



Importance of Broadband in the Homeownership Market: *Evidence from Recent Data*

Broadband Together Conference

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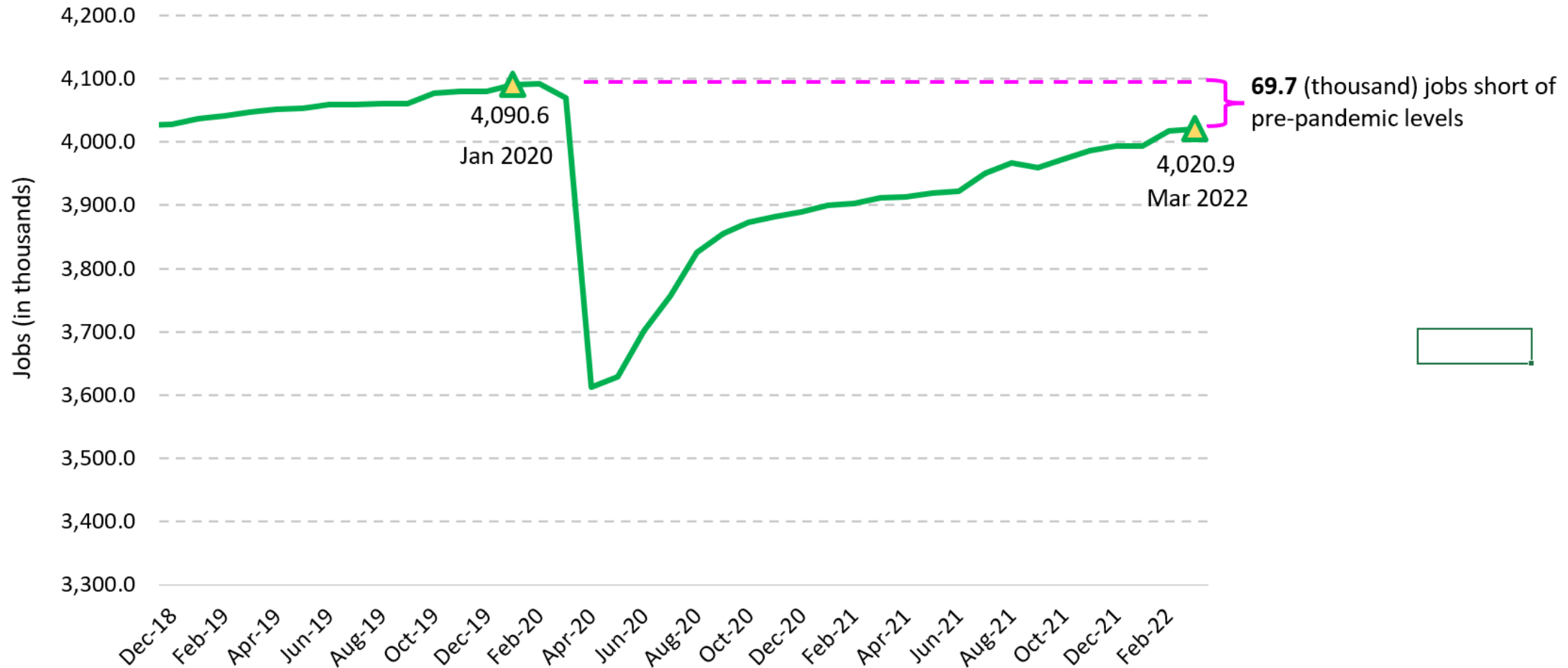


