

## BACKGROUND:

- ❑ Survey of ~800 US Consumers balanced to census to scope housing dynamics during/post covid.

## FINDINGS:

### ❑ ***Cities Are Down, But Nuance Matters***

- ❑ Respondents feel cities are becoming less desirable to live in, but nuance matters. The further the proximity to cities, the less likely those respondents are to say it would be desirable to live in cities. Despite the exodus from cities that we have been hearing about in the news, the majority of urban dwellers said that cities are either becoming more desirable to live in or that their opinion is not changing. Urban dwellers say they would find it as desirable to live in a city post-covid as they found it pre-covid. In contrast, suburban and urban dwellers figure to not find it as desirable to move to a city as they would have pre-covid.

### ❑ ***Covid Catalyzing Action***

- ❑ Covid is closely tied to a decrease in how desirable consumers would find cities to live in. While crime and social unrest are also having a large impact on desirability, covid no longer being a concern appears to be an event people are waiting for to return to cities (or to just move in general, regardless of whether they are going to cities or elsewhere).

### ❑ ***Flows Are Moving Against Cities and Projects to Continue***

- ❑ 9% of respondents said they have moved out of a city/urban area and into a suburban/rural area recently and another 16.8% said they did so temporarily. Among those who said they moved temporarily, a plurality said they will return when Covid is no longer a risk.
- ❑ Looking forward, urban dwellers are considerably more likely to be looking to move to the suburbs than vice versa.



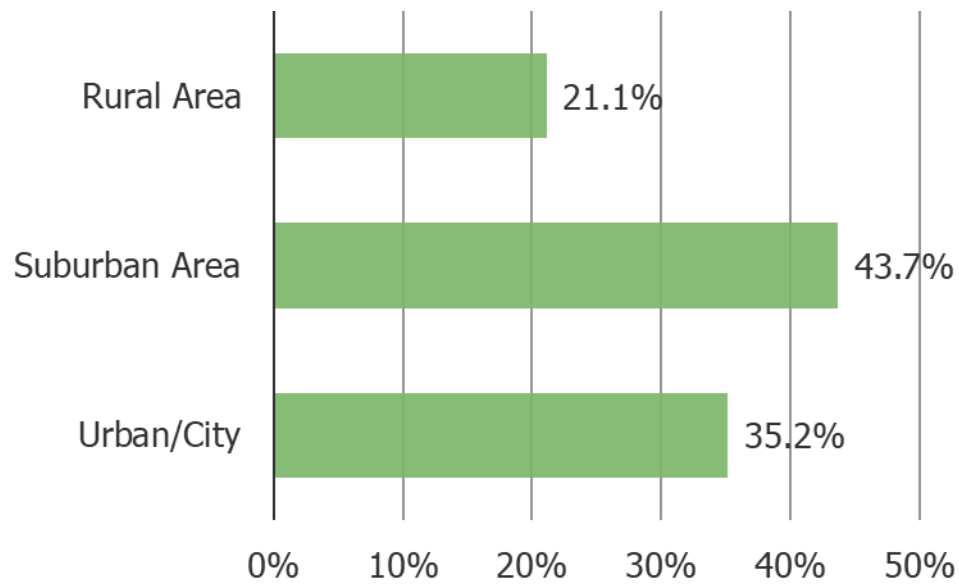
# Covid and Housing

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### Do you live in an urban, suburban, or rural area?

