



WOMEN'S CHOICE AWARD®



Coldwell Banker SHE Survey 2025



Audience

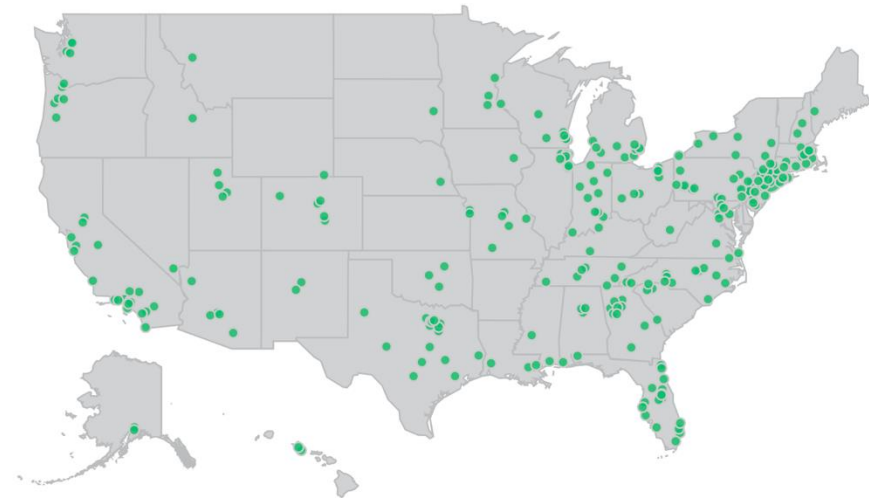
307 Female Responses

Target Audience:

- Women
- All U.S. Regions
- BONUS: HHI 75k+
- BONUS: 2 Additional Questions = 12 Questions

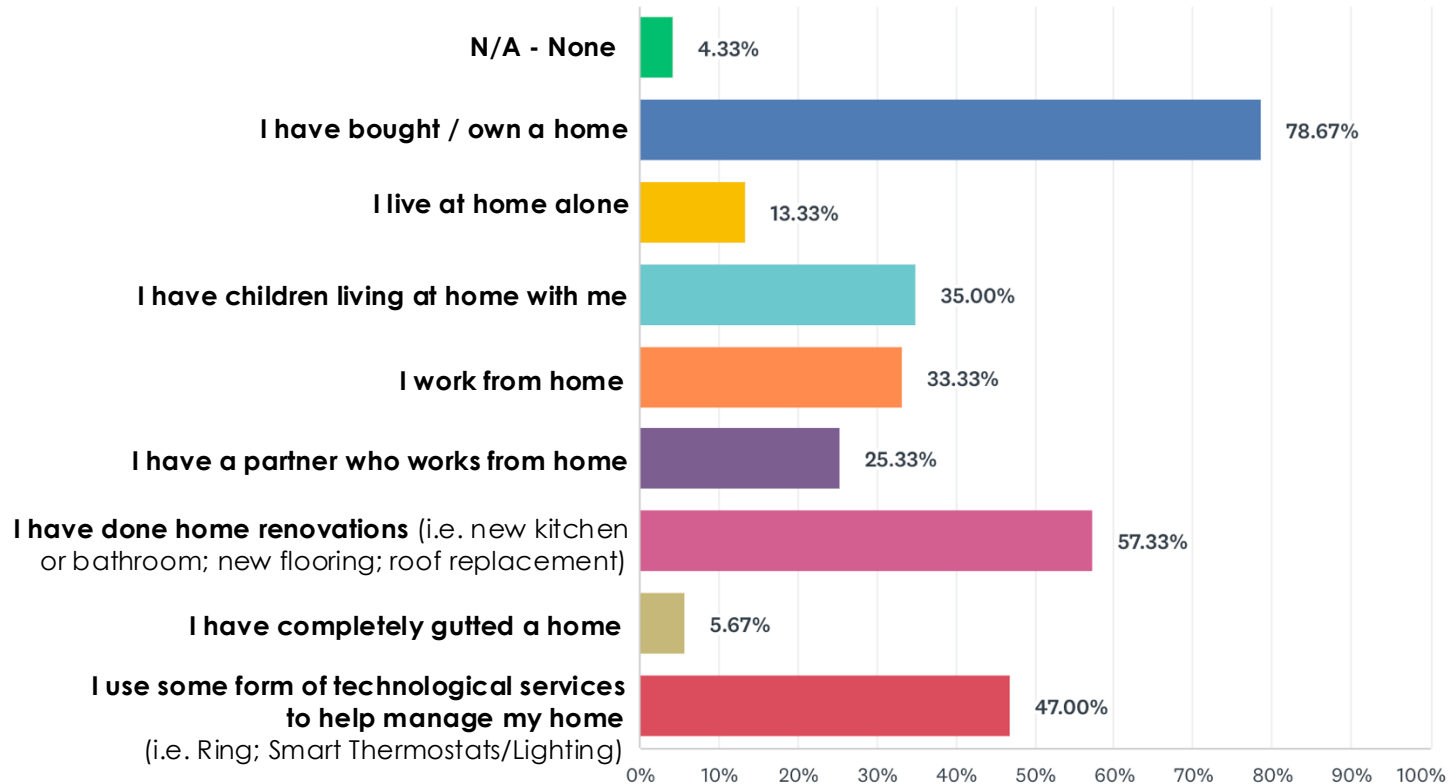
Age Range Breakdown:

- 18 - 29: 15% (44)
- 30 - 44: 33% (100)
- 45 - 60: 27% (81)
- 60+: 25% (75)