Jobs & Population Trends



Job Recovery in Virginia

Rapid recovery, but not quite there yet

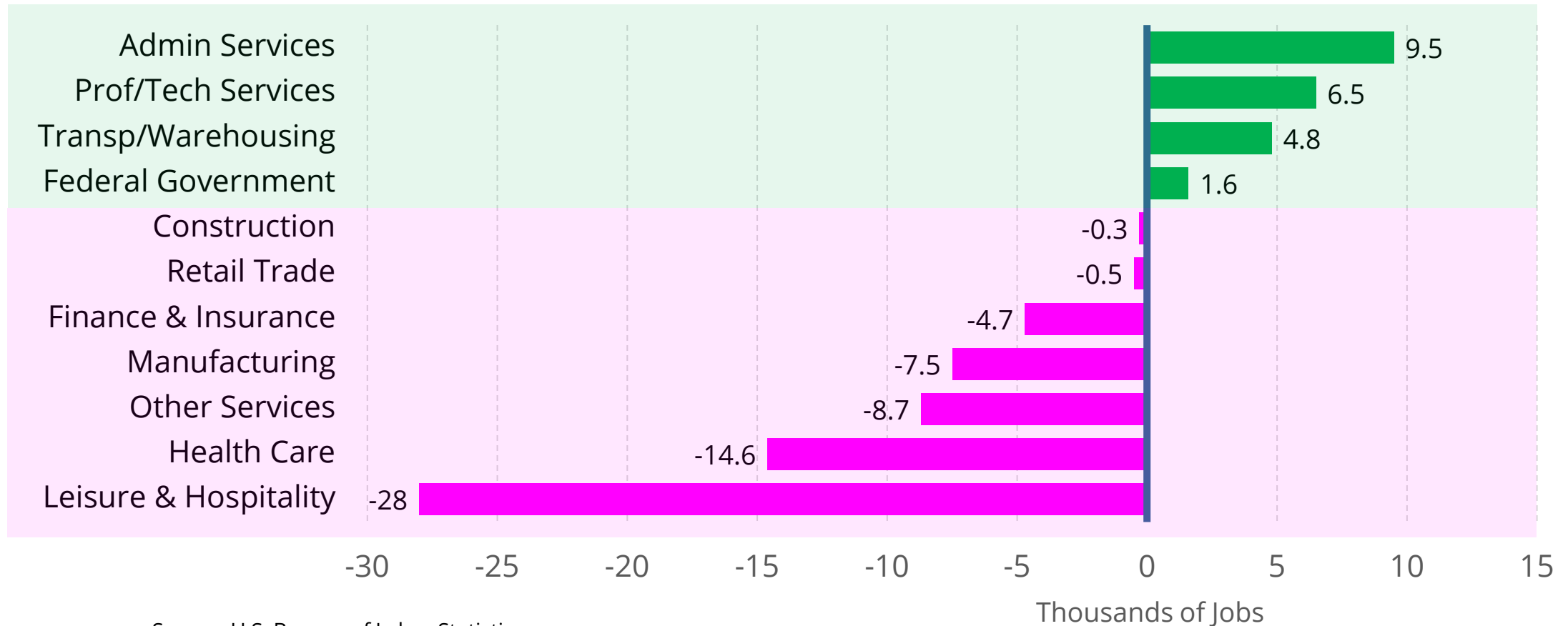


Source: U.S. Bureau of Labor Statistics

Job Recovery in Virginia

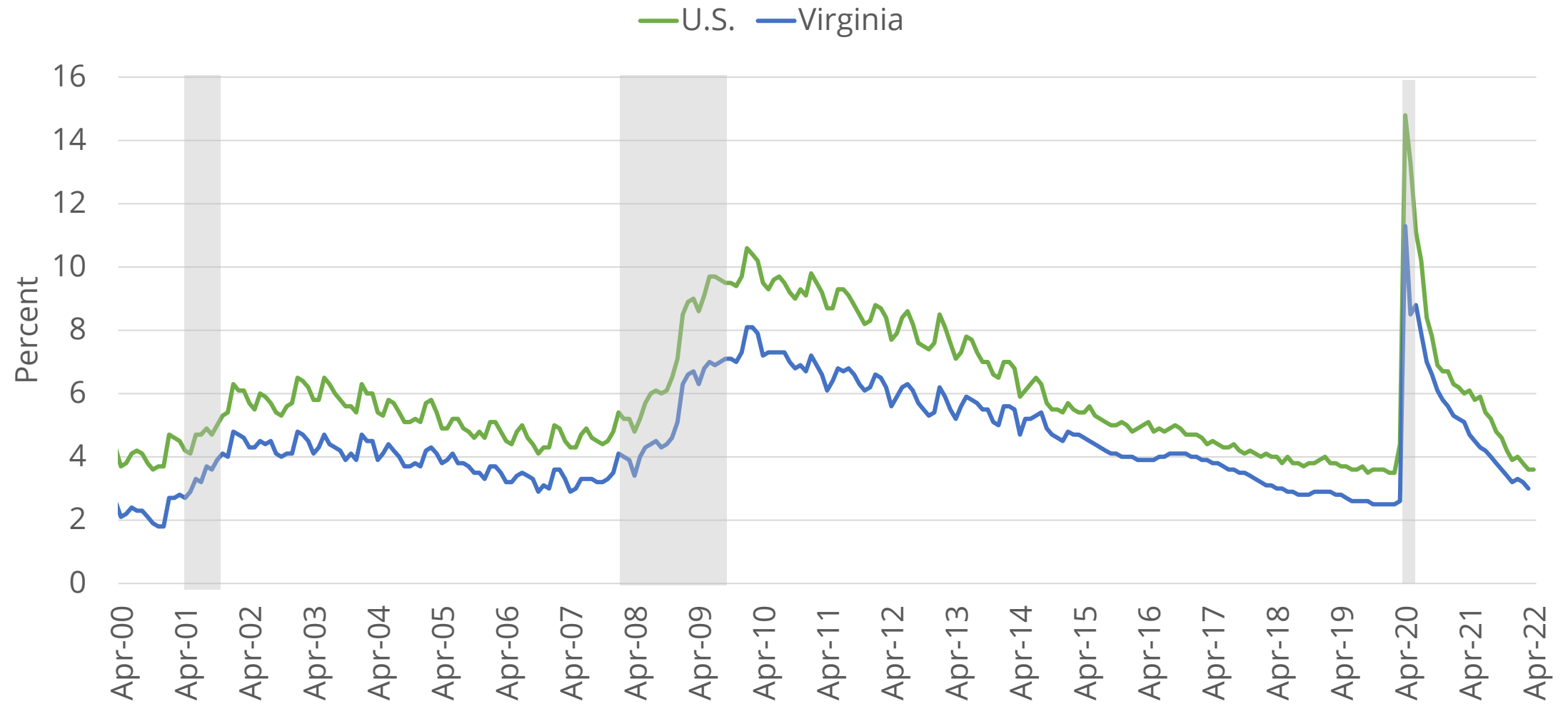
Four sectors have fully recovered, two are very close

