



Home Innovation
RESEARCH LABS

Home Building and Design Practices Adopted Due to COVID...and Continuing After the Pandemic

*Ed Hudson, Director, Marketing Research
LSC Planning Meeting | February 6, 2022*

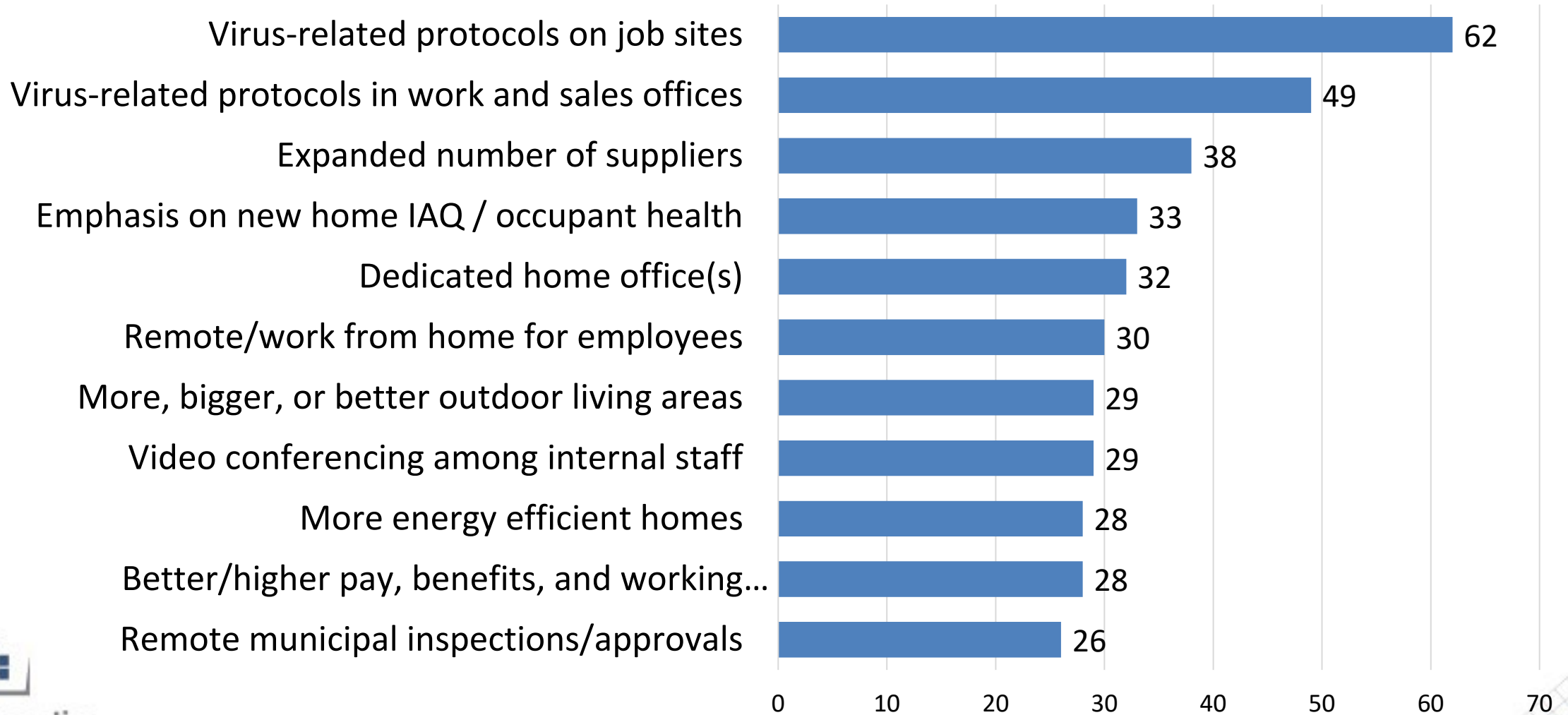
Finding Innovation a Home

Overview of Study

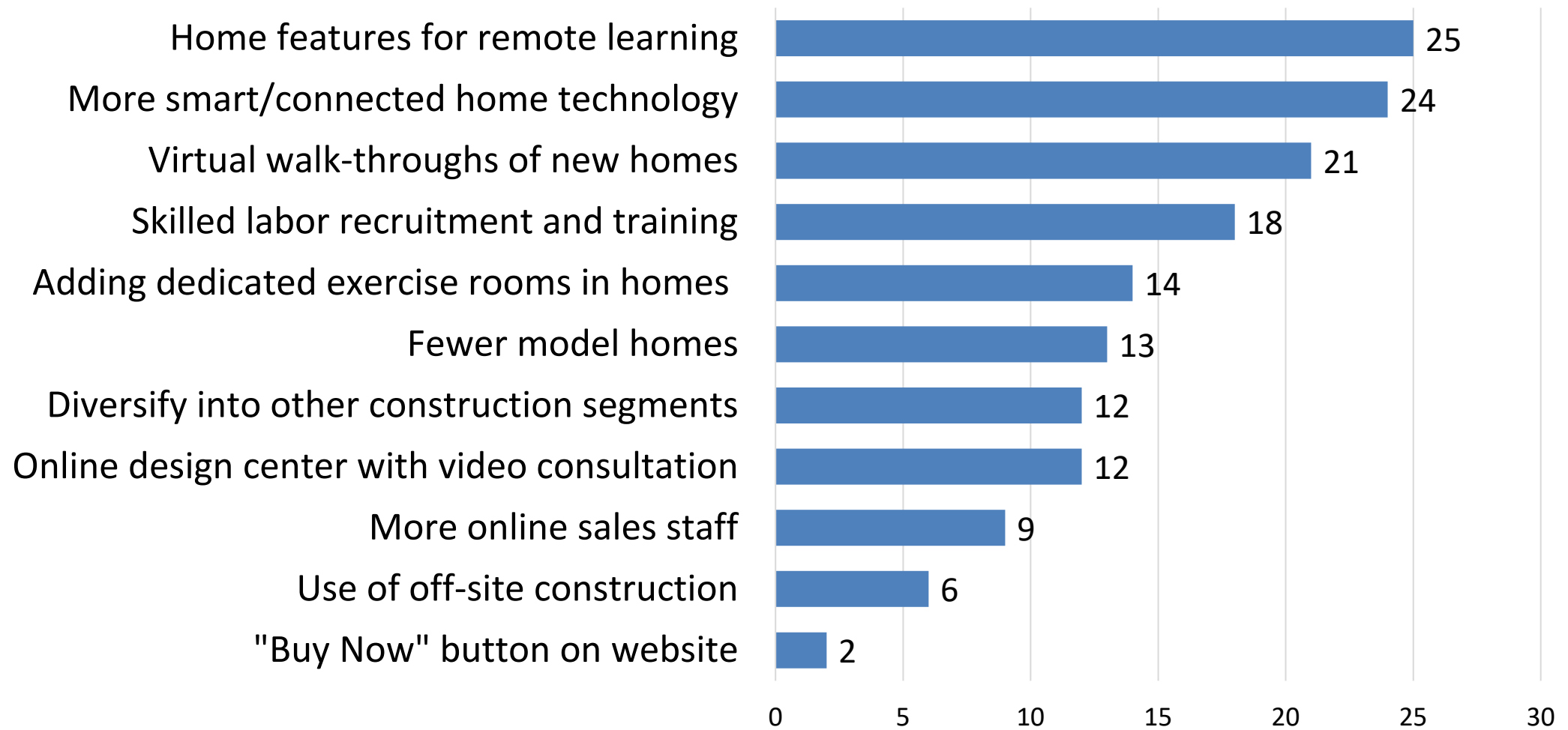
- Questions added to December 2021 Omnibus Survey of 300 U.S. Home Builders (collaboration with Professional Builder Magazine)
- Q1. Which of the following policies, protocols, and practices has your company adopted, or substantially increased the use of, as a result of the COVID-19 pandemic? (Shown list of 22, asked to **Select all that apply**)
- Q2. Which of these policies, protocols, and practices your company has adopted during the COVID-19 pandemic will likely continue at your company when the pandemic is over? (Shown list of all choices in Q1, then asked to **Select all that apply**)
- Analysis was done for respondents overall—to understand delta due to COVID
- Additional analysis was done for:
 - Small (<20/yr) vs. medium & large builders (20+)
 - Custom vs. semi-custom vs. production
 - Local vs. regional & national