*Posed to all respondents.*

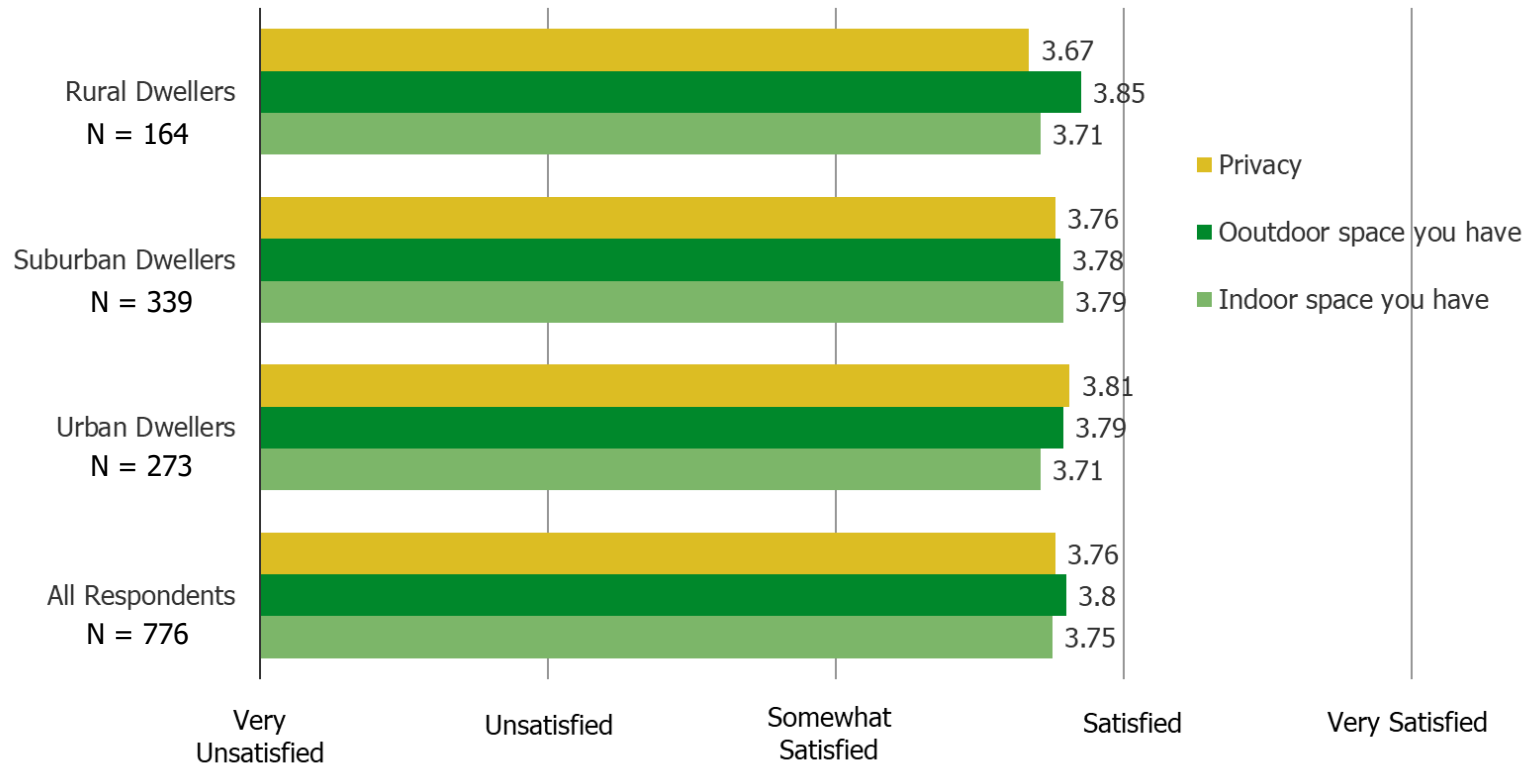


**N = 776**



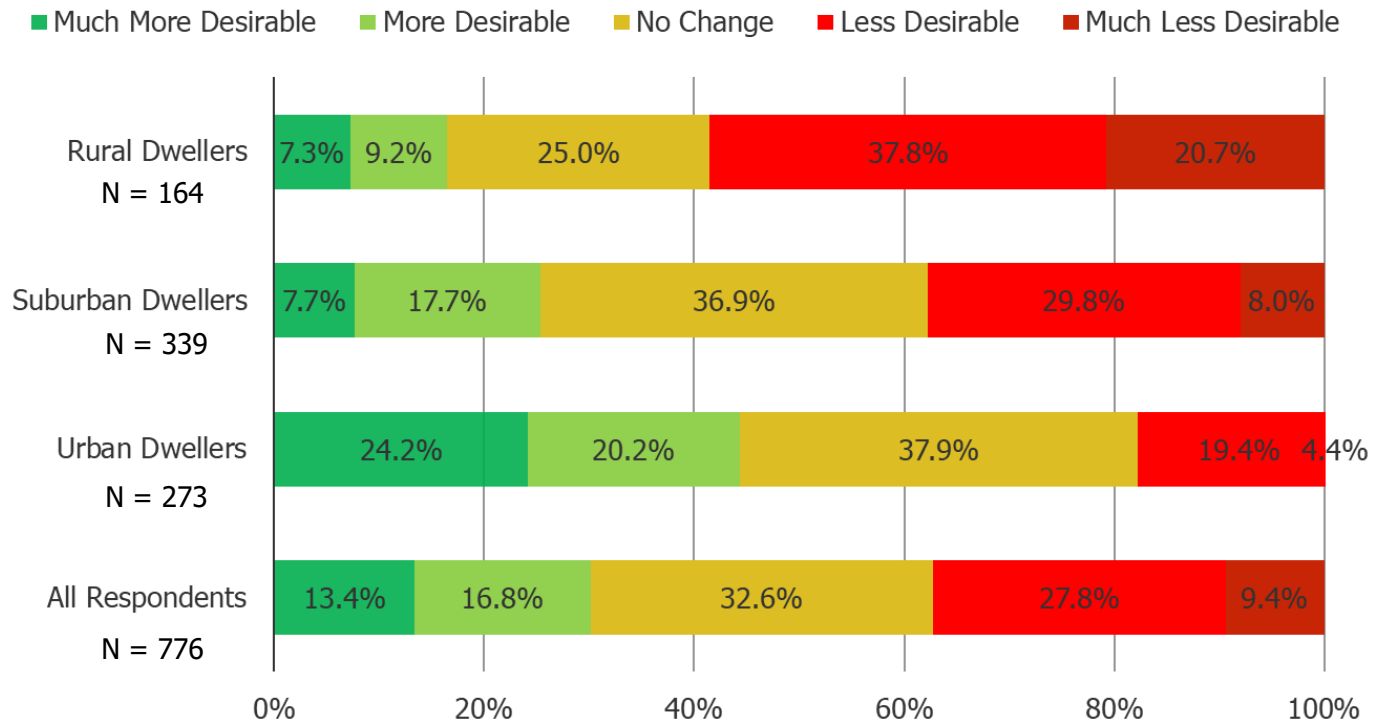
## How satisfied are you with your living situation when it comes to...