Virginia Employment by Sector March 2022 Compared to January 2020



Source: U.S. Bureau of Labor Statistics

Unemployment Rate

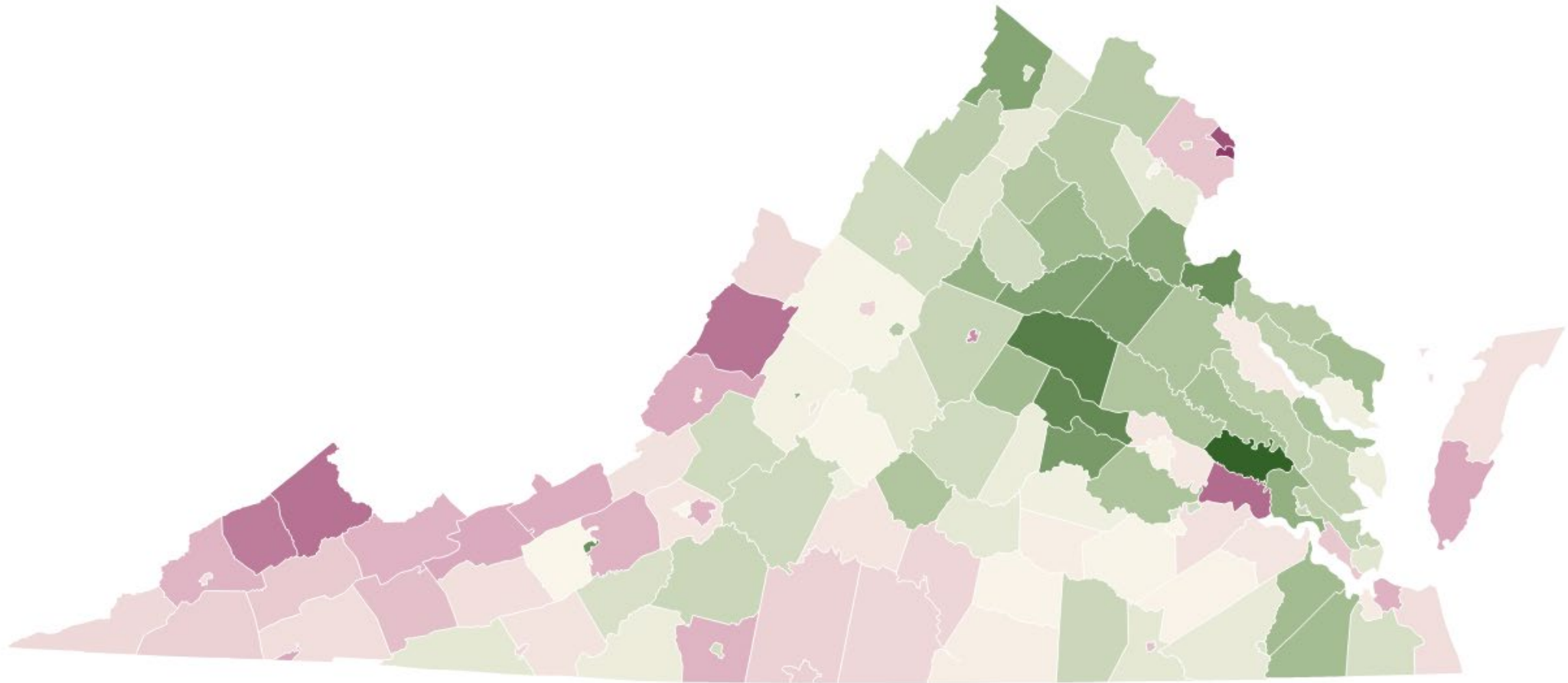


Population Change

Strongest recent growth was in the suburbs, exurbs, and some rural areas



Population Change 2020 to 2021*



Source: U.S. Census Bureau * July 1, 2020 to July 1 2021

Rise of Remote Work & Learning During the Pandemic

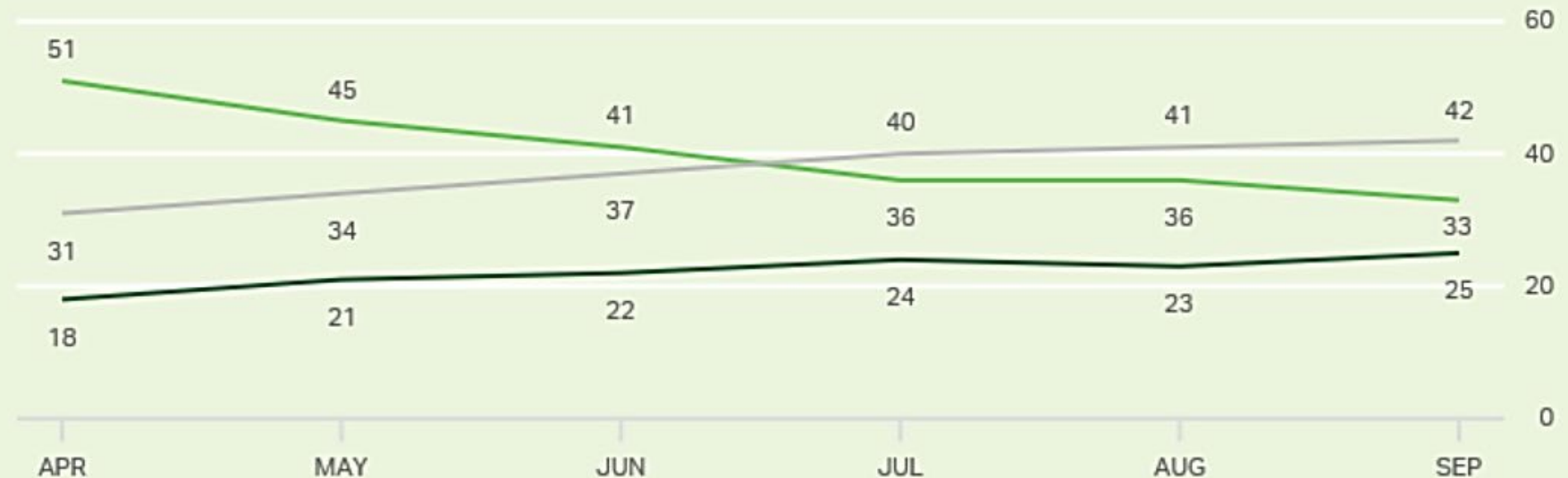
Before the pandemic, only 6% of workers primarily worked from home and 75% *never* worked from home.



U.S. Workers' Frequency of Remote Work in Response to COVID-19

To what extent are you working remotely to avoid catching or spreading the coronavirus?

Always Sometimes Never



GALLUP, 2020

Emergence of Zoom Towns

Recent growth was strongest in the suburbs, exurbs, and some rural areas

- A **Zoom town** is a community that experienced a significant population increase as remote work became more popular, especially in the wake of the COVID-19 pandemic.
- Zoom towns are typically found in the **suburbs, exurbs, small towns or rural areas**.
- A key element in all of this is the **availability of broadband** to facilitate remote work (and remote learning at that time).



