

Consumer Perceptions of Home “Value”

National Housing Survey Special Topics Report

Q3 2024





Overview: Consumer Perceptions of Home “Value”

NHS Special Topics Report, Q3 2024

Background

In the post-pandemic world, many consumers are using their homes in different ways than they previously did. These changes can include adapting a home to accommodate:

- Lifestyle changes, such as a desire or need to grow food and raise animals
- Functional needs for work, schooling, and hobbies
- Multigenerational living, so that family members can live together under one roof

For our Q3 2024 NHS Special Topics Report, we explore how consumers’ perceptions of the overall value of their home has changed based on new needs and utilization. We will also evaluate how changing needs might impact homebuying decisions in the future.

Research Objectives

1

Do consumers value their homes now due, in part, to how they are using their homes (e.g., as a workplace, schooling)? Has the ‘utility’ or ‘functionality’ value of their homes increased, in addition to the ‘financial’ value?

2

Is there a dollar value in consumers’ minds for increased utility? Does that justify buying a larger or nicer house?

3

Could this be contributing to higher demand and prices, particularly for certain types of homes?

For more information on methodology and weighting schemes, please refer to the Appendix.



Methodology

NHS Special Topics Report, Q3 2024

The **National Housing Survey® (NHS)** is a monthly attitudinal survey, which polls a nationally representative sample of household financial decision makers in the United States to assess attitudes toward owning and renting a home, purchase and rental prices, household finance, and overall confidence in the economy.

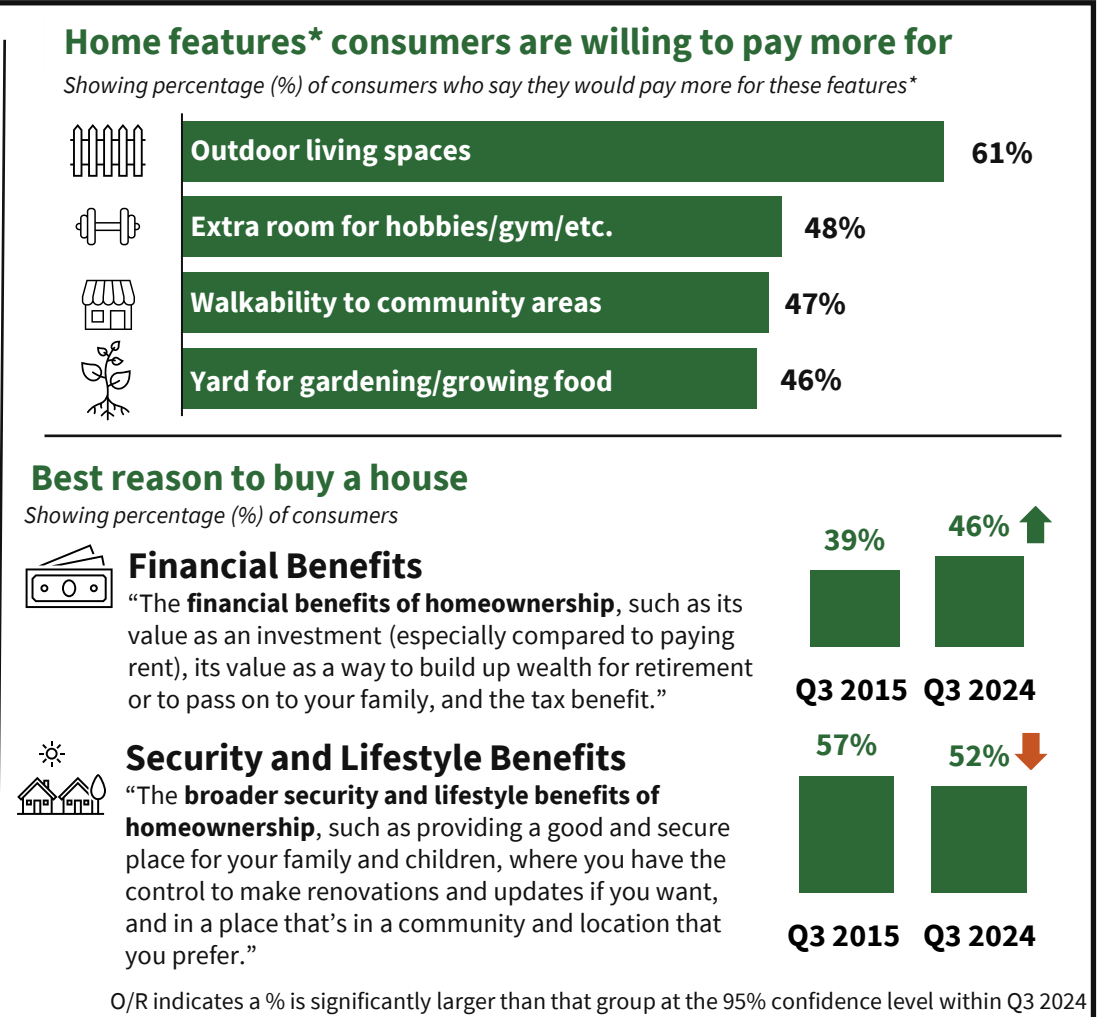
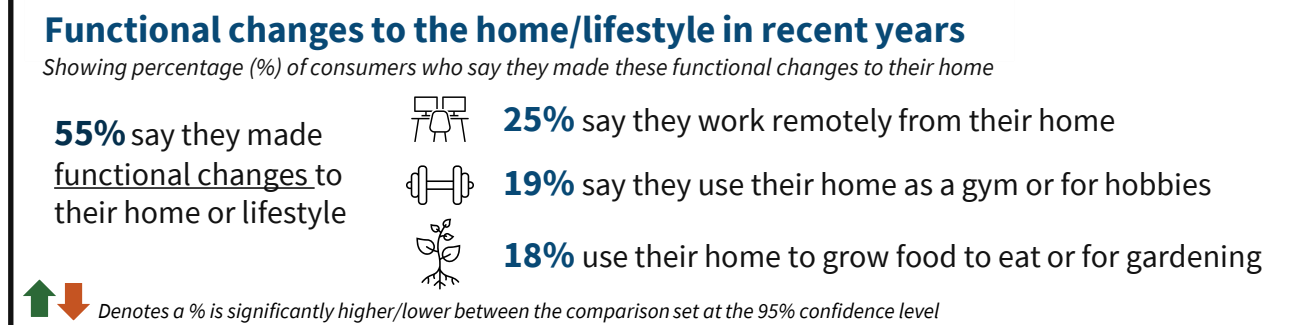
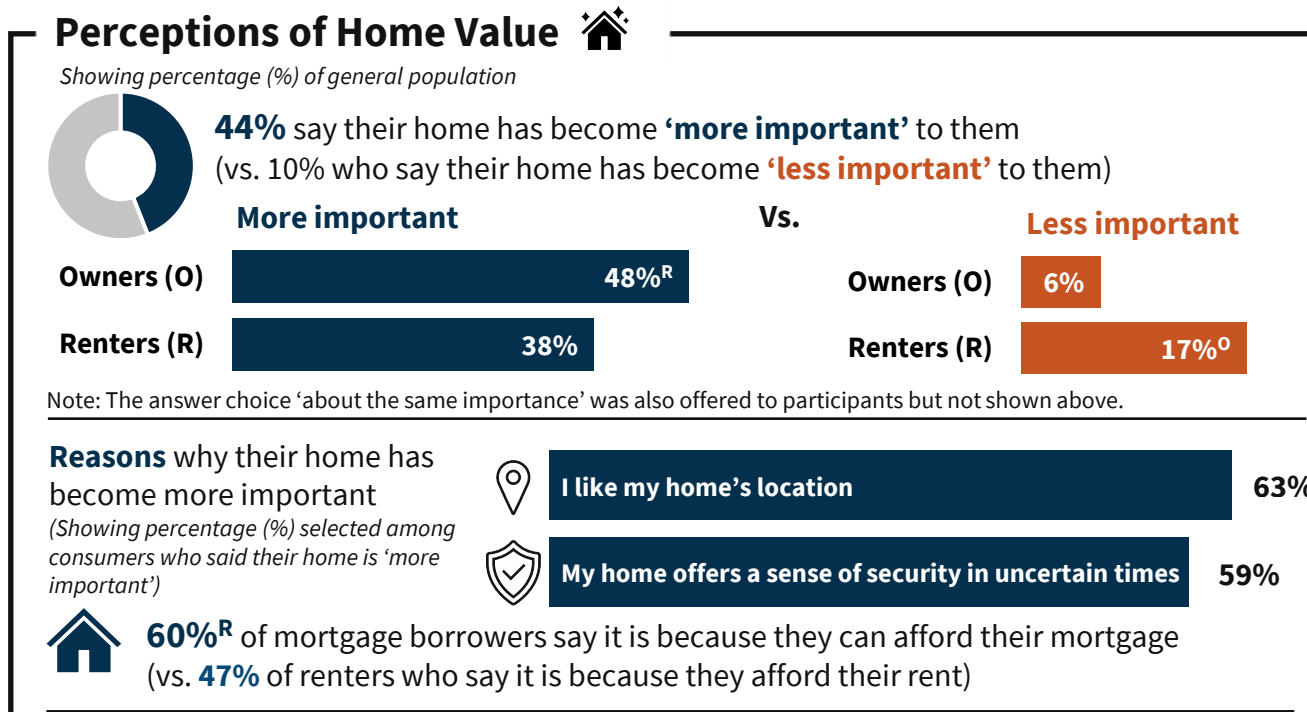
Approximately 1,000 American adults (aged 18 and older) who make or share in their household's financial decisions participate in the NHS each month. The survey was fielded through AmeriSpeak®, NORC at the University of Chicago's probability-based panel, in coordination with Fannie Mae and PSB Insights. Most participants complete the self-administered survey online (~95%), with a small percentage opting to complete via telephone with a live interview administrator (~5%). The NHS is available to respondents in both English and Spanish.

Each quarter, a series of special topic questions are asked that delve into a new aspect of the housing market. This quarter, the special topic questions focused on “**perceptions of home value.**” The special topic questions in this report were asked in the NHS from **July to September 2024** among a general population (GP) of 3,137 mortgage borrowers, owners, and renters. Throughout the report, results from the current quarter wave of the report are compared to previous quarters where available.

For more information on methodology and weighting schemes, please refer to the Appendix.

Executive Summary

- More than 2 in 5 consumers say their home has grown 'more important' to them in recent years, primarily due to location and the sense of security it offers. Mortgage borrowers are more likely than renters to say their home is important because they can afford their current mortgage or rent.
- Over half of consumers say they made functional changes to their home (or lifestyle) that expanded the ways their home is utilized. A majority say they would pay more for outdoor living spaces, and nearly half would pay more for a home that offered an extra room.
- The share who say the financial benefits are the best reason to buy a house grew significantly since 2015, but security and lifestyle benefits are still top of mind.

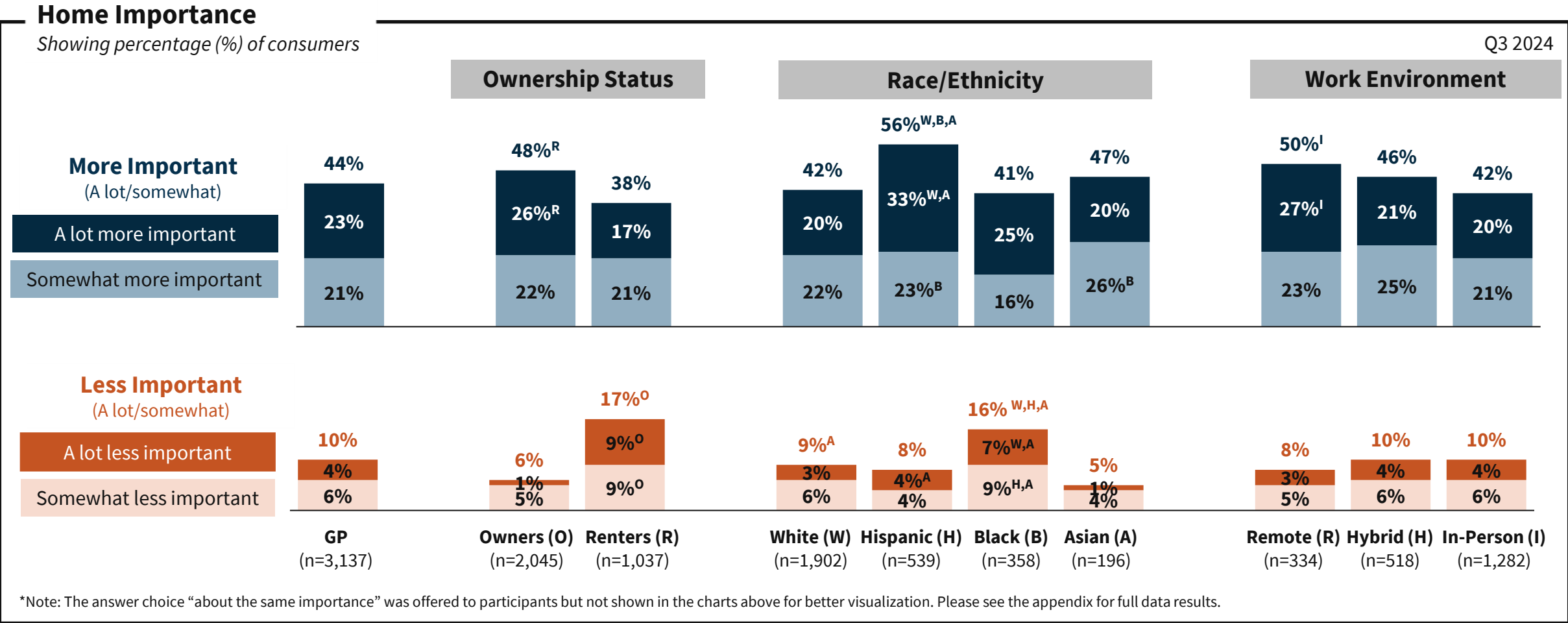




Perceptions of Home Value

Neary 1 in 4 say their home has become ‘a lot more important’ to them over the past few years.

- Homeowners are significantly more likely than renters to say their home has become ‘more important,’ to them.
- Hispanic consumers are more likely than other race and ethnicity groups to say their home has grown ‘more important’ in recent years. Black consumers are significantly more likely than other groups to say their home has grown ‘less important.’
- Consumers who work remotely are significantly more likely than those who work in-person to say their home has become ‘more important.’



A majority say their home has grown in importance due to their home’s location and the sense of security it offers them.

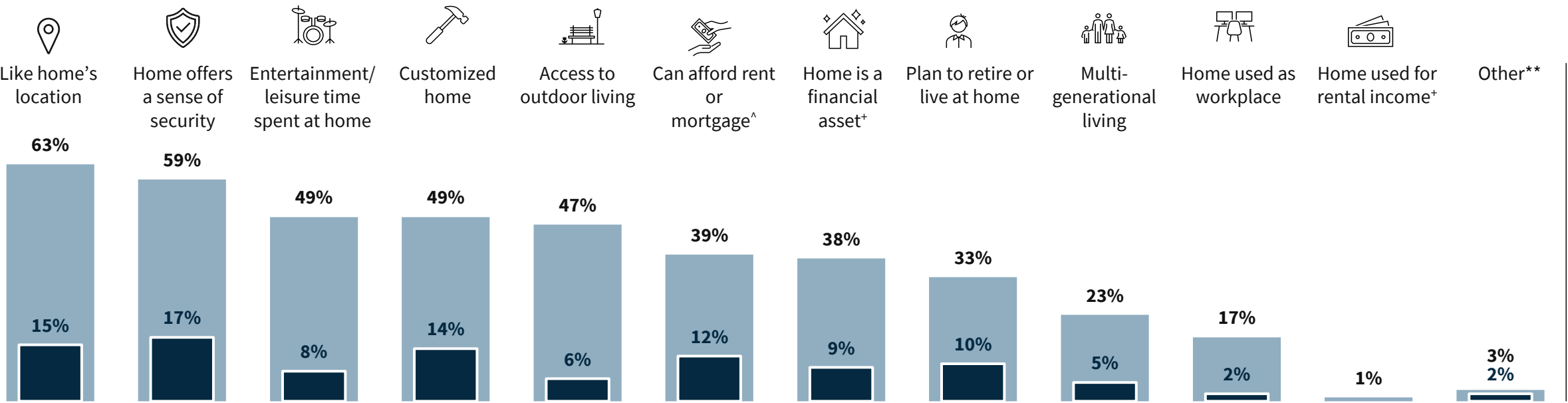
- Nearly half of consumers say their home has grown more important in recent years because they customized their home or because of the leisure time they are able to spend at home.

