

Homeowner Research

for the International Builders Show

January 20, 2023

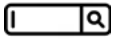


mower

Executive Summary

In December 2022, Mower conducted a survey among 308 U.S. homeowners who have built a new home within the past two years. The objective of this research was to understand various elements throughout the homebuilding process, from selection of a builder to challenges faced. Key findings from this research include:

Homeowners most often turn to the internet to search for potential homebuilders.



49%
use search engines



47%
visit builder websites



46%
browse social media as research channels

Factors that most influence selection of a builder:

\$ 53%
competitive price



52%
reputation for developing quality homes

More than

7 in 10

find plumbing fixtures and flooring options to be very/extremely important when thinking about their new home.

62% have some level of involvement in the selection of brands for their new home.

Top brands include:

SAMSUNG
6%

KOHLER.
6%

LG
5%

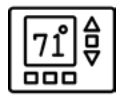


LED lighting
64%

are the most common energy efficient products included in new home builds.



energy-efficient kitchen appliances
53%



smart thermostats
53%

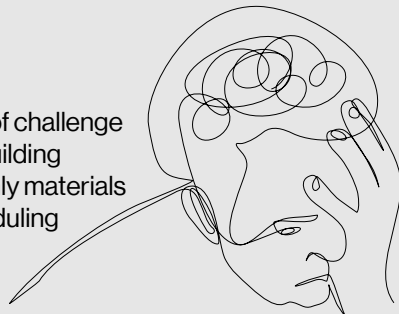
Homeowners would be willing to wait longer for their homes to be completed.

36% indicate their new build took one year or longer

45% would have been willing to wait that long for their new home

86%

experience some sort of challenge throughout the homebuilding process, most commonly materials delays (42%) and scheduling delays (42%).



In hindsight, 40% would change at least one thing about their new home now that it is complete. Top mentions include changes to the **overall floorplan** (5%) and **increasing square footage** (4%).

Full Research Results

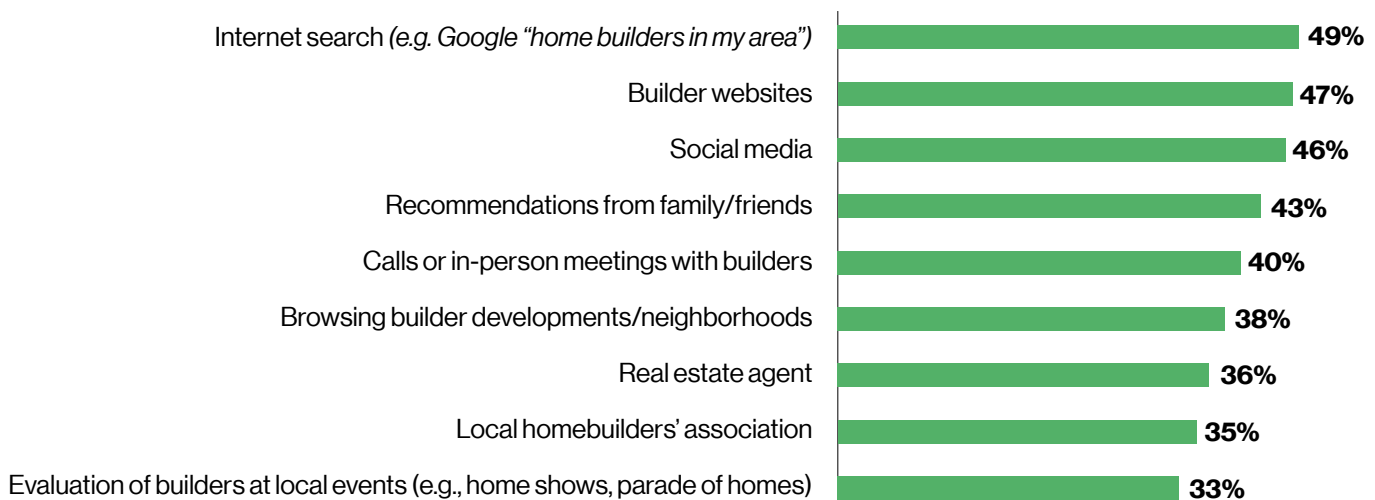
Methodology

Mower conducted an online survey among those who have built a new home, utilizing a builder, within the past two years. The objective of this research was to understand various elements throughout the homebuilding process, from selection of builder to challenges faced.