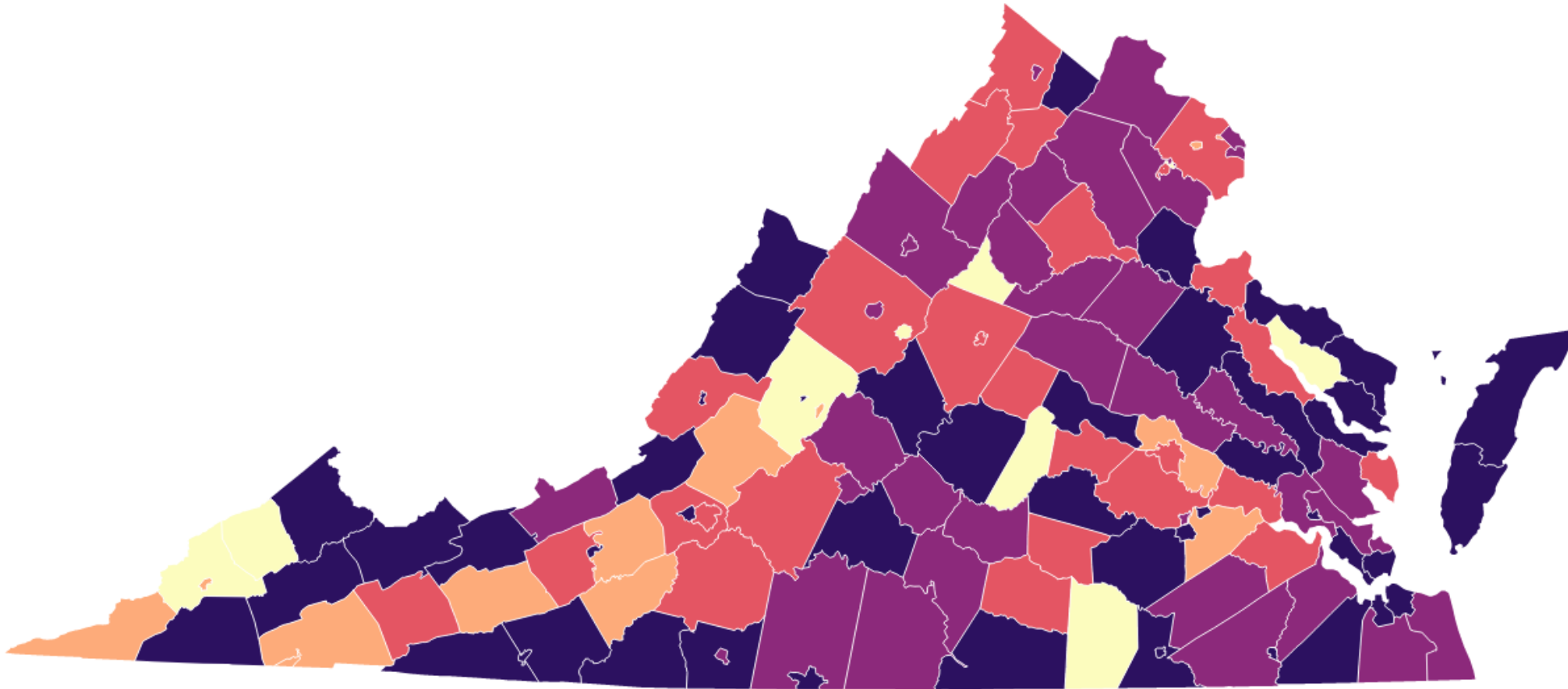
Housing Market Trends



Change in Home Sales Activity 2019 to 2021

Strong growth in sales activity in outer suburban/exurban and rural markets

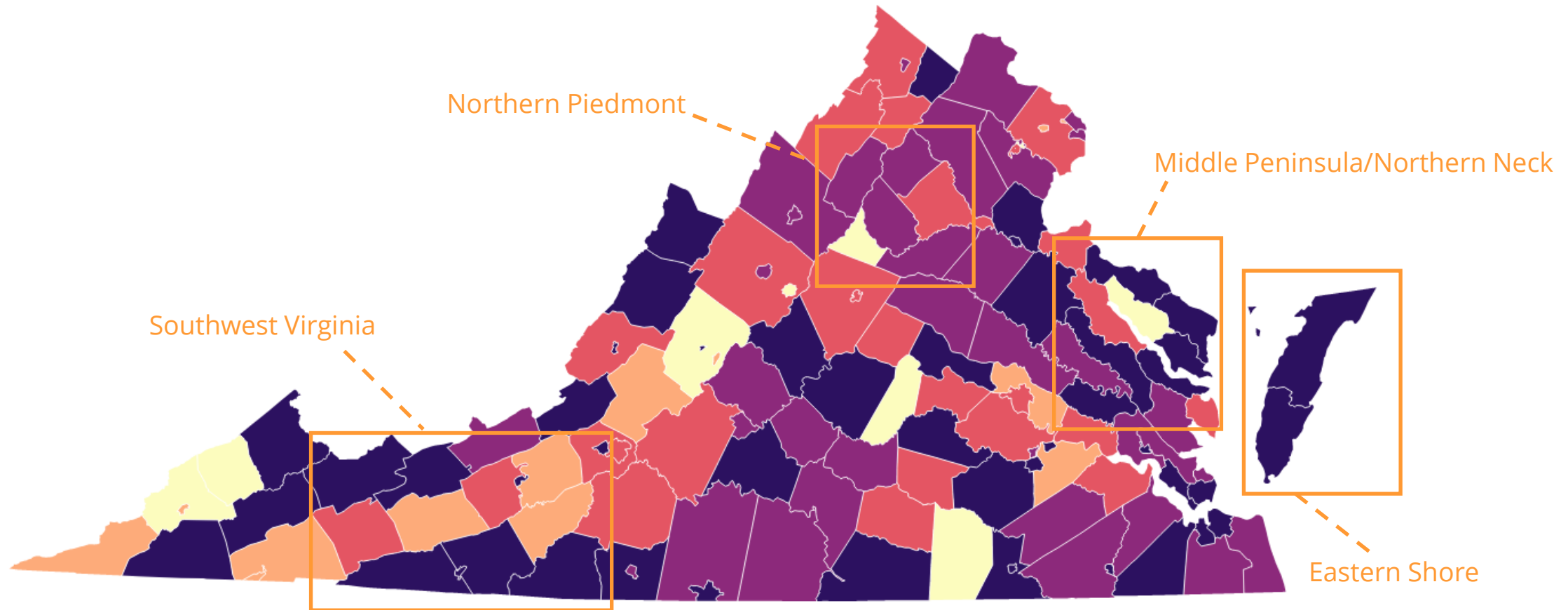
sales activity slowed no change to +10% +10% to +20% +20% to +30% +30% or more