*Posed to all respondents, cross-tabbed by type of area they live in.*



## In your opinion, are cities/urban areas becoming more or less desirable to live in?

*Posed to all respondents, cross-tabbed by type of area they live in.*

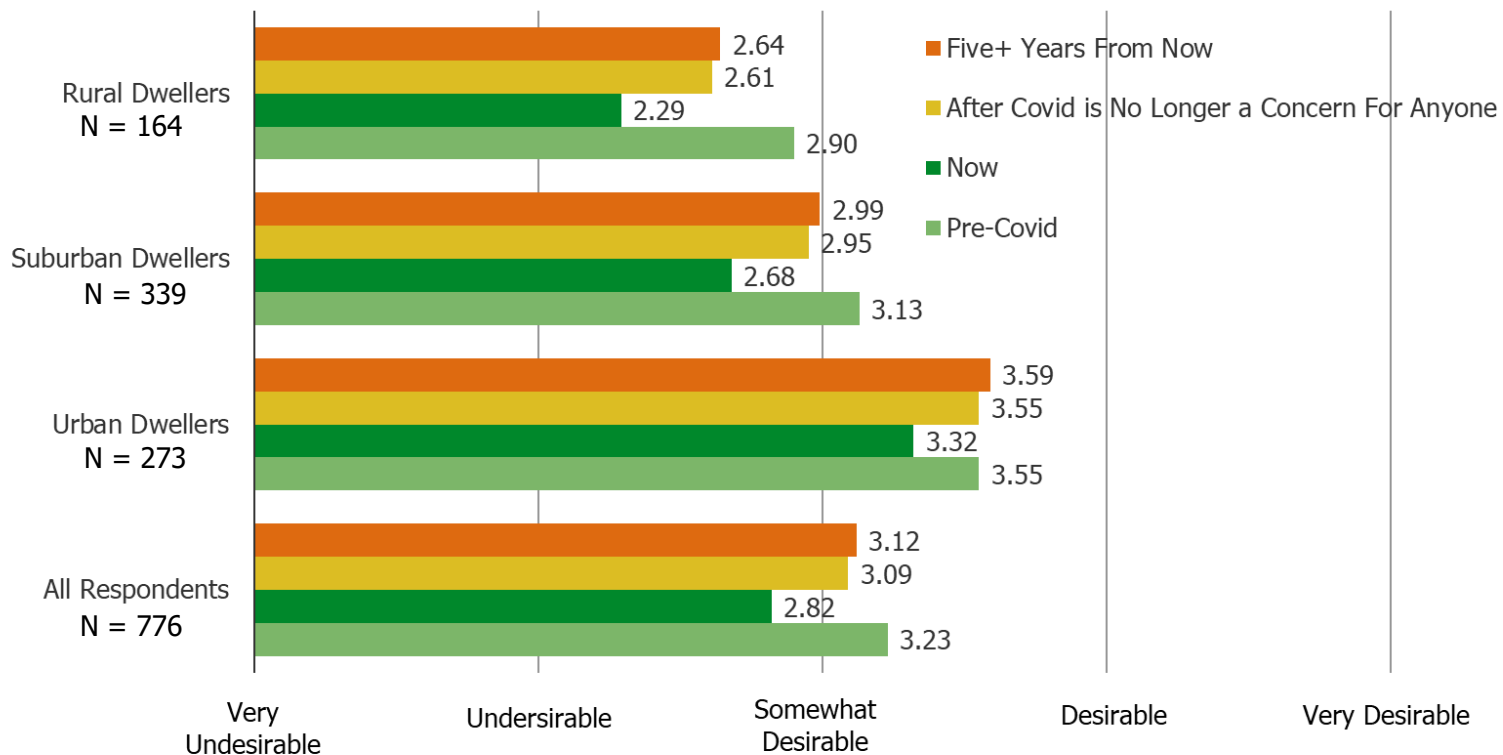


**N = 776**



## How desirable are cities/urban areas to live in...?

*Posed to all respondents, cross-tabbed by type of area they live in.*

