

Parenting and Homebuying Study of American Parents

May 2014

Coldwell Banker Real Estate LLC

Coldwell Banker Real Estate LLC partnered with psychotherapist Dr. Robi Ludwig on an omnibus survey about how evolving parenting styles may influence major decisions, such as choosing a home. The following questions were asked among 2,826 parents in the United States. The parents were asked to answer how strongly they agree or disagree with each of the following statements about raising their family, thinking about when their child(ren) was/were 18 years old or under.

Most of my major purchasing decisions revolve/revolved around my child(ren).

(Base: 2,826 respondents)

Millennial and Gen X parents are more likely to say they make/made major purchasing decisions that revolve/revolved around their child(ren) than previous generations.

- 79% of Millennial parents and 70% of Gen X parents make/made major purchasing decisions that revolve/revolved around their child(ren).
- Only 52% of Boomer parents and just 41% of parents age 70 and older stated that they make/made major purchasing decisions that revolve/revolved around their child(ren).

Mothers are more likely than fathers to make most of their major purchasing decisions revolve around their child(ren).

- 65% of mothers stated that most of their major purchasing decisions revolve/revolved around their child(ren), compared to 54% of fathers.

Responses were relatively similar among parents regardless of geography.

- 62% of parents in the South stated that most of their major purchasing decisions revolve/revolved around their child(ren), compared to 61% of parents in the Northeast, 60% of parents in the Midwest and 58% of parents in the West.

When thinking about moving, I am/was more concerned about the immediate impact it will/would have on my child(ren)'s emotional well-being than whether it is/was a good long-term decision.

(Base: 2,826 respondents)

Younger generations of parents are more concerned with the immediate impact a move would have on their child(ren)'s emotional well-being than whether or not moving is a good long-term decision.

- More than two in three (67%) Millennial parents are more concerned about the immediate impact moving would have on their child(ren)'s emotional well-being than whether or not moving is a good long-term decision.
- A similar percentage of Gen X parents (64%) feel the same way.
- Only 54% of Boomer parents and 42% of parents age 70 and older are/were more concerned about the immediate impact moving would have on their child(ren)'s emotional well-being than whether moving was a good long-term decision.

Responses were relatively similar among parents regardless of gender and geography.

- 59% of mothers are more concerned about the immediate impact moving would have on their child(ren)'s emotional well-being than whether or not moving is a good long-term decision, compared to 56% of fathers.
- Parents in the Northeast (60%) are most likely to feel more concerned about the immediate impact moving would have on their child(ren)'s emotional well-being than whether moving is a good long-term decision, followed closely by parents in the South (59%), Midwest (57%) and West (53%).

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I am/was more involved in my child(ren)'s lives than my parents were in my own life.

(Base: 2,826 respondents)

The majority of parents across generations feel they are more involved in their child(ren)'s lives than their parents were in their own lives.

- 68% of Millennial parents consider themselves more involved in their child(ren)'s lives than their parents were in their own lives, compared to 72% of Gen X parents, 74% of Boomer parents and 68% of parents age 70 and older.

Parents feel similarly about their involvement in their child(ren)'s lives compared to their parents' involvement in their own lives, regardless of gender or geography.

- 73% of mothers and 70% of fathers believe they are more involved in their child(ren)'s lives than their parents were in their own lives.
- 74% of parents in the West, 72% of parents in the Northeast and 71% of parents in both the South and Midwest feel they are more involved in their child(ren)'s lives than their parents were in their own lives.

When thinking about where to live, it is/was important to be near my parents and/or my spouse/partner's parents.

(Base: 2,826 respondents)

It is far more important for Millennial and Gen X parents to live near their parents or their spouse's parents than it was for previous generations.

- 62% of Millennial parents and 57% of Gen X parents feel it is important to live near their parents or their spouse's parents, compared to just 43% of Boomer parents and 29% of parents age 70 and older.

Mothers are more likely than fathers to feel it is important to live near their parents or their spouse's parents.

- 51% of mothers feel it is important to live near their parents or their spouse's parents, compared to 45% of fathers.

Parents in the West are the least likely to feel it is important to live near their parents or their spouse's parents.

- Just 40% of parents in the West feel it is important live near their parents or their spouse's parents, compared to 53% of parents in the Northeast, 52% of parents in the Midwest and 48% of parents in the South.

I care/cared more about living in a good community or school district for my child(ren) than I do/did about a convenient commute to work.

(Base: 2,826 respondents)

Gen X parents are the most likely generation to value a good community or school district for their child(ren) over a convenient commute to work.

- 84% of Gen X parents value a good community or school district for their child(ren) over a convenient commute to work, compared to 79% of Millennial parents, 77% of Boomer parents and 71% of parents age 70 and older.

Responses were relatively similar among parents regardless of gender and geography.

- 79% of mothers and 78% of fathers care more about living in a good community or school district for their child(ren) than a convenient commute to work.
- 80% of parents in both the West and Midwest care more about living in a good community or school district for their child(ren) than a convenient commute to work, compared to 78% of parents in both the Northeast and South.

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Full methodology:

This survey was conducted online within the United States between March 13-17, 2014 and March 18-20, 2014 among **5,098 adults ages 18 and older (of whom 2,826 are parents)** by Harris Poll on behalf of CooperKatz via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Poll panel, no estimates of theoretical sampling error can be calculated.

Response base:

Total respondents: 2,826 American parents (ages 18 and older)

Definition of generational classifications:

For the purposes of this survey, the different generations were defined as follows:

Millennials: parents age 18-34

Gen X: parents age 35-49

Boomers: parents age 50-69

Age 70 and older: parents age 70 and older

Definition of geographic regions:

For the purposes of this survey, the United States regions were defined as follows:

Northeast: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont; West Virginia

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota; Wisconsin

South: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas; Virginia

West: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington; Wyoming