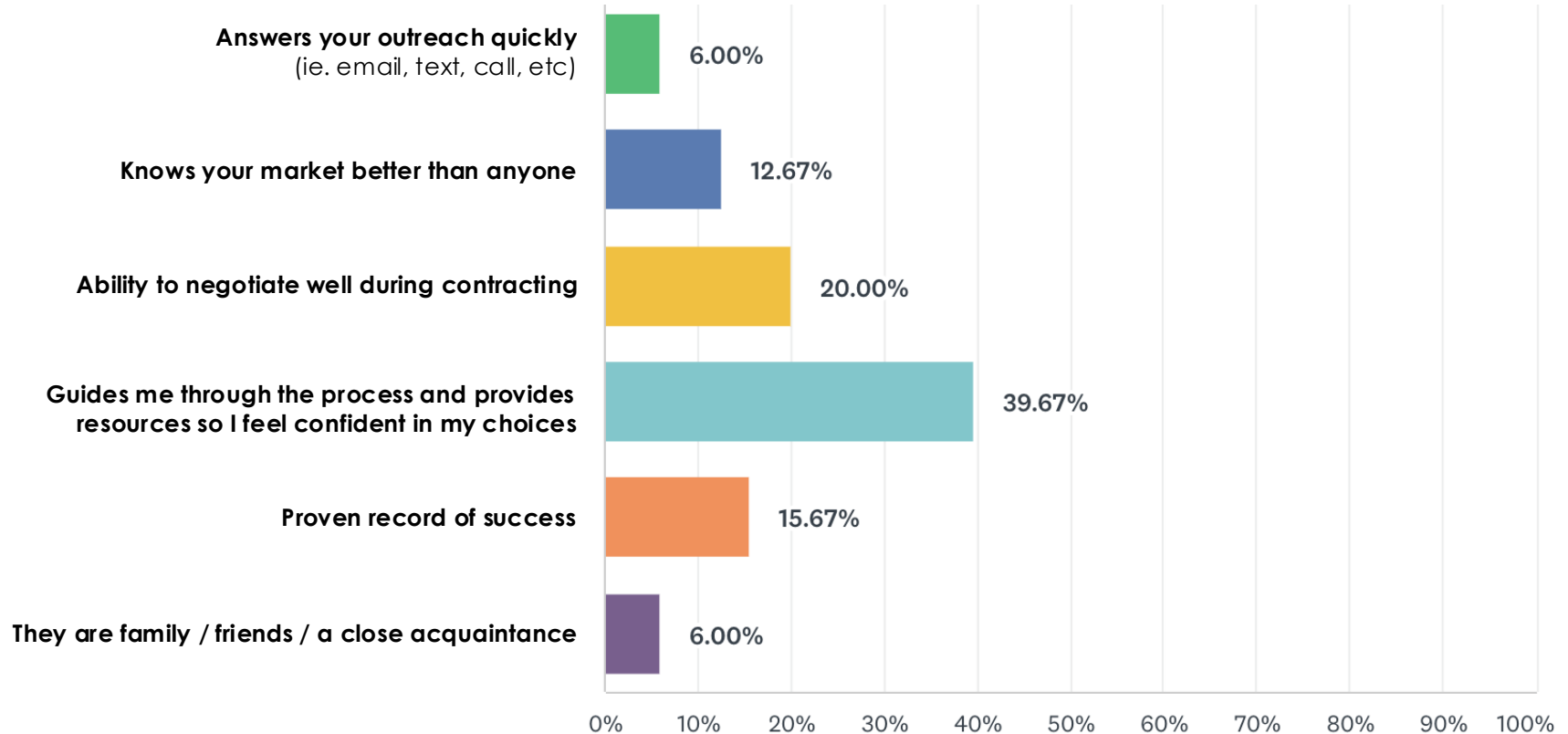
QUESTION 1

We'd like to learn a bit about you, so please select ALL of the options below which are true for you:



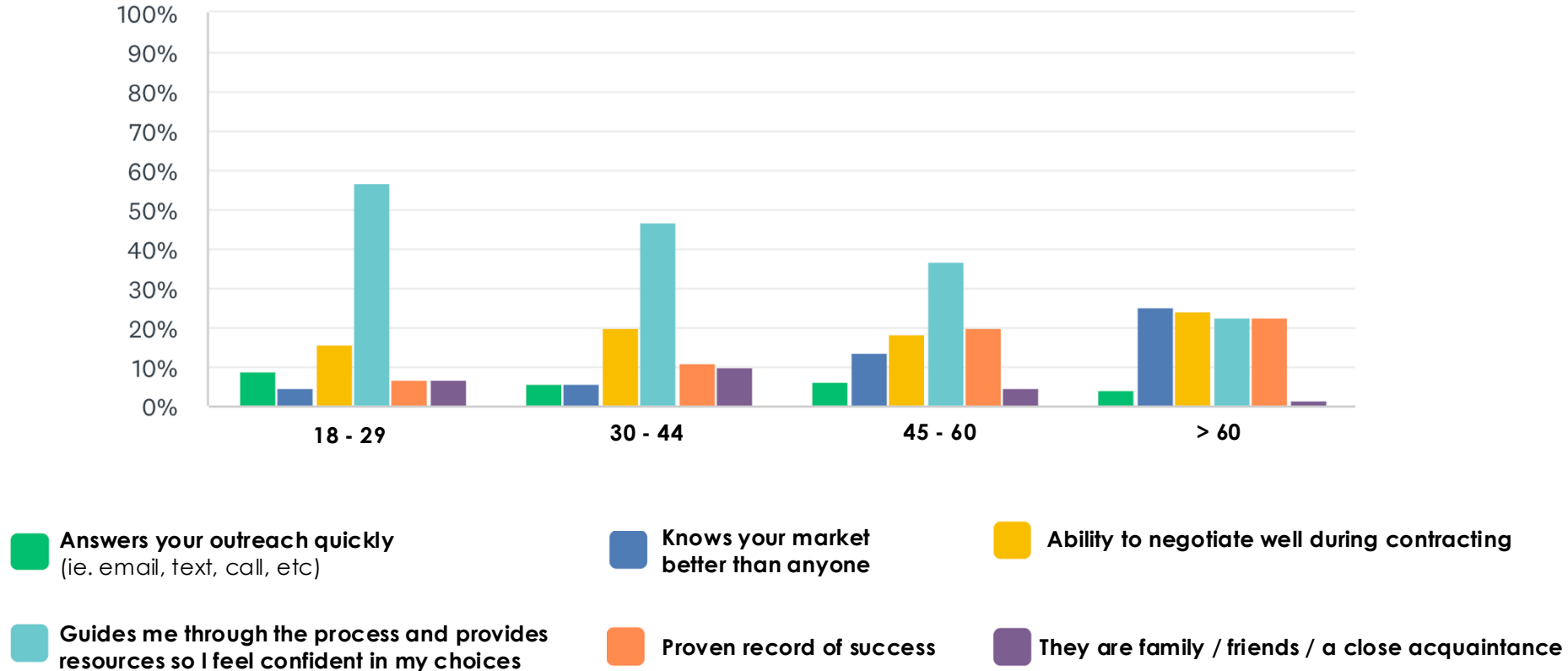
QUESTION 2

If you were to use a real estate agent to buy or sell your home, what is the most important quality they should have? Select only ONE.