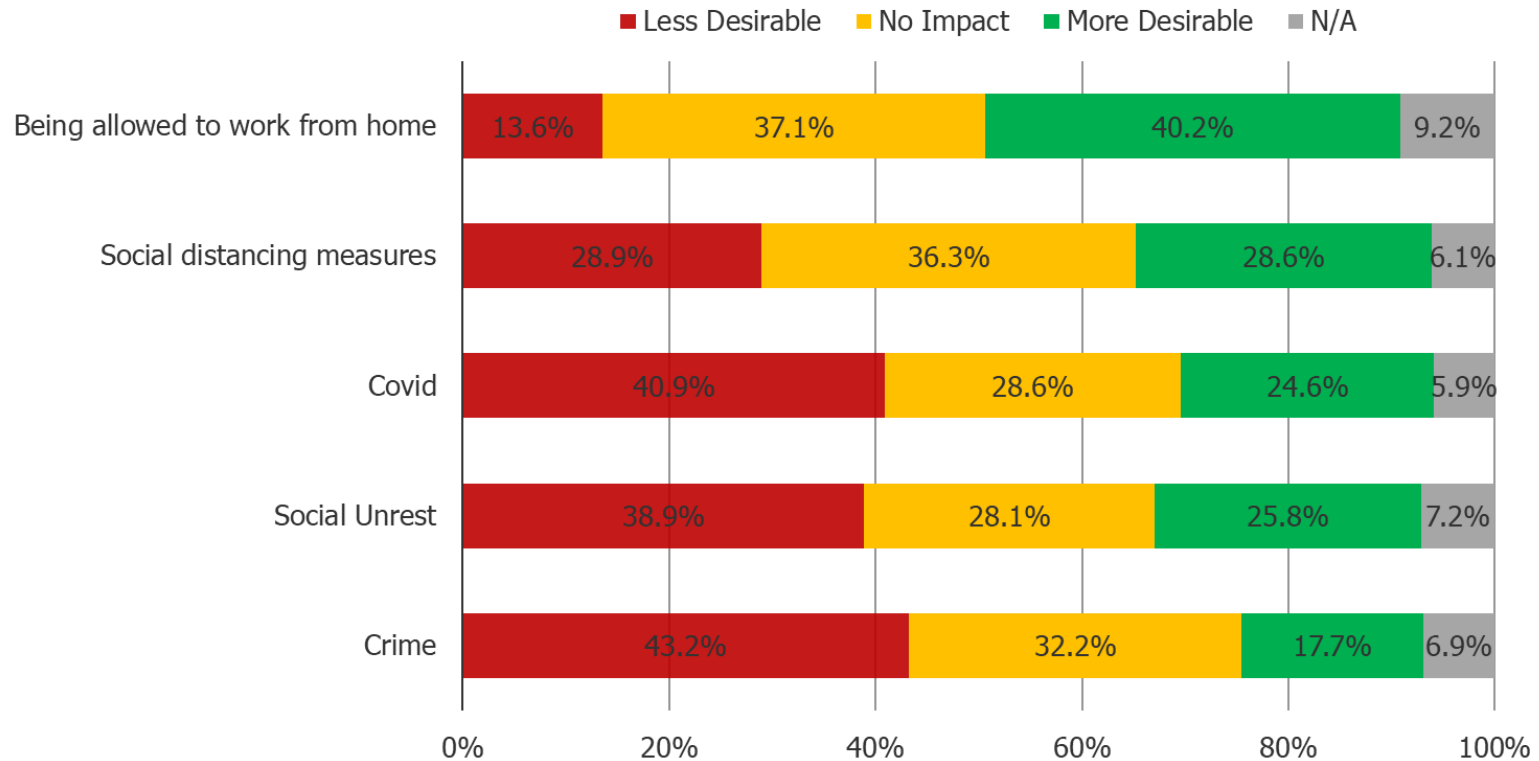


**N = 776**



### Do any of the following make cities/urban areas more or less desirable to work in?

*Posed to respondents who are employed and living in urban/suburban areas.*

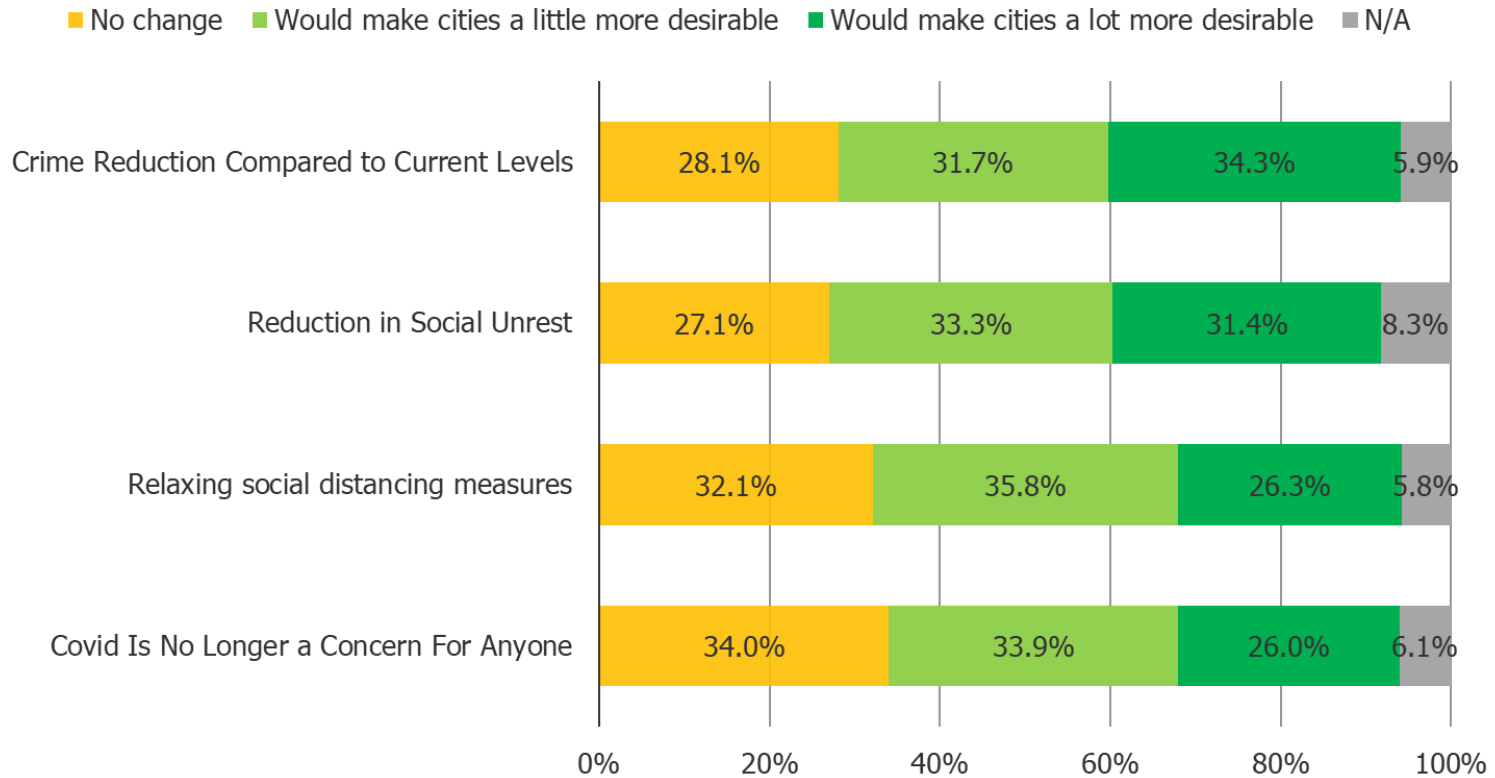


**N = 776**



## Would any of the following make cities/urban areas more desirable to live in?

*Posed to all respondents.*



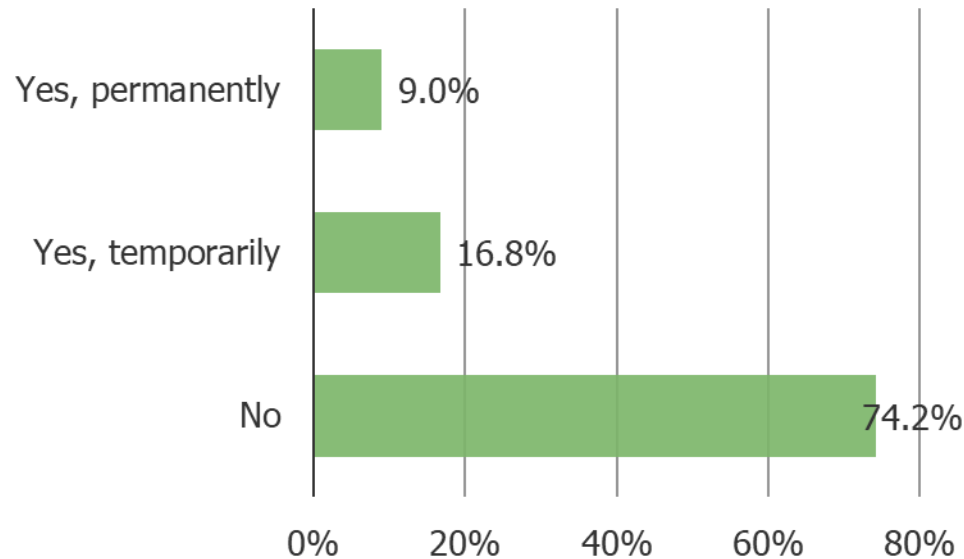