Reasons Consumers Say Their Home Is More Important to Them in the Last Few Years (Aided)

Showing percentage (%) who selected the reasons* shown below
Among the general population (n=1,394)

Q3 2024

All Reasons
Primary Reason



*Note: Answer choice text was shortened for better visualization. For the full answer choice shown to participants, please see the Appendix.
+Asked among homeowners only (n=981)
^Asked among mortgage borrowers (n=596) and renters (n=390) only

**Other reasons:
• “Can’t afford to go anywhere else” – Renter
• “[It is] sentimental.” – Mortgage borrower

Q: Which of the following describes why you believe your home has become more important in recent years? Please select all that apply. (Asked among those who said their homes have become a lot more or somewhat more important to them over the last few years)
Q: Which of the following describes the primary describes the primary reason why you believe you home has become more important in recent years? Please select one. (Asked among those who said two or more aspects of their home are the reason they feel their homes are more important to them in recent years)

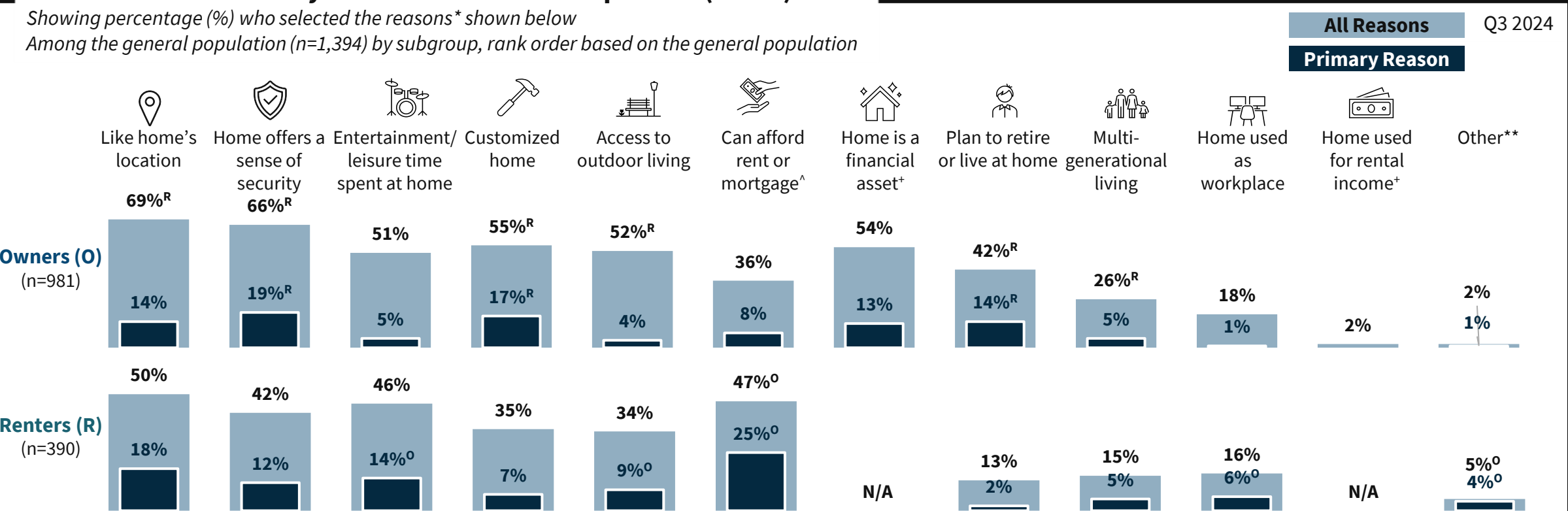


Homeowners are significantly more likely than renters to say their home is important because they like their home’s location and the sense of security their home offers (among other reasons).

- Homeowners are also more likely than renters to say their home has grown more important to them because they customized their home, have retired or plan to retire in it, and because their home can accommodate multi-generational living.
- One in four renters say that rent affordability is their primary reason why their home has grown more important in recent years.

Reasons Consumers Say Their Home Is More Important (Aided)

Showing percentage (%) who selected the reasons* shown below
Among the general population (n=1,394) by subgroup, rank order based on the general population



*Note: Answer choice text was shortened for better visualization. For the full answer choice shown to participants, please see the Appendix section.

^Asked among homeowners only (n=981)

^Asked among mortgage borrowers (n=596) and renters (n=390) only

**Other reasons:
• “Space for guests.” – Outright owner
• “Good neighborhood/neighbors” – Renter

Q: (Asked among those who said their homes have become a lot more or somewhat more important to them over the last few years): Which of the following describes why you believe your home has become more important in recent years? Please select all that apply.

Q: (Asked among those who said two or more aspects of their home are the reason they feel their homes are more important to them in recent years): Which of the following describes the primary reason why you believe your home has become more important in recent years? Please select one.

O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024

Q3 2024 National Housing Survey - GP

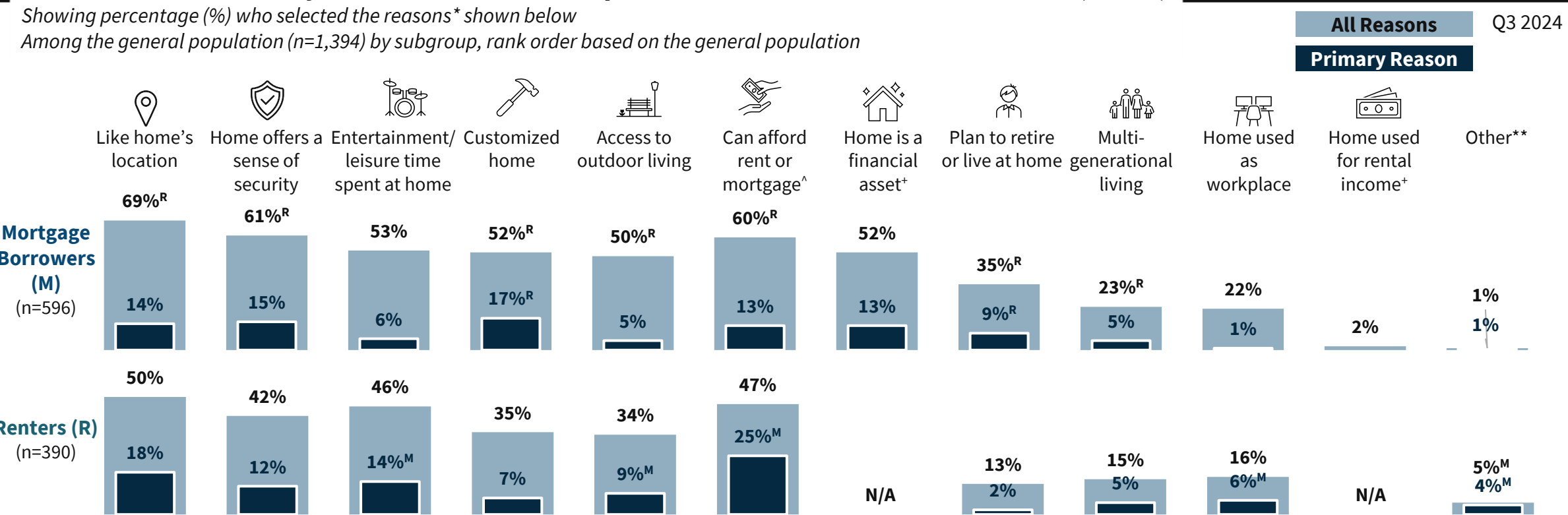


Mortgage borrowers are significantly more likely than renters to say their home is important because they can afford their mortgage or rent.

- Renters are more likely than mortgage borrowers to cite their ability to afford their rent (or mortgage for homeowners) as the primary reason why their home has grown more important in recent years.

Reasons Consumers Say Their Home Is More Important to Them in the Last Few Years (Aided)

Showing percentage (%) who selected the reasons* shown below
Among the general population (n=1,394) by subgroup, rank order based on the general population



*Note: Answer choice text was shortened for better visualization. For the full answer choice shown to participants, please see the Appendix section.
⁺Asked among homeowners only (n=981)
[^]Asked among mortgage borrowers (n=596) and renters (n=390) only

**Other reasons:
• “Surrounding area is quiet [and I] get along with the neighbors.” – Mortgage borrower
• “It became a home.” – Renter

Q: (Asked among those who said their homes have become a lot more or somewhat more important to them over the last few years): Which of the following describes why you believe your home has become more important in recent years? Please select all that apply.

Q: (Asked among those who said two or more aspects of their home are the reason they feel their homes are more important to them in recent years): Which of the following describes the primary describes the primary reason why you believe you home has become more important in recent years? Please select one.

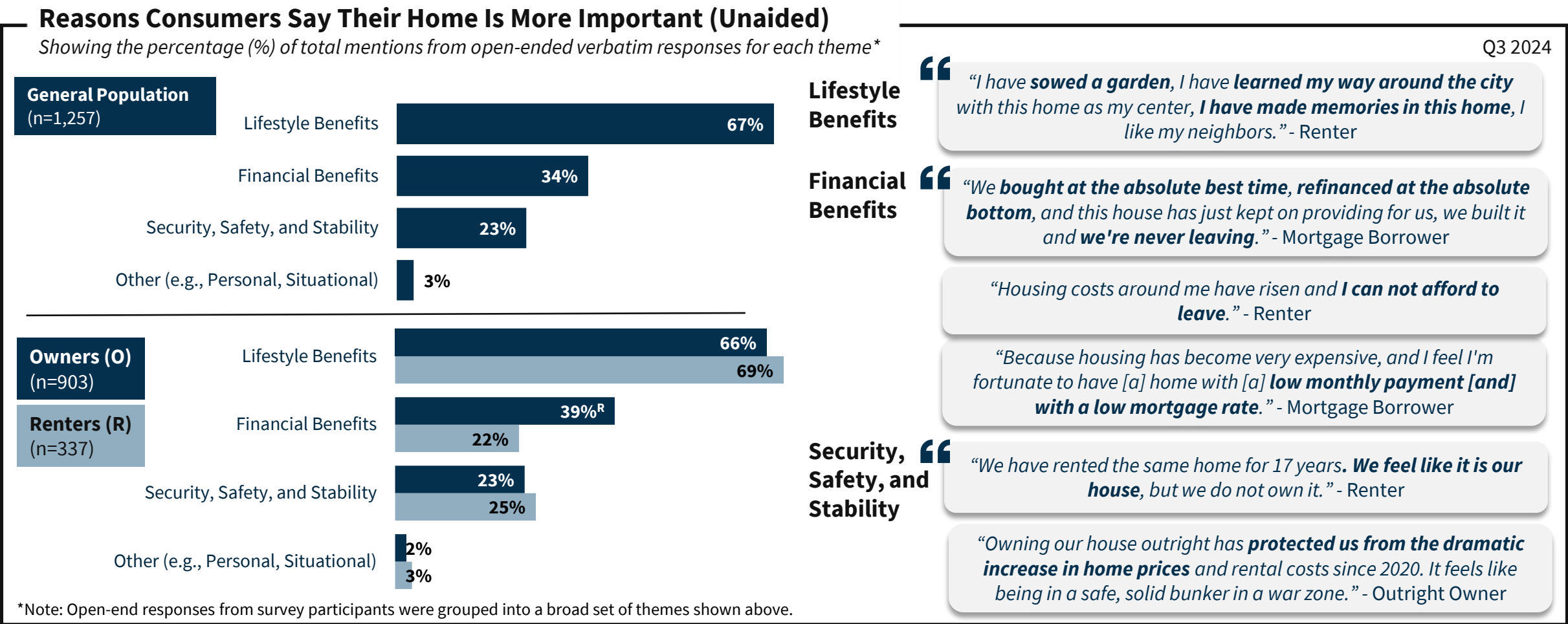
M/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024

Q3 2024 National Housing Survey - GP



When consumers were asked why their home has become ‘more important’ in recent years, the majority cited various lifestyle benefits that their home offers them in their written responses.

- Homeowners are significantly more likely than renters to cite financial benefits in their written responses for why their home has become more important.

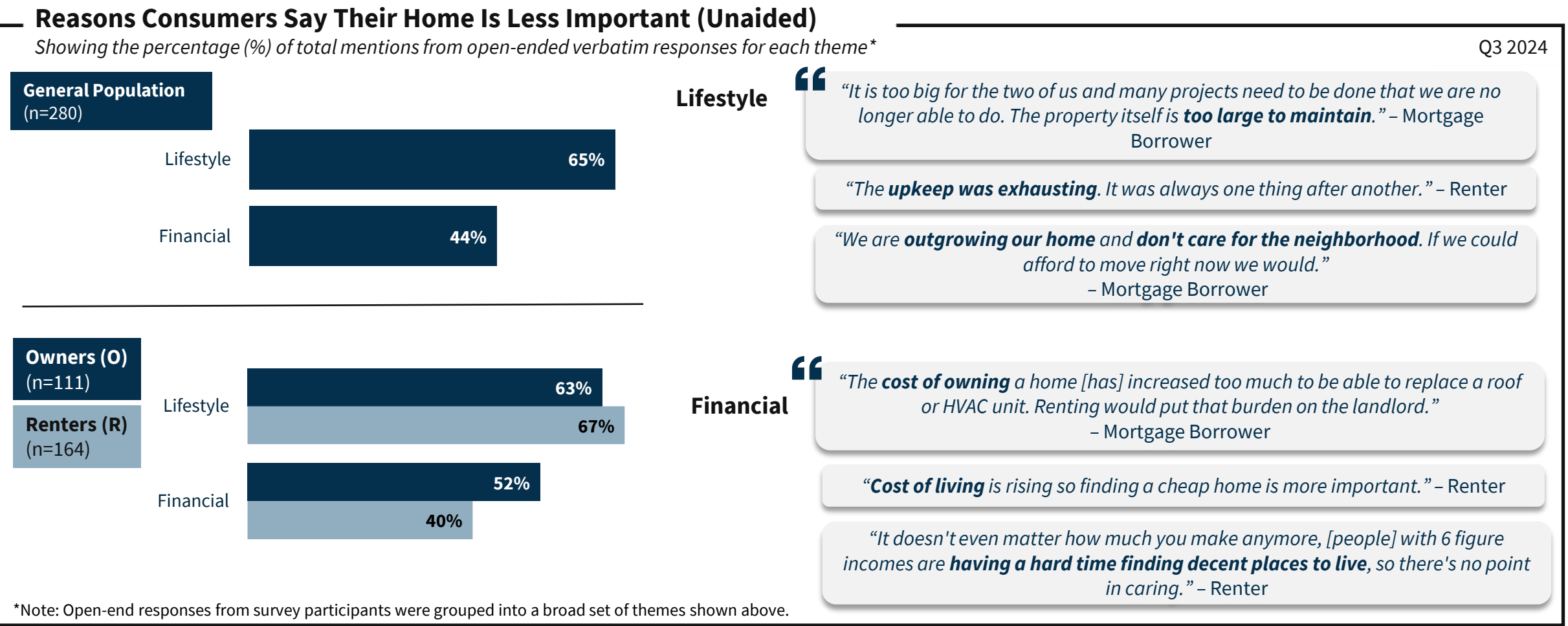


Q: (Asked among consumers who said their home has become somewhat or a lot more important in recent years): In your own words, what are the reasons why your home has become more important to you?

O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024

When asked why their home has become ‘less important,’ written responses focused largely on overall upkeep, maintenance challenges, and lack of space.

- While both homeowners and renters cited financial reasons for why their home has become ‘less important’ in recent years, a higher share of homeowners than renters cited financial reasons in their written responses.

