NEWS RELEASE

The hosting effect: 58% of Americans say hosting guests has made them rethink what they want in a home

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Just in time for the holidays, KB Home reveals new research about how hosting is reshaping Americans' home priorities

LOS ANGELES, Nov. 19, 2026 /PRNewswire/ -- Hosting guests is changing what Americans want in a home: 58% say it has made them rethink what they want in their current or future home, according to a survey of 2,000 U.S. adults* conducted by Talker Research on behalf of KB Home (NYSE: KBH), one of the largest and most trusted homebuilders in the U.S. As many Americans prepare to welcome friends and family for the holidays, the survey highlights the pride, pressure and priorities that come with welcoming guests into the home.

Among the top findings:

- More than half of Americans (58%) say hosting has made them rethink what they want in their current or future home.
- Nearly 3 in 10 hosts (29%) say having people over makes them feel proud of their home.
- Yet 1 in 5 (20%) say having guests over makes them feel self-conscious about their home.

"Hosting friends and family can highlight what people love about their homes and what they wish worked better," said Gena Kirk, vice president of corporate design, KB Home. "From spacious living areas and open floor plans to finishes that reflect personal style, a KB home works for everyday life as well as special occasions. Our Built-to-Order approach recognizes that no two households are alike,

giving buyers the flexibility to make choices that fit their lifestyle and budget and create a home that is uniquely their own."

Other key findings from the survey include:

Hosting inspires home pride and new priorities

- **A welcoming home:** Nearly a third of hosts (31%) say hosting makes them think about how to make their home more welcoming or comfortable, while 25% say it makes them want to declutter or clean more often.
- **The pressure to feel guest-ready:** Beyond the 1 in 5 hosts (20%) who say having people over makes them feel self-conscious about their home, 24% notice things they would want to change.

Comfort and gathering spaces lead holiday hosting priorities

- **Room to gather:** Americans most often say an open living area (35%) is the most important feature for making a home comfortable for hosting friends and family during holidays and special occasions, followed by outdoor entertaining space (30%).
- **Space to share a meal:** Other hosts prioritize a spacious kitchen (24%), an open kitchen (21%) and a large or dedicated dining area (21%).
- **Guest prep starts in shared spaces:** Among hosts, the living room (45%) leads the areas they focus most on tidying before guests arrive, followed by bathrooms (35%) and the kitchen (31%).

For more information on KB Home, call 888-KB-HOMES or visit kbhome.com.

About KB Home
KB Home is one of the largest and most trusted homebuilders in the U.S. We operate in 50 markets, have built over 700,000 quality homes in our nearly 70-year history, and are honored to be one of the top customer-ranked national homebuilders based on third-party buyer surveys. What sets KB Home apart is building strong, personal relationships with every customer and creating an exceptional experience that offers our homebuyers the ability to personalize their home based on what they value at a price they can afford. As the industry leader in sustainability, KB Home has achieved one of the highest residential energy-efficiency ratings and delivered more ENERGY STAR® certified homes than any other builder, helping to lower the total cost of homeownership. For more information, visit kbhome.com.

***Research methodology**
Talker Research surveyed 2,000 U.S. adults who have access to the internet; the survey was commissioned by KB Home and administered and conducted online by Talker Research between Oct. 9 and Oct. 13, 2026.

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