

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.

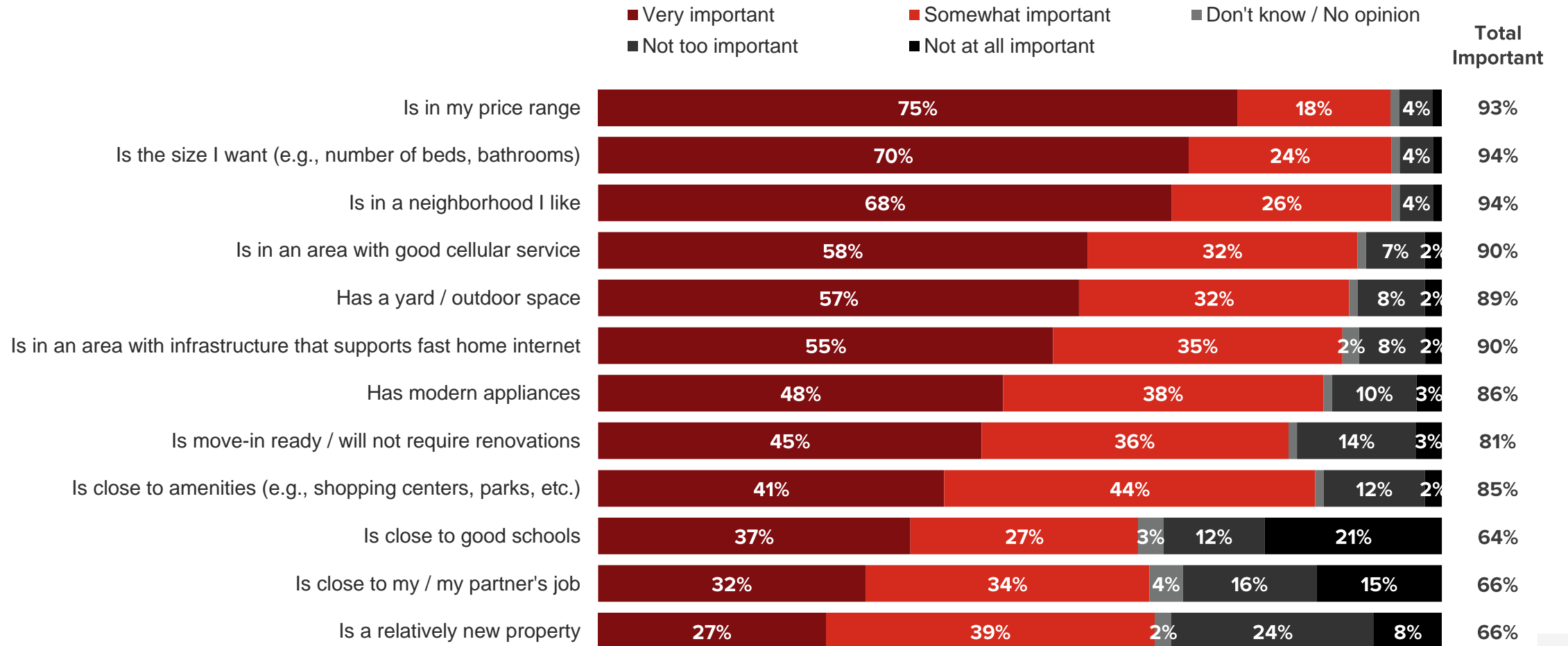
TARGET AUDIENCE

- 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.