Change in Home Sales Activity 2019 to 2021

Strong growth in sales activity in outer suburban/exurban and rural markets

sales activity slowed no change to +10% +10% to +20% +20% to +30% +30% or more



Source: Virginia REALTORS®

“Out-of-Town” Buyers

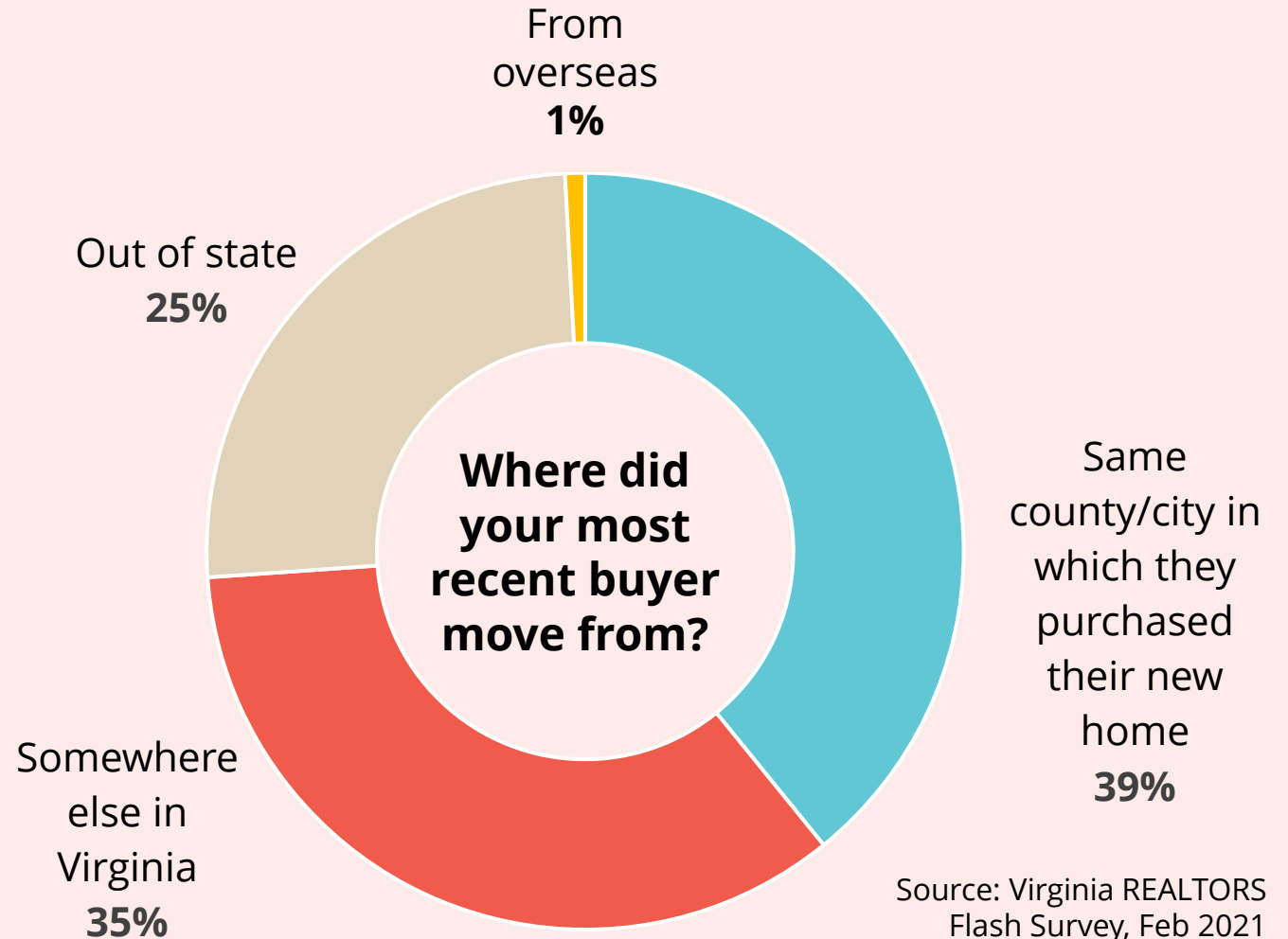
In some small markets, non-local buyers changed the market during the pandemic