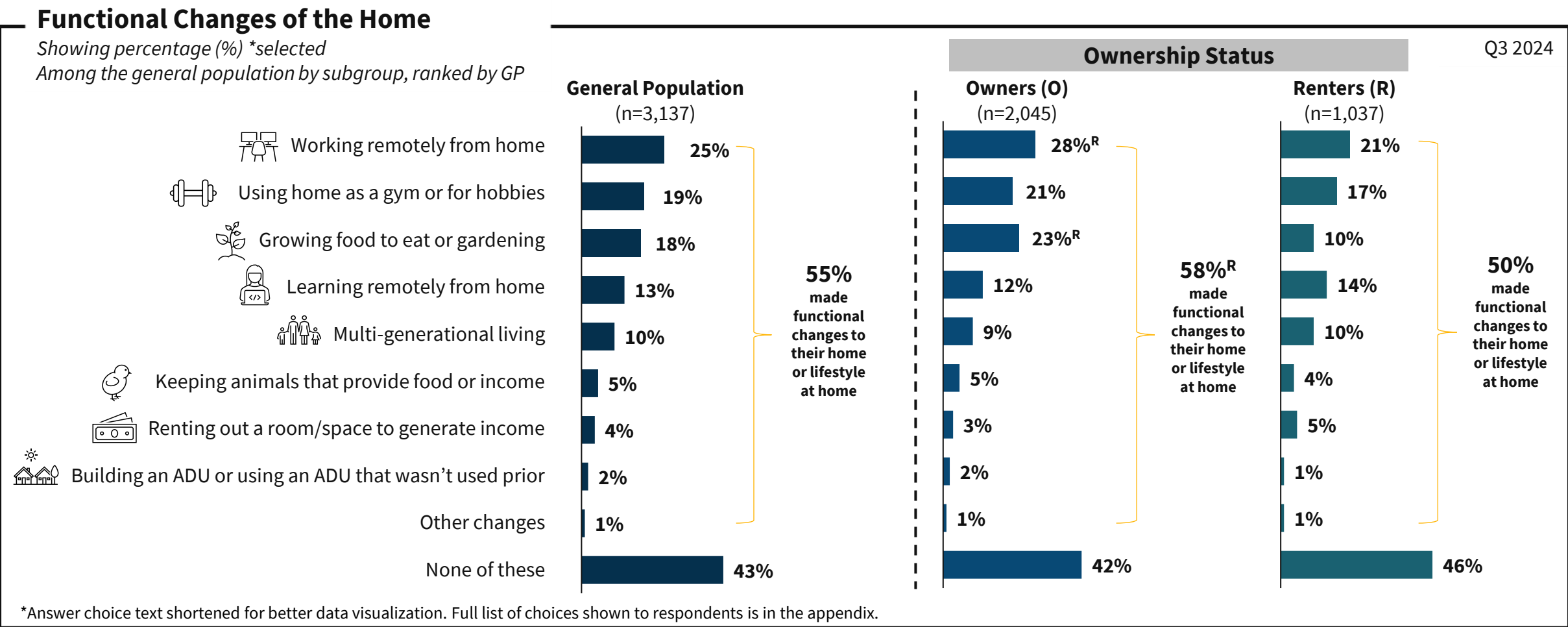




Changes in Home Usage & Impact to Housing Needs

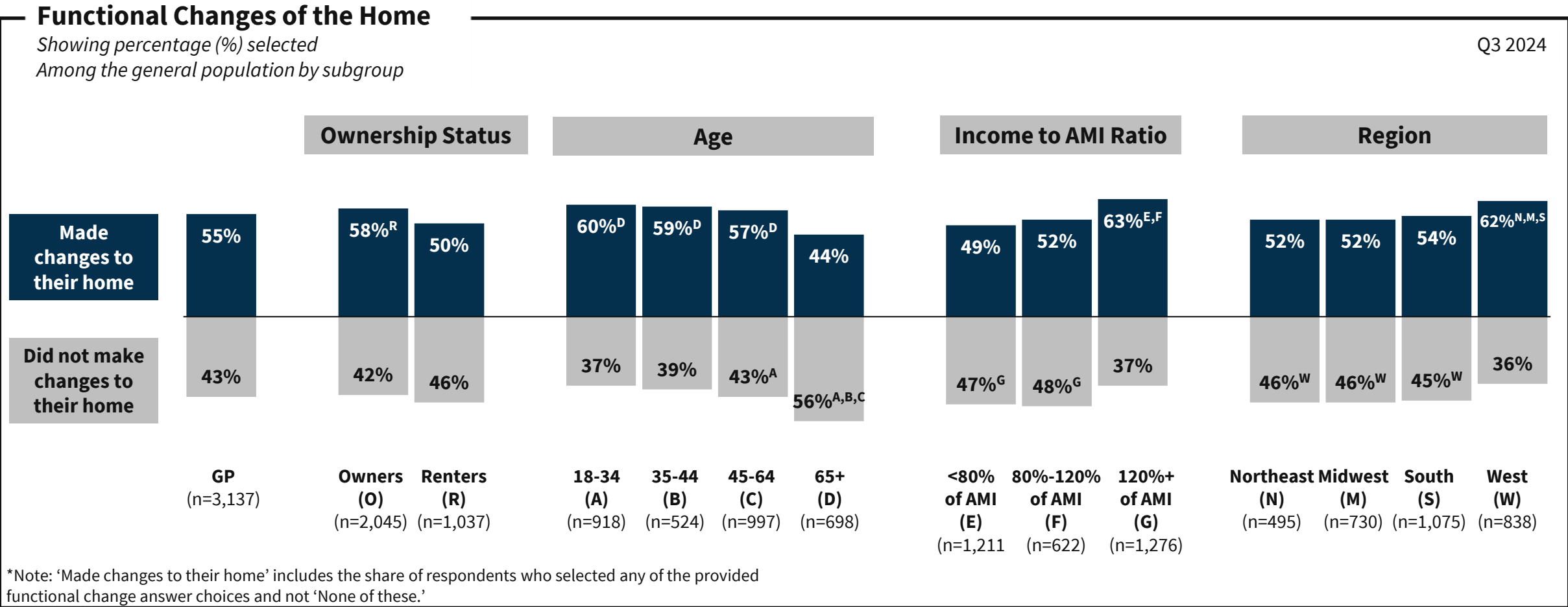
More than half of consumers made some type of functional change to their home in recent years, with remote work, using the home for gym or hobbies, and growing food as the leading changes.

- Homeowners are significantly more likely than renters to now use their home for remote work and for growing food to eat or gardening.
- Nearly half of renters, however, made no changes to their home or lifestyle over the last few years.



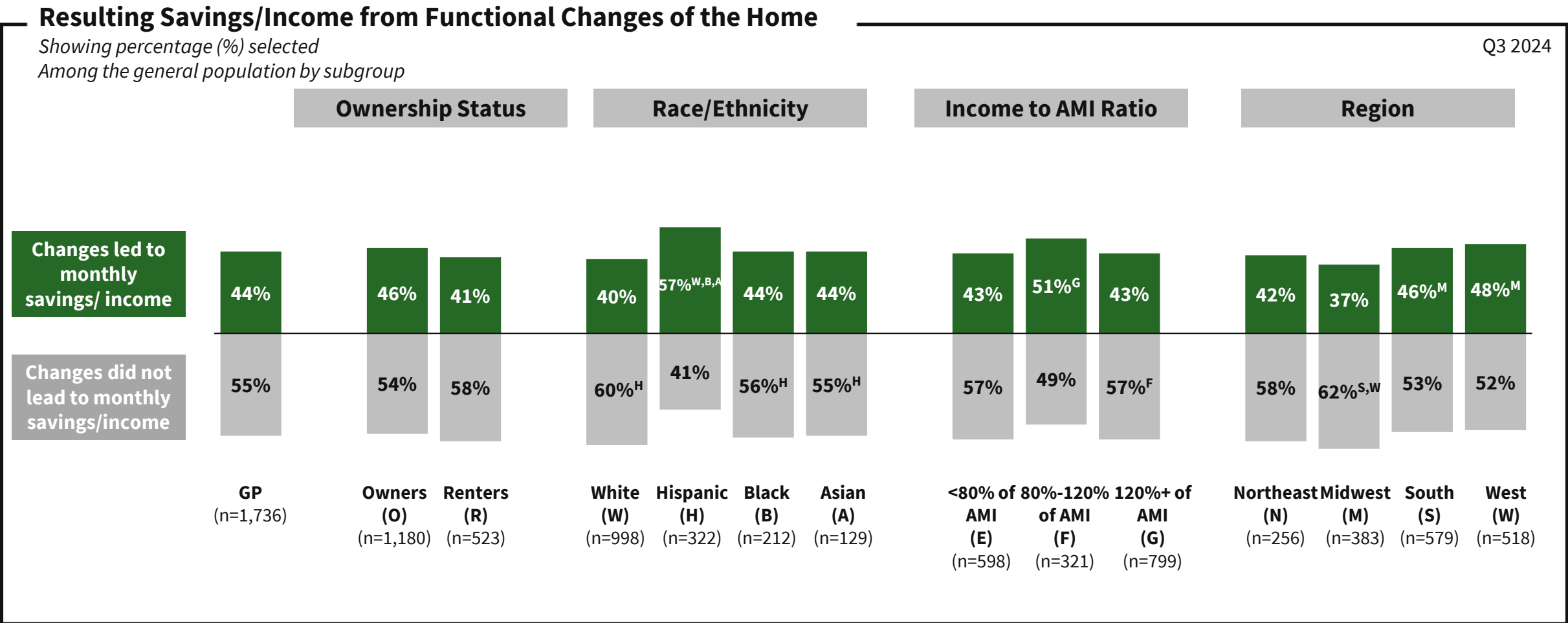
Homeowners are significantly more likely than renters to have made a change to their home or lifestyle in recent years.

- Younger consumers (18-64) are more likely than older consumers (65+) to have made a functional change to their home over the last few years.
- Consumers with higher incomes (household incomes 120% or more of AMI) are more likely than consumers with lower incomes (household incomes less than 120% of AMI) to have made a functional change to their home.
- Consumers who live in the West are more likely than consumers who live in other regions to have made changes to their home or lifestyle at home.



Among those who made functional changes to their home or lifestyle, more than 2 in 5 say the functional changes they made in recent years resulted in monthly savings or income.

- Hispanic consumers are more likely than other racial or ethnic groups to say they experienced monthly savings/income due to their changes.
- Consumers who live in the South and West are significantly more likely than consumers who live in the Midwest to have seen monthly savings/income to the changes they made to their home/lifestyle.

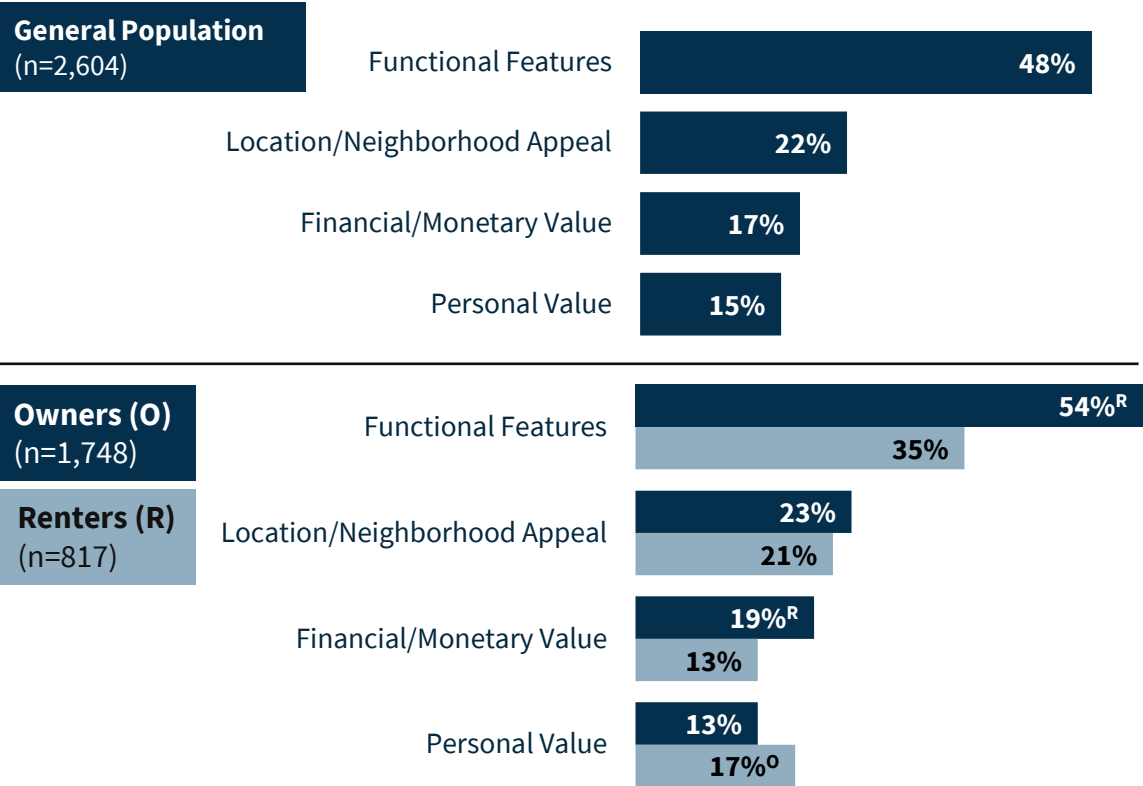


When asked what specific features of their home have grown in value in recent years, nearly half cited functional features that improved how they are utilizing their home.

- Homeowners are significantly more likely than renters to cite features that were functional or provided financial or monetary value as features that have grown in value in recent years.
- Renters are significantly more likely than homeowners to cite personal features of their home as what made their home more valuable in recent years.

Features That Have Grown in Value (Unaided)

Showing the percentage (%) of total mentions from open-ended verbatim responses for each theme*



Functional Features

- Q3 2024
- “I have a large back yard of a size that would be harder to get in a newer home.” – Renter
- “[My] 2nd and 3rd bedrooms are now offices replacing work locations...” – Mortgage Borrower
- “We converted our deck into a dining room creating more living space.” – Mortgage Borrower

Location or Neighborhood Appeal

- “Everything is here, I can walk to everything: my church, library, laundromat, grocery store, I'm in a centrally located spot.” – Renter

Financial or Monetary Value

- “Having lived in my home for over 20 years, I have seen the value of my property almost double, so this is also a valuable monetary asset.” – Outright Owner

Personal Value

- “My home is a sanctuary and safe place for me and my two children; my husband (kids’ biological father) passed away, so this is of great importance for us.” – Renter

**Note: Open-end responses from survey participants were grouped into a set of common themes shown above.

Q: Which specific features of your home have grown more valuable in the last few years? Please explain what makes these features more valuable. (Note: “Valuable” can mean personal, monetary, or functional value.)

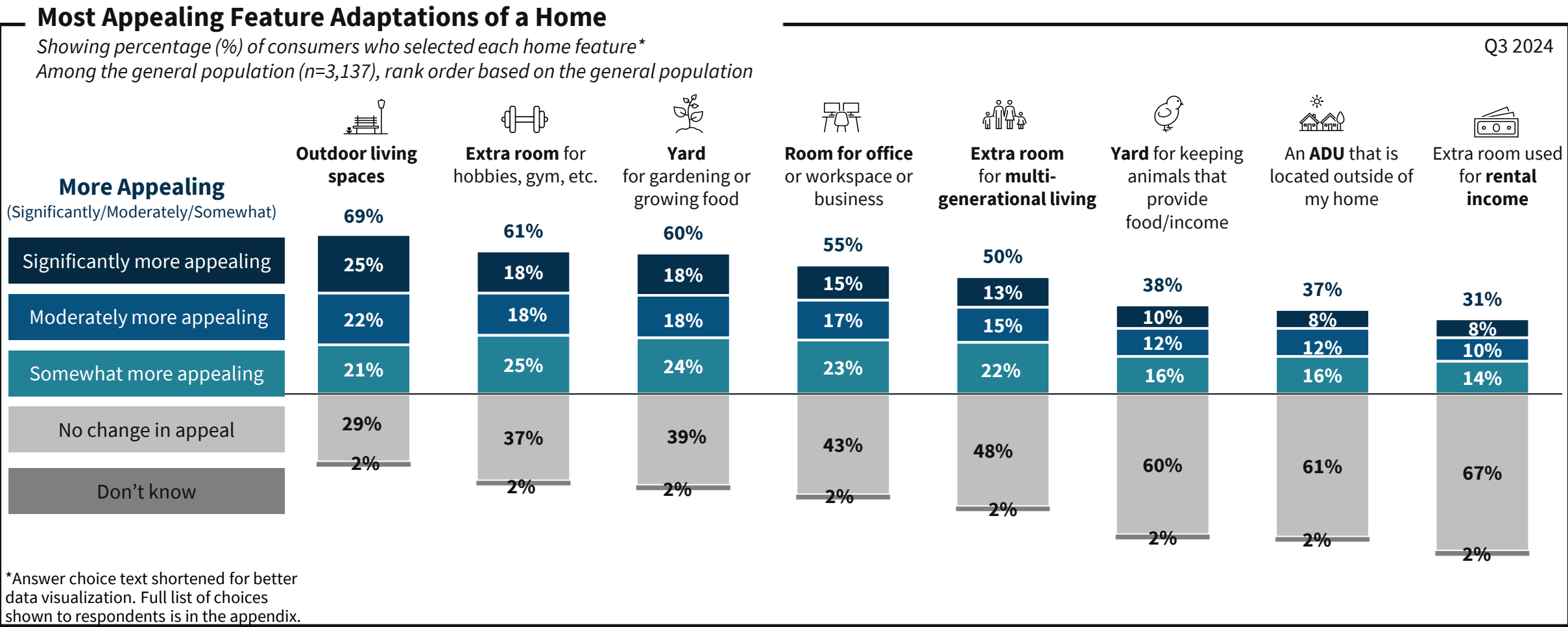
O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024



Impact on Purchase Decisions

To accommodate housing needs now and in the future, a majority say their home would be more appealing if it had outdoor living spaces, an extra room for hobbies, and a yard for gardening.