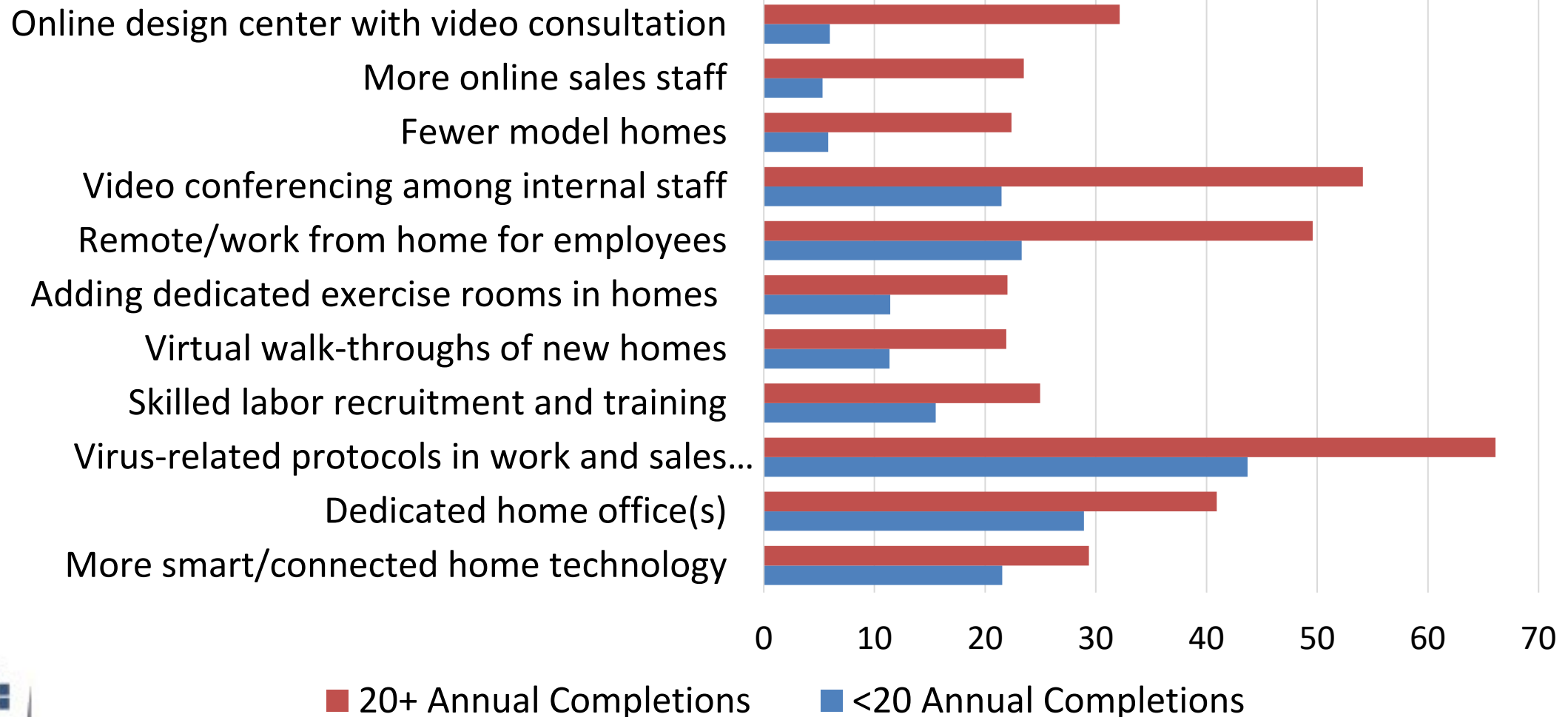
Practices Adopted or Substantially Increased Due to COVID-19: Top Tier (% of Respondents)



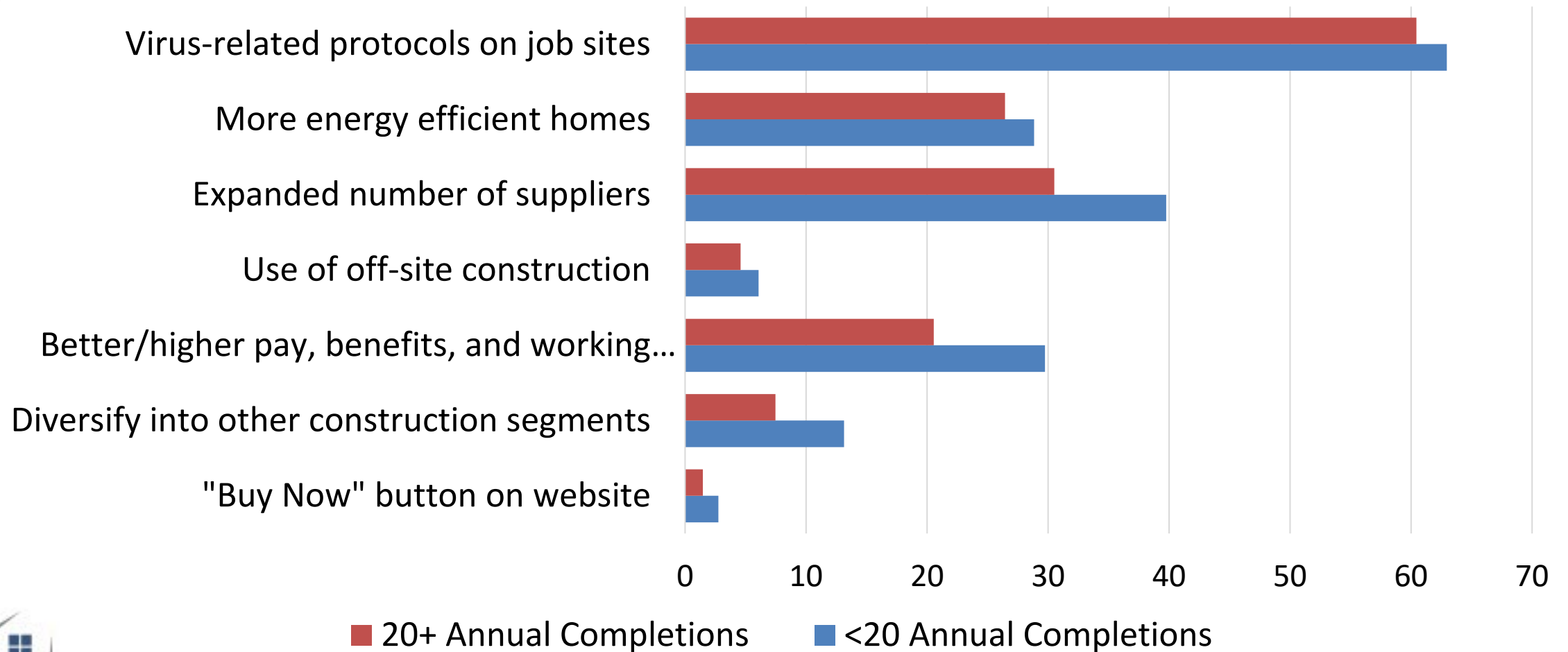
Practices Adopted or Substantially Increased Due to COVID-19: Bottom Tier (% of Respondents)