Quantitative Survey	5 minutes Data collected thru online survey
Sample	Pollfish Online Panel
Field	December 7, 2022 – December 9, 2022
Qualification	Age 18+, have built a home for self/family using a builder within the past two years
Respondents	Total = 308

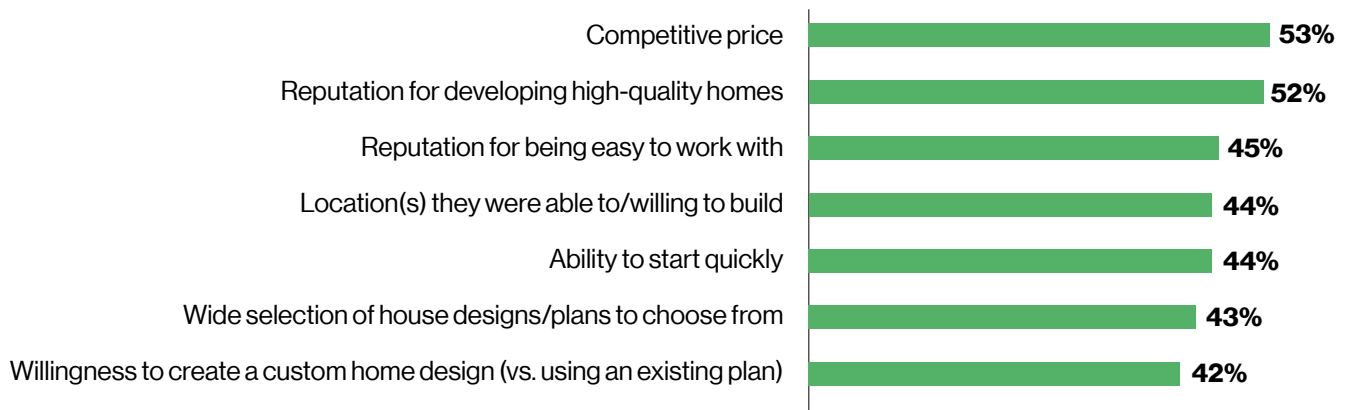
Sources Used to Research Potential Builders

Those looking to build a home are most often turning to the internet to search for homebuilders in their area; search engines, builder websites and social media are top research channels.



