



PUBLIC POLL FINDINGS AND METHODOLOGY

How the Pandemic Will Change How and Where We Live

Ipsos' What the Future report asks what housing and migration patterns will stick

Press Release

Washington, DC, February 12, 2021 – Despite the upheaval of 2020 that forced many Americans to move, or work and learn from home, the housing and migration macrotrends haven't changed. What *has* changed is how we live in and use our homes. Those shifts have powerful implications for housing, home improvement, household goods, retailers and brands.

Those are the revelations of Ipsos' **What the Future** issue on Housing. Housing data have barely budged since Ipsos' inaugural 2017 issue that also focused on housing. Back then and today, Ipsos surveyed U.S. adults about their aspirations for home ownership, where they want to live and what factors they value in a community. While the numbers show an acceleration of long-standing trends, Americans now are living at home in ways they weren't before. More than ever, home is a sanctuary inside and out, and people are moving or investing to make their spaces more functional, flexible and less cluttered.

In this issue of What the Future, Ipsos asks four major questions of the nation's foremost experts on home organization, demography, labor and housing, and outdoor entertainment: Can our new homes support our newly flexible needs, will the pandemic permanently shift where we live, will we ever go back to our offices and has the pandemic expanded our definition of home?

The issue also features Ipsos researchers' guidance on what these questions mean for consumers, society and brands. The full issue is [here](#). Below are a few research highlights followed by a topline of the survey results:

- 49% of adults ages 18-34 have moved or considered moving since March 2020 due to COVID-19 and other events, while 18% of adults with incomes at \$125,000-plus have moved.
- 78% want a detached home and 44% of those who have moved or want to move are heading away from the city.
- 3x as many households with kids (60%) than those without (21%) have someone e-learning at home, while 46% of Americans are decluttering and organizing in their homes more today than they were a year ago. Among them, 57% of adults 18-34 are decluttering more.
- 50% of Americans consider the process of homebuying difficult. For 47% overall, the most important factor is finding an affordable home to meet their needs.
- People are less likely to think their commutes will change as the pandemic has worn on, but of those who do, 45% expect to drive more.
- 2x as many people with kids at home (24%) than those that don't (10%) are entertaining friends and family more outdoors.





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These are the findings of an Ipsos poll conducted between January 11-12, 2021. For this survey, a sample of 1,111 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.4 percentage points for all respondents.

For full results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

1. Which of the following things are you doing **more or less** in your home today, compared to a year ago?

Total More Summary

	Total (N = 1111)
Decluttering and organizing	46%
Eating meals	38%
Exercising	31%
Working	25%
Entertaining friends and family outdoors	13%
Entertaining friends and family indoors	12%

a. Exercising

	Total
Much more	12%
Somewhat more	18%
About the same	40%
Somewhat less	13%
Much less	12%
Don't know/Does not apply	5%
More (Net)	31%
Less (Net)	25%





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b. Entertaining friends and family indoors

	Total
Much more	6%
Somewhat more	6%
About the same	22%
Somewhat less	16%
Much less	43%
Don't know/Does not apply	7%
<i>More (Net)</i>	<i>12%</i>
<i>Less (Net)</i>	<i>59%</i>

c. Entertaining friends and family outdoors

	Total
Much more	4%
Somewhat more	9%
About the same	26%
Somewhat less	19%
Much less	34%
Don't know/Does not apply	8%
<i>More (Net)</i>	<i>13%</i>
<i>Less (Net)</i>	<i>53%</i>

d. Eating meals

	Total
Much more	17%
Somewhat more	21%
About the same	54%
Somewhat less	5%
Much less	2%
Don't know/Does not apply	1%
<i>More (Net)</i>	<i>38%</i>
<i>Less (Net)</i>	<i>7%</i>





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e. Decluttering and organizing

	Total
Much more	17%
Somewhat more	29%
About the same	42%
Somewhat less	6%
Much less	4%
Don't know/Does not apply	2%
<i>More (Net)</i>	<i>46%</i>
<i>Less (Net)</i>	<i>10%</i>

f. Working

	Total
Much more	13%
Somewhat more	12%
About the same	38%
Somewhat less	10%
Much less	10%
Don't know/Does not apply	18%
<i>More (Net)</i>	<i>25%</i>
<i>Less (Net)</i>	<i>20%</i>

2. Regarding your type of housing, do you currently...?

	Total
Own	67%
Rent	26%
Neither	7%

3. If you could choose the type of housing you lived in, would you:

	Total
Own	86%
Rent	14%





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4. Of the following options, which ONE is your most preferred living situation?

	Total
Detached home in the suburbs	33%
Detached home outside of the city or suburbs (such as in a rural area)	32%
Detached home in the city	13%
Townhouse/apartment/condo in the city	11%
Townhouse/apartment/condo in the suburbs	9%
Other	1%

5. When thinking of a place you would be willing to move to; how would you rate the following in terms of their importance in making that place a great place to live?

