

Fall Sentiment Survey Key Findings

Data Sheet

November 2021

Coldwell Banker Real Estate LLC

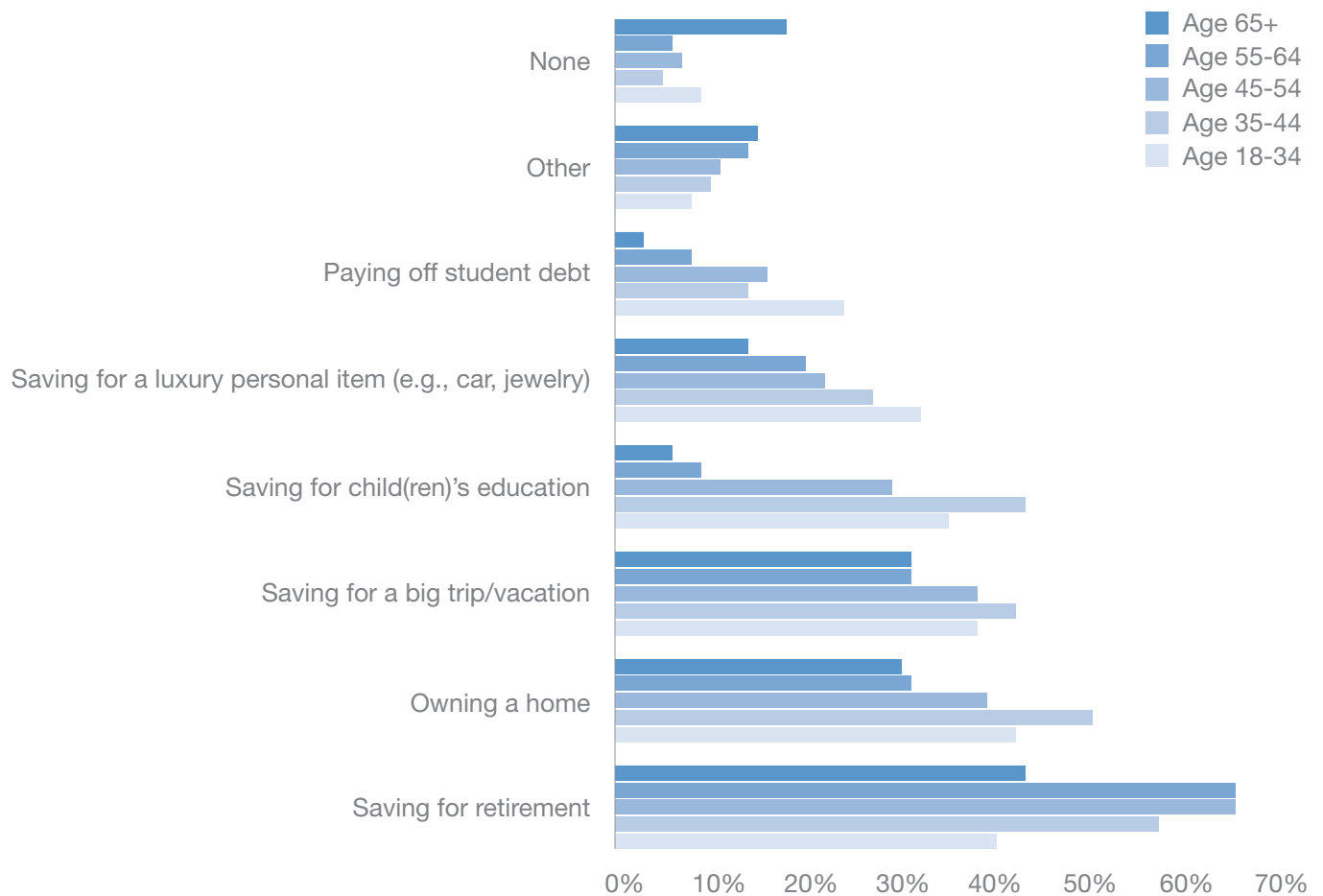
The real estate market is strong according to the National Association of REALTORS® and homeownership is top of mind for Americans. In fact, 82% of unmarried Americans would rather invest in a home than pay for a big expensive wedding, according to the latest survey from Coldwell Banker Real Estate LLC. Conducted online by The Harris Poll among over 2,000 U.S. adults, the survey reveals what's on home buyers' and sellers' minds as we close out a strong year for real estate in a market marked by tight inventory.