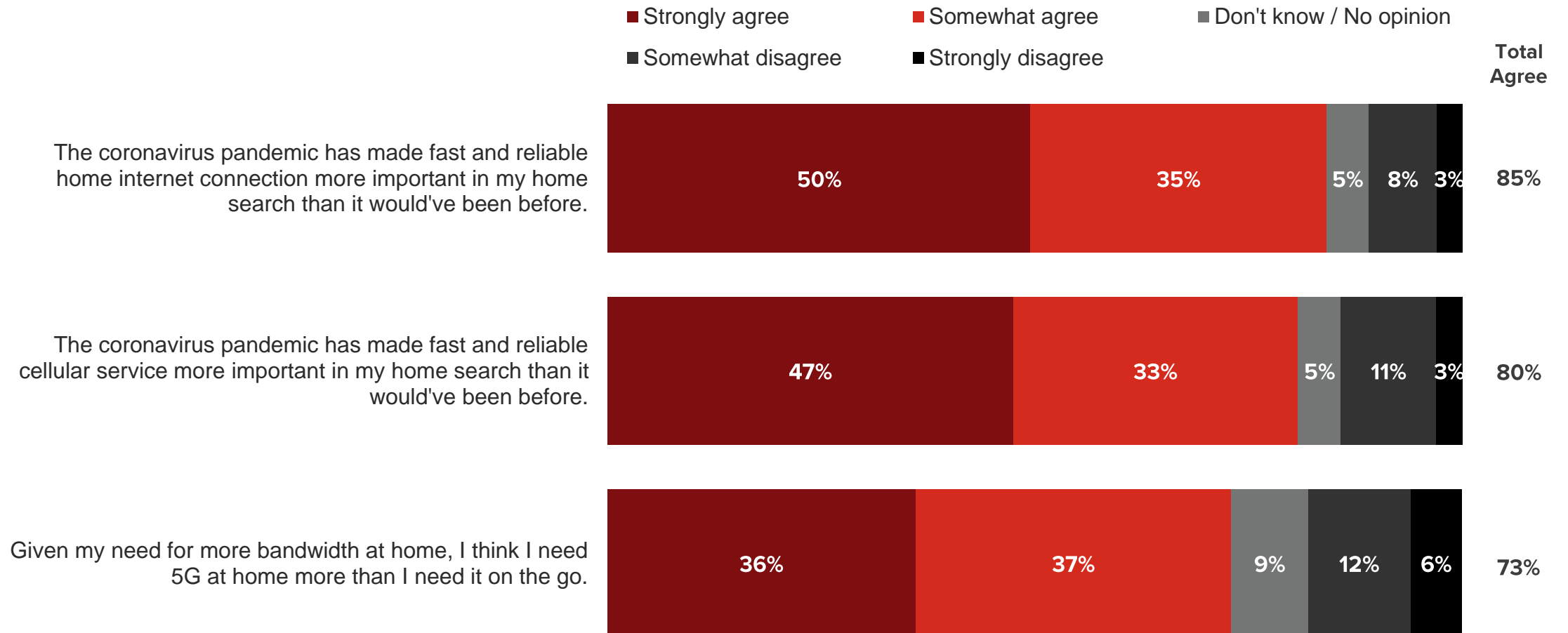
Thinking about what you are looking for as you search for a single-family home to buy, how important do you consider the following?



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.