- One in four consumers say their home would be ‘significantly more appealing’ if they had access to outdoor living spaces.
- More than half say their home would be more appealing if they could have a room for an office or workspace.
- More than one-third say their home would be more appealing if they had an accessory dwelling unit (ADU) located outside their home.



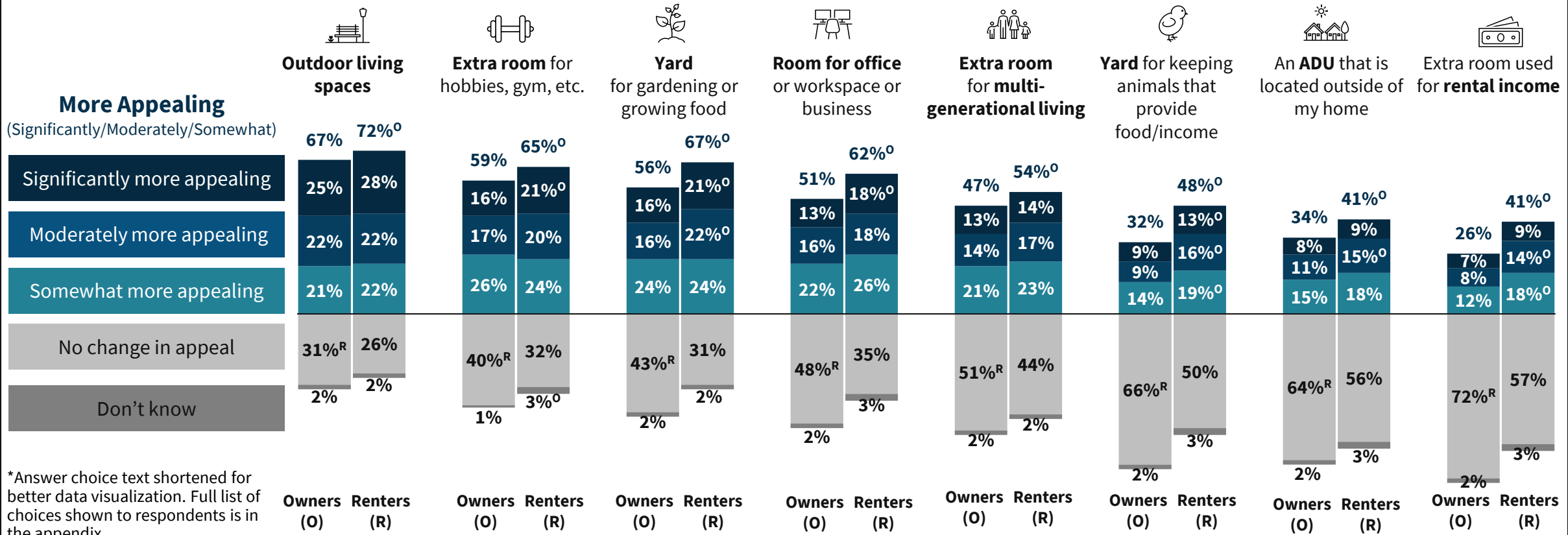
Renters are more likely than homeowners to say their home would be ‘significantly more appealing’ if it had an extra room for hobbies, a yard, and a room for an office or workspace.

- Nearly 3 in 4 renters say ‘outdoor living spaces’ is the most appealing feature that they would like to see in their home.
- Homeowners are significantly more likely than renters to say their home would have ‘no change in appeal’ if the spaces of their home could be adapted to serve other functions (e.g. outdoor living spaces, extra room for hobbies).

Most Appealing Feature Adaptations of a Home

Showing percentage (%) of consumers who selected each feature*
Among Owners (n=2,045) and Renters (n=1,037), rank order based on the general population

Q3 2024



*Answer choice text shortened for better data visualization. Full list of choices shown to respondents is in the appendix.

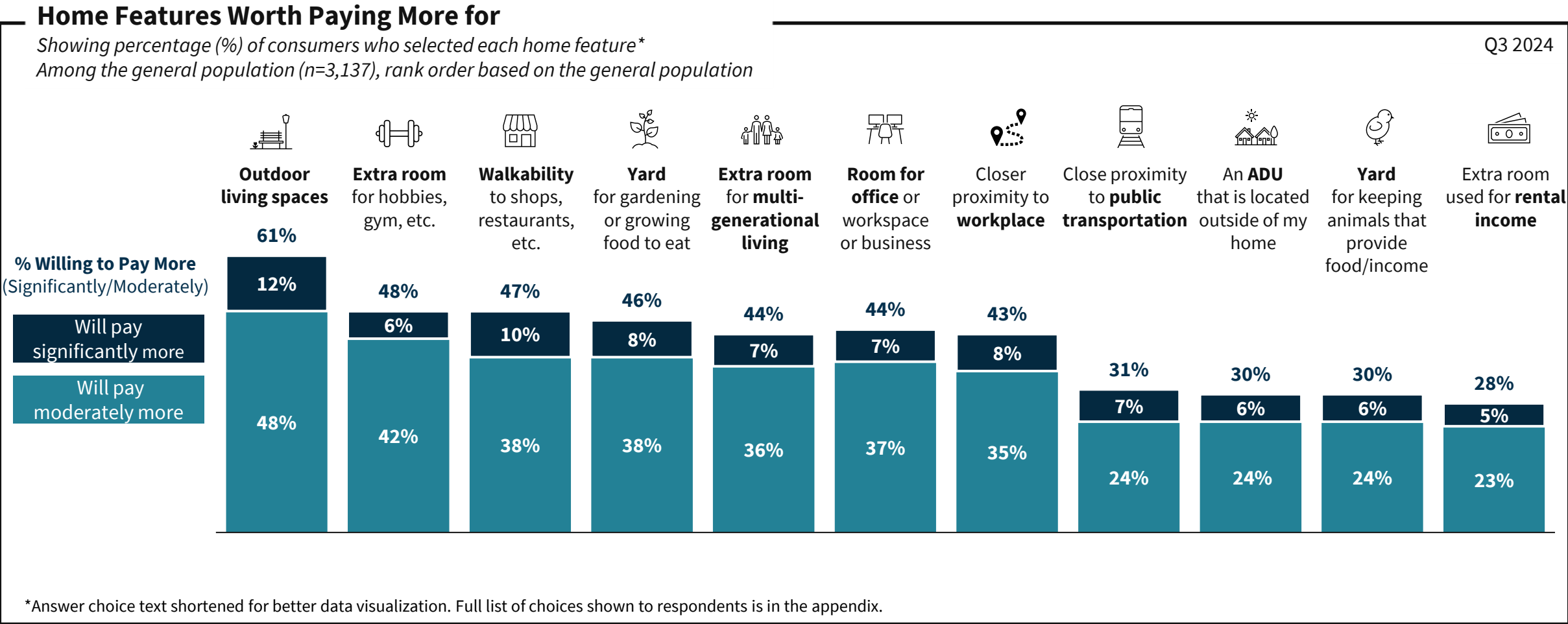
Q: For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024



More than 3 in 5 say they would pay more for a home that had outdoor living spaces.

- Nearly half of consumers say they would be willing to pay more for a home that offered an extra room that can be used for hobbies or other activities, a home that offers walkability to shops and other amenities, and a yard for gardening or growing food to eat.



Q: If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?



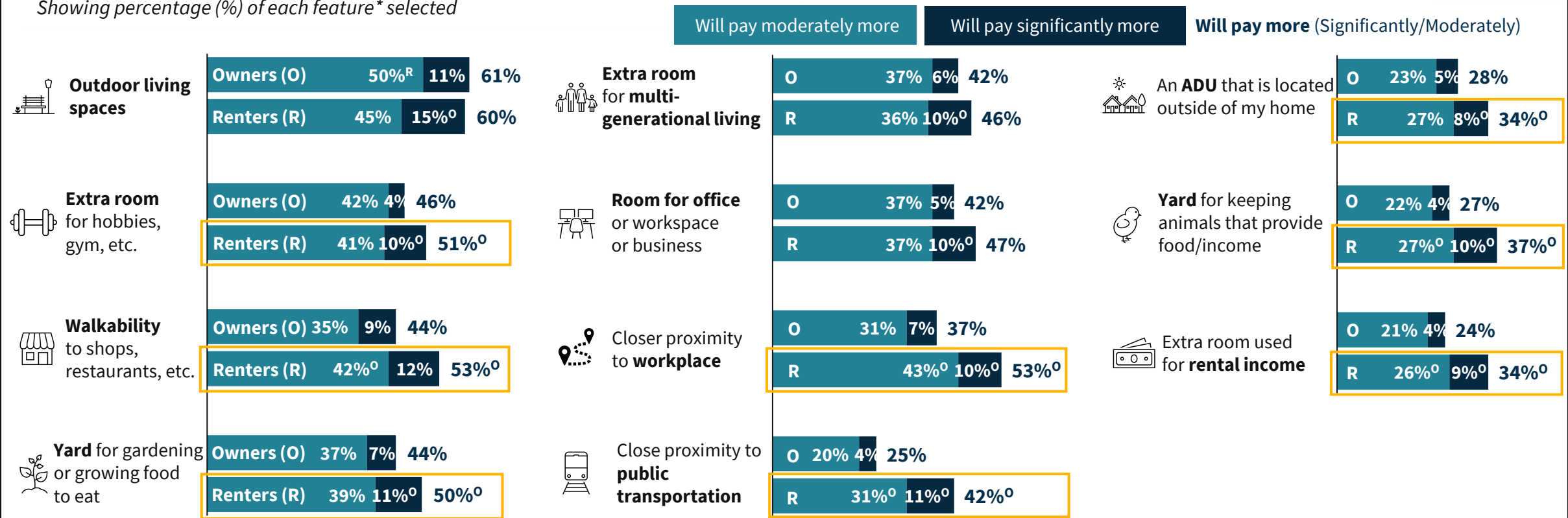
More than half of renters (significantly more than homeowners) are willing to pay for more home with walkability to community areas and closer proximity to a workplace.

- A majority of homeowners and renters say they would be willing to pay more for a home that offered outdoor living spaces if they were looking for a home to buy.
- Nearly half of renters say they would be willing to pay more for a home that could provide a room for an office or an extra room to accommodate multigenerational living arrangements.

Home Features Worth Paying More for

Among Owners (n=2,045) and Renters (n=1,037), ranked based on the general population
Showing percentage (%) of each feature* selected

Q3 2024



*Answer choice text shortened for better data visualization. Full list of choices shown to respondents is in the appendix.

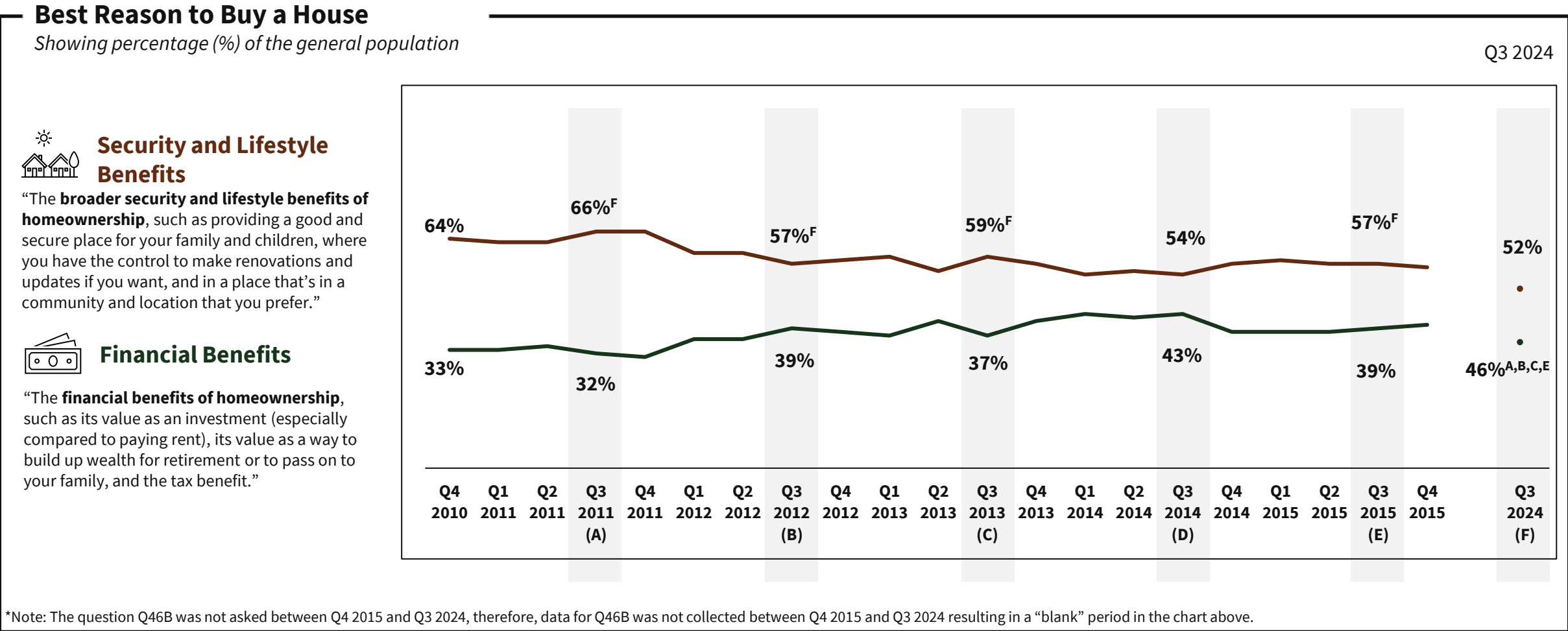
Q: If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?

O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024



The share of consumers who say that financial benefits are the best reason to buy a house has grown significantly since 2015, reaching a survey high.

- By comparison, the share of consumers who say the ‘security and lifestyle benefits’ of homeownership is the best reason to buy a home declined significantly since 2015 to its current survey low.





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NHS Weighting Scheme and Sample Sizes: Q3 2024

The **National Housing Survey (NHS)** was conducted each month from July to September 2024.

Weighting Scheme

The results of the NHS shown in this report are weighted to the U.S. Census Bureau’s American Community Survey (ACS) estimates, released in September of the previous calendar year.

Weights are updated as needed each January and are reflective of the ACS from two years prior (2022). Age, gender, race, ethnicity, income, education and housing status are all examined to ensure that the overall monthly sample does not differ in large or unexpected ways from the ACS 1-year estimates on these important dimensions.

For more information about the NHS weighting scheme, please refer to the [technical notes](#).

NHS Sample Sizes, by Group	Sample Size	Margin of Error
General Population (GP), including:	3,137	±2.30%
By Homeownership Status		
Mortgage Borrowers	1,247	±3.49%
Owners	2,045	±2.81%
Renters	1,037	±4.15%
By Workplace Setting		
Remote Worker	334	6.53%
Hybrid Worker	518	5.37%
In-person Worker	1,282	3.71%
By Income		
<80% AMI	1,211	3.71%
80%-120% AMI	622	4.91%
120%+ AMI	1,276	3.66%
By Race		
White, non-Hispanic	1,902	2.97%
Hispanic	539	5.82%
Black, non-Hispanic	358	6.26%
Asian, non-Hispanic	196	6.13%
By Age		
18-34	918	4.64%
35-44	524	5.35%
45-64	997	3.93%
65+	698	4.65%

*AMI ratio status for NHS respondents is determined by matching zip code to AMI and using the mid point of a respondent’s income category in Q142 as a proxy for income. Those who answer with “don’t know” for income or zip code, or where AMI data was not available for a zip code, were not able to be coded.

