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HOMEBUYERS' 5G & CONNECTIVITY NEEDS

Study shows that prospective homebuyers prioritize 5G & high-speed internet in their search

MAY 2021

Background

Prospective Home Buyers

METHODOLOGY

This poll was conducted by Morning Consult on behalf of Verizon between April 1 – April 7, 2021 among a sample of 1000 US adults who plan to buy a single-family home in the next 3 years and live in a current or future 5G Home market. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 3 percentage points.

TARGET AUDIENCE

- Plan to purchase a new single-family home in the next 3 years
- Live in a current or future 5G Home market

Real Estate Professionals

METHODOLOGY

This poll was conducted by Morning Consult on behalf of Verizon between April 1 – April 12, 2021 among a sample of 250 real estate agents and brokers who operate in a current or future 5G Home market. The interviews were conducted online. Results from the full survey have a margin of error of plus or minus 6 percentage points.

TARGET AUDIENCE

- · Work in the real estate industry as an agent or broker
- Work at least partially in residential real estate (not exclusively commercial)
- Operate in a current or future 5G Home market

5G & CONNECTIVITY NEEDS: HOME BUYERS

9 in 10 prospective home buyers say that good cellular service (90%) and infrastructure to support fast home internet (90%) are important considerations when it comes to the area where they are searching for a home.

Thinking about what you are looking for as you search for a single-family home to buy, how important do you consider the following?

	Very importantNot too important	 Somewhat import Not at all import 		now / No opinion	Total Important
Is in my price range		75%		18% 4%	93%
Is the size I want (e.g., number of beds, bathrooms)	70%			24% 4%	
Is in a neighborhood I like	68%		2	26% 4 %	
Is in an area with good cellular service	58%		32%	32% 7% 2	
Has a yard / outdoor space	57%		32%	8% 29	89%
Is in an area with infrastructure that supports fast home internet	55%		35%	<mark>2% 8% 2</mark> %	90%
Has modern appliances	48%		38%	10% 3%	86%
Is move-in ready / will not require renovations	45%		36%	14% 3%	81 %
Is close to amenities (e.g., shopping centers, parks, etc.)	41 %		44 %	12% 29	85%
Is close to good schools	37%	27%	3% 12 %	21%	64%
Is close to my / my partner's job	32%	34%	4% 16%	15%	66%
Is a relatively new property	27%	39%	2% 24	% 8 %	66%

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5G & CONNECTIVITY NEEDS: HOME BUYERS

Prospective homebuyers overwhelmingly agree that the pandemic has made both reliable home internet and reliable cellular service more important in their home search than it would've been before.

Do you agree or disagree with the following statements?

		Somewhat agreeStrongly disagree	Don't know / No opinion		
The coronavirus pandemic has made fast and reliable home internet connection more important in my home search than it would've been before.	50%	35%	5% 8% 3%	85%	
The coronavirus pandemic has made fast and reliable cellular service more important in my home search than it would've been before.	47 %	33%	5% 11% 3%	80%	
Given my need for more bandwidth at home, I think I need 5G at home more than I need it on the go.	36%	37%	9% 12% 6%	73%	

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5G & CONNECTIVITY NEEDS: REAL ESTATE PROFESSIONALS

Reinforcing this trend, most real estate agents and brokers say their clients have asked about access to cellular service and home internet more frequently over the past year compared to before the coronavirus pandemic.

Would you say your clients have asked or sought information about the following more or less frequently over the past year compared to before the coronavirus pandemic began, or has there been no difference?



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5G & CONNECTIVITY NEEDS: HOME BUYERS

About 3 in 4 home buyers believe that access to 5G home internet (77%) and access to a 5G cellular network (75%) in a neighborhood would make a single-family home there more valuable.

Based on what you know, do you believe that having each of the following in a neighborhood would make a single-family home in that neighborhood more or less valuable, or make no difference either way?



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5G & CONNECTIVITY NEEDS: REAL ESTATE PROFESSIONALS

These trends hold when it comes to the perspectives of real estate agents and brokers.

Based on what you know, do you believe that having each of the following in a neighborhood would make a single-family home in that neighborhood more or less valuable, or make no difference either way?



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5G & CONNECTIVITY NEEDS: HOME BUYERS

Prospective home buyers view higher internet speed, enhanced security, faster downloads and uploads, faster mobile phone connections, and a lag-free online experience among the most important potential impacts of 5G.

Thinking about the potential impacts of 5G, how important are the following to you?

	Very importantNot too important		nat important ortant at all	■ Don't	know / No c	pinion	Total Important
Higher internet speed	649	%		26	%	3% 5% 2 %	90%
Enhanced security	60%			28 %	4 %	6% 2%	88%
Faster downloads and uploads	58%			30%	4%	6% 3%	88%
Lag-free online experience	58%			28 %	4%	8% 3%	86%
Faster mobile phone connections	54%			33%	4%	7% 2%	87 %
Uninterrupted content streaming (video / gaming)	53%			30%	3% 10)% 4%	83%
Higher quality video calls	53%			29 %	4% 10)% 4%	82 %
Simpler home internet set-up (no technician, no in-home wiring)	49 %			36%	4%	8% 3%	85 %
Enhanced geographic coverage / access to cellular networks	48%		3	6%	5%	8% 3%	84 %
Enhanced energy efficiency	47 %		3	6%	4 %	9% <mark>3</mark> %	83 %
More connected devices	46%		34%		4% 12%	5 5%	80%
Real-time data analysis and delivery	41 %		38%		5% 12 9	% 4 %	79 %
New ways to engage with multimedia content and social media	37%		34%	5%	16 %	7 %	71 %
Unique and immersive ways to connect and engage with brands	35%		35%	5%	17 %	8%	70 %
Artificial intelligence and machine learning	30%	33	%	7%	19 %	10%	63%
Augmented and virtual reality (AR and VR); mixed reality	28%	30%	7%	21%	,	14%	58%

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5G & CONNECTIVITY NEEDS

Both home buyers and real estate professionals believe 5G will have a positive impact on consumers in general, the economy, and U.S. homeowners. 7 in 10 real estate professionals believe 5G will have a positive impact on the real estate industry.

As you may know, 5G is the fifth generation mobile network, a new global wireless standard after 1G, 2G, 3G, and 4G networks.

HOME BUYERS

5G wireless technology is meant to deliver higher multi-Gigabit peak data speeds, no lag, more reliability, massive network capacity, increased coverage, and a more uniform and enhanced user experience to consumers and businesses. 5G is designed to connect many more machines, objects, and smartphones than are currently online today. Based on what you know now, how do you believe 5G will impact the following?

Very positive impact	Somewhat positive impact	No impact either way
Somewhat negative impact	Very negative impact	Don't know / No opinion

U.S. consumers in general	41%		40%	11%	2% 4%	
The U.S. economy	39%		38%	13%	2% 6%	
U.S. homeowners in general	36%		40%	15%	3% 4%	
The local economy in my area	35%	39%			17 %	2% 6%
	REAL ESTATE PROFES	SSIONALS				
U.S. consumers in general	29%	48%			16%	4%
The U.S. economy	24%	54%			16%	<mark>2%</mark> 3%
The real estate industry	24%	46%			24%	2% 4%
The local economy in my area	21%	42%		3	1%	2% 4%
U.S. homeowners in general	21%	46%		27%		5%

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