

# Spring Social Media Survey Key Findings

## Data Sheet

March 2022

Coldwell Banker Real Estate LLC

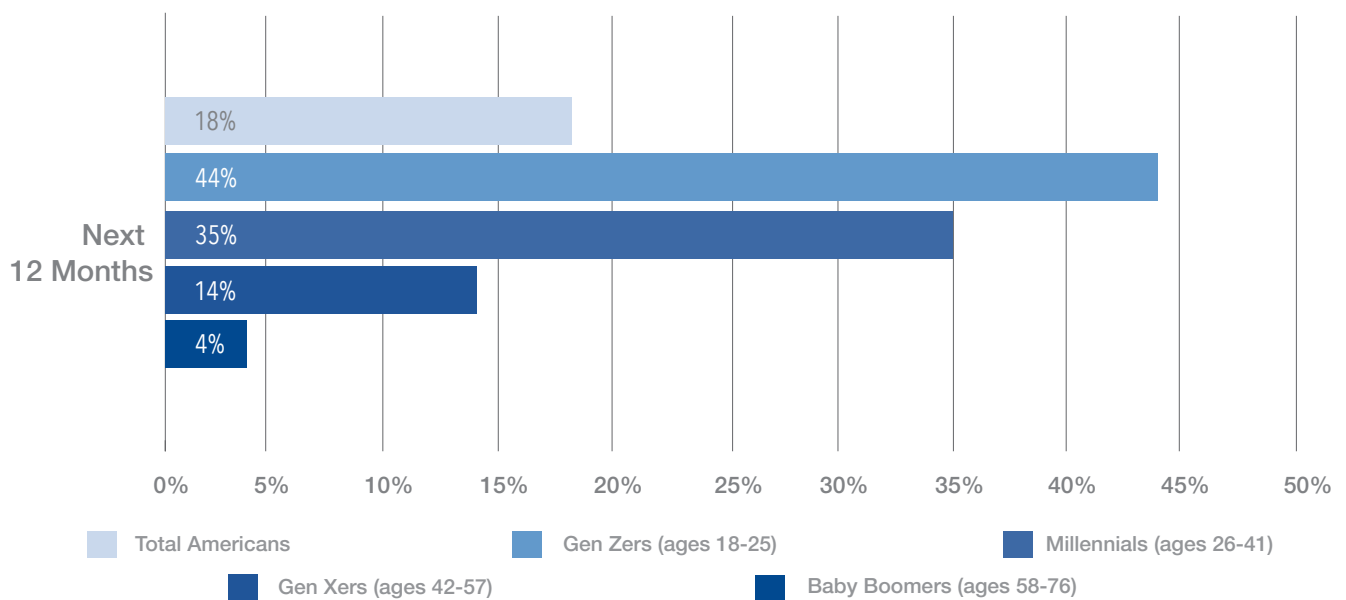
According to the latest Coldwell Banker survey, conducted online by The Harris Poll among 2,000+ US adults, 44% of Gen Z homeowners (age 18-25) and 35% of Millennial homeowners (age 26-41) are planning to sell their homes in the next 12 months.

### Younger Americans are moving on up

- 44% of Gen Z homeowners and 35% of Millennial homeowners are planning to sell their homes in the next 12 months.

**Question: When do you plan to sell your current home?**

**Base: Homeowners**



Source: Feb 2022 Coldwell Banker survey conducted by The Harris Poll among 1,309 US homeowners.

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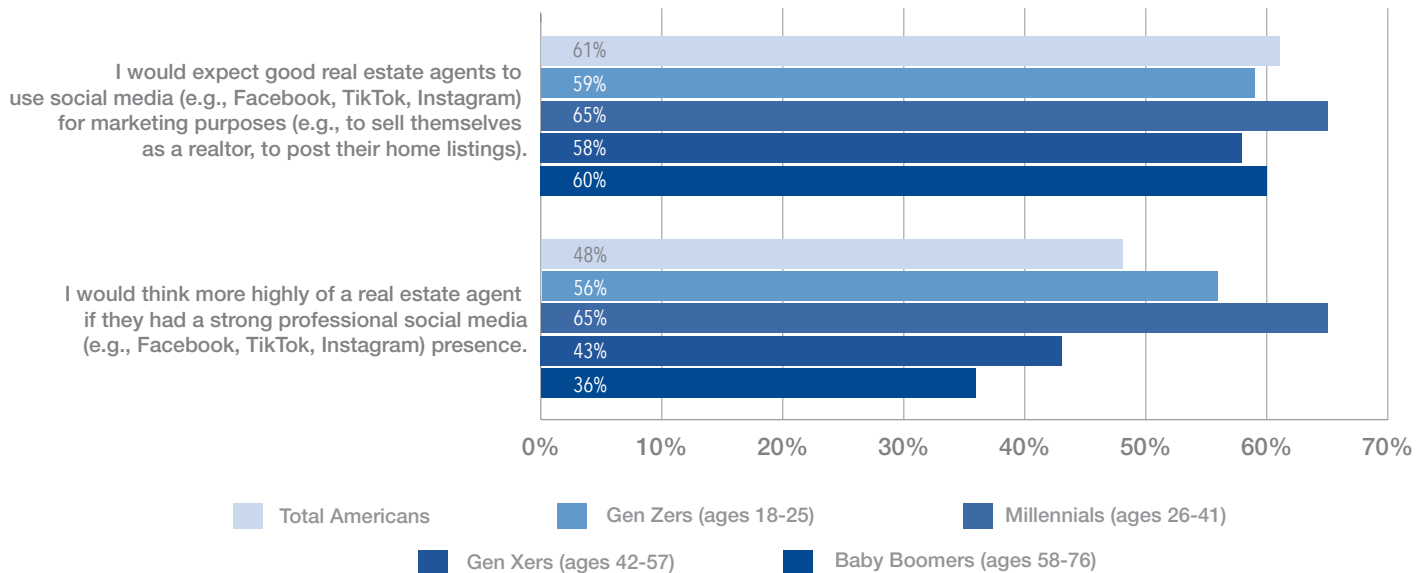
Coldwell Banker Real Estate LLC

### Americans think good real estate agents should use social media.

- **A Majority of Americans Agree:** 61% of Americans would expect good real estate agents to use social media (e.g., Facebook, TikTok, Instagram) for marketing purposes (e.g., to sell themselves as a realtor, to post their home listings).
  - o This is consistent across all generations, with 59% of Gen Zers, 65% of Millennials, 58% of Gen Xers (age 42-57) and 60% of Baby Boomers (age 58-76) strongly or somewhat agreeing.
- **The Social Generation:** Among Millennials, 65% would think more highly of a real estate agent if they had a strong professional social media (e.g., Facebook, TikTok, Instagram) presence.

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

*Base: All Respondents  
Summary Of Strongly/Somewhat Agree*



Source: Feb 2022 Coldwell Banker survey conducted by The Harris Poll among 2,012 US adults

### Survey Methodology

This survey was conducted online within the United States by The Harris Poll on behalf of Coldwell Banker from February 3-7, 2021 among 2,012 U.S. 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 [dgorecki@gscommunications.com](mailto:dgorecki@gscommunications.com).