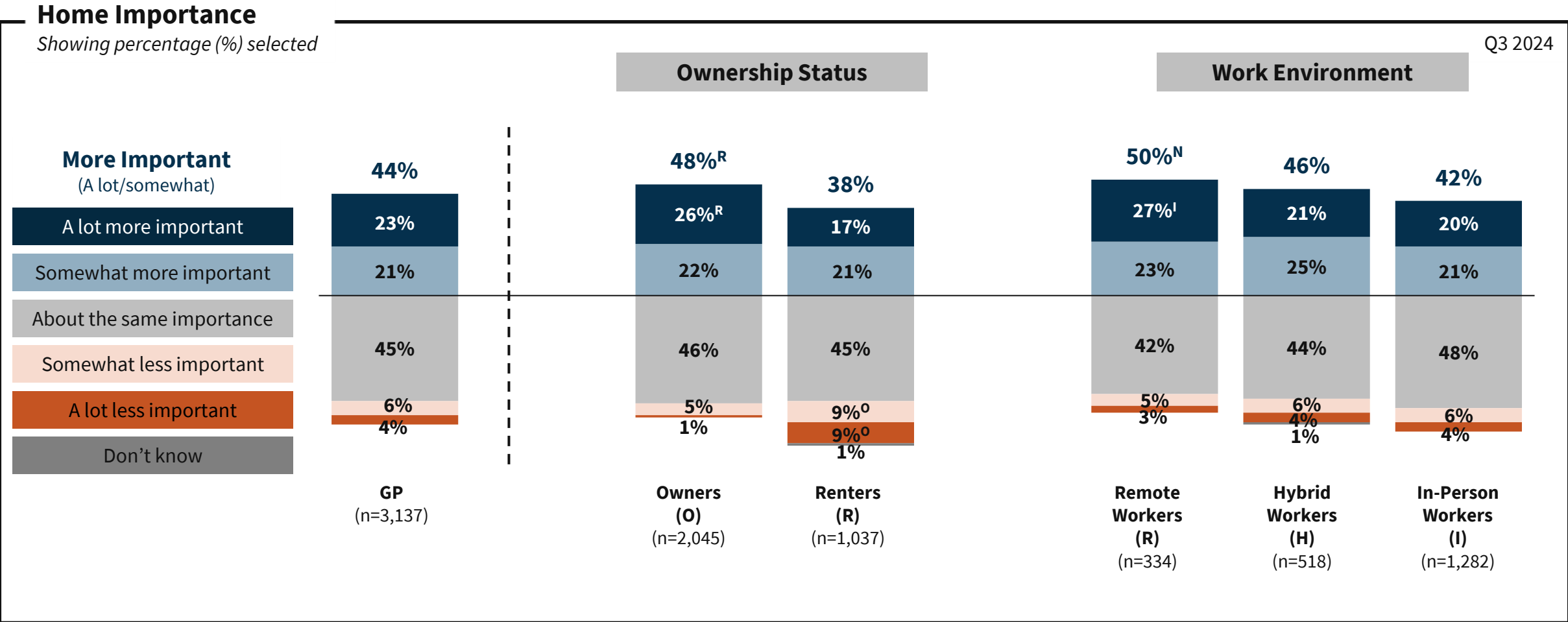




Appendix: Additional Findings

More than 2 in 5 consumers say their home has become ‘more important’ in the last few years.

- Homeowners are significantly more likely than renters to say their home has become ‘more important.’
- Consumers who work remote are significantly more likely than those who work in-person to say their home has become ‘more important.’



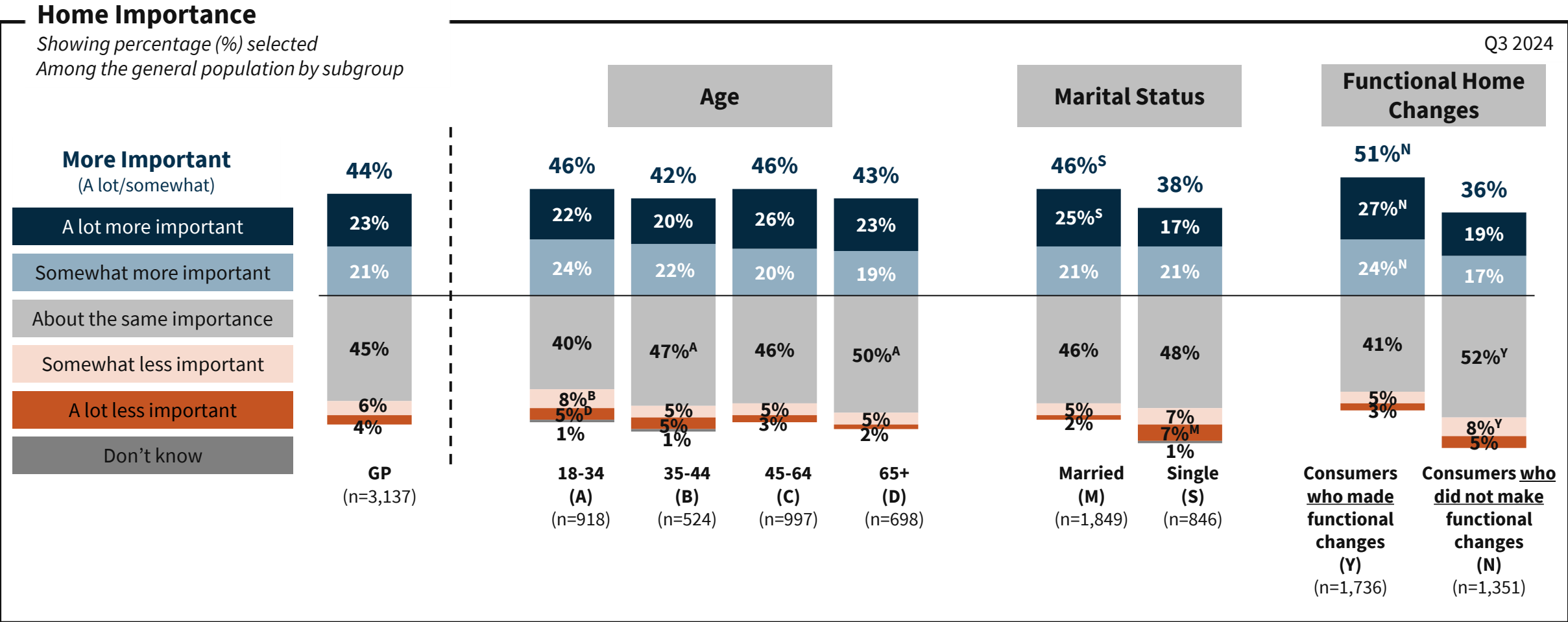
Q: Over the last few years, has the home you live in become more, the same, or less important to you?

O/R, R/H/I/U: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024



Consumers who made functional changes to their homes are significantly more likely than those who did not make functional changes to say their home has grown more important to them.

- Married consumers are significantly more likely than single consumers to say their home has grown ‘more important’ in recent years.



Q: Over the last few years, has the home you live in become more, the same, or less important to you?

O/R, A/B/C/D, M/S/W/D, Y/N: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024

When consumers were asked why their home has become more important, consumers cited their home’s location and financial benefits in their written responses.

- Consumers shared how their home has become more important because it offers financial stability, and it was an investment that appreciated in value over the years.
- Many consumers also cited the sense of security their home provides as a reason why their home has become more important in recent years.

Reasons Why Consumers Say Their Home Is More Important (Unaided)

Showing open-ended verbatim responses

Q3 2024



Location

“I value my home more because **I value my neighborhood, my neighbors, my community** has grown to offer more amenities, it’s safer, and I feel I purchased my house for a terrific price.” – Mortgage Borrower in an area with mid [range] housing costs

“Growing to realize that my **quality of life strongly depends on the conditions of where I live**. Where I live now, I have a short commute, the neighborhood feels **safe**, it is **conveniently located** in terms to distance to services we use, it is **quiet**, and I am still reasonably close to my support network.” – Renter in an area with high housing costs

“We really **like living in this house**, on this street, and in this town.” – Outright owner in an area with mid housing costs



Financial Security

“Because we have it now and **got in before the market completely spiked**... But we are determined to hold onto it because there is no way we'd be able to afford a home if we were to cash in on any equity.” – Mortgage Borrower in an area with mid housing costs

“Homeownership provides safety and **security in an uncertain economy**.” – Outright owner in an area with mid housing costs

“I have **put in a lot of my money into my home**, including mortgage payments. It's tied more to my wealth. It's also a bigger part of my identity since I've lived there longer.” – Mortgage Borrower in an area with high housing costs

“Because I have seen how the price of rents [have] risen and **the rent of the house where I live is still affordable** for me.” – Renter in an area with mid housing costs



Safety, Security, and Stability

“We just **bought our home for a sense of privacy & security**. We can begin building equity instead of being stuck in the rental trap.” – Mortgage Borrower in an area with mid housing costs

“[My home is] a place to sleep, a place to rest, shelter from the elements, a place to shower and wash and bathe, a place of respite, a location to store life essentials, **a place for security and comfort**, an address for mailing and delivery, a place to meet and a place to host, and a place of regularity to return every single day at the end of the day.” – Boarder in an area with mid housing costs

“My home has become more important to me because I have lived in a few different apartments and have always been **afraid of the possibility of being kicked out**, etc, not making rent; Now that I am renting a small house, I love it and appreciate it more and more each day.” – Renter in an area with mid housing costs

Q: (Asked among consumers who said their home has become somewhat or a lot more important in recent years): In your own words, what are the reasons why your homes has become more important to you?



When consumers were asked why their home has become less important in recent years, consumers cited financial challenges and lifestyle changes in their written responses

Reasons Why Consumers Say Their Home Is Less Important (Unaided)

Showing open-ended verbatim responses

Q3 2024



Lifestyle

*"I don't need a 2000-square-foot home anymore... **I don't need a big house** and want to enjoy life and be happy."* – Mortgage Borrower

*"In today's climate, **material things don't seem as important** as my health or spiritual well being. I would rather own less right now than have all of the baggage."* – Mortgage Borrower

*"**Home is just a living space**, it's more about family, community, and health."* – Outright Owner

*"Kids moving out...and **a home is just a house**. We are thinning out possessions to focus on travel and life."* – Renter



Financial

*"Repair costs, **can't afford to keep up the maintenance** nor for improvements."* – Outright Owner

*"Prices are too high and the **economy too shaky in the US to commit to living in in the US for the long term**."* – Outright Owner

*"I'm **not able to keep up financially** with the repairs and the loans required to maintain this house."* – Mortgage Borrower

*"[Because] of **skyrocketing prices** for EVERYTHING we [listed] our home [because] we **couldn't afford the taxes** as they kept rising."* – Renter

Q: (Asked among consumers who said their home has become somewhat or a lot less important in recent years): In your own words, what are the reasons why your homes has become less important to you?



When asked which features of their home grew more valuable in recent years, consumers described functional features and improvements in financial value in their written responses.

Home Features That Have Grown in Value (Unaided – 1 of 2)

Showing open-ended verbatim responses

Q3 2024



Functional Features

★ Owners (54%) are significantly more likely than renters (35%) to say functional features are a reason why they feel their home has grown more valuable.

“Fireplace (personal value, cozy adds to **ambiance**), in unit washer/dryer (**convenience**), covered parking (**convenience**), size (800sq ft — **functional** and easier to maintain), no yard maintenance (**convenience**, monetarily better), the rent is significantly cheaper than renting a home or having a mortgage.”
– Renter

“Lots of **closet space**, carport, two bathrooms, laundry room, pantry, **storage**.” – Renter

“Loft that serves as an **office space**. Bedroom as opposed to a studio arrangement. In-use washer and dryer for **convenience**.”
– Outright Owner

“Child’s room, **backyard**, basement, kitchen and living area.”
– Mortgage Borrower



Financial/Monetary Value

★ Owners (19%) are significantly more likely than renters (13%) to say financial/monetary value is a reason why they feel their home has grown more valuable.

“I love where I live. I have acreage and space. The **value of my home has risen as the housing market has risen**.”
– Outright Owner

“**Mortgage rate** is too good to let go of.”
– Mortgage Borrower

“It has **appreciated in the market** by over \$200k since I purchased it. It's safe and I've made some good memories here.” – Mortgage Borrower

“[My home] is a luxury apartment **and I feel the price that I pay for it is more than fair** given prices for everything are up.” – Renter

Q: Which specific features of your home have grown more valuable in the last few years? Please explain what makes these features more valuable. (Note: “Valuable” can mean personal, monetary, or functional value.)



Consumers say their home’s location and neighborhood have grown more valuable in recent years.

Home Features That Have Grown in Value (Unaided – 2 of 2)

Showing open-ended verbatim responses



Location/ Neighborhood Appeal

- “I would say the **location, because it's right in town** close to all the stores.” – Renter
- “I am **living in a very desirable location** close to parks and nature and it is a safe neighborhood.” – Outright Owner
- “**Proximity to local neighborhood and town** with shopping, food, university, etc.” – Mortgage Borrower
- “**Location** adjacent to **good schools** and nearly everything such as **hospitals, shopping malls and freeways.**” –Mortgage Borrower
- “Location **close to all things**, easy access. Nice [neighborhood].” – Outright Owner



Personal Value

- “I think it would be **my personal love for my home**, the area, the practicality, and just the enjoyment of living in my house.” – Boarder
- “The home itself has become much more valuable but [its] **value to me is as a comforting place** for my family.” – Mortgage Borrower
- “No physical features are more valuable, [my] **home has value based on emotional attachment.**” – Mortgage Borrower
- “Having a space where my children can **relax, feel safe, and enjoy their things is invaluable** to me.” – Renter
- “My **children grew up here** and that's more valuable than anything else.” – Outright Owner

Q3 2024

Q: Which specific features of your home have grown more valuable in the last few years? Please explain what makes these features more valuable. (Note: “Valuable” can mean personal, monetary, or functional value.)



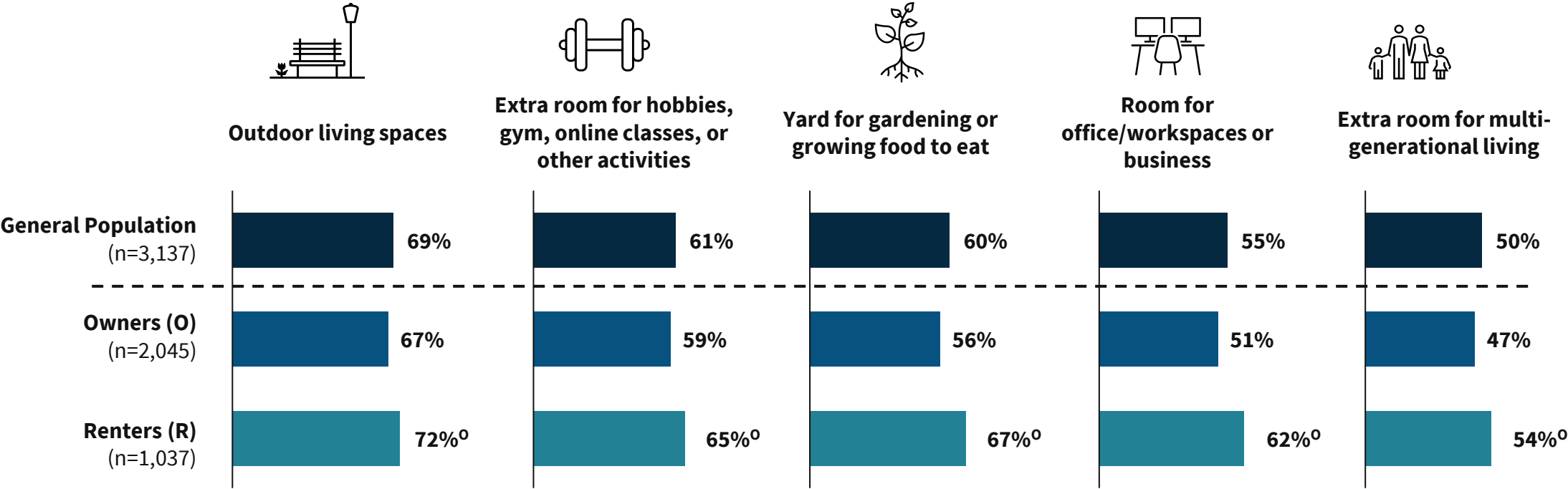
For their housing needs now or in the future, a majority say their home would be more appealing if it could accommodate outdoor living spaces, an extra room for hobbies, and a yard for gardening.

- Nearly 3 in 4 renters say their home would be more appealing to them if their home can accommodate outdoor living spaces.