**N = 776**





**In the past 6 months, have you moved out of a city/urban area and into a suburban or rural area?**

*Posed to all respondents.*

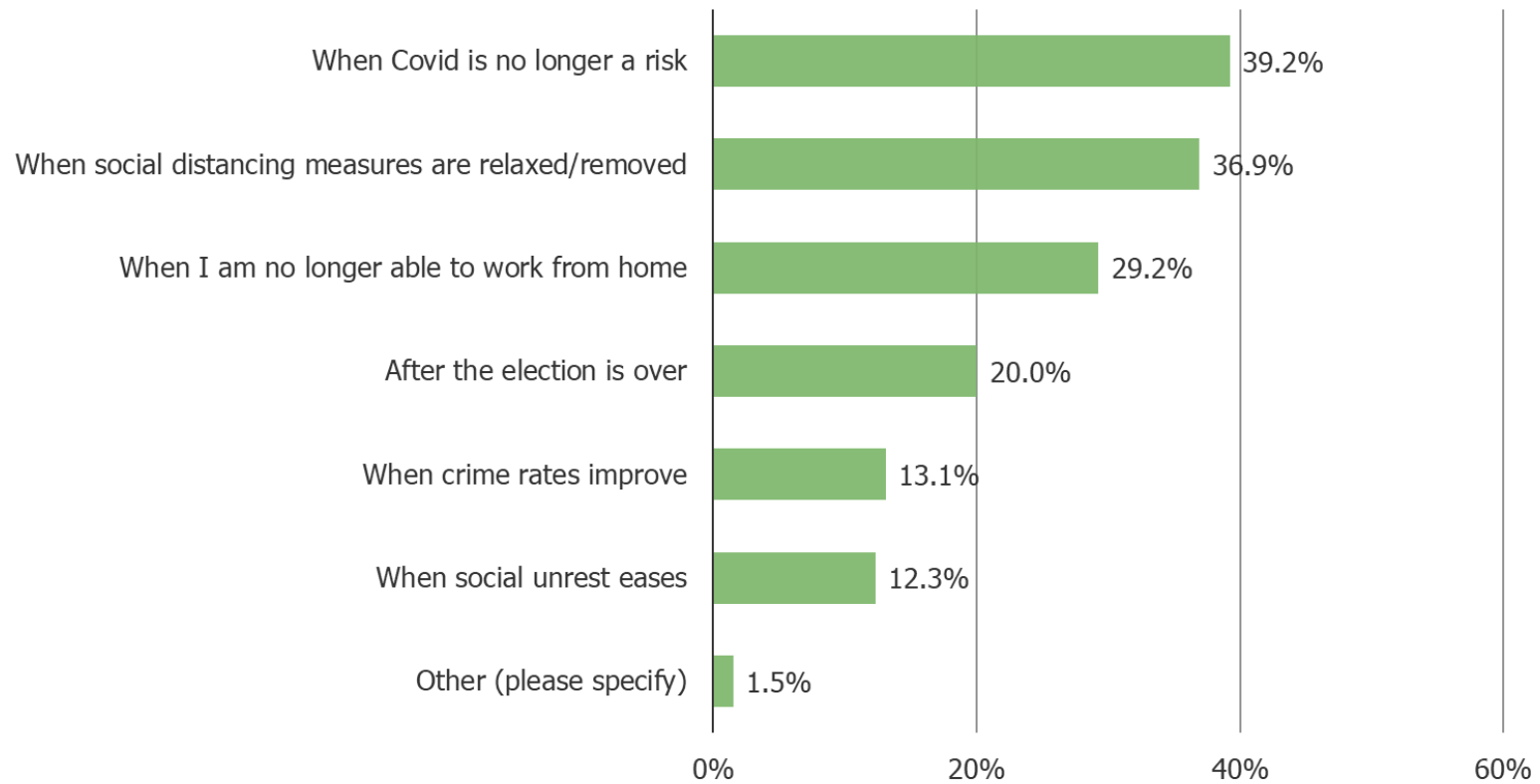


**N = 776**



**What will move you to return to the city/urban area that you live in? (Select ALL that apply)**

*Posed to respondents who said they have temporarily moved out of a city/urban area in the past six months.*