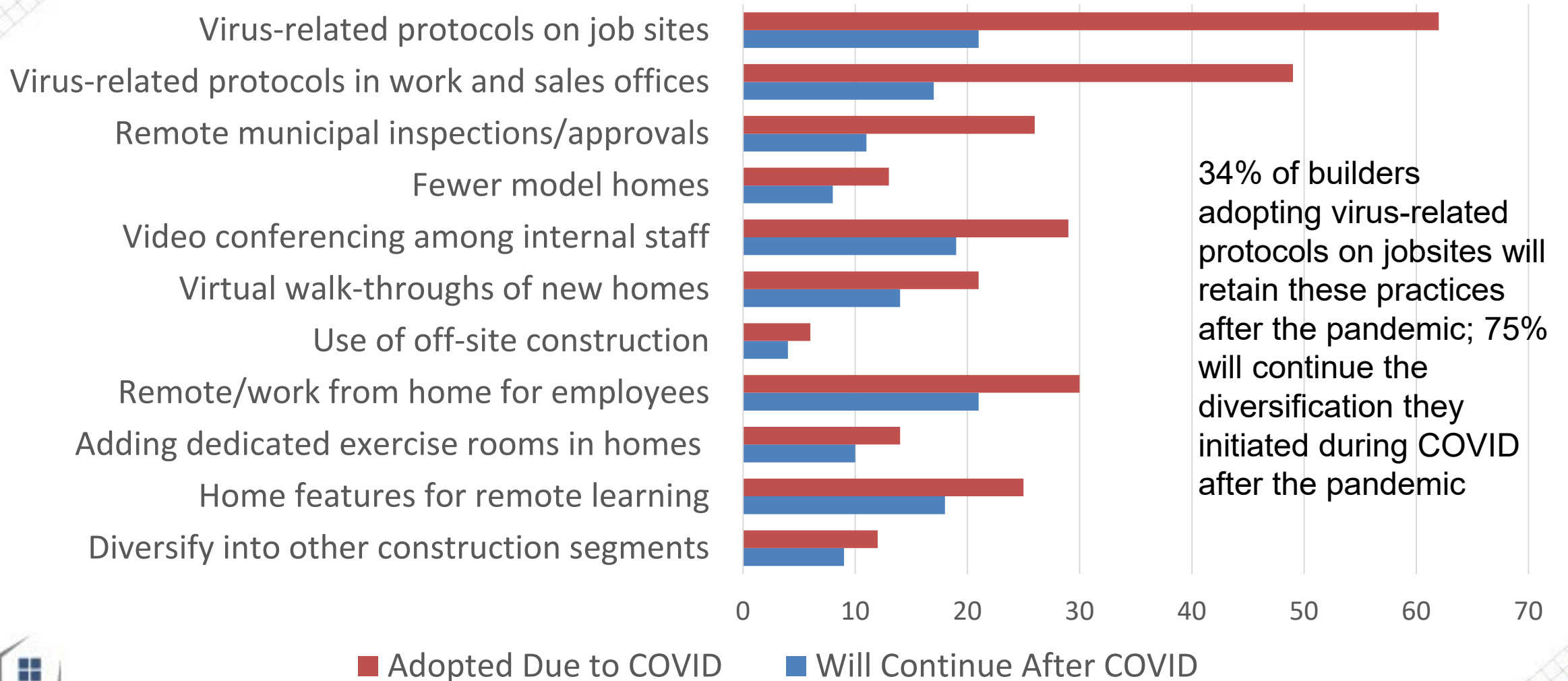
% Adopting or Expanding Due to COVID Where Larger Builders Exceed Smaller Builders