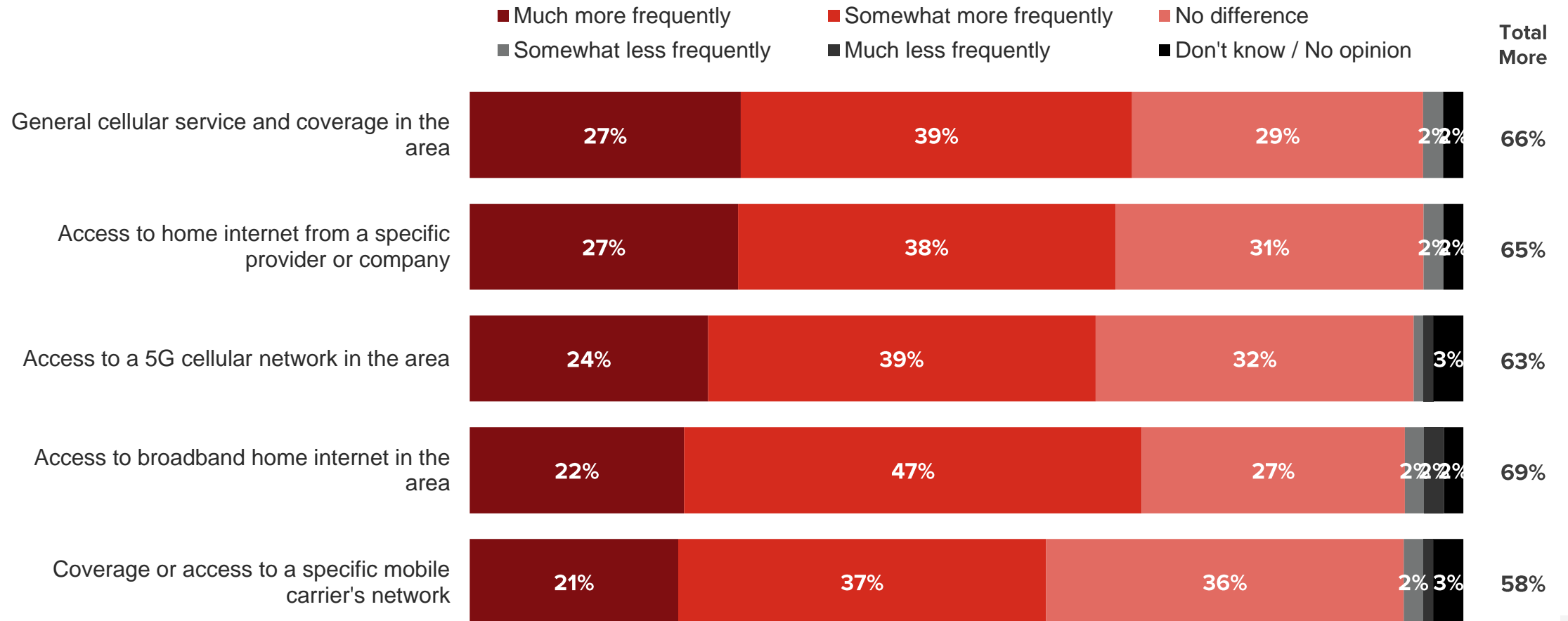
Do you agree or disagree with the following statements?



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.

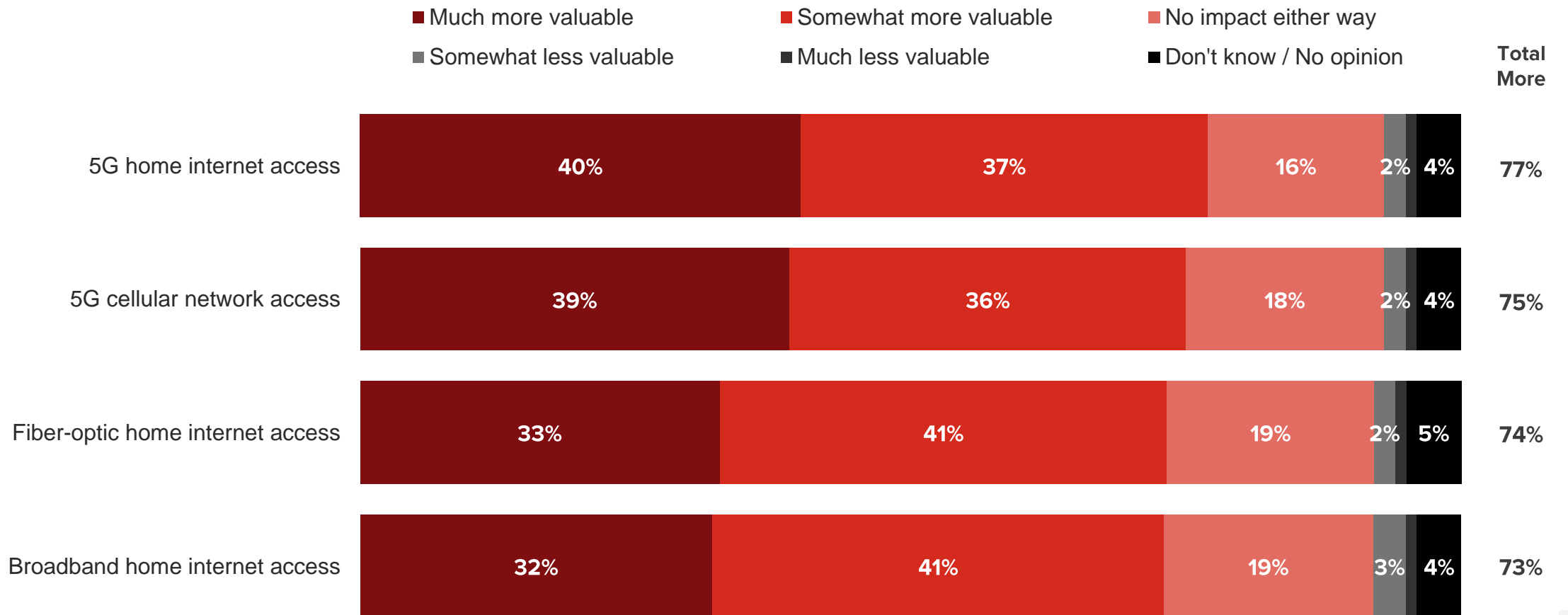
Would you say your clients have asked or sought information about the following more or less frequently over the past year compared to before the coronavirus pandemic began, or has there been no difference?



