

Home is more important than ever.

There were *increases* in responses to *all* the key factors.

Home = Safety



Freedom, stability gain importance.

	APRIL 2020	OCTOBER 2020	OCTOBER 2022
A safe place	91%	89%	93%
Comfort	85%	86%	91%
Relaxation	N/A	82%	87%
Family	84%	84%	86%

What does "home" mean to you?

Top 4 wellness areas all increased in importance since 2020.



	OCTOBER 2020	OCTOBER 2022
Emotional well-being	83%	89%
Financial well-being	83%	86%
Mental health/engagement	80%	85%
Physical health and fitness	76%	83%

How important is each area of wellness in your life?

Wellness is more important than ever and people feel less well than they did in 2020.

	LEVEL OF IMPORTANCE	LEVEL OF SATISFACTION	CAP WAVE 3	CHANGE IN SATISFACTION IN 2 YEARS
Mental	85%	66%	(19%)	(7%)
Emotional	89%	65%	(24%)	(8%)
Spiritual	55%	58%	3%	3%
Financial	86%	54%	(32%)	(11%)
Physical	83%	49%	(34%)	(17%)
Environmental	73%	55%	(18%)	(3%)
Social	55%	49%	(6%)	(4%)

For each area of wellness please indicate your level of personal satisfaction of wellness in your life.

Improving health & wellness and saving money tied for motivators for wanting wellness features in the home.

Improves my health and wellness	43%
Saves me money	43%
More comfortable home	35%
Conserves energy	35%
Preserves the environment	19%

What are your motivations for wanting wellness features in your home?



Top 3 most important areas in the home = Family Room, Primary Bedroom + Kitchens

	SINGLES	COUPLES	COUPLES + KIDS	MULTI-GENERATIONAL
Family room	41%	49%	50%	30%
Primary bedroom	29%	15%	16%	28%
Kitchen	14%	19%	19%	24%

What room or space in your home is most important to you?

Technology, better storage and better-equipped kitchen = still most desired home features.



	APRIL 2020	OCTOBER 2020	OCTOBER 2022
Greater technology/energy efficiency	55%	56%	56%
Expanded/better storage	48%	48%	55%
Better-equipped kitchen	47%	52%	49%

What's missing from your current home that you'd like and are willing to pay for?