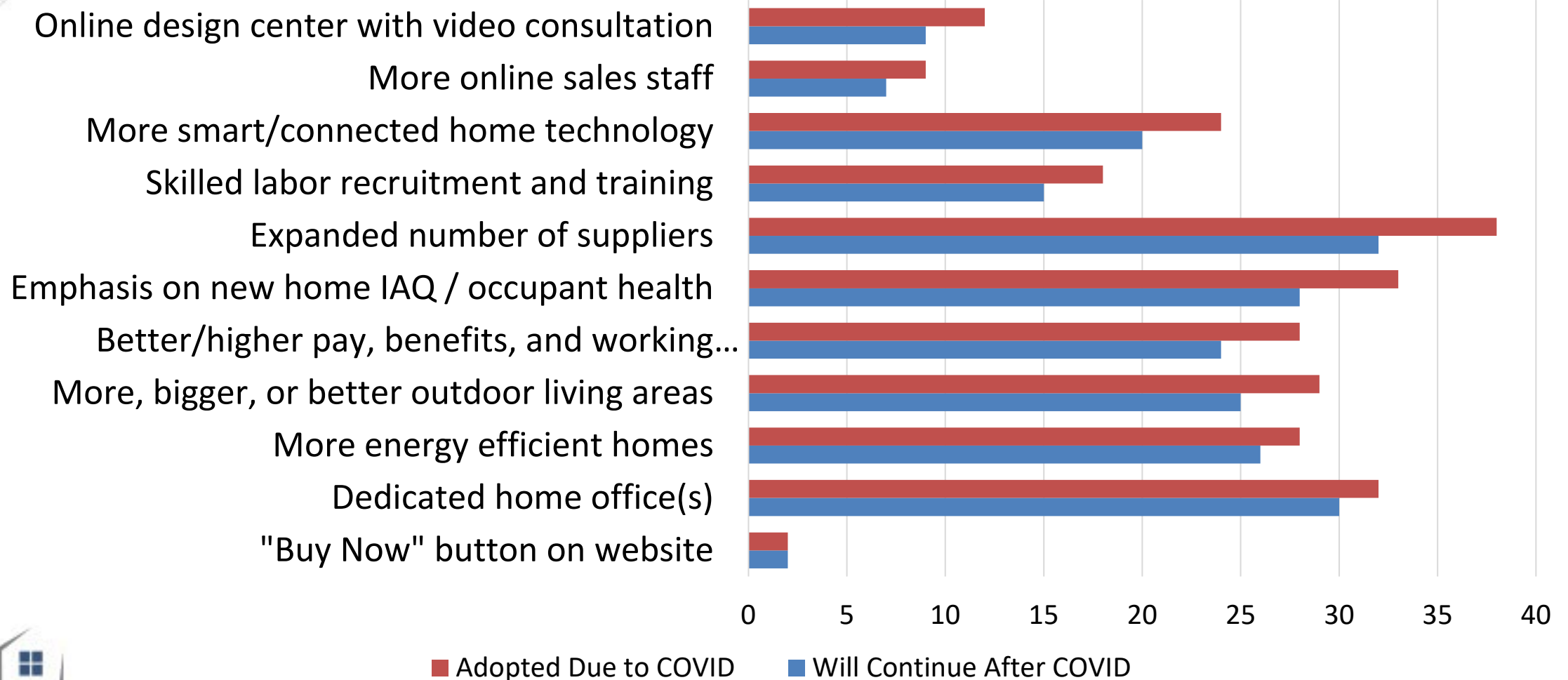
% Adopting or Expanding Due to COVID Where Smaller Builders Exceed Larger Builders



