

**Surveys Show:**

# 'Little Woman' Prime Mover In House Buying Decision

Surveys show that the wife is the prime mover in the decision to buy a new home.

The husband's motivation can be very different (he may even be strongly opposed to buying), and unless these differences can be resolved, the result will probably be no sale.

Three stages identify the basic housing markets: **Newly-wed, First House** and the **Upgrade** stage. Here are summaries of the findings regarding the husband and wife's state of mind at each stage:

**NEWLY-WED STAGE:**

Respond favorably to the idea of "being your own boss," and to the opportunity to furnish and/or decorate a home to their own tastes.

**Primary Concerns:** **Privacy** has a very strong appeal, expressed in isolation from other people. **Maintenance** chores and the responsibilities of house ownership are repugnant to newlyweds; this is why 70% of these families are renters. **Pleasing each other** is one of the strongest goals. Both respond to the idea that the other "deserves nothing but the best". **A place to have fun together** is very appealing to this group.

**FIRST HOUSE STAGE:**

**Primary Concerns:** **Children** are the focal point. The house is first and foremost a place to bring up children. Image of the neighborhood as a "safe place to raise children", proximity to good schools, playgrounds, traffic safety, are important. Areas like recreation rooms should be stressed because of their use by children, not adults.

**Privacy** now means a way for members of the family to get away from one another; wife sees the master bedroom for the husband-wife relationship at night, and for sewing, ironing, etc. during the day. Husband sees the master bedroom as one room the children will never enter.

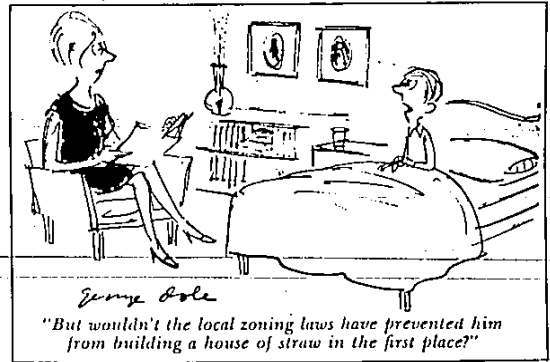
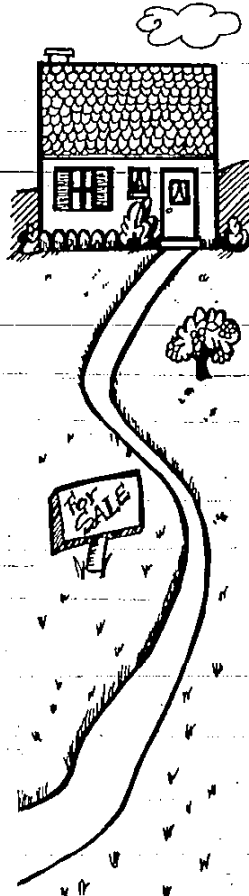
**Pride of Ownership** is very strong. Men like the challenge of improving and adding to the house; women now consider the home the center of their existence.


**UP-GRADE STAGE:**

Husband doesn't want to move at all, but wife thinks he should buy her a bigger, better house. The decision to buy rests in large part now on how discontented the wife is with the inconveniences of her present house.

**Primary Concerns:** **Newness** is a virtue; both

like the idea of less work to keep it up. Community is now of more concern than the house itself; as children become teenagers, anxiety about the neighborhood increases. **Privacy** now ranked much higher by the husband than the wife.



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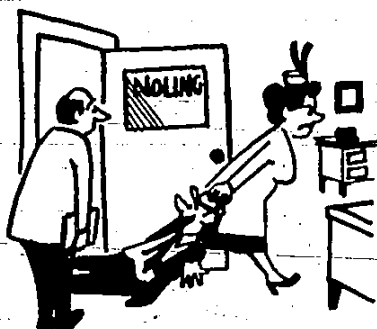
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