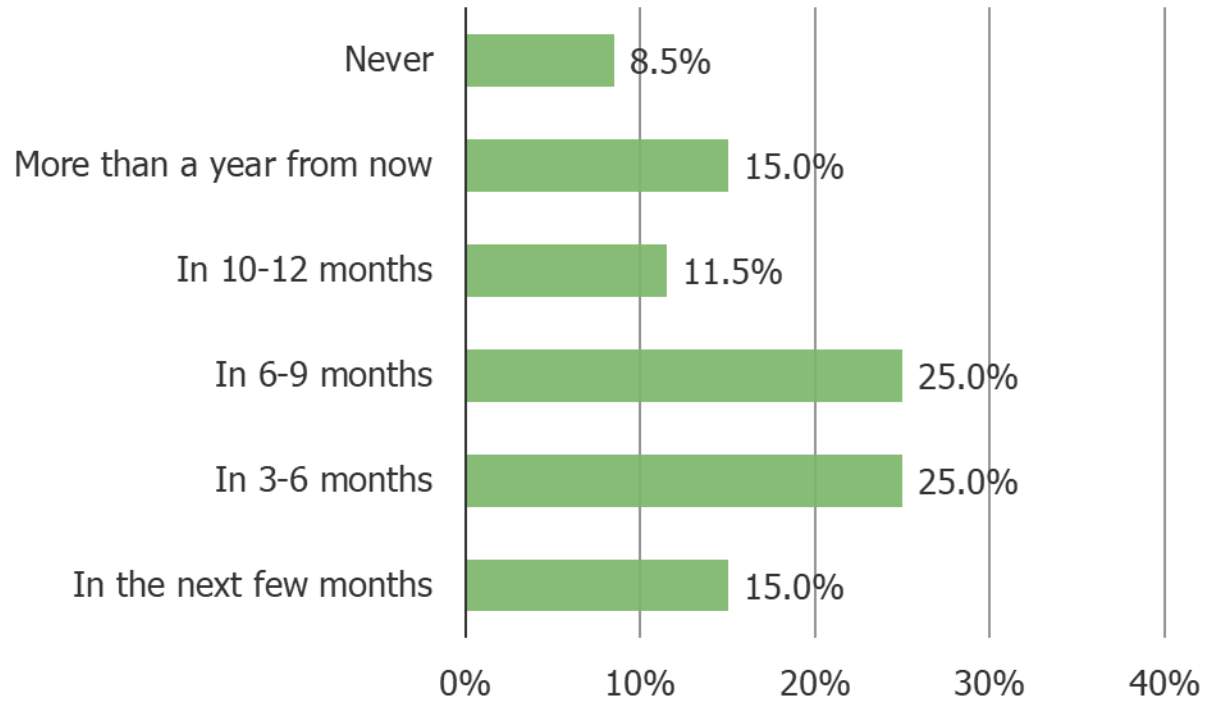


**N = 130**



### Will you ever return to living in the city/urban area that you came from?

*Posed to respondents who said they have permanently or temporarily moved out of a city/urban area in the past six months.*