Out-of-Town Buyer

Examples

Northern Virginia buyers looking in
Winchester, Harrisonburg,
Charlottesville

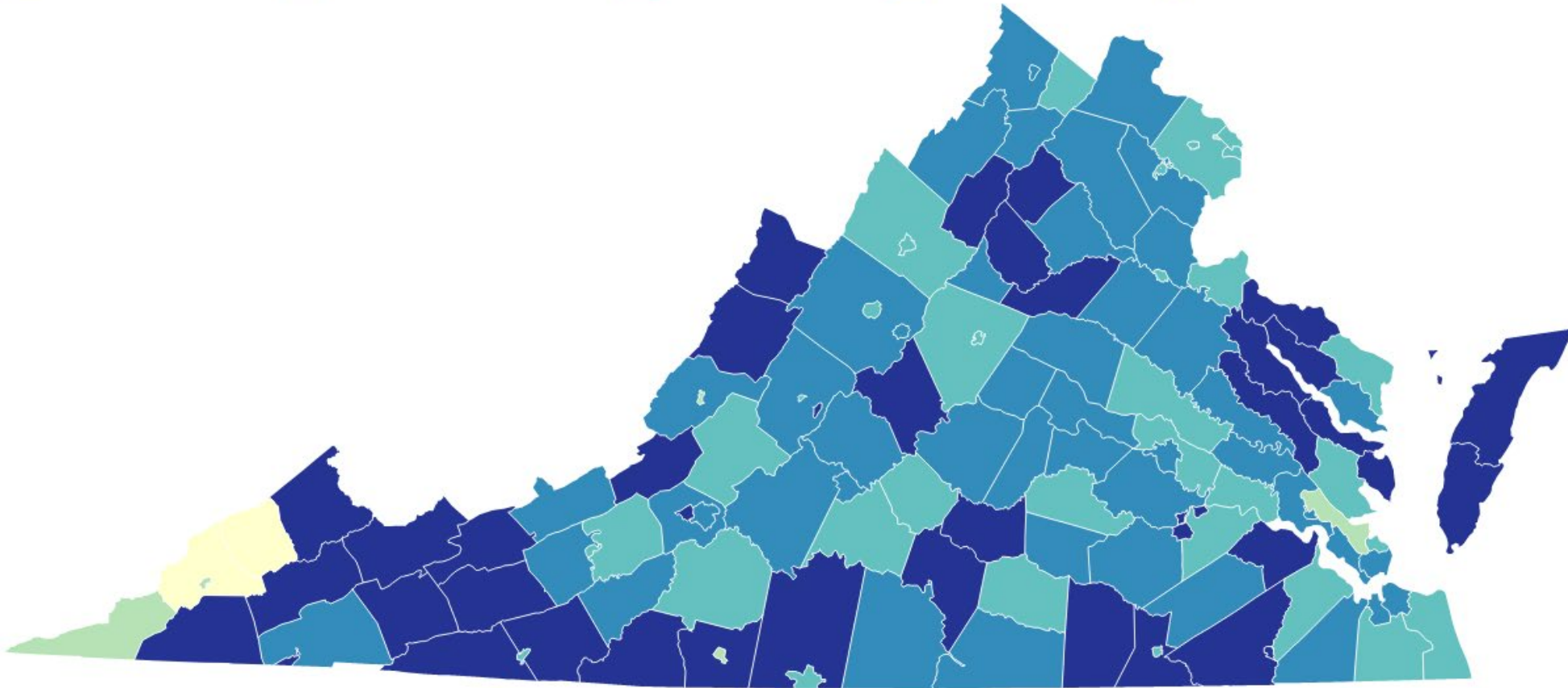
Higher-income urban residents