Who's Got Real Estate on their Mind?

- **Gen Z & Millennials are moving on up:** Younger Americans surveyed (age 18-44) are more likely to say owning a home is an important financial goal for them (45%) compared to those 55+ (30%).

Question: Which of the following financial goals are important to you?
Please select all that apply.

Respondent base: All respondents



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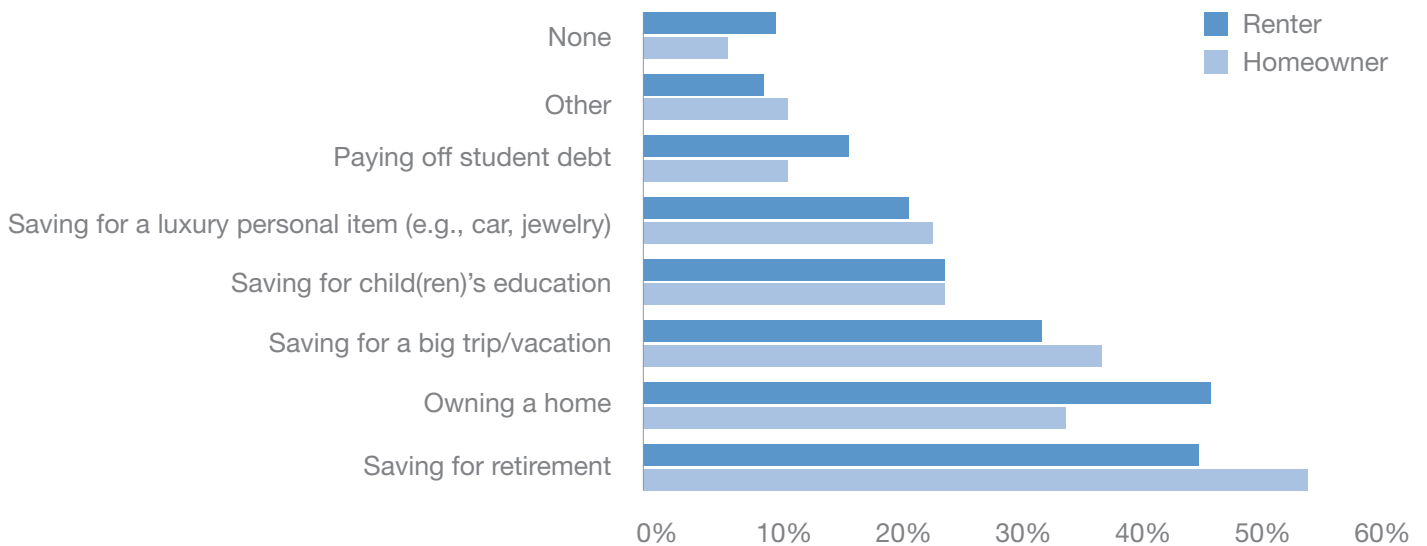
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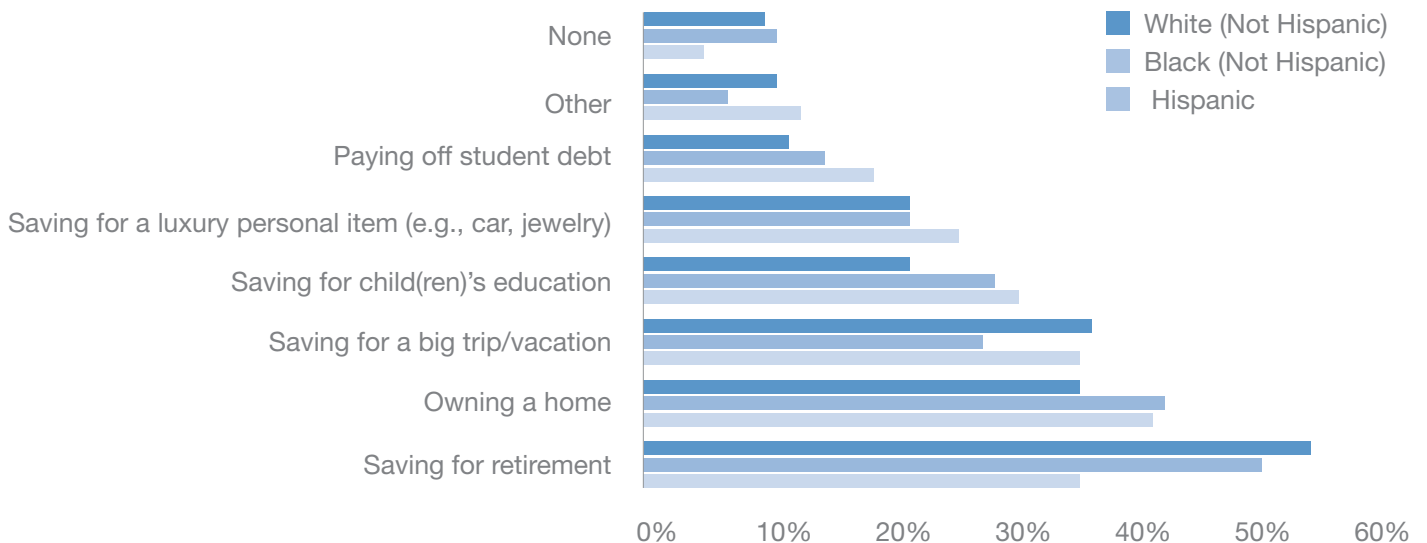
- **Goodbye renting, hello homeownership:** 47% of Respondents who are renters say “owning a home” is an important financial goal for them.

