COVID-19 has shifted the motivation to buy a home.

**Home =**
- 91% A safe place
- 85% Comfort
- 84% Family

**Watch what they do, not what they say.**
- 92% of respondents have already made changes in their homes due to COVID-19.

**Garages need a re-design.**
- 49% of Millennials have made changes in their garages.
- 73% Disinfecting things more
- 44% Reorganizing to create more space
- **ALL:**
- 45% Using rooms for multiple combined purposes
- 31% Created spaces for multiple home offices

**A huge majority (72%) want to live in a single-family home.**
- Preferred home types more inclined to want to own/rent:
  - 72% Single-family detached home
  - 14% Mid-rise apartment/condo
  - 9% Attached townhome
  - 4% High-rise apartment/condo
  - 1% Attached duplex

**Outdoor spaces, health, wellness are most desired community features.**
- 52% Large park with open fields & greenspace
- 47% Trails
- 45% Controlled environment for safety, sanitization & maintenance
- 40% Picnic, BBQ area, open air pavilion
- 38% Health/wellness clinic

**COVID-19 has created a NEW demand for home ownership.**
- 46% of renters now want to own vs. rent = 7.4M new potential demand.

**New owners want options for rental income.**
- 42% of Millennials want an apartment/room with separate entry to rent.

**The time to move is now.**
- 4% of current owners (2.1M potential new demand) plan to move earlier than planned.

**Buyers want different design features in their homes, and they are willing to pay for them.**
- More than 50% want:
  - Germ-resistant countertops/flooring
  - Greater tech/energy efficiency
  - More storage for food & water
  - Touch-free faucets, appliances & smart toilets
  - Better equipped kitchen for cooking

- More than 30% want:
  - Touchless entry to home
  - Home office for more than one person
  - Adaptability of space with flexible walls

**What is missing that you would like to have and are willing to pay for in your current or next home “Very interested in having”?**

- 53% Different/less expensive location
- 51% No yard, but access to private open space
- 44% Fewer features/upgrades
- 39% Smaller or no garage

**Given our recent experiences of staying home because of COVID-19, what does “home” mean to you?**

**Does COVID-19 make you more or less inclined to want to own versus rent a home today?**

**To improve your ability to buy a home, what would you be willing or not willing to accept in a home (“Very willing to accept in a new home”)?**

**Due to the effects of COVID-19 impact how long you plan to remain in your current home?**