



Home ownership remains unreachable for a growing majority.

Buying a home in my location is too expensive	41%
Unable to find the right home at my desired price	30%
Operating costs (maint., tax, insurance) of owning a home too expensive	24%



What are your reasons for renting or selling/moving to rent a home?



Willingness to accept tradeoffs in order to purchase a home has grown significantly.

	APRIL 2025	OCTOBER 2022
Smaller home	40%	21%
Smaller or no garage	33%	22%
Smaller room sizes	25%	16%
Rent-to-own model	50%	33%
Modular or manufactured home	32%	22%



To improve your ability to buy a home what would you be willing to accept?



Most desired home features support health, create cost savings & benefit the planet.

Better equipped & more modern kitchen for cooking	29%
More efficient insulation, HVAC, lighting/appliances	25%
Whole house water filtration	22%
Whole house, always on quality indoor air filtration	22%
Solar battery storage or back-up power generator	18%



If you had \$50,000 to spend on features and upgrades in your home, pick the top three things you would spend that money on.



Most desired community features reflect longing for joy, health & connection.

	APRIL 2025	OCTOBER 2022
Access to nature for outdoor activities	54%	58%
Walkability to coffee shops & casual eateries	49%	43%
Trails	48%	48%
Small neighborhood parks with seating & shade	45%	40%
Large park & event space with open fields & green areas	44%	48%



In thinking about buying or renting your next home, what community features would influence your decision?