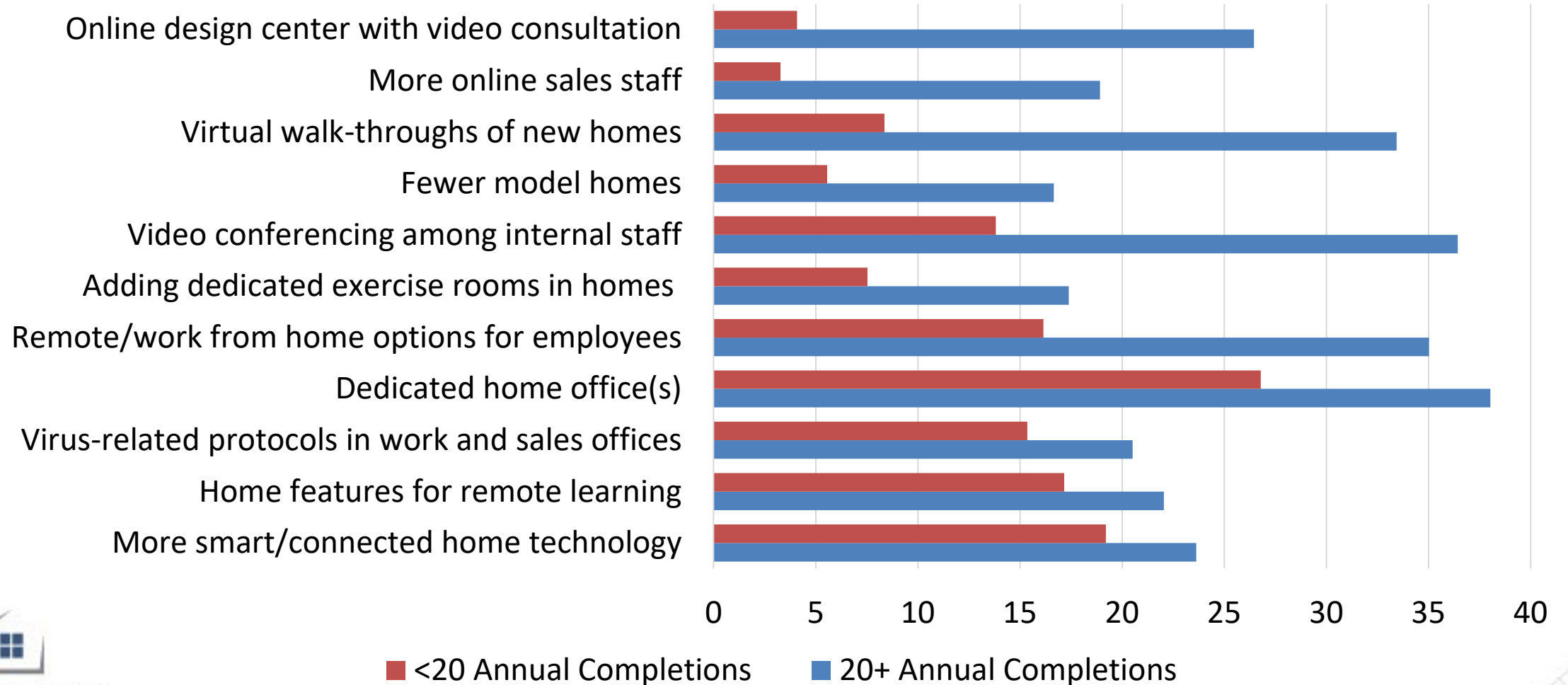
Adopted vs. Will Continue—Ranked in Percentage of Practice to be Retained (34% to 75%)



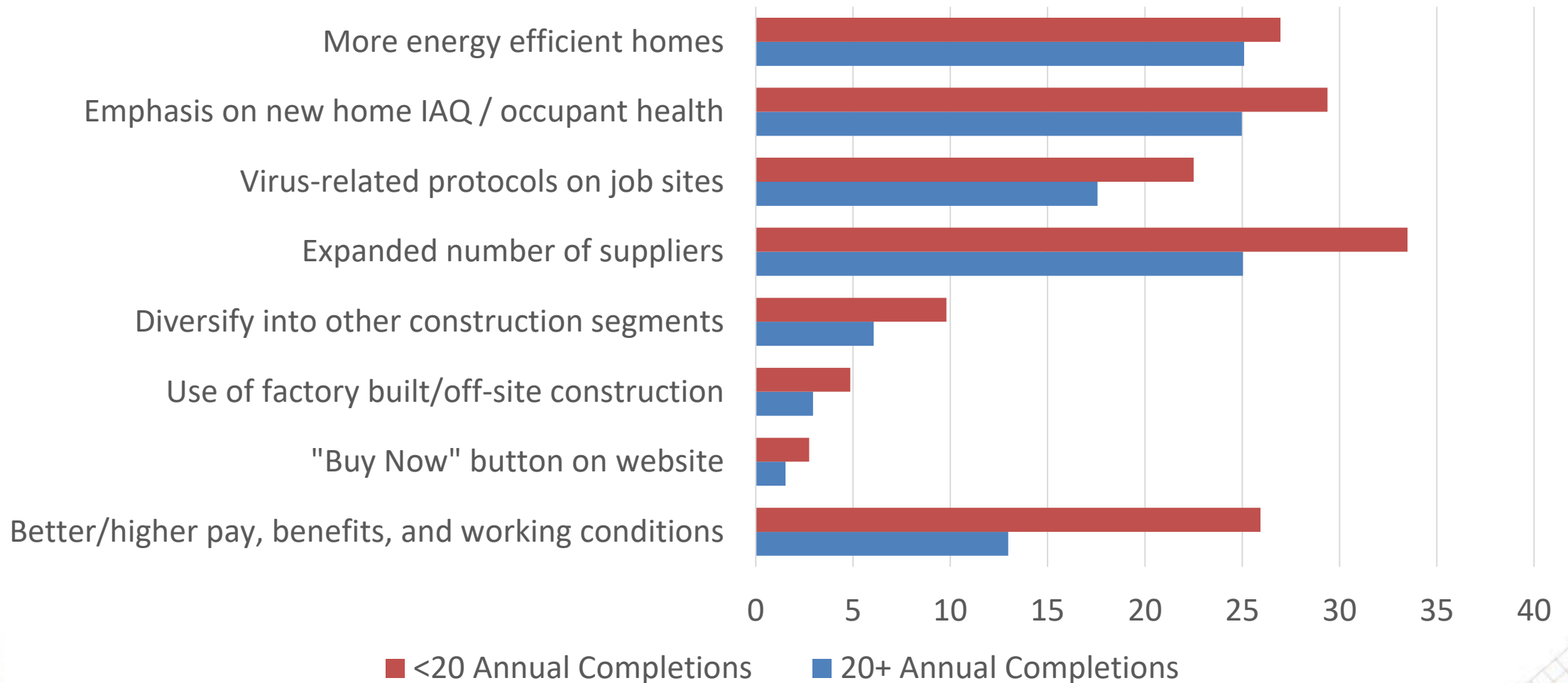
Adopted vs. Will Continue—Ranked in Percentage of Practice to be Retained (75% to 100%)