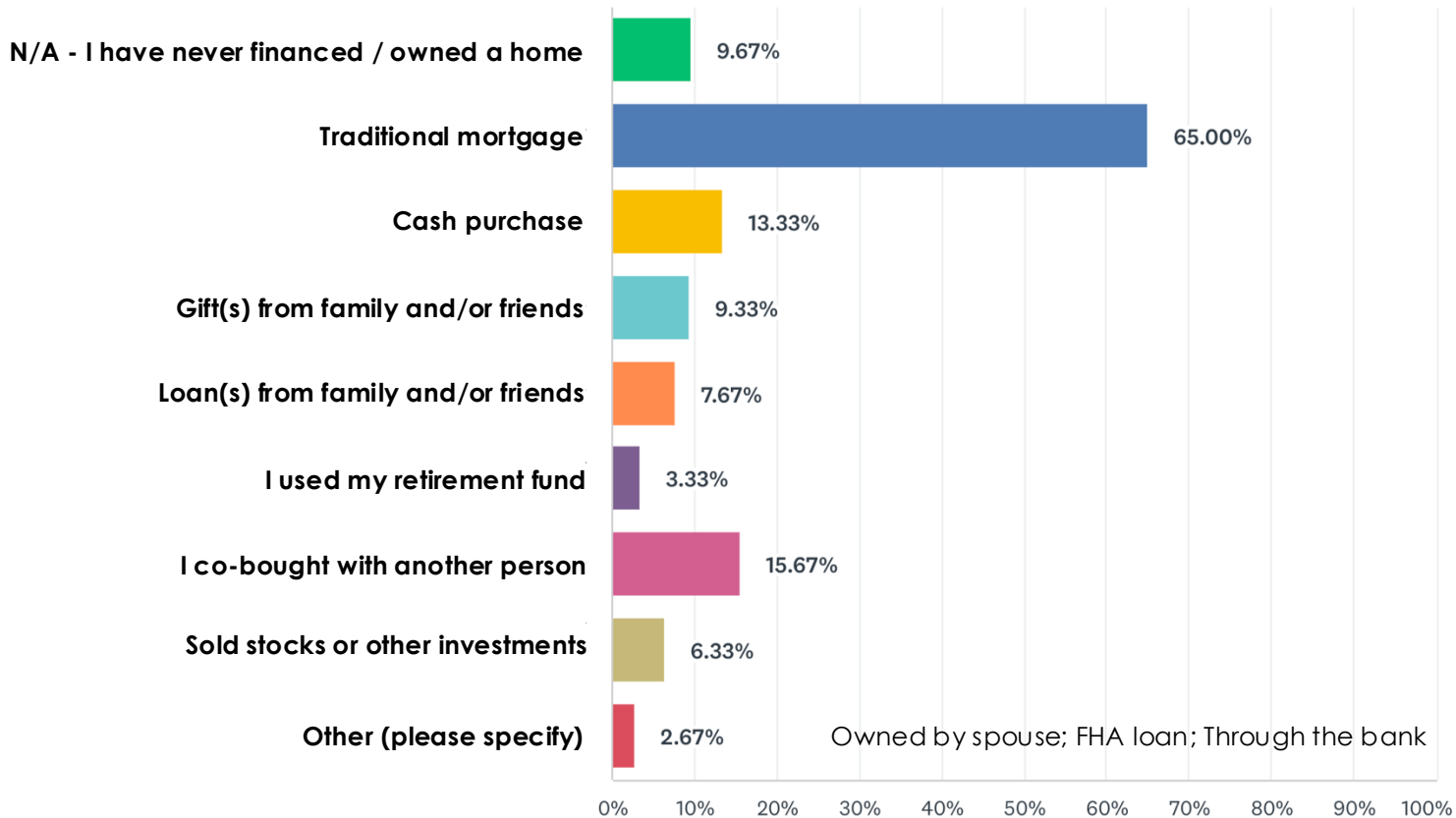
QUESTION 2 – AGE COMPARISON

If you were to use a real estate agent to buy or sell your home, what is the most important quality they should have? Select only ONE.



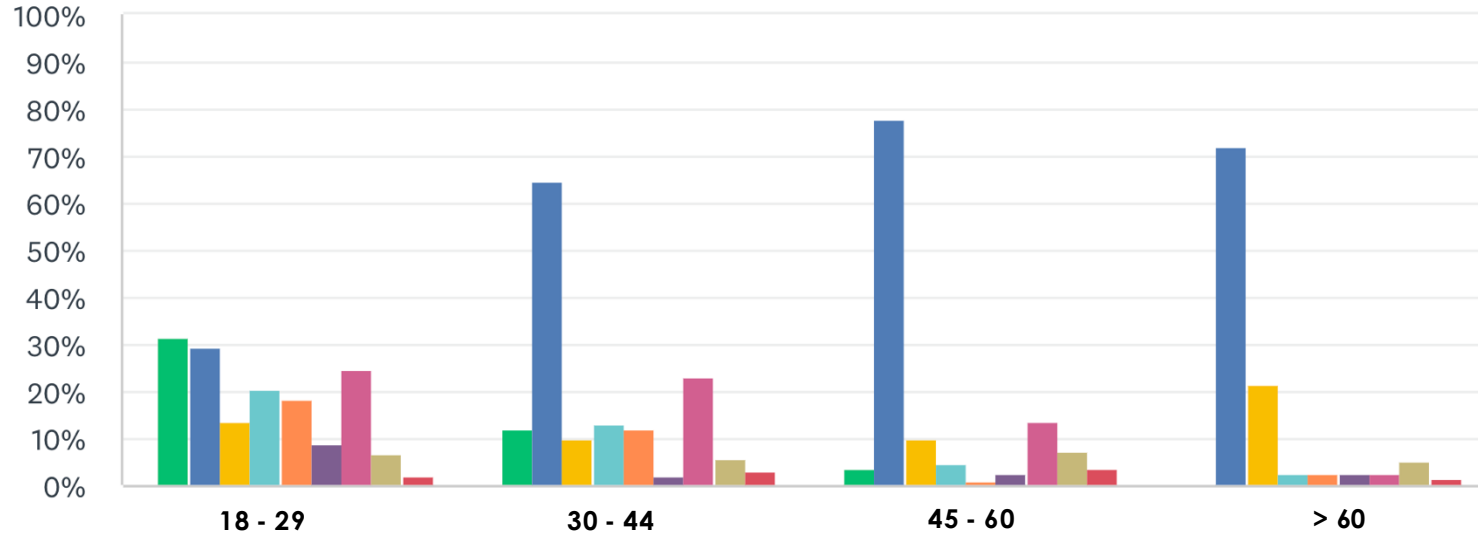
QUESTION 3

How did you finance your home purchase? Select ALL that apply.