seeking second homes in smaller
markets



Change in Median Sales Price 2019 to 2021

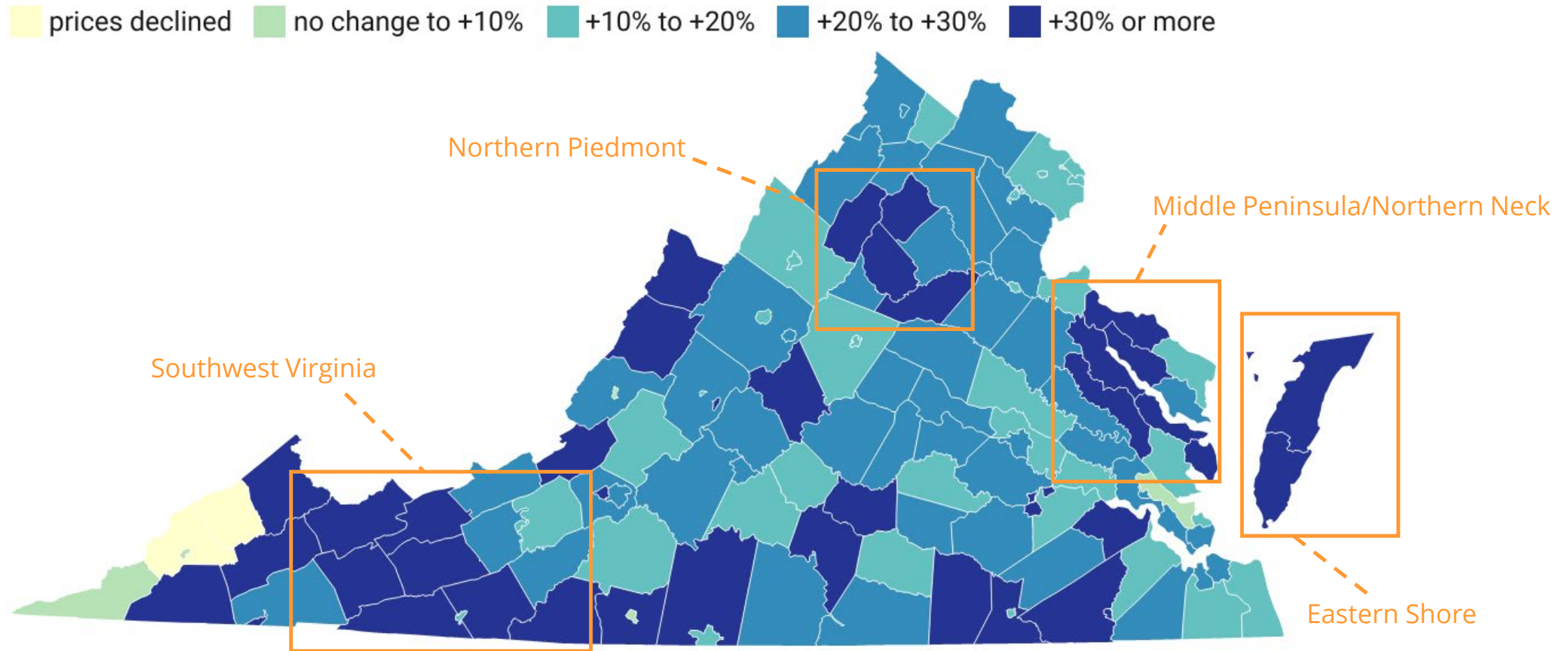
Strongest price growth/pressure in outer suburban/exurban and rural markets