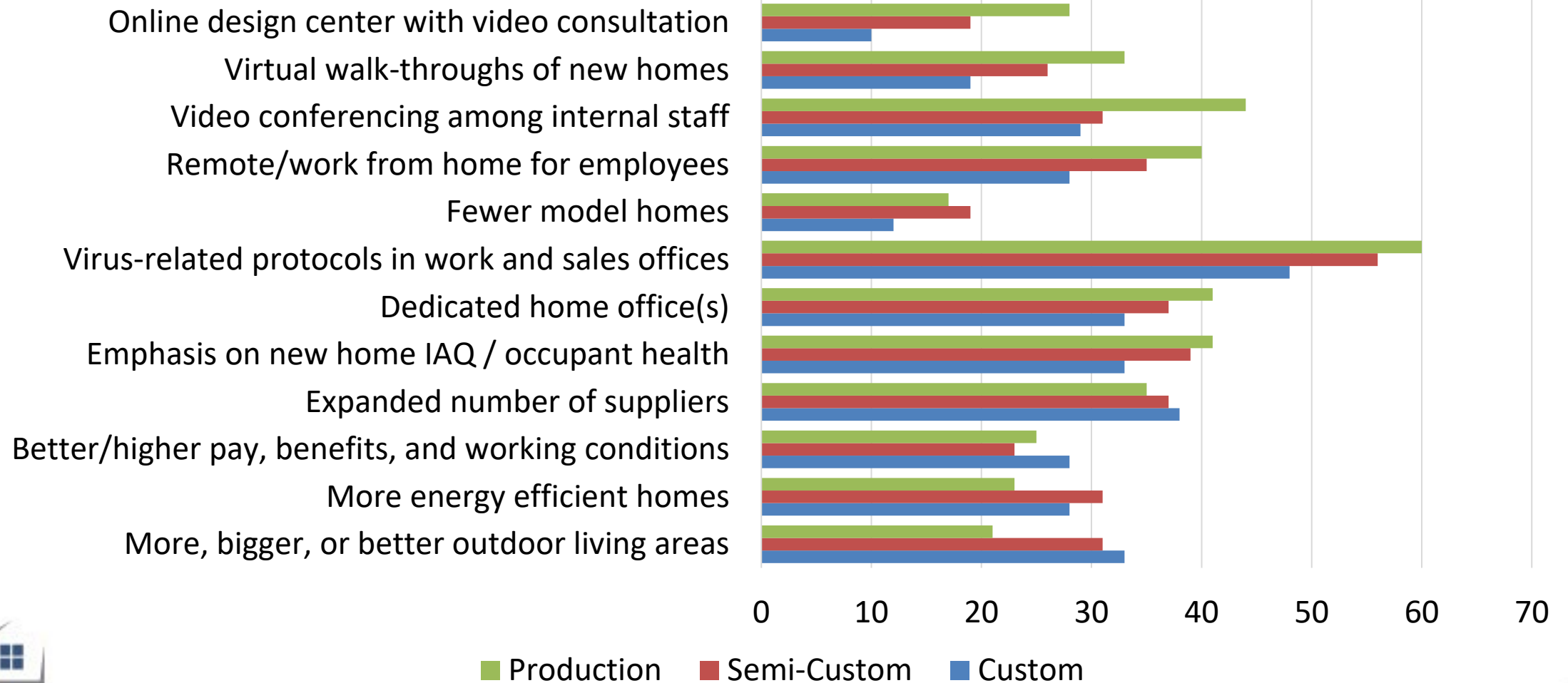
% Continuing Practices After COVID Where Larger Builders Exceed Smaller Builders