Top 5 Appealing Home Feature Adaptations

Showing percentage (%) who say these features would make their home more appealing (significantly, moderately, or somewhat appealing)
Among the general population by subgroup, rank order based on the general population

Q3 2024



Q: For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q3 2024

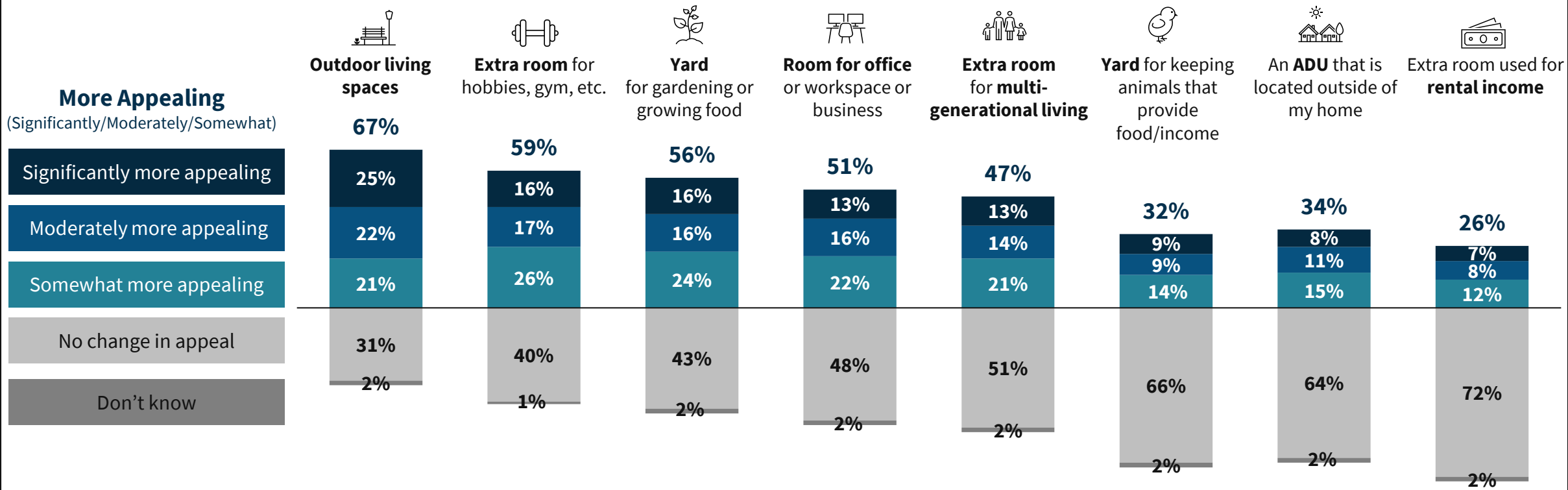


Nearly 70% of homeowners say their home would be more appealing if it had outdoor living spaces.

Appealing Home Feature Adaptations for Homeowners

Showing percentage (%) of homeowners
Among Homeowners (n=2,045), rank order based on the general population

Q3 2024



Q: For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

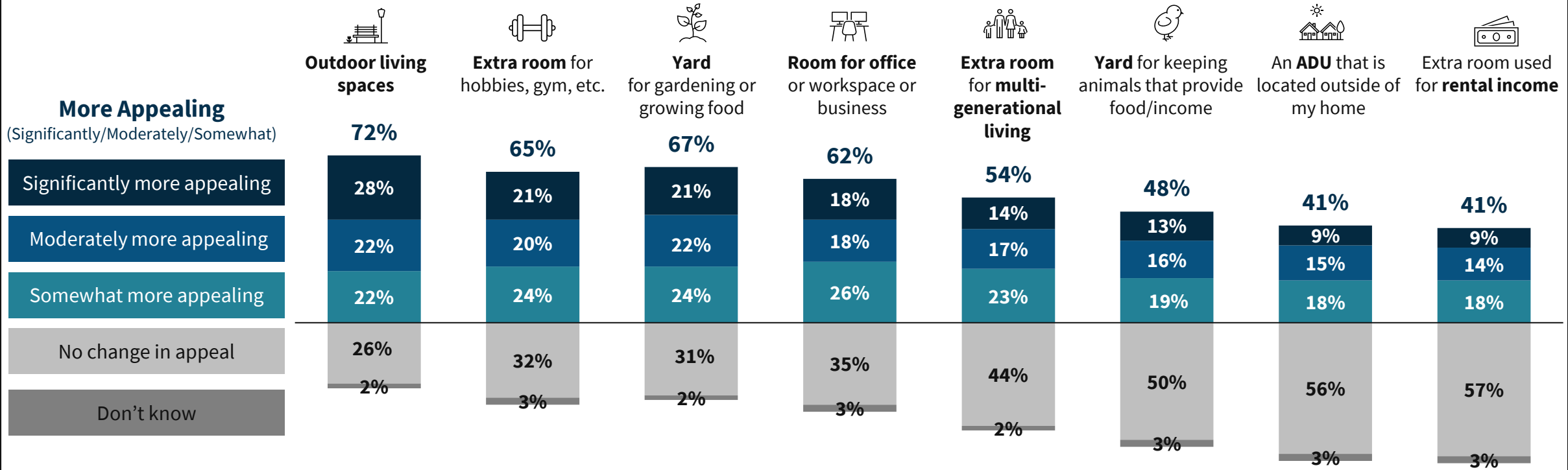


More than 60% of renters say their home would be more appealing to them if it had outdoor living spaces, an extra room for hobbies, a yard for gardening, or a room that can be used as a workspace.

Appealing Home Feature Adaptations for Renters

Showing percentage (%) of renters
Among renters (n=1,037), rank order based on the general population

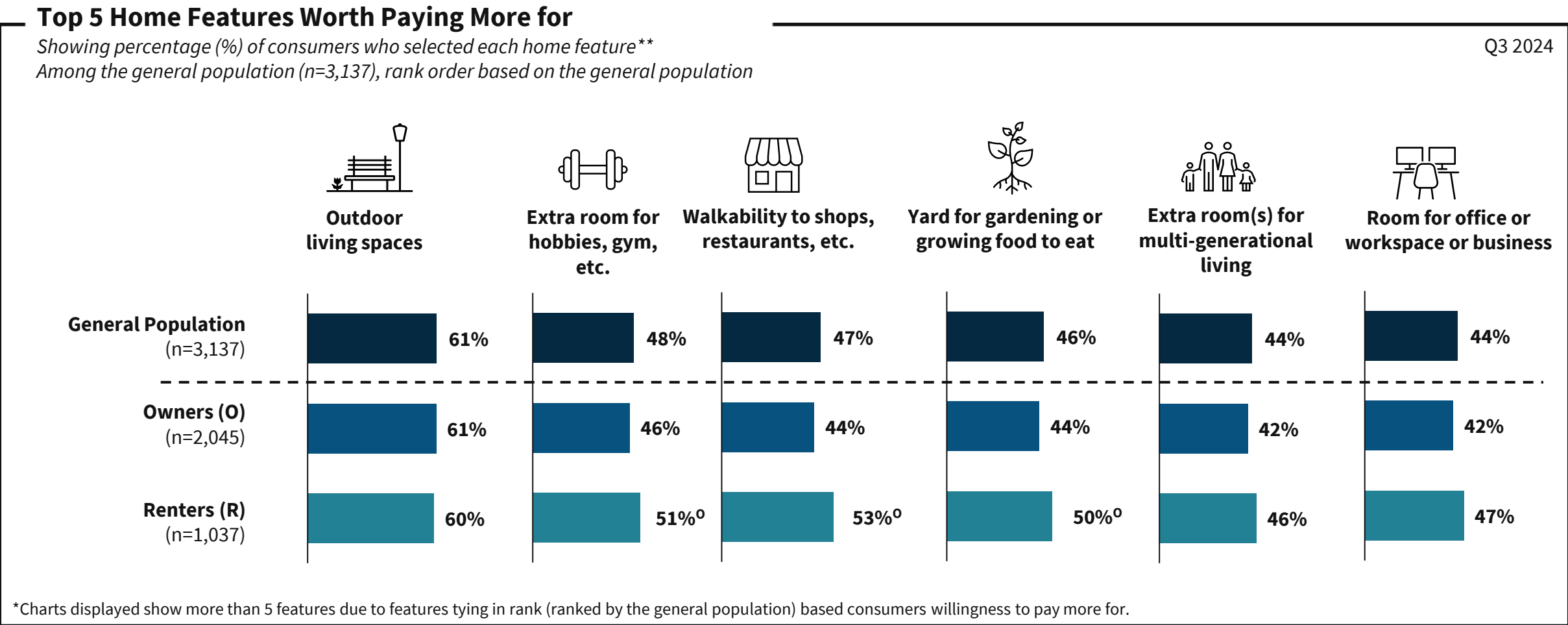
Q3 2024



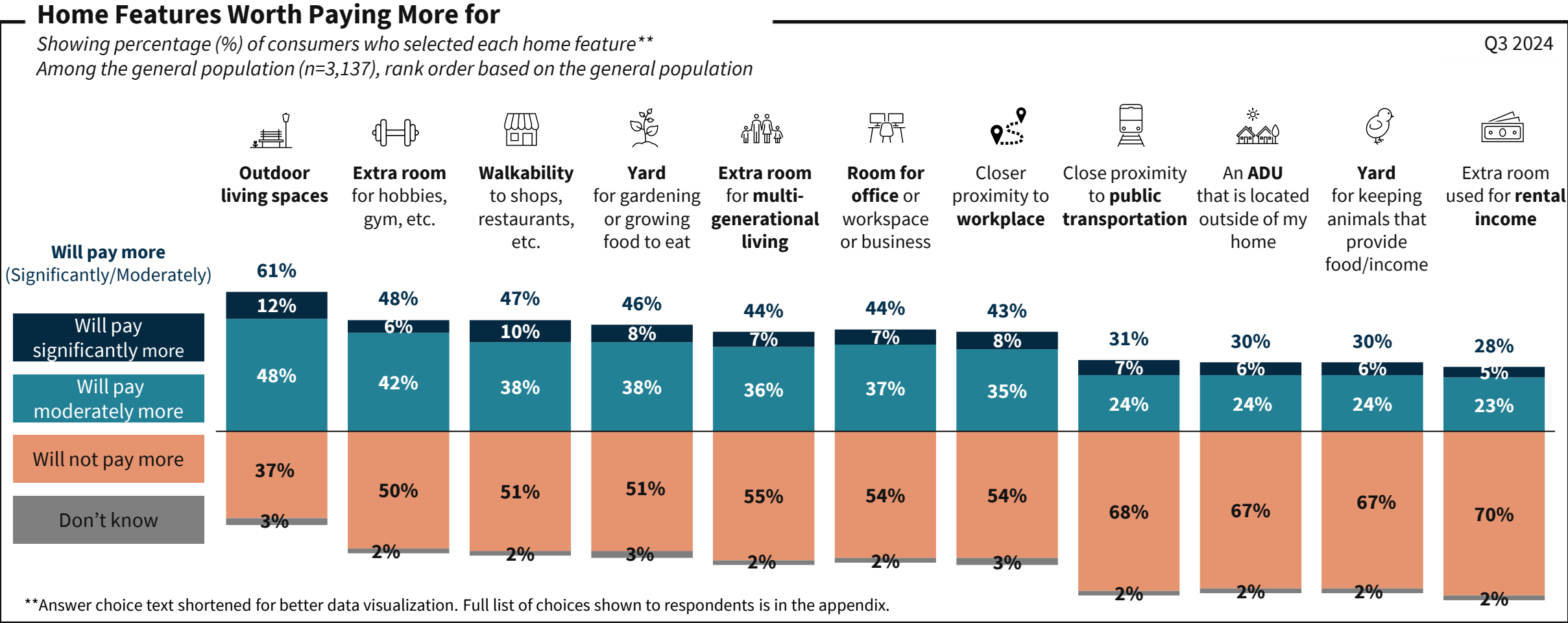
Q: For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?



Majority of consumers say they would be willing to pay more for a home that offers outdoor living spaces, if they were going to buy a home.



Nearly 50% would pay more for a home that can offer an extra room for hobbies, walkability to shops, or a yard for gardening.



Q: If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?





Appendix: Data Tables

Change in Importance of Home Over Last Few Years

Over the last few years, has the home you live in become more, the same, or less important to you? <i>Asked of all consumers</i>															
GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
A lot more important	23%	24% ^R	30% ^R	17%	20%	33% ^{W,A}	25%	20%	22%	20%	26%	23%	24%	23%	22%
Somewhat more important	21%	23%	19%	21%	22%	23% ^B	16%	26% ^B	24%	22%	20%	19%	20%	21%	23%
About the same importance	45%	46%	46%	45%	49% ^H	35%	42%	48% ^H	40%	47% ^A	46%	50% ^A	44%	45%	47%
Somewhat less important	6%	4%	5%	9% ^{M,O}	6%	4%	9% ^{H,A}	4%	8% ^B	5%	5%	5%	6%	6%	6%
A lot less important	4%	1%	1%	9% ^{M,O}	3%	4% ^A	7% ^{W,A}	1%	5% ^D	5%	3%	2%	6% ^G	4% ^G	2%
Don't know/Skipped/Refused	.%	.%	.%	1%	.%	1% ^W	.%	1%	1%	1%	.%	.%	1%	1%	.%
More important (“A lot more important” + “Somewhat more important”)	44%	48% ^R	48% ^R	38%	42%	56% ^{W,B,A}	41%	47%	46%	42%	46%	43%	44%	44%	45%
Less important (“A lot more important” + “Somewhat more important”)	10%	6%	6%	17% ^{M,O}	9% ^A	8%	16% ^{W,H,A}	5%	13% ^{C,D}	9%	8%	8%	12% ^G	10%	8%

Reasons Home is More Important (1 of 2)

Which of the following describes why you believe your home has become more important in recent years? Please select all that apply.
Asked of consumers who said their homes have become a lot more or somewhat more important to them over the last few years

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,394	596	385	390	803	302	147	92	420	221	445	297	530	276	572
I like my home's location	63%	69% ^R	68% ^R	50%	69% ^{H,B}	53%	55%	65%	55%	59%	61%	82% ^{A,B,C}	56%	67% ^E	67% ^E
My home offers a sense of security in uncertain times	59%	61% ^R	72% ^{M,R}	42%	67% ^{H,B,A}	47%	62%	48%	50%	49%	60% ^{A,B}	78% ^{A,B,C}	56%	65%	58%
A lot of my entertainment/leisure time is spent at home	49%	53%	47%	46%	54% ^{H,B}	39%	41%	53% ^H	51%	49%	45%	54% ^C	44%	46%	55% ^E
I customized my home to my liking, so I am more attached to it	49%	52% ^R	59% ^R	35%	55% ^{H,B,A}	39%	44%	41%	45%	47%	44%	63% ^{A,B,C}	42%	50%	54% ^E
My home has access to outdoor living spaces (gardens, balconies, etc.)	47%	50% ^R	54% ^R	34%	52% ^{H,B}	42%	33%	44%	40%	46%	44%	61% ^{A,B,C}	42%	46%	50% ^E
I can afford the rent/mortgage on my current home (Shown only to mortgage borrowers and renters)	39%	60% ^R	N/A	47%	43% ^{H,A}	32%	40%	30%	42%	42%	38%	34%	33%	34%	46% ^{E,F}
My home has become a greater financial asset (Shown only to homeowners)	38%	52% ^R	56% ^R	N/A	43% ^{H,B}	29%	23%	48% ^{H,B}	21%	31% ^A	47% ^{A,B}	53% ^{A,B}	26%	44% ^E	45% ^E
I plan to retire (or have retired) and live in my home for the foreseeable future	33%	35% ^R	54% ^{M,R}	13%	37% ^{H,A}	28%	29%	26%	9%	16% ^A	41% ^{A,B}	61% ^{A,B,C}	35%	36%	31%
My home allows for multiple generations (grandparents, adult children) the option to live with me	23%	23% ^R	31% ^{M,R}	15%	21%	24%	28%	22%	17%	24%	22%	31% ^{A,C}	20%	21%	25%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Reasons Home is More Important (2 of 2)

Which of the following describes why you believe your home has become more important in recent years? Please select all that apply.
Asked of consumers who said their homes have become a lot more or somewhat more important to them over the last few years

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,394	596	385	390	803	302	147	92	420	221	455	297	530	276	572
My home has become a workplace	17%	22% ^O	12%	16%	18%	15%	10%	23%	17% ^D	25% ^D	18% ^D	10%	8%	18% ^E	25% ^E
I use my home for rental income (Shown only to homeowners)	1%	2%	1%	N/A	1%	1%	4% ^W	2%	1%	1%	1%	2%	2%	1%	1%
Other, please specify	3%	1%	2%	5% ^M	2%	.%	3%	1%	3%	.%	2%	3%	4% ^F	1%	2%
Don't know/Skipped/Refused	.%	.%	0%	0%	0%	0%	1%	1% ^W	.%	.%	0%	0%	.%	0%	.%
My home has become a greater financial asset (Rebased to be only among homeowners, answer choice shown only to homeowners)	26%	25%	27%	0%	25%	30%	23%	29%	23%	20%	28% ^B	28% ^B	23%	29%	26%
I can afford the rent/mortgage on my current home (Rebased to be only among mortgage borrowers and renters, answer choice shown only to mortgage borrowers and renters)	24%	29% ^R	0%	18%	27% ^B	22%	19%	20%	22%	21%	24%	29% ^B	21%	21%	27% ^{E,F}
I use my home for rental income (Rebased to be only among homeowners, answer choice shown only to homeowners)	1%	1%	.%	0%	.%	1%	4% ^W	1%	2%	1%	.%	1%	1%	1%	.%
Number of reasons home is more important (Average)	4.21	4.82	4.55	3.03	4.64	3.49	3.67	4.09	3.52	3.91	4.22	5.40	3.69	4.30	4.60