Why Selected Builder

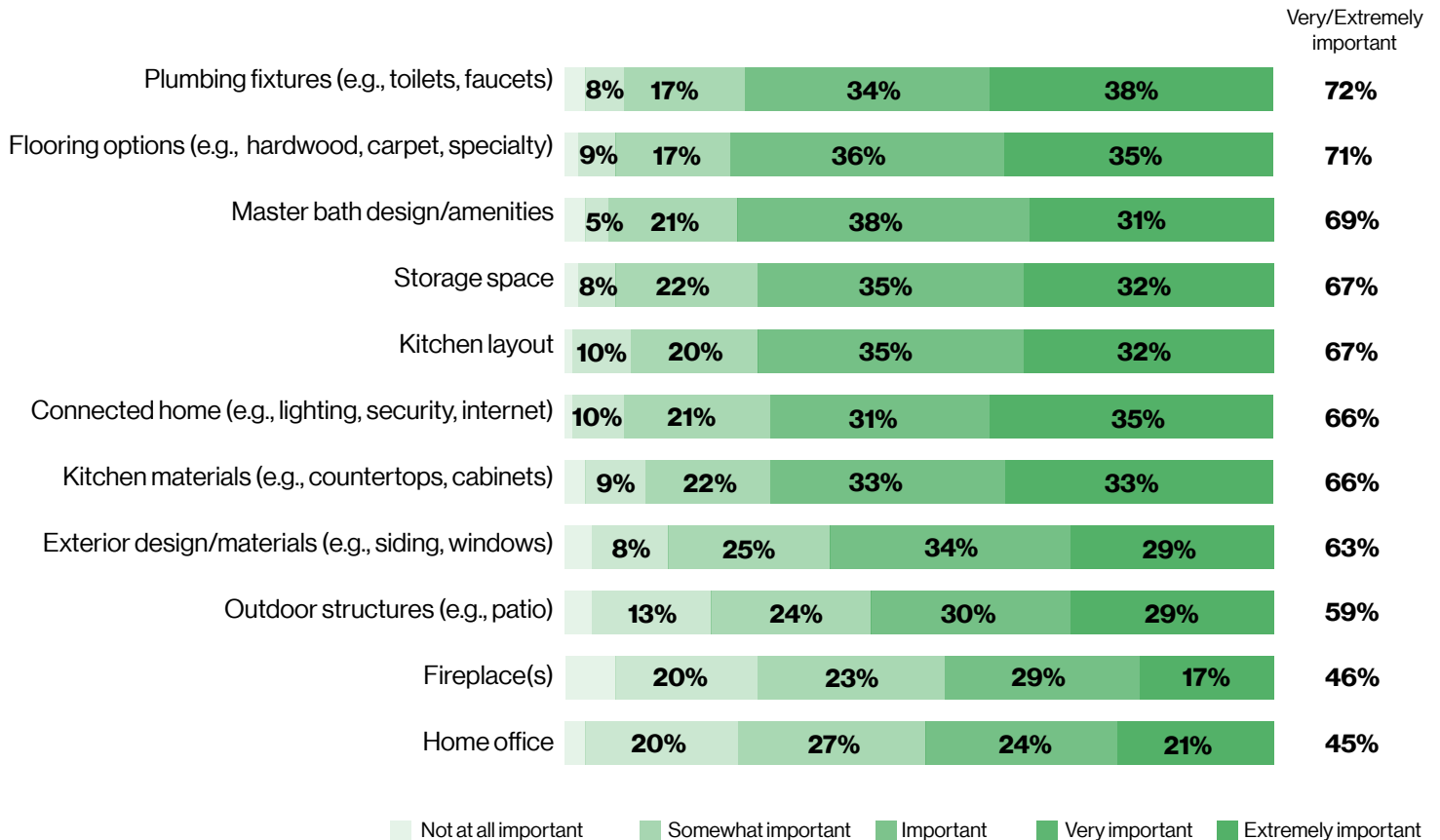
Ultimately, the factors that most influence selection of a builder are price and quality of home.



Base: Total Respondents (n=308)
Q2. Ultimately, why did you select your builder?

Importance of Various Factors in New Home








Compared to the other factors tested, plumbing fixtures and flooring options are most important when thinking about a new home; including a fireplace or home office are least important.



Base: Total Respondents (n=308)
Q3. How important were each of the following when thinking about your new home?

Most Important Brands Selected to Include in Home



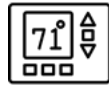



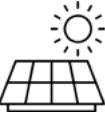


More than six in 10 were involved in the selection of brands for their new home. Top mentions include Samsung, Kohler and LG. Some also do not specifically mention brands, but mention selecting/purchasing items at Home Depot, Lowes or Ikea.

62% were involved in the selection of brands for their home.	SAMSUNG 6%	KOHLER 6%	 LG 5%	 3%
	MOEN 2%	 BOSCH 2%	Kenmore 2%	 2%
	 7%	 3%	 2%	

Base: Total Respondents (n=308)
 Q4. Across all areas of your new home (kitchen, bathrooms, etc.), what were the top/most important brands you selected to include? [CODED]

Energy-Efficient Products Included in Home

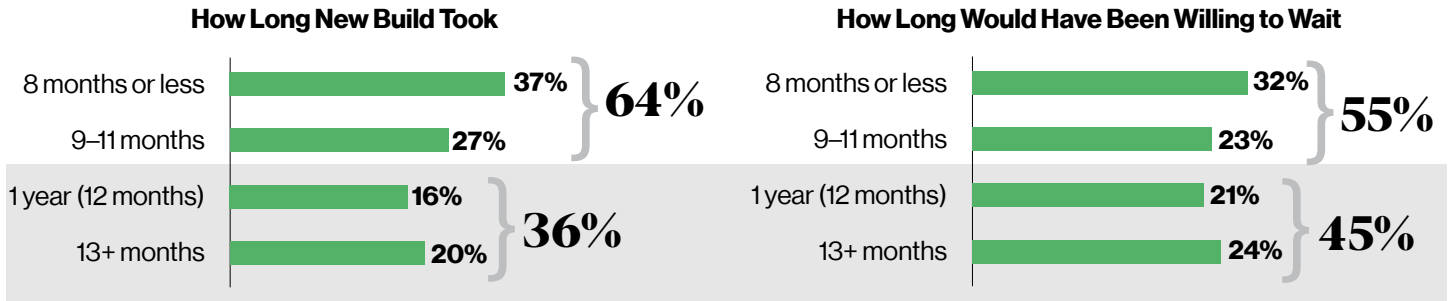
Two-thirds indicate they included LED lighting in their new home, while over half have included energy efficient kitchen appliances, smart thermostats or high-efficiency laundry machines.

