b>Community-Wide events</b> rank above pools, parks, and other typical amenities. Events can be much less expensive too!
13	Community Intranet with Events, Clubs, Bulletin Boards, etc	Organized On-Site Programming	Children's Water /Play Area	
14	Yoga/Pilates Studio	Running	Dog Park	
15	Lake, Pond, Stream, and Water Elements, \$50/Month	Community Intranet with Events, Clubs, Bulletin Boards, etc	Running	* A <b>Dog Park</b> is among the top park choices. It scored highest for <b>Gen Y</b> , followed by the <b>Boomers</b> .

Look for our future trends in what consumers want in communities and homes by generation.

*We believe it starts with your consumers.*

Consumer research in the real estate world is often overlooked because it is difficult and expensive to conduct. However, understanding what home buyers value is critical, given the market climate and competitive field today. Our 3rd annual Consumer Insights report couples our timely market research with qualitative findings from our proprietary **“What Do You Call Home?”** survey to provide better information on consumer marketing strategies for your communities.

	Boomers <i>Born 1946 to 1964</i>	Gen X <i>Born 1965 to 1979</i>	Gen Y <i>Born 1980 to 2000</i>
16	Hiking Trails with Historical Markers of the Area	Tennis Courts	Organized On-Site Programming
17	Live Music in the Park	Yoga/Pilates Studio	Sport Fields
18	Remote Guard Gate, \$50/month	Sport Fields	Basketball Courts
19	Dog Park	Children's Water/Play Area	Tennis Courts
20	Cycling	Hiking Trails with Historical Markers of the Area	Yoga/Pilates Studio
21	Open Space, \$50/Month	Lake, Pond, Stream, and Water Elements, \$50/Month	Hiking Trails with Historical Markers of the Area
22	Amphitheater Outdoors	Dog Park	Community Intranet with Events, Clubs, Bulletin Boards, etc
23	Adult-only Pool (18+)	Cycling	Movies in the Park
24	Art Shows in the Park	Basketball Courts	Lake, Pond, Stream, and Water Elements, \$50/Month
25	Library	Live Music in the Park	Live Music in the Park

Events and experiences, as a whole, rank above “hard amenities” like a pool.

WATER
 ADVENTURE
 NATURE
 ARTS & ENTERTAINMENT
 PARKS
 REC CENTER
 EVENTS
 SERVICE & RETAIL
 SPECIAL AMENITIES

**Let us help!** We can help optimize your community and home design for better homes, better places, and better profit.

Please contact **Mollie Carmichael** at [mcarmichael@realestateconsulting.com](mailto:mcarmichael@realestateconsulting.com) or (949) 870-1214.