prices declined no change to +10% +10% to +20% +20% to +30% +30% or more



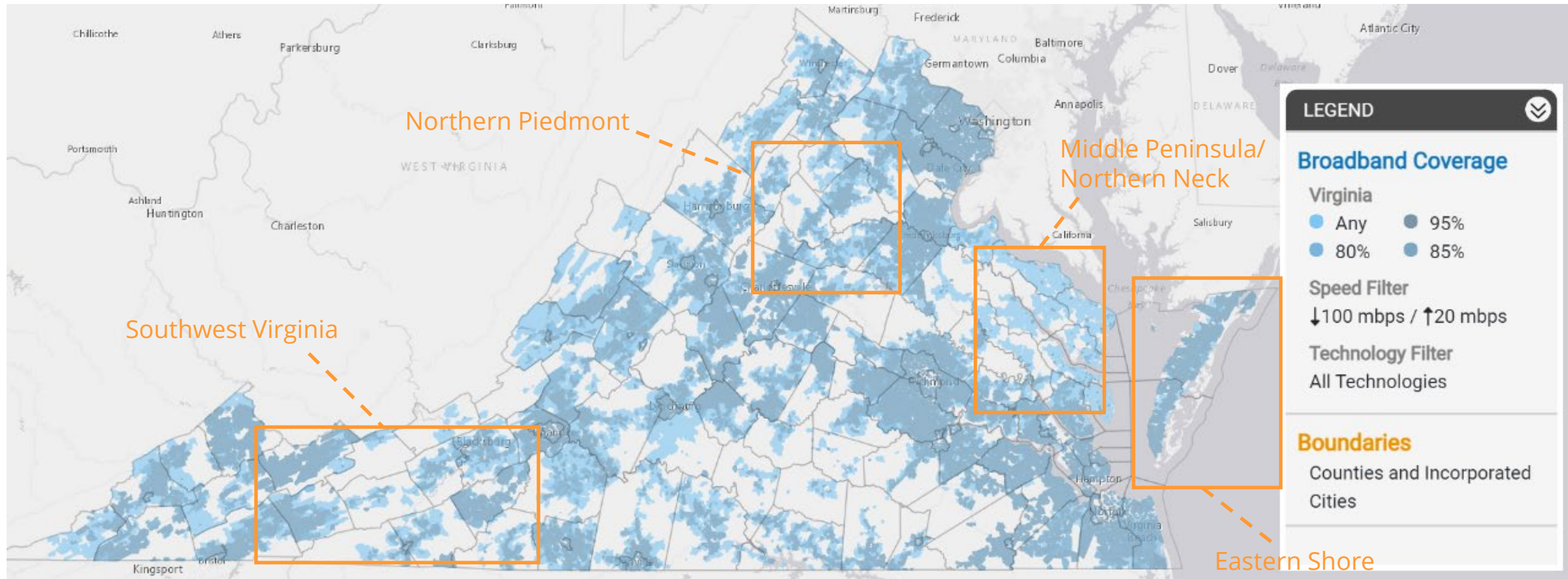
Change in Median Sales Price 2019 to 2021

Strongest price growth/pressure in outer suburban/exurban and rural markets



Source: Virginia REALTORS®

Broadband Coverage



Source: Commonwealth Connection

Key Takeaways from the Market Data

- Suburban, exurban, and rural housing markets were booming over the last couple years.
- Many of the buyers in these markets were out of town buyers, looking for more space, for some a second home, and many were remote workers.
- Access to broadband likely facilitated a lot of the housing demand in these smaller communities and rural markets.



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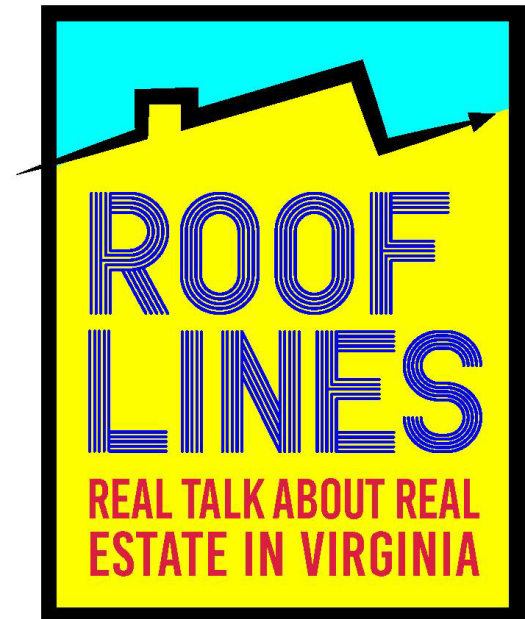


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