LED lighting  64%	Energy-efficient kitchen appliances  53%	Smart thermostat  53%
High-efficiency laundry machines  51%	Heat pump system  44%	Energy-efficient construction materials <i>(insulated concrete, recycled steel, etc.)</i>  41%
Solar panels/shingles or energy-storage system  38%	EV charging station  29%	None of the above  2%

Base: Total Respondents (n=308)
 Q5. Did you include any of the following energy-efficient products in your new home?

Timing of Build

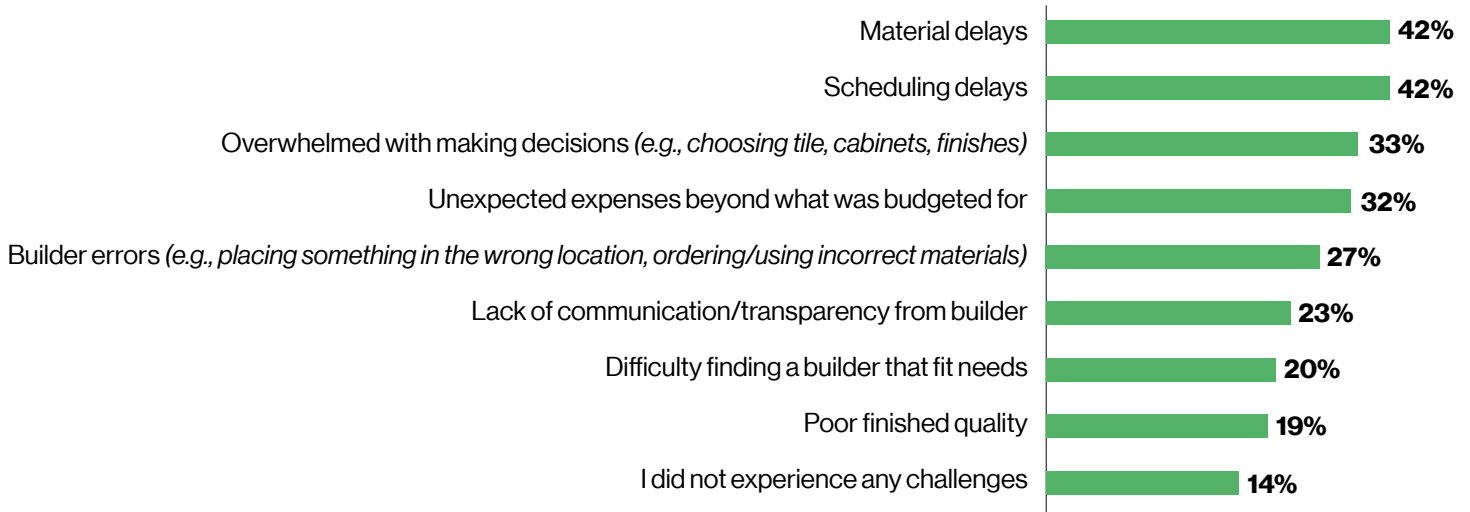
One-third indicate their new build took one year or longer, however, 45% would have been willing to wait that long for their new home.



Base: Total Respondents (n=308)
 Q6. How long did your new home build take, from breaking ground to moving in?
 Q7. Regardless of how long it actually took, what is the longest you would have been willing to wait for your home to be complete, from breaking ground to moving in?

Challenges Experienced Throughout Build

More than four in 10 experienced material and/or scheduling delays when building their home.



Base: Total Respondents (n=308)
 Q8. What challenges did you experience throughout the process of building your home?

Changes Would Make Now That Build Is Complete

Six in 10 would not change anything about their new home. Among the 40% that would, top responses include changes to the overall floorplan and increasing square footage (most often for specific rooms, such as bedrooms or the living room).

60%

would **not** change anything about their new home.