QUESTION 3 – AGE COMPARISON

How did you finance your home purchase? Select ALL that apply.



 N/A – Have never financed/owned a home

 Traditional mortgage

 Cash purchase

 Gifts from family / friends

 Loan from family / friends

 Used my retirement fund

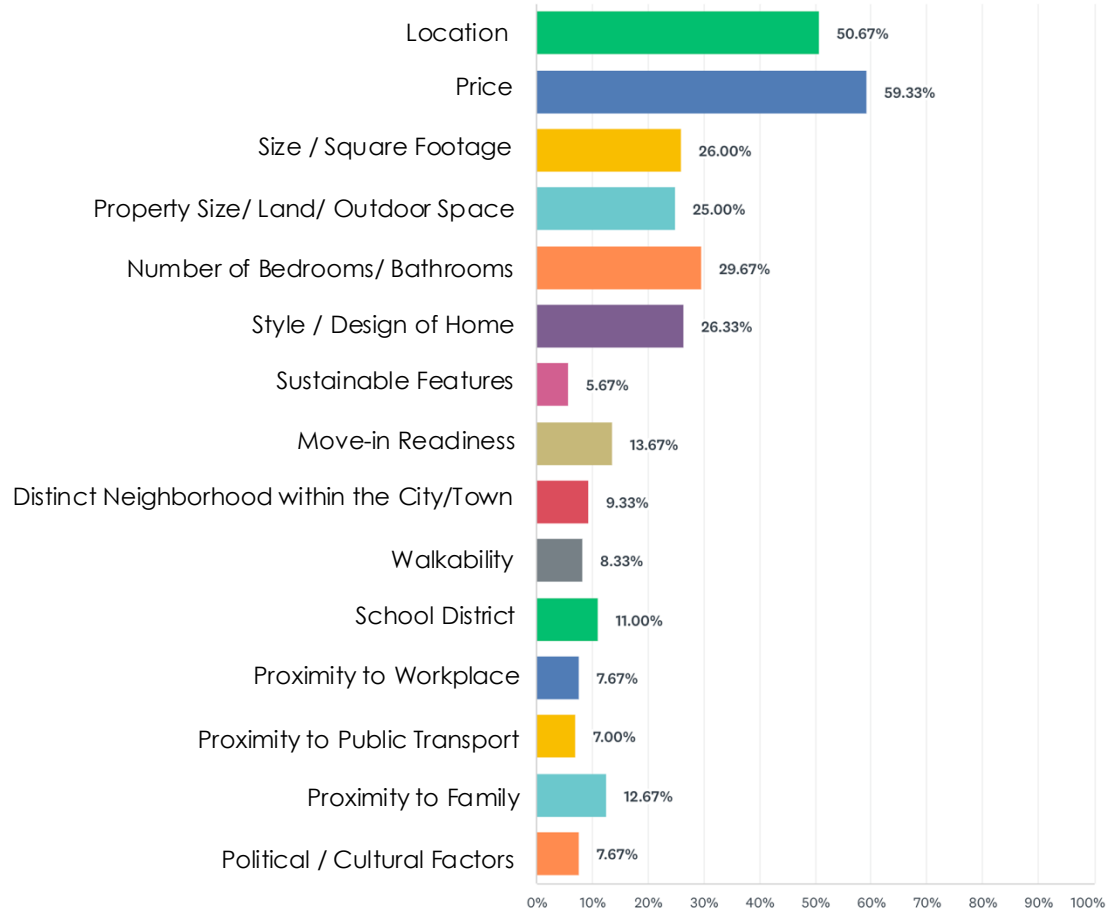
 Co-bought with another person

 Sold stocks

 Other

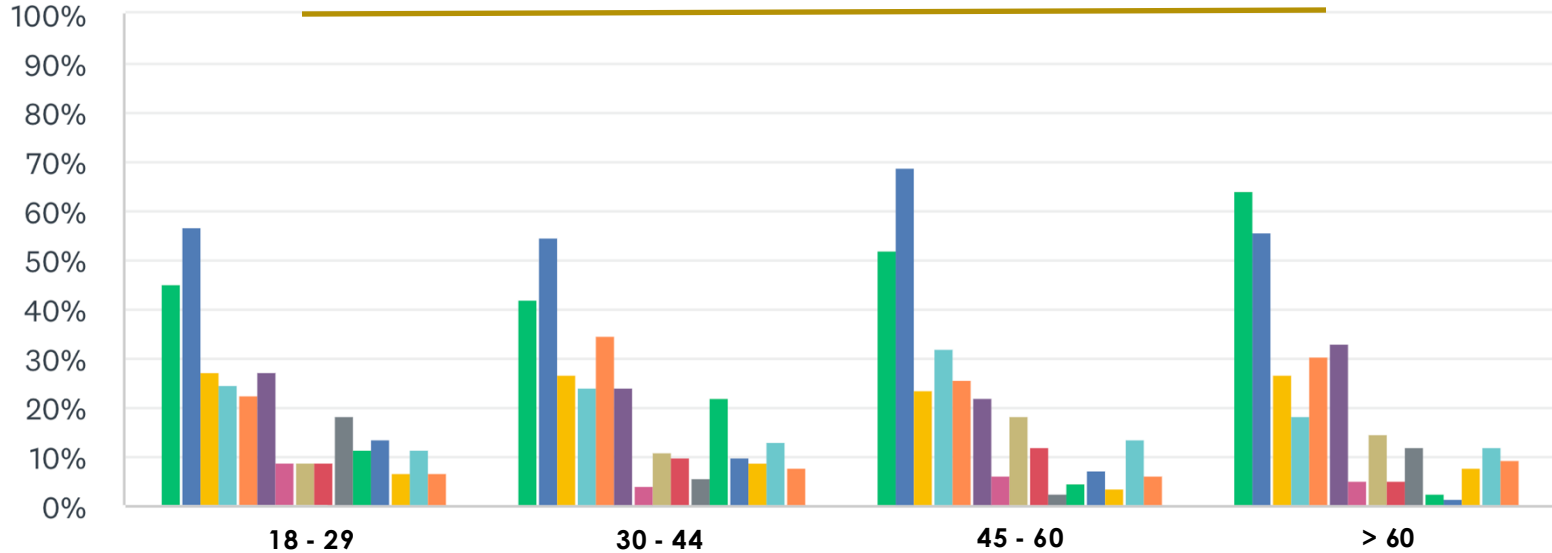
QUESTION 4

If you were to buy a home, what are the TOP THREE factors you consider most important when selecting that home?