Mean Summary

	Total
Overall cost of living	8.4
Crime rate	8.3
Ability to afford housing that meets your/your family's needs	8.3
Access to affordable healthcare	7.8
Climate	7.6
Relative risk of natural disasters (fire, earthquakes, flooding, tornadoes)	7.4
Available jobs	7.0
Amenities like cultural institutions, parks, farmers markets	7.0
Daily commute times	6.5
Proximity to people in similar life stages (retirees, young families, etc.)	6.5
How engaged residents are in their community	6.4
Racial and ethnic diversity	6.3
Quality public schools	6.1
Access to higher education options	5.8
Public transportation	5.4





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a. Overall cost of living

	Total
10 - Extremely important	36%
9	19%
8	21%
7	11%
6	5%
5	4%
4	2%
3	1%
2	0%
1- Not important at all	1%
Total 9/10 (Net)	55%
Total 1/2 (Net)	1%
Mean	8.4

b. Crime rate

	Total
10 - Extremely important	38%
9	16%
8	19%
7	12%
6	6%
5	5%
4	2%
3	1%
2	0%
1- Not important at all	1%
Total 9/10 (Net)	54%
Total 1/2 (Net)	2%
Mean	8.3





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c. Quality public schools

	Total
10 - Extremely important	19%
9	11%
8	11%
7	10%
6	10%
5	10%
4	5%
3	4%
2	3%
1- Not important at all	18%
Total 9/10 (Net)	30%
Total 1/2 (Net)	21%
Mean	6.1

d. Climate

	Total
10 - Extremely important	23%
9	14%
8	18%
7	20%
6	10%
5	10%
4	2%
3	1%
2	1%
1- Not important at all	2%
Total 9/10 (Net)	37%
Total 1/2 (Net)	2%
Mean	7.6





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e. How engaged residents are in their community

	Total
10 - Extremely important	9%
9	7%
8	15%
7	19%
6	16%
5	17%
4	5%
3	3%
2	2%
1- Not important at all	6%
Total 9/10 (Net)	17%
Total 1/2 (Net)	7%
Mean	6.4

f. Access to affordable healthcare

	Total
10 - Extremely important	30%
9	15%
8	17%
7	13%
6	9%
5	8%
4	2%
3	1%
2	1%
1- Not important at all	3%
Total 9/10 (Net)	46%
Total 1/2 (Net)	4%
Mean	7.8





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g. Racial and ethnic diversity

	Total
10 - Extremely important	16%
9	7%
8	15%
7	13%
6	15%
5	15%
4	5%
3	3%
2	2%
1- Not important at all	10%
Total 9/10 (Net)	22%
Total 1/2 (Net)	13%
Mean	6.3

h. Public transportation

	Total
10 - Extremely important	11%
9	4%
8	10%
7	11%
6	12%
5	16%
4	8%
3	8%
2	4%
1- Not important at all	16%
Total 9/10 (Net)	15%
Total 1/2 (Net)	20%
Mean	5.4





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i. Available jobs

	Total
10 - Extremely important	24%
9	11%
8	17%
7	13%
6	8%
5	9%
4	3%
3	4%
2	1%
1- Not important at all	9%
Total 9/10 (Net)	35%
Total 1/2 (Net)	11%
Mean	7.0

j. Daily commute times

	Total
10 - Extremely important	15%
9	10%
8	19%
7	14%
6	11%
5	10%
4	4%
3	3%
2	2%
1- Not important at all	11%
Total 9/10 (Net)	25%
Total 1/2 (Net)	13%
Mean	6.5





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k. Ability to afford housing that meets your/your family's needs

	Total
10 - Extremely important	40%
9	16%
8	19%
7	9%
6	6%
5	5%
4	2%
3	1%
2	0%
1- Not important at all	1%
Total 9/10 (Net)	56%
Total 1/2 (Net)	2%
Mean	8.3

l. Access to higher -education options

	Total
10 - Extremely important	13%
9	7%
8	13%
7	13%
6	11%
5	13%
4	6%
3	5%
2	4%
1- Not important at all	16%
Total 9/10 (Net)	20%
Total 1/2 (Net)	20%
Mean	5.8





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m. Proximity to people in similar life stages (retirees, young families, etc.)

	Total
10 - Extremely important	10%
9	10%
8	15%
7	20%
6	15%
5	14%
4	5%
3	3%
2	2%
1- Not important at all	6%
Total 9/10 (Net)	20%
Total 1/2 (Net)	8%
Mean	6.5

n. Amenities like cultural institutions, parks, farmers markets

	Total
10 - Extremely important	15%
9	11%
8	22%
7	18%
6	12%
5	10%
4	4%
3	3%
2	1%
1- Not important at all	4%
Total 9/10 (Net)	26%
Total 1/2 (Net)	5%
Mean	7.0





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- o. Relative risk of natural disasters (fire, earthquakes, flooding, tornadoes)