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.

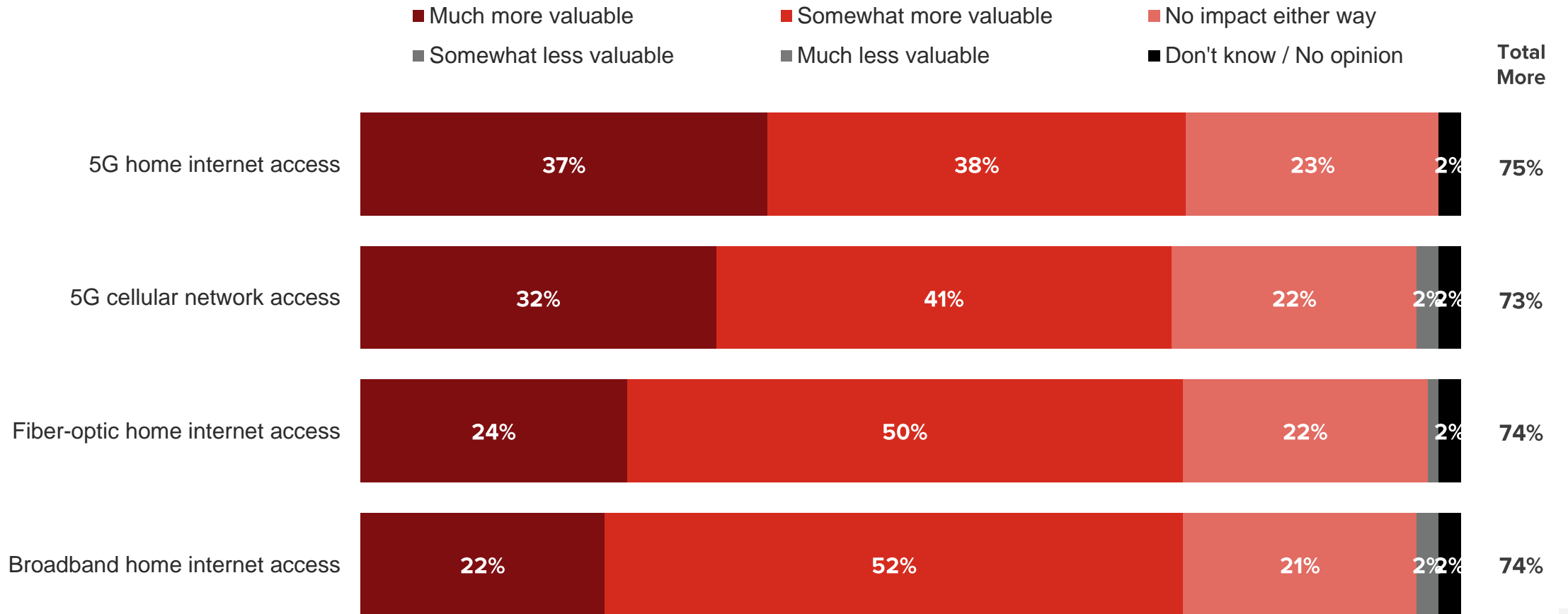
Based on what you know, do you believe that having each of the following in a neighborhood would make a single-family home in that neighborhood more or less valuable, or make no difference either way?