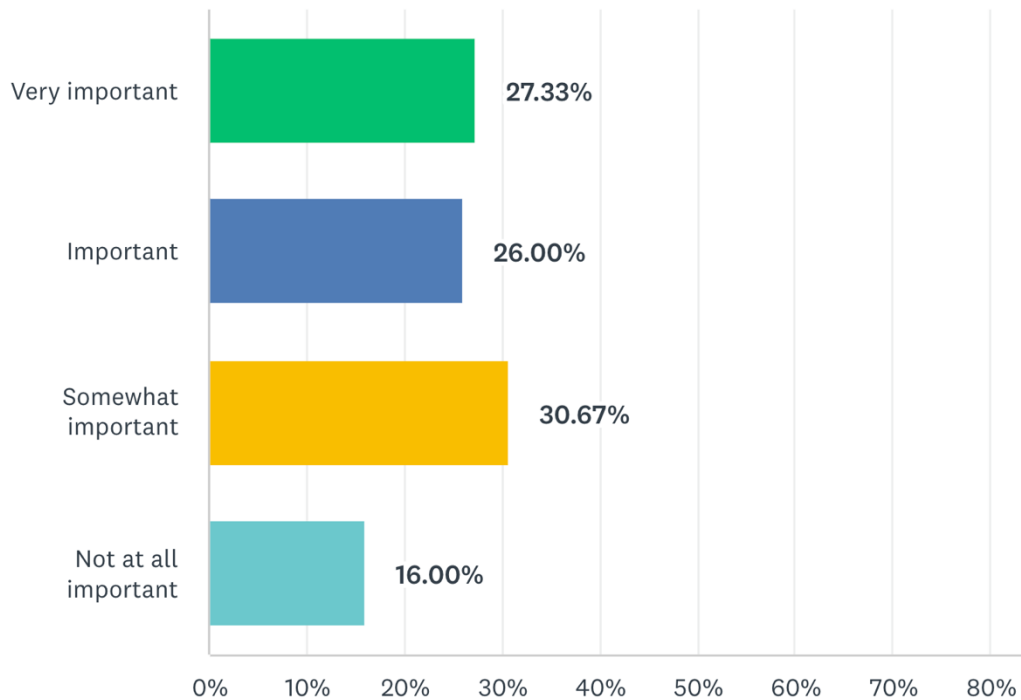
QUESTION 4 – AGE COMPARISON

If you were to buy a home, what are the TOP THREE factors you consider most important when selecting that home?



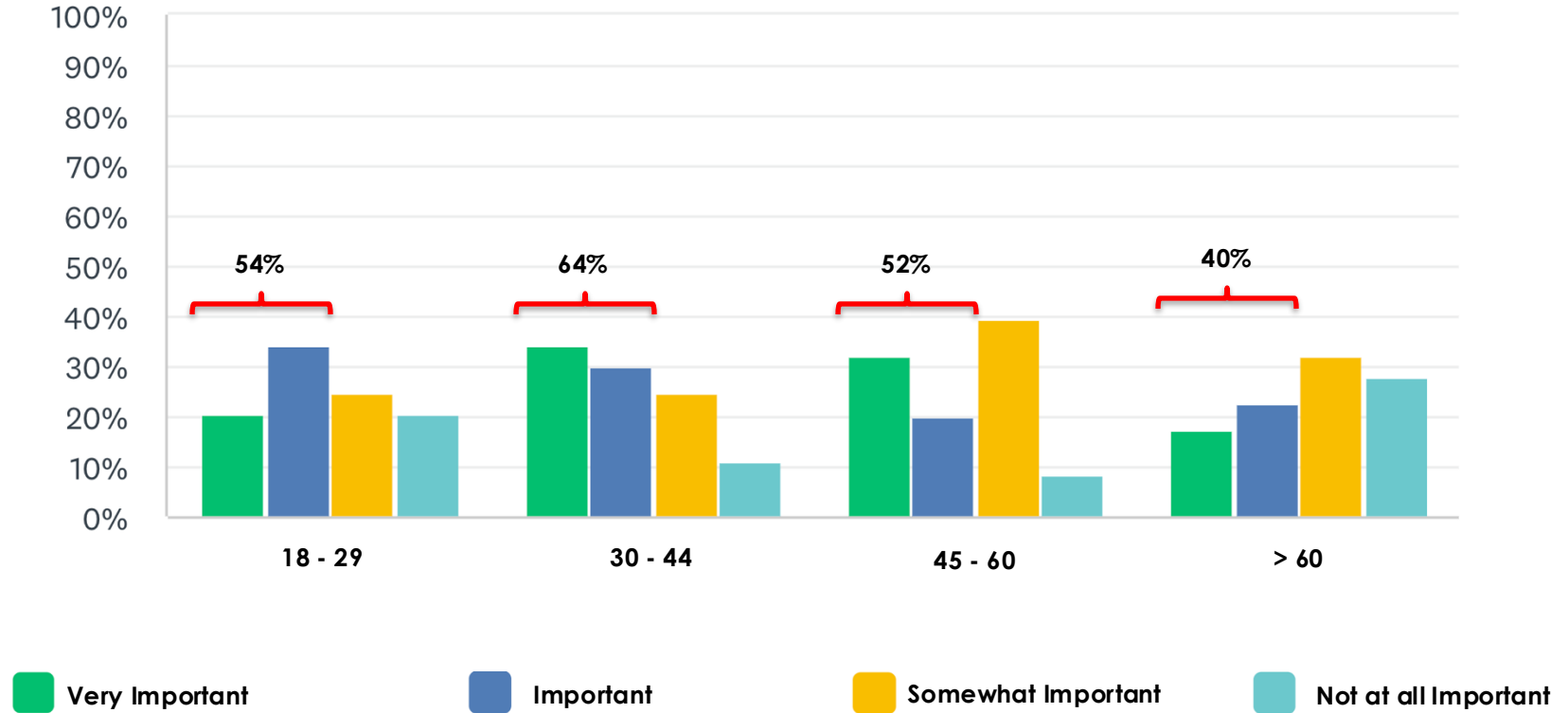
QUESTION 5

If you were to buy a home, how important is having a dedicated workspace or office in your new home?