	Total
10 - Extremely important	21%
9	12%
8	17%
7	18%
6	13%
5	9%
4	4%
3	2%
2	1%
1- Not important at all	2%
Total 9/10 (Net)	34%
Total 1/2 (Net)	3%
Mean	7.4

6. If your home needed an upgrade (such as new floor, kitchen, or extra bedroom) and you had a set amount of money to spend, would you prefer to use this money to:

	Total
Renovate your home so it meets your needs	77%
Put a down payment on a new home or rent a new home	23%

7. How easy or difficult do you think the home buying process is today?

	Total
Very easy	9%
Somewhat easy	31%
Somewhat difficult	36%
Very difficult	14%
Don't know	11%
Total Easy (Net)	39%
Total Difficult (Net)	50%





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8. **[Skipped if Q5 = Very easy]** Please rank in order of importance what would make the homebuying process easier with 1 being most important.

Total Rank 1 Summary

	Total (N = 1031)
Finding an affordable home that meets your needs	47%
Raising the money for a down payment	21%
The financing/mortgage process	16%
Having to find a buyer for an existing home	16%

- a. The financing/mortgage process

	Total
1	16%
2	27%
3	37%
4	19%

- b. Having to find a buyer for an existing home

	Total
1	16%
2	22%
3	22%
4	40%

- c. Raising the money for a down payment

	Total
1	21%
2	23%
3	25%
4	31%

- d. Finding an affordable home that meets your needs

	Total
1	47%
2	28%
3	16%
4	9%





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9. Please answer Yes or No to the following:

- a. Are your children or any other household members currently e-learning or doing distance learning?

	Total
Yes	30%
No	70%

- b. Are you or someone in your household currently working from home, who wasn't before the pandemic?

	Total
Yes	37%
No	63%

10. Which, if any, of the below would make your life at home easier? Select all that apply.

	Total
Energy saving solutions (e.g. motion sensing lights, LED light bulbs, etc.)	40%
Organization solutions (e.g. closet organizer systems)	36%
Space saving solutions (e.g. under-bed storage)	35%
Home security solutions (e.g. remote/smart alerts, door locking, cameras, etc.)	30%
Automated cleaning solutions (e.g. floor vacuuming robots, shower cleaners, etc.)	32%
Smart Home Appliances (e.g. Wi-Fi controlled, smart refrigerators, integrated TVs, garage doors etc.)	27%
Multi-functional furniture (e.g. an ottoman or footrest that can also be used as storage)	25%
Integrated home audio/theater system	12%
Digital Assistant/Smart home hubs (e.g. Amazon Echo, Google Home, Alexa, Apple TV/Siri, etc.)	18%
Air purifiers	28%
None of these	21%





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11. Once the coronavirus pandemic ends, do you think you'll do more or less of the following for food and pantry items compared to today?

Total More Summary

	Total
Buy items in small quantities or as needed	20%
Buy canned, frozen or shelf-stable items	20%
Buy items in bulk to store	18%
Freeze, can or vacuum seal foods to preserve longer	18%
Use a delivery service for groceries or household goods	17%
Use a digital app to manage/alert for low or expiring supplies Use a digital app to manage supplies	14%

a. Buy items in bulk to store

	Total
Much more	7%
Somewhat more	12%
About the same	58%
Somewhat less	13%
Much less	7%
Don't know	4%
Total More (Net)	18%
Total Less (Net)	20%

b. Buy items in small quantities or as needed

	Total
Much more	6%
Somewhat more	14%
About the same	61%
Somewhat less	10%
Much less	6%
Don't know	4%
Total More (Net)	20%
Total Less (Net)	15%





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c. Freeze, can or vacuum seal foods to preserve longer

	Total
Much more	7%
Somewhat more	12%
About the same	59%
Somewhat less	8%
Much less	7%
Don't know	8%
<i>Total More (Net)</i>	<i>18%</i>
<i>Total Less (Net)</i>	<i>15%</i>

d. Buy canned, frozen or shelf-stable items

	Total
Much more	7%
Somewhat more	13%
About the same	65%
Somewhat less	8%
Much less	5%
Don't know	2%
<i>Total More (Net)</i>	<i>20%</i>
<i>Total Less (Net)</i>	<i>13%</i>

e. Use a digital app to manage/alert for low or expiring supplies

	Total
Much more	4%
Somewhat more	10%
About the same	45%
Somewhat less	8%
Much less	12%
Don't know	21%
<i>Total More (Net)</i>	<i>14%</i>
<i>Total Less (Net)</i>	<i>20%</i>





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f. Use a delivery service for groceries or household goods

	Total
Much more	6%
Somewhat more	11%
About the same	44%
Somewhat less	10%
Much less	18%
Don't know	11%
<i>Total More (Net)</i>	<i>17%</i>
<i>Total Less (Net)</i>	<i>28%</i>





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About the Study

These are some of the findings of an Ipsos poll conducted between January 11-12, 2021. For this survey, a sample of 1,111 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.4 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,111, DEFF=1.5, adjusted Confidence Interval=+/- 4.9 percentage points).

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