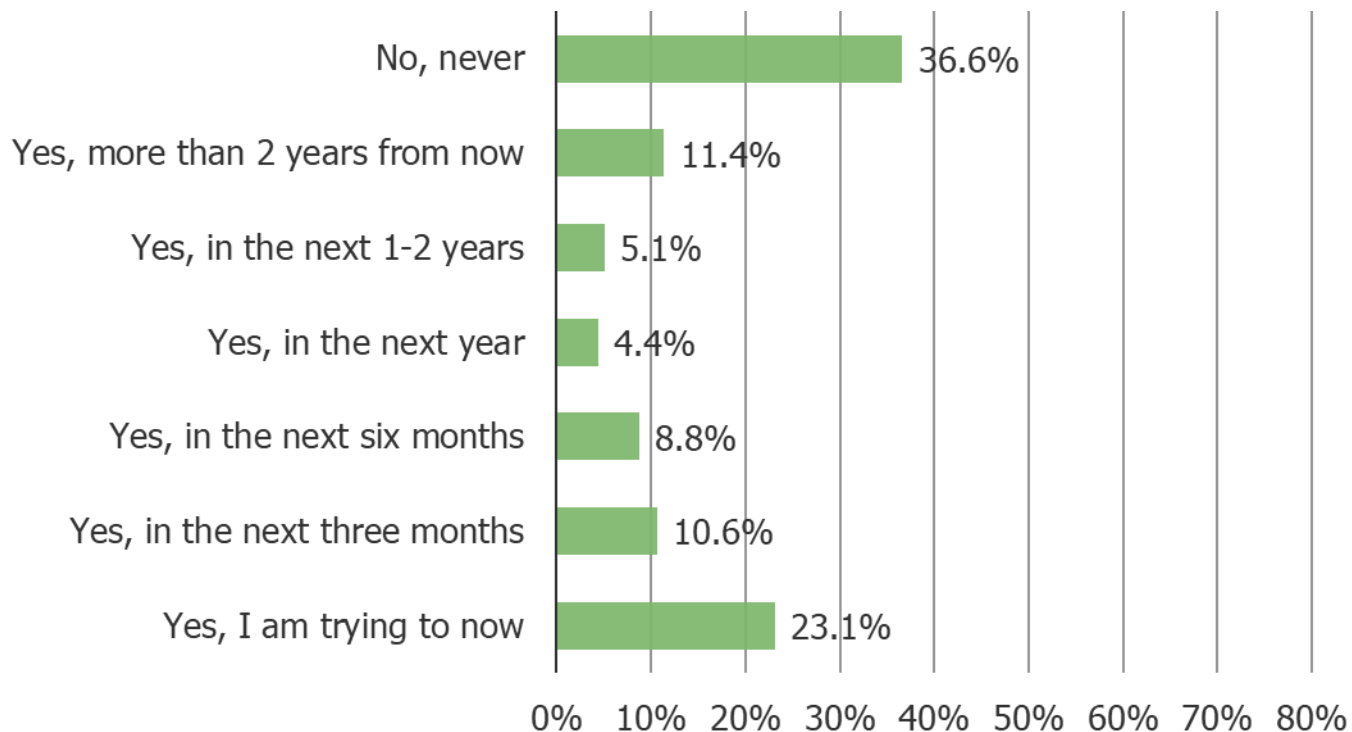


**N = 200**



## Do you plan to move out of the city/urban area you live in to go to a suburban/rural area?

*Posed to respondents who live in suburban/rural areas.*

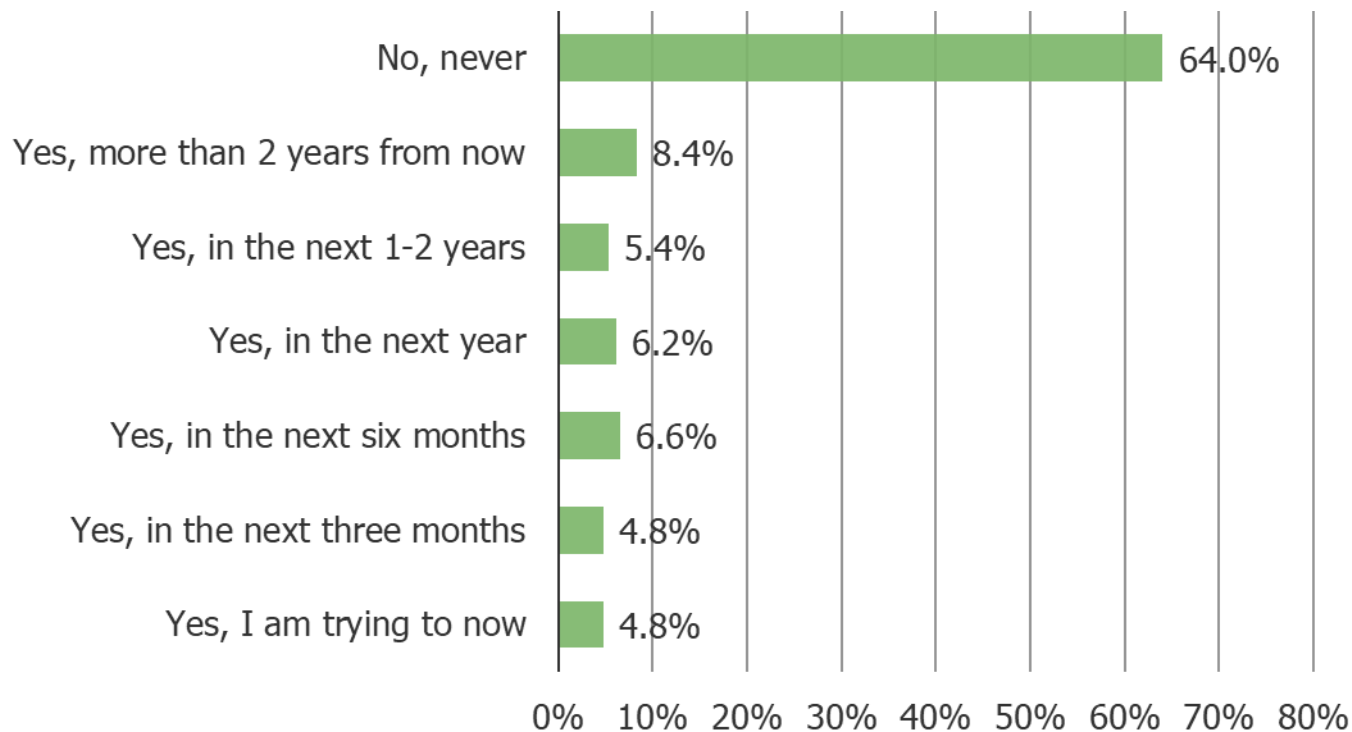


**N = 273**



## Do you plan to move out of the suburban/rural area you live in to go to a city/urban area?