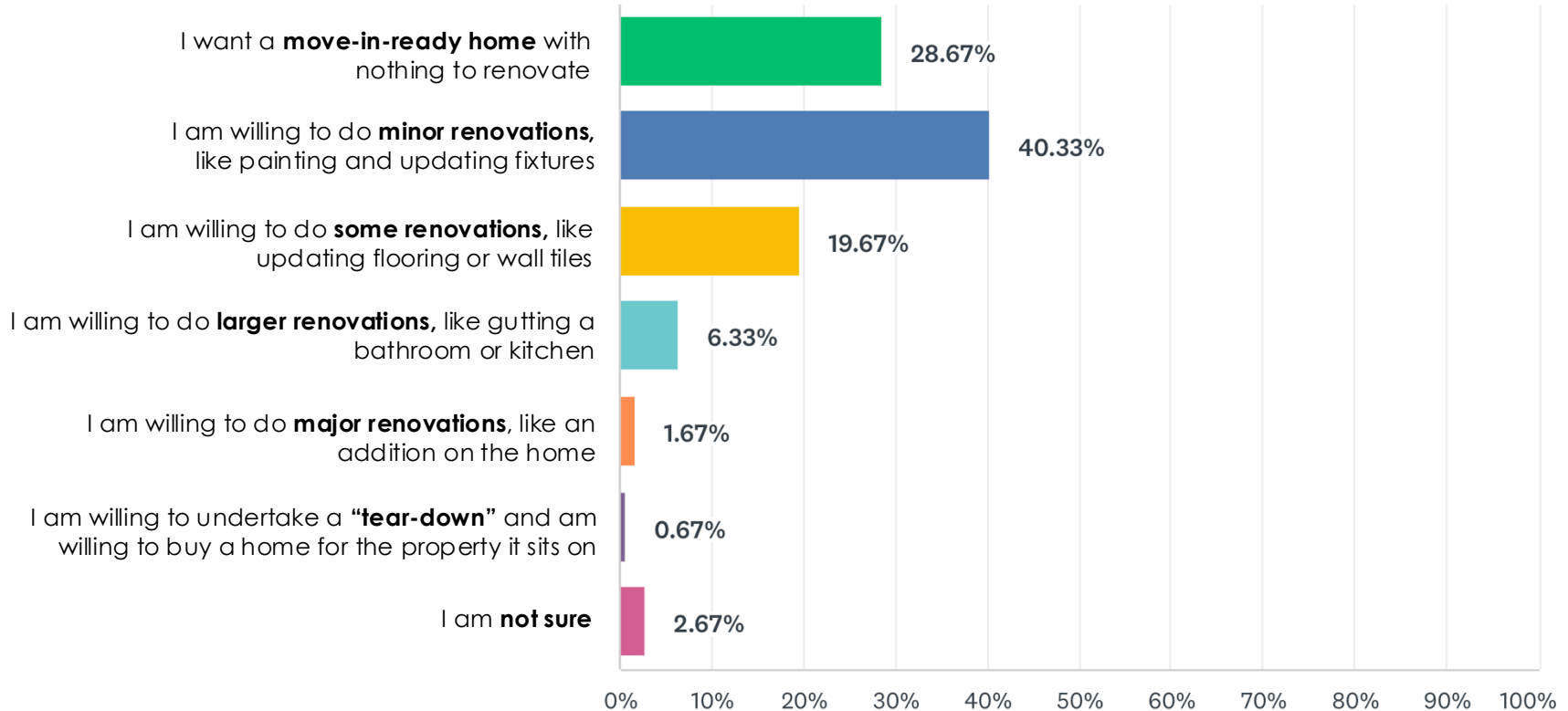
QUESTION 5 – AGE COMPARISON

If you were to buy a home, how important is having a dedicated workspace or office in your new home?



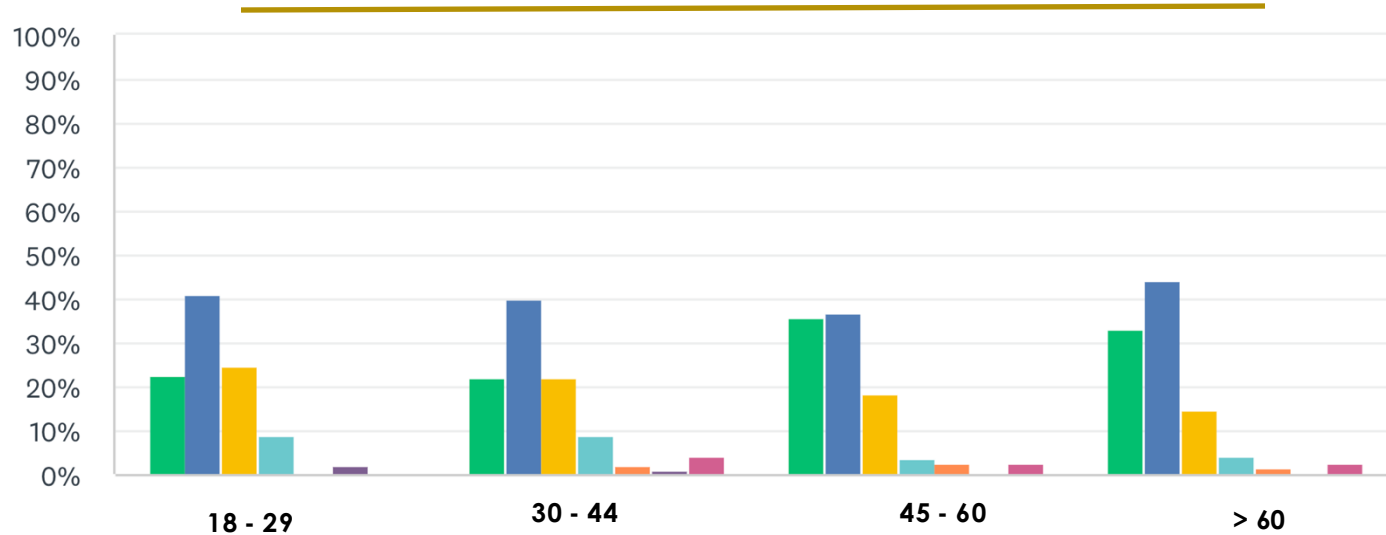
QUESTION 6

If you were to buy a home, how important is it for you to have move-in ready conditions versus undertaking renovations or improvements?





QUESTION 6 – AGE COMPARISON

If you were to buy a home, how important is it for you to have move-in ready conditions versus undertaking renovations or improvements?