Respondent base: Renters and Homeowners



- **Hispanic homeownership desire is high:** 42% of Americans surveyed who self-identified as Hispanic say “owning a home” is an important financial goal, and among Hispanics this is higher than any other financial goal.

Respondent base: Race/Ethnicity



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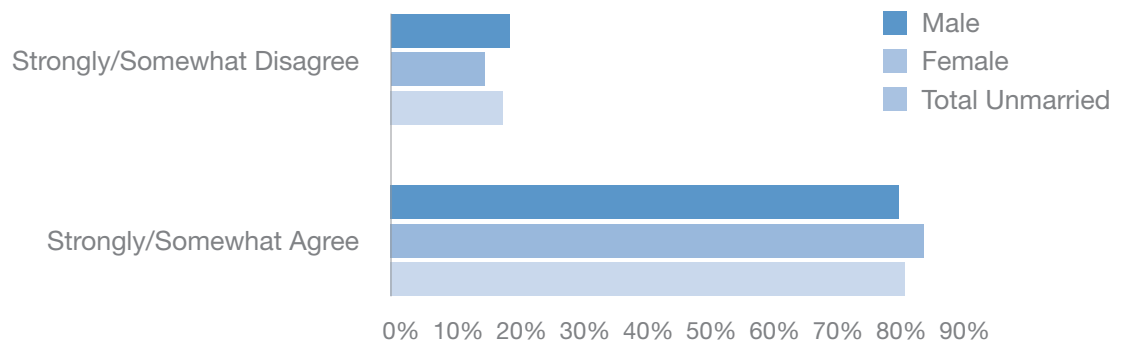
What Would They Be Willing to Trade for a Home?