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Primary Reason Home is More Important (1 of 2)

Which of the following describes the primary reason why you believe your home has become more important in recent years? Please select one.
Asked of consumers who said two or more aspects of their home are the reason they feel their homes are more important to them in recent years

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,394	596	385	390	803	302	147	92	420	221	455	297	530	276	572
I like my home's location	15%	14%	14%	18%	13%	18%	15%	22% ^W	14%	20%	15%	13%	15%	14%	15%
My home offers a sense of security in uncertain times	17%	15%	24% ^{M,R}	12%	19%	17%	14%	11%	16%	15%	19%	18%	18%	22%	14%
A lot of my entertainment/leisure time is spent at home	8%	6%	4%	14% ^{M,O}	8%	6%	11%	9%	14% ^{C,D}	9% ^C	3%	4%	5%	7%	10% ^E
I customized my home to my liking, so I am more attached to it	14%	17% ^R	17% ^R	7%	16%	11%	10%	16%	15%	14%	11%	16%	12%	14%	14%
My home has access to outdoor living spaces (gardens, balconies, etc.)	6%	5%	4%	9% ^M	5%	10% ^{W,A}	4%	3%	7%	8%	4%	4%	7%	4%	6%
I can afford the rent/mortgage on my current home (Shown only to mortgage borrowers and renters)	12%	13%	N/A	25% ^M	12%	13%	15%	9%	15%	15%	12%	9%	14%	11%	12%
My home has become a greater financial asset (Shown only to homeowners)	9%	13%	11%	N/A	10%	5%	6%	15% ^{H,B}	5%	6%	14% ^{A,B}	9%	7%	10%	10%
I plan to retire (or have retired) and live in my home for the foreseeable future	10%	9% ^R	22% ^{M,R}	2%	11%	9%	11%	8%	3%	4%	14% ^{A,B}	21% ^{A,B,C}	11%	11%	10%
My home allows for multiple generations (grandparents, adult children) the option to live with me	5%	5%	4%	5%	4%	6%	8%	2%	4%	7%	4%	5%	6%	3%	4%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Primary Reason Home is More Important (2 of 2)

Which of the following describes the primary reason why you believe your home has become more important in recent years? Please select one.
 Asked of consumers who said two or more aspects of their home are the reason they feel their homes are more important to them in recent years

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,394	596	385	390	803	302	147	92	420	221	455	297	530	276	572
My home has become a workplace	2%	1%	.%	6% ^{M,O}	2%	3%	5%	2%	4% ^D	3% ^D	2%	.%	1%	4% ^E	3%
I use my home for rental income (Shown only to homeowners)	.%	.%	0%	0%	.%	0%	0%	.%	.%	0%	.%	0%	0%	.%	.%
Other, please specify	2%	1%	1%	4% ^{M,O}	1%	.%	2%	1%	3% ^D	.%	2%	.%	3% ^F	.%	1%
Don't know/Skipped/Refused	.%	1%	0%	.%	.%	1%	1%	1% ^W	1%	1%	.%	0%	1%	0%	.%
My home has become a greater financial asset (Rebased to be only among homeowners, answer choice shown only to homeowners)	6%	6%	5%	0%	6%	5%	6%	9%	5%	4%	8% ^{B,D}	5%	6%	6%	6%
I can afford the rent/mortgage (Rebased to be only among mortgage borrowers and renters, answer choice shown only to mortgage borrowers and renters)	8%	6%	0%	9% ^M	7%	9%	7%	6%	8%	7%	7%	8%	9%	7%	7%
I use my home for rental income (Rebased to be only among homeowners, answer choice shown only to homeowners)	.%	.%	0%	0%	.%	0%	0%	.%	.%	0%	.%	0%	0%	.%	.%

Functional Changes of the Home (1 of 2)

Over the last few years, have you make any of the following functional changes to your home/lifestyle at home? Please select all that apply.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Working remotely from your home/using space for a workplace	25%	35% ^{O,R}	16%	21%	24%	26%	22%	42% ^{W,H,B}	27% ^D	33% ^D	29% ^D	12%	14%	24% ^E	36% ^{E,F}
Using home as a gym or for hobbies	19%	23% ^{O,R}	17%	17%	19%	18%	21%	25% ^{W,H}	21% ^D	24% ^D	19% ^D	14%	17%	17%	23% ^{E,F}
Growing food to eat/gardening inside or outside your home	18%	22% ^R	24% ^R	10%	21% ^{H,B}	13%	14%	20% ^H	15%	18%	21% ^A	19%	16%	17%	21% ^E
Learning remotely from your home/using spaces for online learning	13%	13%	11%	14%	11%	16% ^W	16% ^W	16% ^W	16% ^{C,D}	16% ^{C,D}	10%	9%	14%	11%	13%
Multi-generational living (grandparents/adult children/relatives live in the home)	10%	9%	10%	10%	8%	11%	14% ^{W,A}	7%	10%	6%	11% ^B	9%	8%	12% ^E	9%

Functional Changes of the Home (2 of 2)

Over the last few years, have you make any of the following functional changes to your home/lifestyle at home? Please select all that apply.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Keeping animals that provide food/income (such as chickens, not household pets like dogs/cats)	5%	5%	5%	4%	5% ^A	4%	6% ^A	2%	6%	5%	3%	5%	5%	5%	5%
Renting out a room/space in your home to generate income	4%	4%	2%	5% ^O	3%	6% ^W	4%	3%	6% ^{C,D}	4% ^D	3%	2%	5%	3%	3%
Building an ADU* (Accessory Dwelling Unit) or using an ADU that wasn't used prior	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%	2%	1%	2%	2%	1%
Other, please specify	1%	1%	2%	1%	2%	1%	1%	1%	.%	1%	1%	3% ^{A,C}	2%	1%	1%
None of these	43%	37%	49% ^M	46% ^M	47% ^{H,B,A}	37%	40%	33%	37%	39%	43% ^A	56% ^{A,B,C}	47% ^G	48% ^G	37%
Don't know/Skipped/Refused	2%	1%	.%	3% ^{M,O}	1%	3% ^W	1%	2%	3% ^{C,D}	2% ^C	1%	1%	3% ^{F,G}	1%	.%
<i>Made functional changes</i>	55%	62% ^{O,R}	51%	50%	52%	60% ^W	59%	65% ^W	60% ^D	59% ^D	57% ^D	44%	49%	52%	63% ^{E,F}
<i>Remote work/school changes</i>	31%	40% ^{O,R}	23%	28%	29%	34%	31%	46% ^{W,H,B}	36% ^D	40% ^{C,D}	32% ^D	17%	23%	29% ^E	40% ^{E,F}
<i>Housing/living changes</i>	14%	13%	13%	14%	12%	19% ^{W,A}	17% ^W	11%	16% ^{B,D}	11%	15%	11%	14%	15%	12%
<i>Outdoor changes</i>	20%	23% ^R	26% ^R	12%	22% ^H	15%	18%	21% ^H	18%	20%	21%	21%	18%	19%	22% ^E
Number of functional changes made to home (Average)	1.75	1.81	1.77	1.64	1.80	1.63	1.67	1.79	1.72	1.85	1.74	1.70	1.66	1.78	1.79

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Resulting Monthly Savings/Income from Functional Changes of the Home

Do you feel that the functional changes you’ve made to your home in the last few years have resulted in monthly savings or income?
Asked of consumers who said they made functional changes to their home

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,736	775	405	523	998	322	212	129	554	310	566	306	598	321	799
Yes	44%	46%	46%	41%	40%	57% ^{W,B,A}	44%	44%	44%	47%	43%	44%	43%	51% ^G	43%
No	55%	54%	54%	58%	60% ^H	41%	56% ^H	55% ^H	56%	53%	57%	55%	57%	49%	57% ^F
Don’t know/Skipped/Refused	.%	.%	1%	.%	.%	2% ^W	0%	1%	.%	0%	.%	1%	1%	.%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Home Appeal: A home with a room that can serve as office/workspace or business

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?
‘Room that can serve as office/workspace or business’
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	15%	15% ^O	10%	18% ^O	11%	22% ^W	19% ^W	21% ^W	20% ^{C,D}	20% ^{C,D}	13% ^D	6%	16%	12%	15%
Moderately more appealing	17%	19% ^O	12%	18% ^O	16%	18%	15%	25% ^{W,B}	23% ^{C,D}	19% ^D	16% ^D	9%	14%	18%	19% ^E
Somewhat more appealing	23%	22%	22%	26%	23%	24%	24%	18%	29% ^{C,D}	27% ^D	22% ^D	14%	25%	25%	21%
No change in appeal	43%	43% ^R	55% ^{M,R}	35%	49% ^{W,H,A}	32%	38%	34%	26%	32%	47% ^{A,B}	70% ^{A,B,C}	43%	43%	44%
Don't know/Skipped/Refused	2%	1%	2%	3%	1%	3% ^W	4% ^W	1%	3%	2%	2%	1%	3%	2%	1%
Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)	55%	56% ^O	43%	62% ^{M,O}	50%	65% ^W	58% ^W	65% ^W	71% ^{C,D}	66% ^{C,D}	51% ^D	29%	55%	55%	54%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Extra Room for Hobbies/Gym/Online Education

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

Extra room that can be used for hobbies/gym/online education/other activities

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	18%	18% ^O	12%	21% ^O	16%	23% ^W	20%	19%	25% ^{C,D}	23% ^{C,D}	15% ^D	7%	18%	16%	19%
Moderately more appealing	18%	20% ^O	13%	20%	16%	24% ^W	19%	23% ^W	24% ^{C,D}	23% ^{C,D}	15% ^D	11%	16%	21%	18%
Somewhat more appealing	25%	26%	26%	24%	26%	22%	25%	24%	25%	26%	28% ^D	22%	24%	26%	26%
No change in appeal	37%	35%	48% ^{M,R}	32%	42% ^{H,B,A}	27%	31%	32%	24%	26%	40% ^{A,B}	58% ^{A,B,C}	39%	36%	36%
Don't know/Skipped/Refused	2%	1%	1%	3%	1%	3% ^W	4% ^W	2%	2%	1%	2%	1%	3% ^G	2%	1%
<i>Appealing ("Significantly more appealing" + "Moderately more appealing" + "Somewhat more appealing")</i>	61%	64% ^O	51%	65% ^O	57%	70% ^W	64% ^W	67% ^W	74% ^{C,D}	72% ^{C,D}	58% ^D	40%	58%	63%	63% ^E

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Extra Room for Rental Income

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?
Extra room in the house used for rental income
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	8%	8%	5%	9% ^O	5%	13% ^W	12% ^W	11% ^W	11% ^{C,D}	11% ^{C,D}	6% ^D	3%	10% ^{F,G}	5%	7%
Moderately more appealing	10%	10% ^O	5%	14% ^{M,O}	7%	16% ^W	13% ^W	13% ^W	14% ^{C,D}	12% ^D	9% ^D	4%	10%	10%	9%
Somewhat more appealing	14%	12%	12%	18% ^{M,O}	12%	19% ^W	17% ^W	16%	19% ^{C,D}	18% ^{C,D}	11%	8%	17% ^{F,G}	11%	13%
No change in appeal	67%	69% ^R	76% ^{M,R}	57%	75% ^{H,B,A}	49%	53%	57%	53%	57%	73% ^{A,B}	83% ^{A,B,C}	60%	71% ^E	70% ^E
Don't know/Skipped/Refused	2%	1%	3%	3% ^M	1%	3% ^W	5% ^W	3% ^W	3%	2%	2%	2%	3% ^G	3%	1%
<i>Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)</i>	31%	29% ^O	21%	41% ^{M,O}	24%	47% ^W	42% ^W	40% ^W	44% ^{C,D}	41% ^{C,D}	25% ^D	15%	37% ^{F,G}	27%	28%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
 M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Appeal of Extra Room(s) for Multi-Generational Living

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

Extra room(s) for multi-generational living (grandparents, adult children, relatives live in the home)

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	13%	15% ^O	9%	14% ^O	9%	22% ^W	17% ^W	17% ^W	17% ^D	17% ^D	13% ^D	7%	13%	14%	14%
Moderately more appealing	15%	16% ^O	10%	17% ^O	12%	18% ^W	22% ^W	24% ^W	21% ^{C,D}	16% ^D	14% ^D	8%	14%	15%	15%
Somewhat more appealing	22%	21%	22%	23%	21%	24%	20%	19%	24% ^D	28% ^{C,D}	20%	16%	23%	23%	20%
No change in appeal	48%	47%	57% ^{M,R}	44%	57% ^{H,B,A}	33%	38%	39%	37%	38%	51% ^{C,D}	68% ^{A,B,C}	48%	46%	50%
Don't know/Skipped/Refused	2%	1%	2%	2%	1%	3% ^W	3% ^W	1%	2%	2%	1%	2%	3% ^G	1%	1%
Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)	50%	52% ^O	41%	54% ^O	42%	64% ^W	59% ^W	60% ^W	61% ^{C,D}	61% ^{C,D}	47% ^D	31%	50%	52%	49%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Yard for Gardening or Growing Food to Eat

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

Yard for gardening or growing food to eat

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	18%	18% ^O	13%	21% ^O	16%	23% ^W	21%	19%	27% ^{B,C,D}	19% ^D	16% ^D	9%	20%	18%	16%
Moderately more appealing	18%	17%	13%	22% ^{M,O}	16%	21% ^W	19%	20%	25% ^{C,D}	23% ^{C,D}	14% ^D	10%	19%	18%	17%
Somewhat more appealing	24%	26% ^O	20%	24%	24%	28% ^B	18%	26% ^B	24%	26%	24%	22%	24%	23%	24%
No change in appeal	39%	37% ^R	51% ^{M,R}	31%	43% ^{H,A}	26%	37% ^H	33%	22%	30% ^A	45% ^{A,B}	58% ^{A,B,C}	36%	39%	41%
Don't know/Skipped/Refused	2%	2%	2%	2%	1%	2%	5% ^W	2%	2%	2%	1%	2%	2%	2%	1%
<i>Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)</i>	60%	61% ^O	47%	67% ^{M,O}	56%	72% ^{W,B}	58%	65% ^W	76% ^{B,C,D}	68%	54% ^D	40%	62%	59%	58%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Yard for Keeping Animals that Provide Food/Income

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

Yard for keeping animals that provide food/income (such as chickens, not household pets like dogs/cats)

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	10%	11% ^O	6%	13% ^O	9%	17% ^{W,B,A}	10%	6%	19% ^{C,D}	15% ^{C,D}	6% ^D	2%	13% ^{F,G}	8%	9%
Moderately more appealing	12%	10%	9%	16% ^{M,O}	10%	13%	12%	11%	19% ^{C,D}	15% ^{C,D}	9% ^D	5%	12%	14% ^G	10%
Somewhat more appealing	16%	14%	13%	19% ^{M,O}	14%	22% ^{W,B,A}	13%	15%	20% ^{C,D}	21% ^{C,D}	14% ^D	9%	17%	16%	15%
No change in appeal	60%	63% ^R	69% ^{M,R}	50%	65% ^H	45%	59% ^H	65% ^H	40%	46%	71% ^{A,B}	83% ^{A,B,C}	55%	59%	65% ^{E,F}
Don't know/Skipped/Refused	2%	2%	2%	3%	1%	2%	5% ^W	2%	3%	2%	2%	2%	3% ^G	3%	1%
<i>Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)</i>	38%	35% ^O	29%	48% ^{M,O}	34%	53% ^{W,B,A}	35%	32%	57% ^{C,D}	52% ^{C,D}	28% ^D	15%	42% ^G	38%	33%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Outdoor Living Spaces (to enjoy spaces year-round)

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?