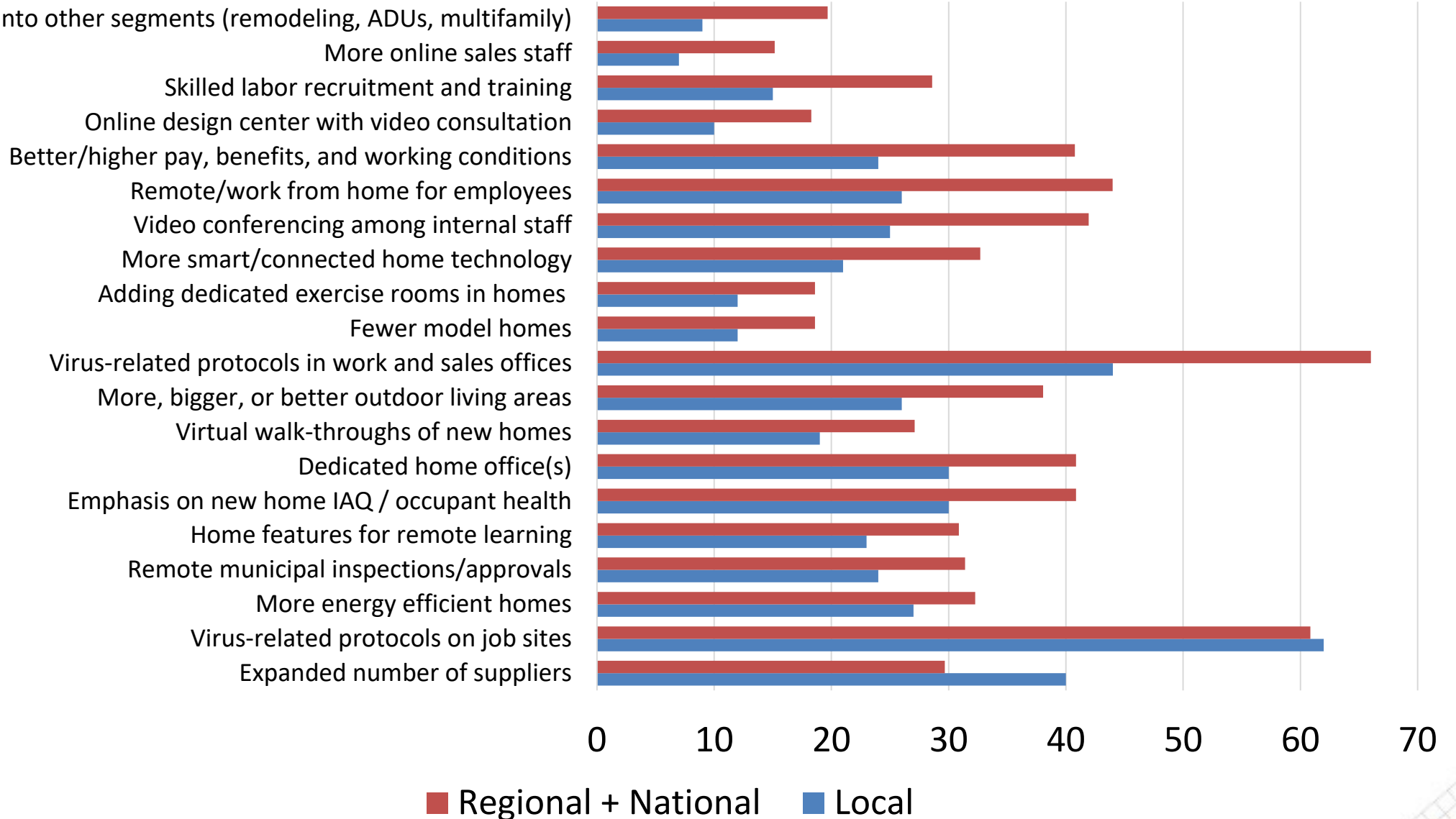
% Continuing Practices After COVID Where Smaller Builders Exceed Larger Builders



Comparison Production vs. Semi-custom vs. Custom Home Builders



Comparison of Local vs. Regional & National Builders





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THANK YOU!

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