- **Home is the new engagement ring:** 82% of unmarried Americans surveyed, including 85% of females who aren't married, would rather invest in a home than pay for a big expensive wedding.

Question: How much do you agree or disagree with the following statements?

I would rather invest in a home than pay for a big wedding.

Respondent base: Unmarried

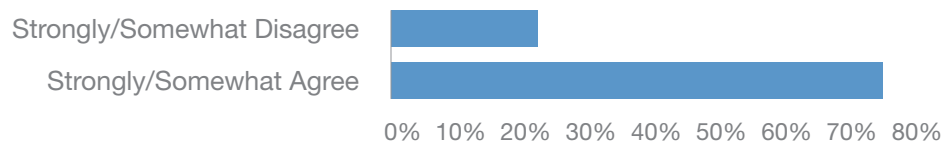


- **Staycation:** Over three quarters of Respondents (77%) would rather invest in a home than spend money on an expensive vacation.

Question: How much do you agree or disagree with the following statements?

I would rather invest in a home than spend money on an expensive vacation.

Respondent base: All respondents



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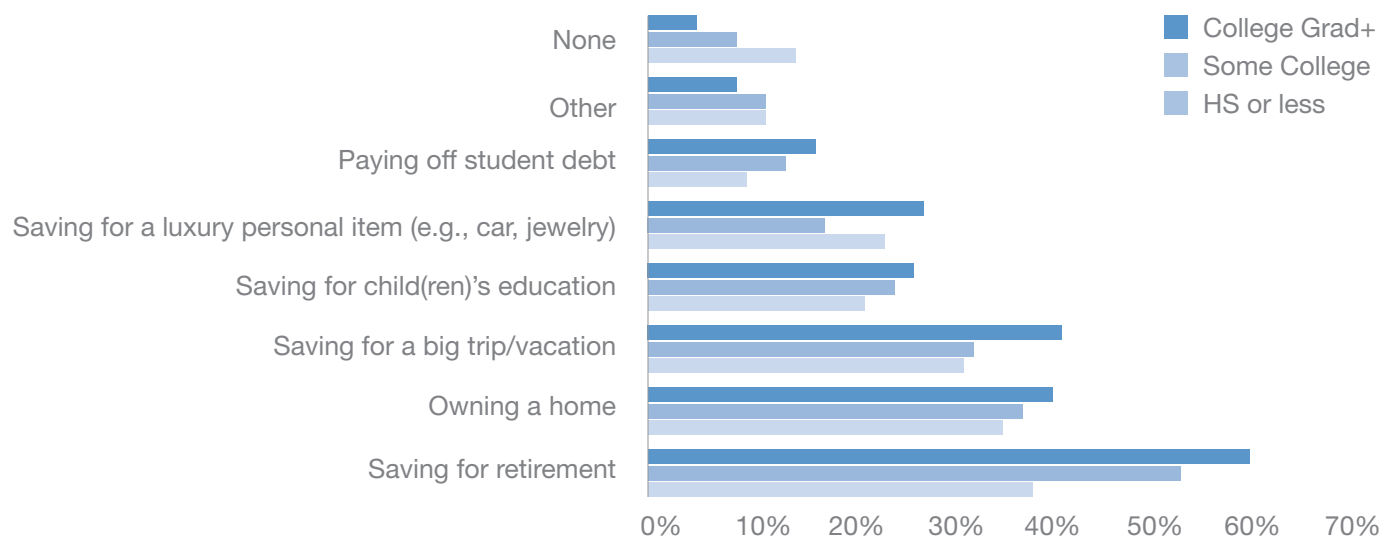
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- **Save student debt for later:** College graduates are more likely to select “owning a home” (41%) as an important financial goal than “paying off student debt” (17%).

Question: Which of the following financial goals are important to you? Please select all that apply.

Respondent base: Education



Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of Coldwell Banker from October 21 - 25, 2021 among 2,027 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact pbahena@gsccommunications.com.