Outdoor living spaces (to enjoy outdoor spaces year-round)

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	25%	28% ^O	20%	28% ^O	24%	33% ^{W,B,A}	24%	25%	35% ^{C,D}	31% ^{C,D}	21% ^D	15%	24%	27%	26%
Moderately more appealing	22%	24% ^O	18%	22%	21%	22%	24%	19%	25% ^D	27% ^{C,D}	21% ^D	14%	21%	24%	22%
Somewhat more appealing	21%	21%	20%	22%	21%	20%	18%	27% ^{W,B}	19%	21%	24% ^A	22%	21%	21%	22%
No change in appeal	29%	26%	40% ^{M,R}	26%	32% ^H	21%	29% ^H	27%	18%	19%	32% ^{A,B}	47% ^{A,B,C}	32%	27%	29%
Don't know/Skipped/Refused	2%	1%	2%	2%	1%	2%	5% ^W	2%	3%	2%	1%	1%	2%	2%	1%
Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)	69%	73% ^O	58%	72% ^O	67%	76% ^{W,B}	66%	71%	79% ^{C,D}	79% ^{C,D}	66% ^D	51%	66%	71%	70%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Appeal of Accessory Dwelling Unit

For your housing needs now or in the future, how much more appealing would your home be to you if the spaces in your current home could be adapted to serve the following functions?
An Accessory Dwelling Unit* (ADU), that is located outside of my home
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Significantly more appealing	8%	9%	7%	9%	7%	12% ^W	8%	11% ^W	11% ^{C,D}	12% ^{C,D}	7% ^D	4%	10%	8%	7%
Moderately more appealing	12%	12%	9%	15% ^O	9%	20% ^W	15% ^W	17% ^W	17% ^{C,D}	16% ^{C,D}	10%	7%	14%	12%	11%
Somewhat more appealing	16%	15%	13%	18%	15%	19%	16%	16%	21% ^{C,D}	18% ^D	14%	11%	15%	17%	16%
No change in appeal	61%	62% ^R	68% ^{M,R}	56%	68% ^{H,B,A}	46%	56% ^H	54% ^H	48%	52%	67% ^{A,B}	77% ^{A,B,C}	59%	61%	63%
Don't know/Skipped/Refused	2%	2%	2%	3%	1%	4% ^W	5% ^W	2%	3%	2%	2%	2%	3%	2%	1%
Appealing (“Significantly more appealing” + “Moderately more appealing” + “Somewhat more appealing”)	37%	37% ^O	30%	41% ^O	31%	51% ^{W,B}	39% ^W	44% ^W	49% ^{C,D}	46% ^{C,D}	31% ^D	22%	38%	37%	35%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
 M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Willingness to Pay More For Closer Proximity to Workplace

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?

Closer proximity to your workplace

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	8%	8%	5%	10% ^O	6%	12% ^W	11% ^W	13% ^W	13% ^{C,D}	11% ^{C,D}	4%	3%	8%	7%	8%
Will pay moderately more	35%	36% ^O	23%	43% ^{M,O}	32%	43% ^{W,B}	34%	43% ^{W,B}	49% ^{C,D}	42% ^{C,D}	31% ^D	17%	34%	37%	35%
Will not pay more	54%	55% ^R	69% ^{M,R}	44%	61% ^{H,B,A}	41%	48%	41%	34%	43% ^A	64% ^{A,B}	76% ^{A,B,C}	55%	54%	55%
Don't know/Skipped/Refused	3%	2%	3%	3%	2%	3%	7% ^{W,H,A}	3%	3%	3%	1%	3%	4% ^G	2%	2%
Will pay more for (“Will pay significantly more” + “Will pay moderately more”)	43%	43% ^O	28%	53% ^{M,O}	38%	55% ^{W,B}	45% ^W	56% ^{W,B}	62% ^{B,C,D}	54% ^{C,D}	35% ^D	21%	42%	44%	44%

Willingness to Pay More For Close Proximity to Public Transportation

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?

Close proximity to public transportation

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	7%	5%	4%	11% ^{M,O}	5%	8%	9% ^W	10% ^W	11% ^{C,D}	8% ^{C,D}	4%	4%	9% ^{F,G}	4%	6%
Will pay moderately more	24%	20%	21%	31% ^{M,O}	20%	35% ^{W,B}	26% ^W	34% ^W	29% ^{C,D}	30% ^{C,D}	19%	20%	27% ^G	22%	22%
Will not pay more	68%	74% ^R	74% ^R	56%	74% ^{H,B,A}	55%	60%	54%	57%	61%	76% ^{A,B}	76% ^{A,B}	62%	72% ^E	71% ^E
Don't know/Skipped/Refused	2%	1%	1%	2%	1%	3% ^W	4% ^W	2%	3% ^D	2%	1%	1%	2%	2%	1%
Will pay more for ("Will pay significantly more" + "Will pay moderately more")	31%	25%	24%	42% ^{M,O}	25%	43% ^W	36% ^W	44% ^{W,B}	40% ^{C,D}	37% ^{C,D}	23%	24%	36% ^{F,G}	26%	28%

Willingness to Pay More For Walkability to Shops/Restaurants/Amenities

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?

Walkability to shops, restaurants, other amenities

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	10%	10% ^O	6%	12% ^O	8%	17% ^W	11%	13% ^W	14% ^{C,D}	13% ^{C,D}	8%	5%	10%	7%	12% ^F
Will pay moderately more	38%	37%	32%	42% ^O	34%	43% ^W	39%	52% ^{W,B}	45% ^{C,D}	45% ^{C,D}	32%	30%	35%	39%	39%
Will not pay more	51%	51% ^R	61% ^{M,R}	44%	58% ^{H,B,A}	37%	44% ^A	33%	39%	40%	59% ^{A,B}	64% ^{A,B}	53%	53%	48%
Don't know/Skipped/Refused	2%	2%	1%	2% ^O	1%	3% ^W	6% ^{W,A}	2% ^W	3% ^{C,D}	2% ^D	1%	.%	2%	1%	1%
<i>Will pay more for ("Will pay significantly more" + "Will pay moderately more")</i>	47%	48% ^O	39%	53% ^{M,O}	42%	60% ^{W,B}	50% ^W	65% ^{W,B}	58% ^{C,D}	57% ^{C,D}	40%	36%	45%	46%	50% ^E

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of "."% in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Room That Can Serve as Office/Workspace

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?

Room that can serve as office/workspace or business

Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
<i>n=</i>	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	7%	5%	4%	10% ^{M,O}	4%	12% ^W	12% ^W	9% ^W	12% ^{C,D}	8% ^{C,D}	4%	2%	9% ^{F,G}	5%	6%
Will pay moderately more	37%	43% ^{O,R}	27%	37% ^O	35%	39%	38%	48% ^{W,B}	44% ^{C,D}	49% ^{C,D}	36% ^D	21%	32%	37%	42% ^E
Will not pay more	54%	50%	67% ^{M,R}	50%	61% ^{H,B,A}	45%	45%	41%	41%	41%	59% ^{A,B}	75% ^{A,B,C}	57% ^G	55%	51%
Don't know/Skipped/Refused	2%	1%	2%	3% ^M	1%	4% ^W	4% ^W	2%	4% ^{C,D}	2%	1%	1%	2%	3%	1%
<i>Will pay more for ("Will pay significantly more" + "Will pay moderately more")</i>	44%	49% ^O	32%	47% ^O	38%	52% ^W	50% ^W	57% ^W	56% ^{C,D}	57% ^{C,D}	40% ^D	24%	40%	42%	48% ^E

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Room For Hobbies/Gym/Online Education

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Extra room that can be used for hobbies/gym/online education/other activities
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	6%	5% ^O	2%	10% ^{M,O}	4%	13% ^{W,A}	10% ^W	6%	11% ^{C,D}	9% ^{C,D}	4%	2%	7% ^F	4%	6%
Will pay moderately more	42%	46% ^O	35%	41%	39%	43%	47% ^W	49% ^W	49% ^{C,D}	51% ^{C,D}	40% ^D	28%	38%	44%	45% ^E
Will not pay more	50%	47%	62% ^{M,R}	46%	56% ^{H,B,A}	41%	39%	43%	37%	38%	56% ^{A,B}	70% ^{A,B,C}	52%	50%	48%
Don't know/Skipped/Refused	2%	1%	1%	3% ^{M,O}	1%	3% ^W	4% ^W	2%	3% ^{C,D}	2% ^D	1%	.%	3% ^G	2%	1%
Will pay more for (“Will pay significantly more” + “Will pay moderately more”)	48%	51% ^O	37%	51% ^O	43%	56% ^W	57% ^W	55% ^W	60% ^{C,D}	60% ^{C,D}	43% ^D	30%	45%	48%	51% ^E

Willingness to Pay More For Room Used For Rental Income

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Extra room in the house used for rental income
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	5%	5% ^O	2%	9% ^{M,O}	4%	8% ^W	11% ^{W,A}	5%	8% ^{C,D}	6% ^D	5% ^D	2%	7% ^{F,G}	3%	5%
Will pay moderately more	23%	23% ^O	17%	26% ^O	16%	34% ^W	33% ^W	31% ^W	28% ^{C,D}	29% ^{C,D}	20% ^D	15%	25% ^F	19%	22%
Will not pay more	70%	70% ^R	80% ^{M,R}	63%	79% ^{H,B,A}	55%	52%	62% ^B	61%	63%	74% ^{A,B}	82% ^{A,B,C}	65%	75% ^E	72% ^E
Don't know/Skipped/Refused	2%	2%	1%	2%	1%	3% ^W	4% ^W	2%	3% ^{C,D}	2%	1%	1%	2%	2%	2%
Will pay more for ("Will pay significantly more" + "Will pay moderately more")	28%	28% ^O	18%	34% ^{M,O}	20%	42% ^W	44% ^W	36% ^W	36% ^{C,D}	35% ^{C,D}	25% ^D	17%	33% ^{F,G}	23%	26%

Willingness to Pay More For Room(s) For Multi-Generational Living

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Extra room(s) for multi-generational living (grandparents, adult children, relatives live in the home)
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	7%	7%	4%	10% ^{M,O}	4%	14% ^{W,A}	13% ^{W,A}	7% ^W	11% ^{C,D}	9% ^D	6%	4%	8%	6%	7%
Will pay moderately more	36%	40% ^O	31%	36%	33%	40% ^W	45% ^W	47% ^W	39% ^D	45% ^{C,D}	37% ^D	25%	36%	36%	37%
Will not pay more	55%	52%	64% ^{M,R}	51%	62% ^{H,B,A}	44%	38%	43%	47%	45%	56% ^{A,B}	71% ^{A,B,C}	53%	56%	55%
Don't know/Skipped/Refused	2%	1%	1%	3% ^{M,O}	1%	3% ^W	3% ^W	3% ^W	3% ^{C,D}	2%	1%	.%	2%	2%	1%
Will pay more for ("Will pay significantly more" + "Will pay moderately more")	44%	47% ^O	35%	46% ^O	37%	53% ^W	58% ^W	54% ^W	50% ^{C,D}	54% ^{C,D}	43% ^D	29%	44%	42%	44%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of "." in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Yard For Gardening or Growing Food to Eat

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Yard for gardening or growing food to eat
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	8%	7%	6%	11% ^{M,O}	7%	12% ^W	11% ^W	9%	14% ^{B,C,D}	8% ^D	7% ^D	4%	10% ^G	7%	7%
Will pay moderately more	38%	39%	34%	39%	37%	40%	35%	39%	43% ^{C,D}	47% ^{C,D}	34% ^D	28%	37%	40%	37%
Will not pay more	51%	52% ^R	58% ^{M,R}	46%	54% ^H	44%	48%	51%	39%	43%	57% ^{A,B}	66% ^{A,B,C}	50%	50%	53%
Don't know/Skipped/Refused	3%	2%	2%	4% ^M	2%	4% ^W	6% ^{W,A}	2%	4% ^C	3%	2%	2%	3%	2%	2%
Will pay more for (“Will pay significantly more” + “Will pay moderately more”)	46%	46% ^O	40%	50% ^O	44%	52% ^W	46%	48%	57% ^{C,D}	55% ^{C,D}	41% ^D	32%	47%	47%	44%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Yard For Keeping Animals That Provide Food/Income

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Yard for keeping animals that provide food/income (such as chickens, not household pets like dogs/cats)
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	6%	6% ^O	2%	10% ^{M,O}	5%	9% ^{W,A}	10% ^{W,A}	4%	13% ^{B,C,D}	5% ^D	4% ^D	2%	9% ^{F,G}	5%	5%
Will pay moderately more	24%	24%	20%	27% ^O	22%	33% ^{W,B,A}	22%	23%	33% ^{C,D}	35% ^{C,D}	19% ^D	11%	24%	24%	24%
Will not pay more	67%	69% ^R	76% ^{M,R}	59%	72% ^{H,B}	55%	62%	72% ^{H,B}	50%	57%	75% ^{A,B}	86% ^{A,B,C}	64%	69%	70% ^E
Don't know/Skipped/Refused	2%	1%	2%	4% ^M	2%	3%	6% ^{W,A}	2%	4% ^D	3%	2%	1%	3%	2%	2%
Will pay more for ("Will pay significantly more" + "Will pay moderately more")	30%	30% ^O	22%	37% ^{M,O}	27%	42% ^{W,B,A}	32%	26%	46% ^{C,D}	40% ^{C,D}	23% ^D	12%	34% ^G	29%	28%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Outdoor Living Spaces

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
Outdoor living spaces (to enjoy outdoor spaces year-round)
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	12%	12%	9%	15% ^O	10%	17% ^{W,A}	16% ^W	10%	18% ^{C,D}	17% ^{C,D}	10% ^D	5%	13%	12%	12%
Will pay moderately more	48%	57% ^{O,R}	40%	45%	50%	47%	43%	51%	53% ^{C,D}	56% ^{C,D}	47% ^D	39%	40%	48% ^E	56% ^{E,F}
Will not pay more	37%	30%	48% ^{M,R}	36% ^M	38%	32%	36%	36%	26%	25%	41% ^{A,B}	54% ^{A,B,C}	44% ^{F,G}	37% ^G	30%
Don't know/Skipped/Refused	3%	2%	3%	4% ^M	2%	4%	5% ^W	2%	4%	3%	2%	2%	3%	2%	2%
Will pay more for (“Will pay significantly more” + “Will pay moderately more”)	61%	69% ^{O,R}	49%	60% ^O	60%	64%	59%	62%	71% ^{C,D}	72% ^{C,D}	57% ^D	44%	53%	61% ^E	68% ^{E,F}

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year



Willingness to Pay More For Accessory Dwelling Unit

If you were buying a home, would you pay more for a home that would provide you with any of the following location or home features?
An Accessory Dwelling Unit* (ADU), that is located outside of my home
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
Will pay significantly more	6%	7% ^O	3%	8% ^O	5%	7%	10% ^W	9% ^W	10% ^{C,D}	9% ^{C,D}	4%	2%	6%	6%	6%
Will pay moderately more	24%	25% ^O	20%	27% ^O	20%	34% ^{W,B}	26% ^W	33% ^W	27% ^D	32% ^{C,D}	24% ^D	15%	22%	23%	26%
Will not pay more	67%	67%	75% ^{M,R}	62%	74% ^{H,B,A}	55%	59%	55%	60%	57%	71% ^{A,B}	80% ^{A,B,C}	68%	69%	66%
Don't know/Skipped/Refused	2%	2%	2%	3%	1%	3% ^W	5% ^W	3%	3%	2%	2%	2%	3%	3%	2%
Will pay more for ("Will pay significantly more" + "Will pay moderately more")	30%	32% ^O	23%	34% ^O	25%	42% ^W	36% ^W	42% ^W	37% ^{C,D}	41% ^{C,D}	28% ^D	18%	29%	29%	32%

Best Reason to Buy a House

Which of the following is the best reason to buy a house?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	3,137	1,247	799	1,037	1,902	539	358	196	918	524	997	698	1,211	622	1,276
The financial benefits of homeownership, such as its value as an investment (especially compared to paying rent), its value as a way to build up wealth for retirement or to pass on to your family, and the tax benefit	46%	50% ^O	39%	46% ^O	43%	48%	50% ^W	47%	41%	45%	50% ^A	45%	46%	41%	48% ^F
The broader security and lifestyle benefits of homeownership, such as providing a good and secure place for your family and children, where you have the control to make renovations and updates if you want, and in a place that's in a community and location that you prefer	52%	49%	57% ^M	51%	55% ^{H,B}	48%	46%	48%	55% ^C	51%	48%	53%	50%	56% ^E	51%
Don't know/Skipped/Refused	3%	1%	4% ^M	4% ^M	2%	4%	4%	4%	3%	4%	2%	3%	5% ^G	2%	1%

Best Reason to Buy a House

To the best of your knowledge, by the end of this year, what type of work location situation will you have? <i>Asked of consumers who work full-time, part-time, or are unemployed</i>															
GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	2,399	1,040	415	893	1,397	469	266	162	909	512	813	164	846	463	1,071
Working only at home	14%	19% ^{O,R}	12%	10%	14%	11%	15%	18% ^H	11%	15%	16% ^A	15%	10%	14%	16% ^E
A mix of working at home and at your work location / office	22%	23%	24%	19%	18%	25% ^W	19%	41% ^{W,H,B}	21%	25%	21%	19%	17%	19%	27% ^{E,F}
Working every day at your work location / office	53%	50%	54%	57% ^M	56% ^A	54% ^A	56% ^A	37%	54%	52%	54%	53%	53%	57%	52%
Not currently employed and/or do not plan to be employed	11%	7%	10%	14% ^M	12% ^A	9%	10% ^A	4%	13% ^{B,C}	8%	9%	11%	19% ^{F,G}	10% ^G	4%
Don't know/Skipped/Refused	.%	1%	.%	.%	.%	1%	0%	.%	1%	.%	.%	1%	.%	0%	1%