

# Blok survey reveals impact of pandemic on consumers' lifestyles

Property development company Blok recently shared the results of its 2021 survey, 'Covid-19's impact on the human and their home', which aimed to determine whether the Covid-19 pandemic's impact on consumers' lifestyles had also changed where they wanted to live.



Jacques van Embden, managing director at Blok

Jacques van Embden, managing director at Blok, says, "When designing a new development, we conduct indepth research to better understand what our buyers need, so that we can provide them with a relevant offering in response.

"For our most recent study, we surveyed more than 2,000 respondents across the country, and the findings were eye-opening."

## We're focused on our wellbeing

Forty-five percent of respondents admitted that Covid-19 had the greatest impact on their mental health; 36% said that their financial situation had been affected, while only 6% said that nothing had changed for them. The vast majority (92%) also said that the pandemic had led to them making significant lifestyle changes with the aim of prioritising their health, while 97% noted that as a result of the stressors over the past year, finding a work-home life balance had become their focus.

Van Embden says that these figures make sense when you consider that a rise in conditions such as anxiety and depression, triggered by the pandemic, has been well documented. "Consumers are fighting to reclaim their mental health through finding a better sense of balance with more emphasis on wellness."

He says that this has profound implications on where they choose to live. "While they may sound diametrically opposed, we've seen a growing need for home as a sanctuary, coupled with a desire for community. Consumers are seeking a space of retreat, where they can relax and unwind, but they also want to feel part of a neighbourhood."



## Report shows global surge in residential property transaction volumes

6 Oct 2021



### We still want to buy

While some consumers admitted that their financial situations had been impacted, it seems that the pandemic has not stopped them from wanting to buy. Forty-five percent said that over the past year, their interest in buying a home had, in fact, increased - no doubt bolstered by the favourable interest rates. Only 15% said that their desire to buy property had declined.

This shows great market resilience, highlights Van Embden. "While the consumer purse has taken a knock, there has not been a decline in interest - but we suspect that what buyers are looking for in a home is changing, with an increased emphasis on value.

"We see affordability and prime location prized over an excess of amenities or larger square meterage."

### We're keen to get out

Driven by the rise in work from home (WFH), the new 'semigration' trend sees consumers float between homes in different locales as they're no longer office-bound five days a week. "With this," says Van Embden, "the report indicated that there was an increasing interest in moving to the city (15%), as opposed to those who planned on moving to the suburbs (8%)."

The report also showed that people wanted to get out and about: 25% and 26% respectively claimed that in the near future, they planned on spending less time at home or the same amount of time at home as pre-pandemic - indicating a burning desire to socialise - while only 7% said that they expected to spend more time at home.

"Humans are social beings by nature, and the halt in social interaction necessitated by lockdown has catalysed a recommitment to our social networks. People are more appreciative of their relationships, and are keen to spend more time with their loved ones in future," he adds.