5G & CONNECTIVITY NEEDS: **REAL ESTATE PROFESSIONALS**

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

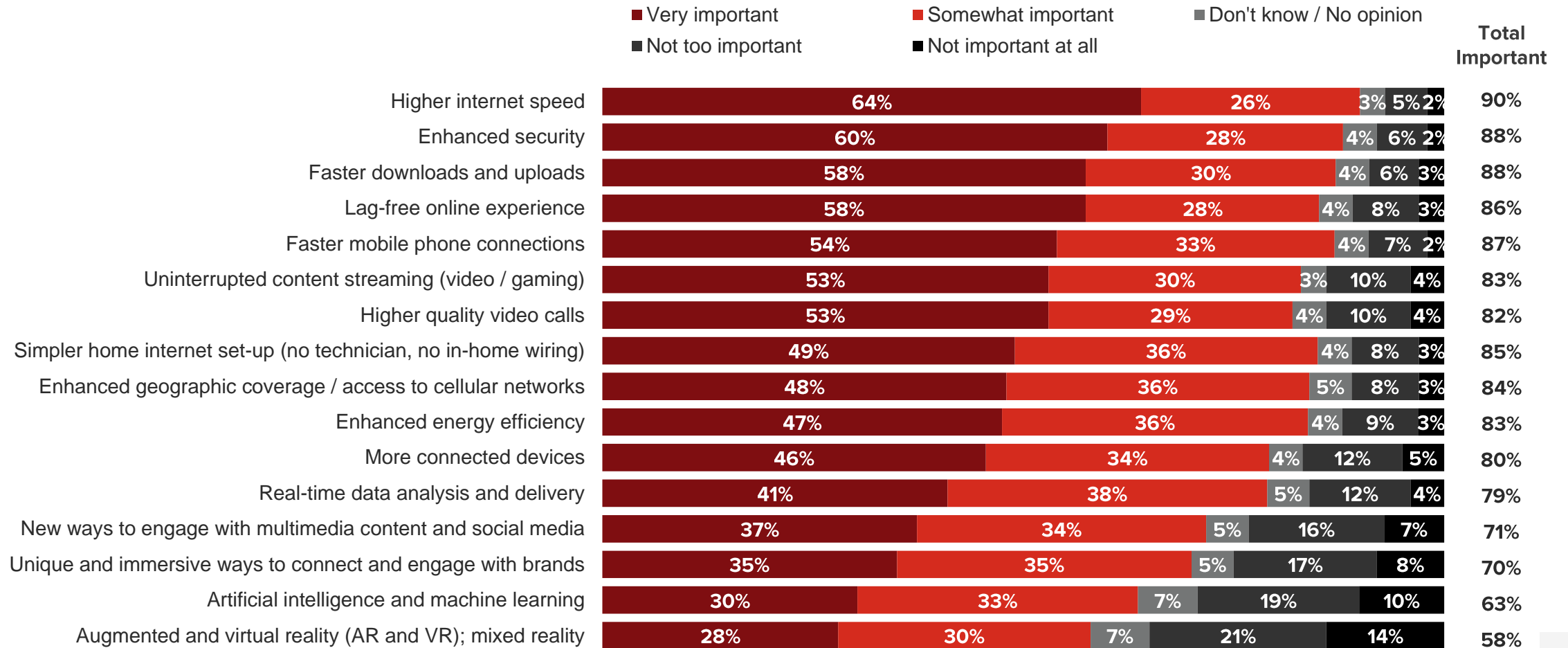
Based on what you know, do you believe that having each of the following in a neighborhood would make a single-family home in that neighborhood more or less valuable, or make no difference either way?