 I want a **move-in ready home** with nothing to renovate

 I am willing to do **minor renovations**, like painting and updating fixtures

 I am willing to do **some renovations**, like updating flooring or wall tiles

 I am willing to do **larger renovations**, like gutting bathroom or kitchen

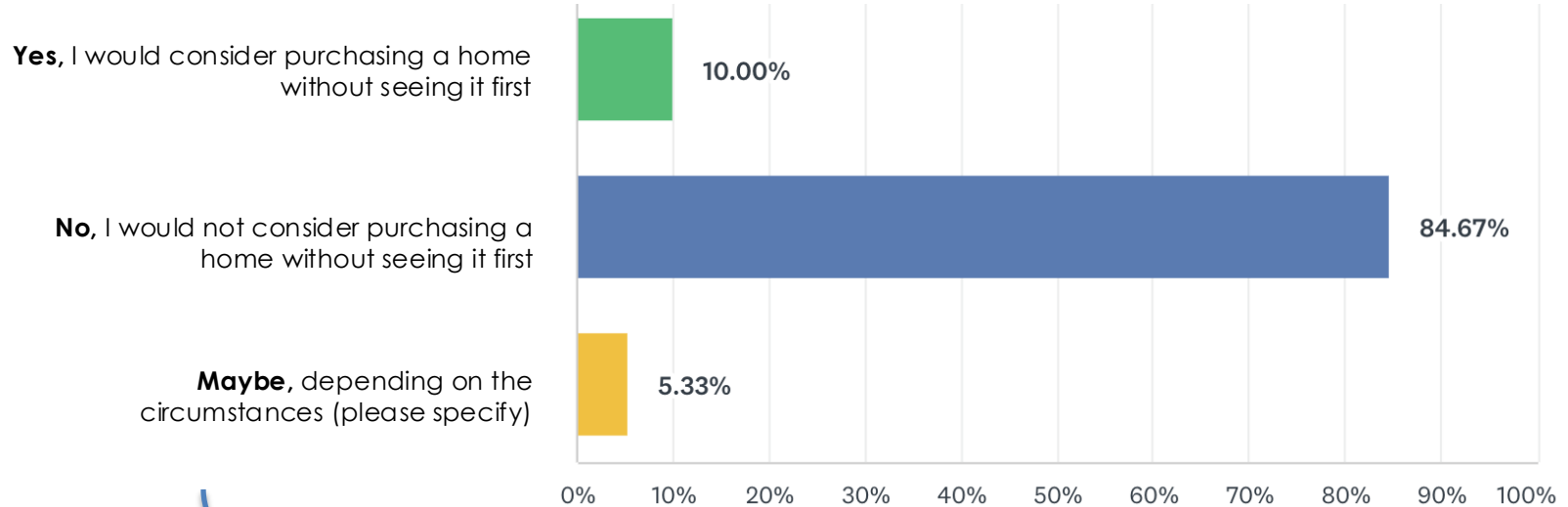
 I am willing to do **major renovations**, like an addition on the home

 I am willing to undertake a **'tear down'** and am willing to buy a home for the property it sits on

 I am **not sure**

QUESTION 7

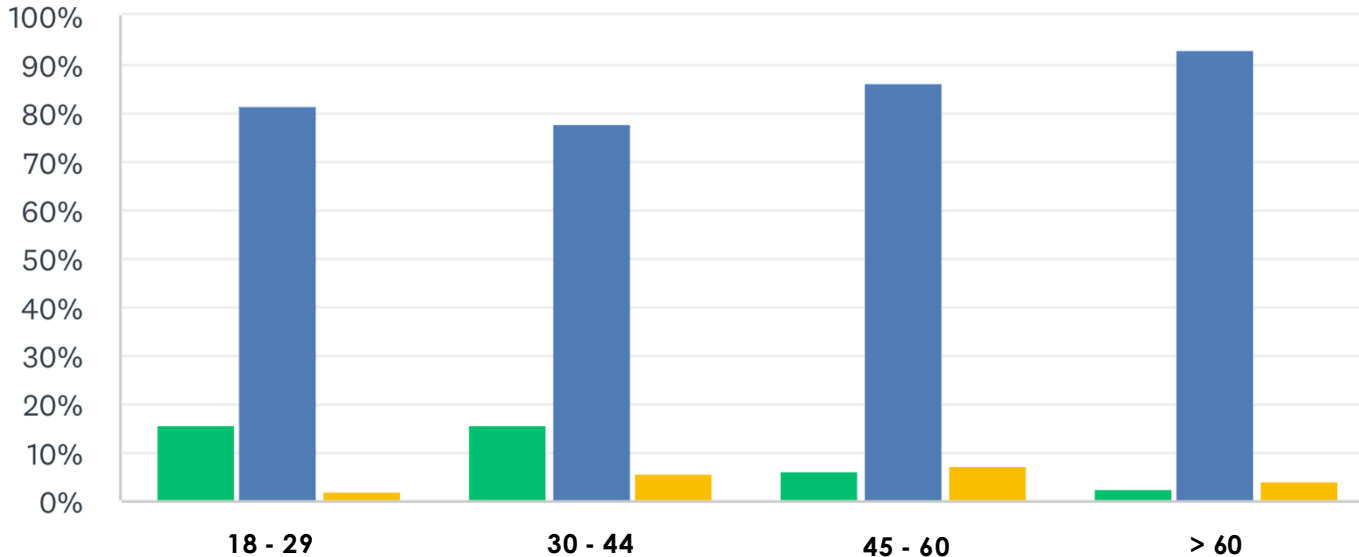
Would you consider purchasing a home without seeing it first (in person)?





(1) Moving out of state; (2) Someone I trust or my realtor saw it in person; (3) Video walkthrough


QUESTION 7 – AGE COMPARISON

Would you consider purchasing a home without seeing it first?