*Posed to respondents who live in suburban/rural areas.*

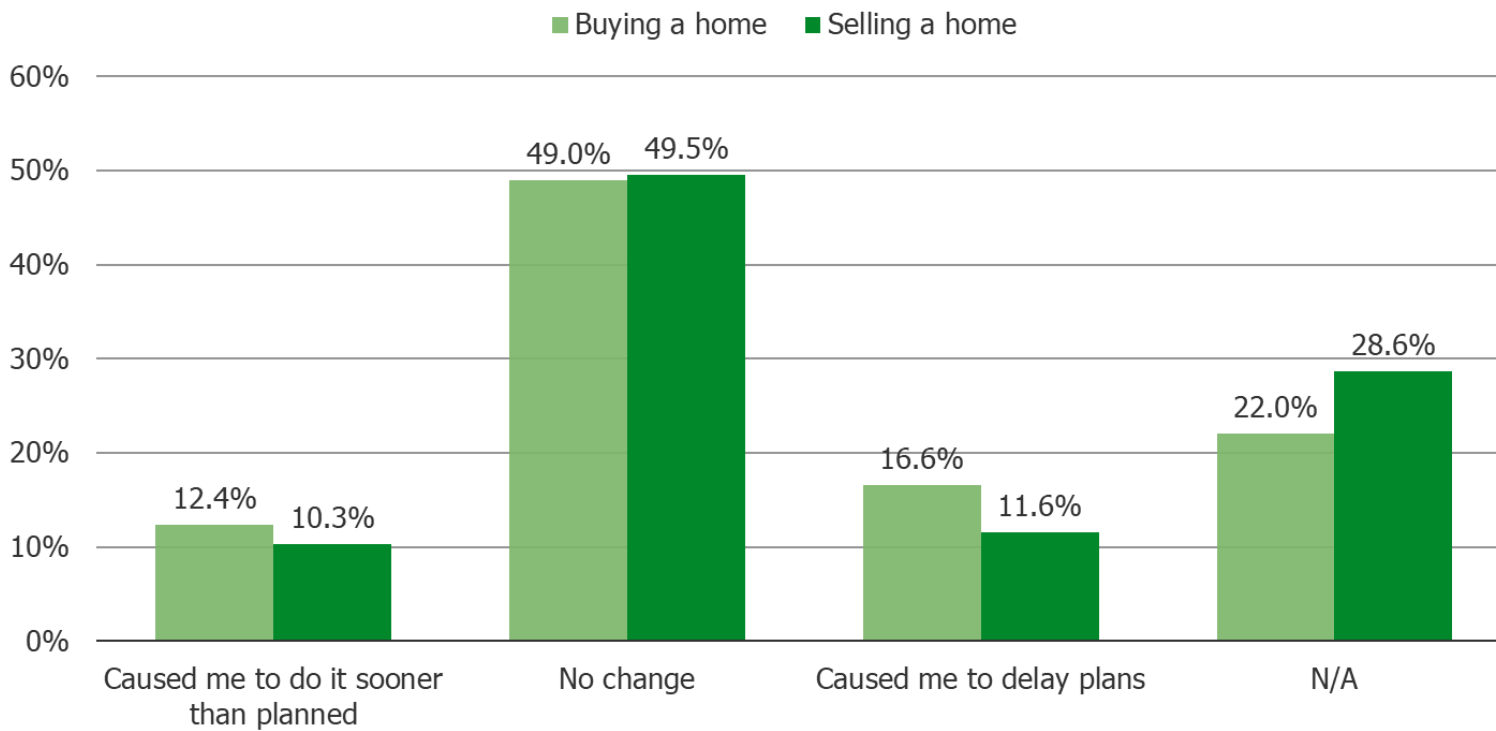


**N = 503**



## Has Covid caused you to change your plans around buying/selling a home?

*Posed to all respondents*

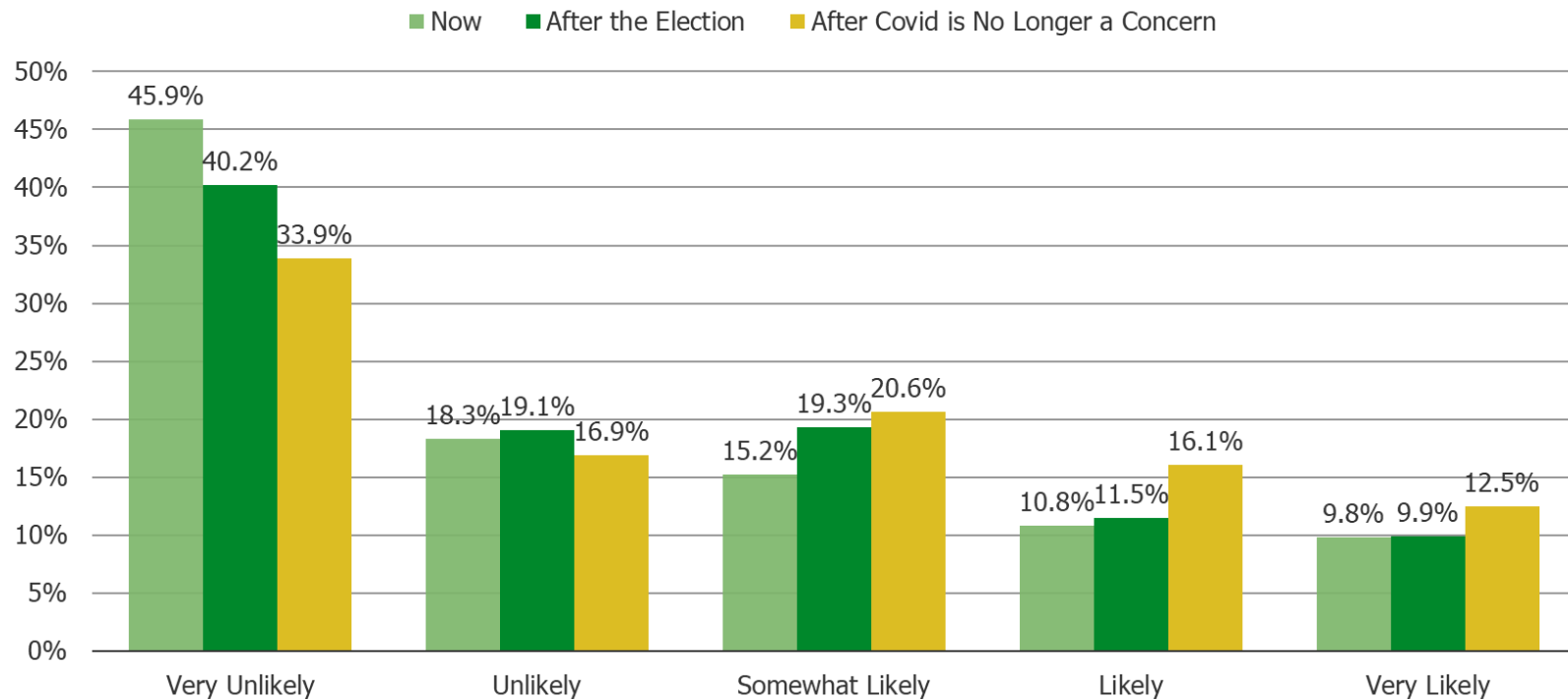


**N = 776**



## How likely are you to move...?

*Posed to all respondents*



**N = 776**