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.

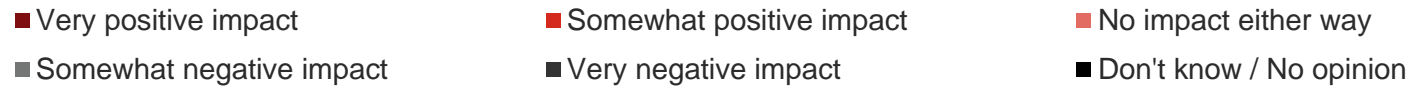
Thinking about the potential impacts of 5G, how important are the following to you?



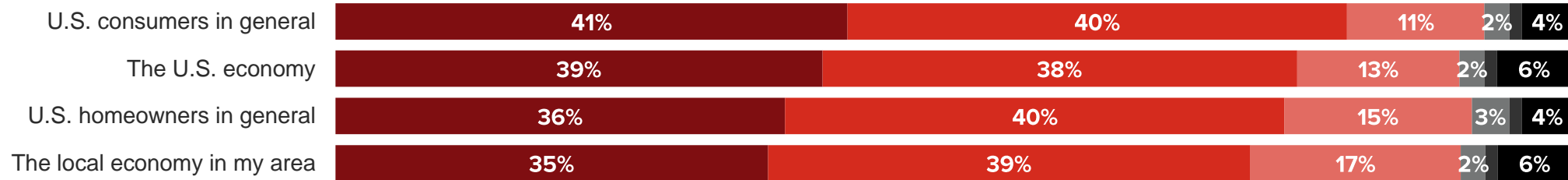
Both home buyers and real estate professionals believe 5G will have a positive impact on consumers in general, the economy, and U.S. homeowners. 7 in 10 real estate professionals believe 5G will have a positive impact on the real estate industry.

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

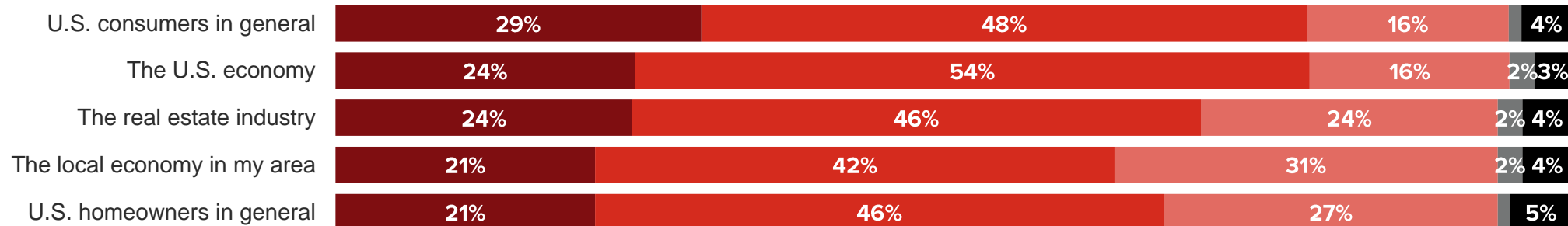
5G wireless technology is meant to deliver higher multi-Gigabit peak data speeds, no lag, more reliability, massive network capacity, increased coverage, and a more uniform and enhanced user experience to consumers and businesses. 5G is designed to connect many more machines, objects, and smartphones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



HOME BUYERS



REAL ESTATE PROFESSIONALS





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