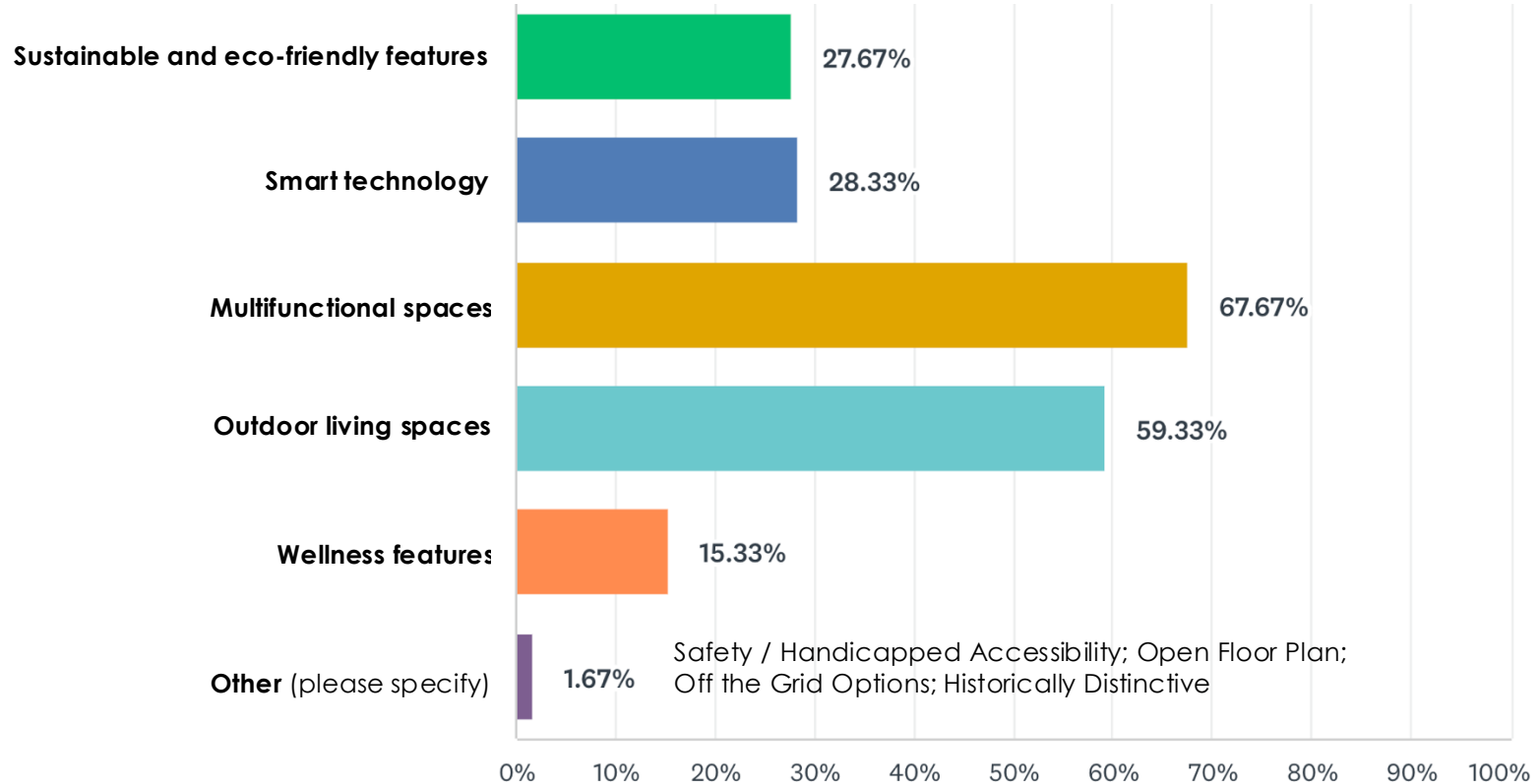
 **Yes**, I would consider purchasing a home without seeing it first

 **No**, I would not consider purchasing a home without seeing it first

 **Maybe**, depending on the circumstance

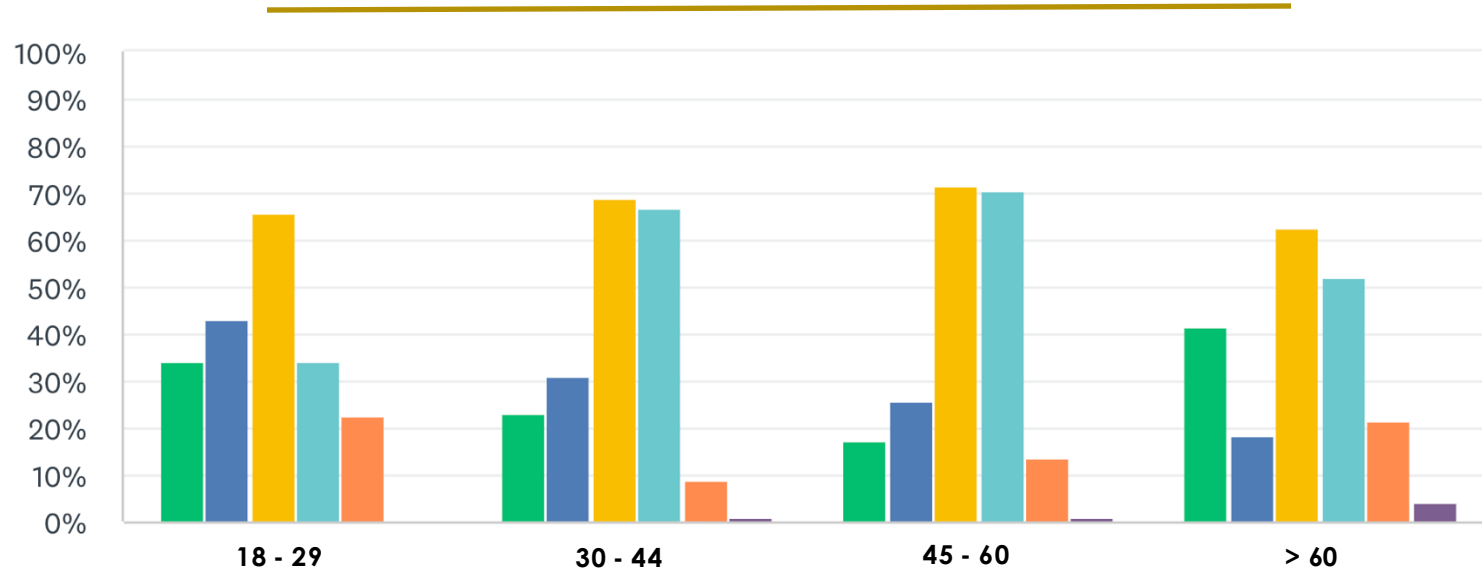
QUESTION 8

Which of the following home design trends is most important to you in your home search? Select TWO.



QUESTION 8 – AGE COMPARISON

Which of the following home design trends is most important to you in your home search? Select TWO.



 Sustainable and eco-friendly features

 Smart technology

 Multifunctional spaces

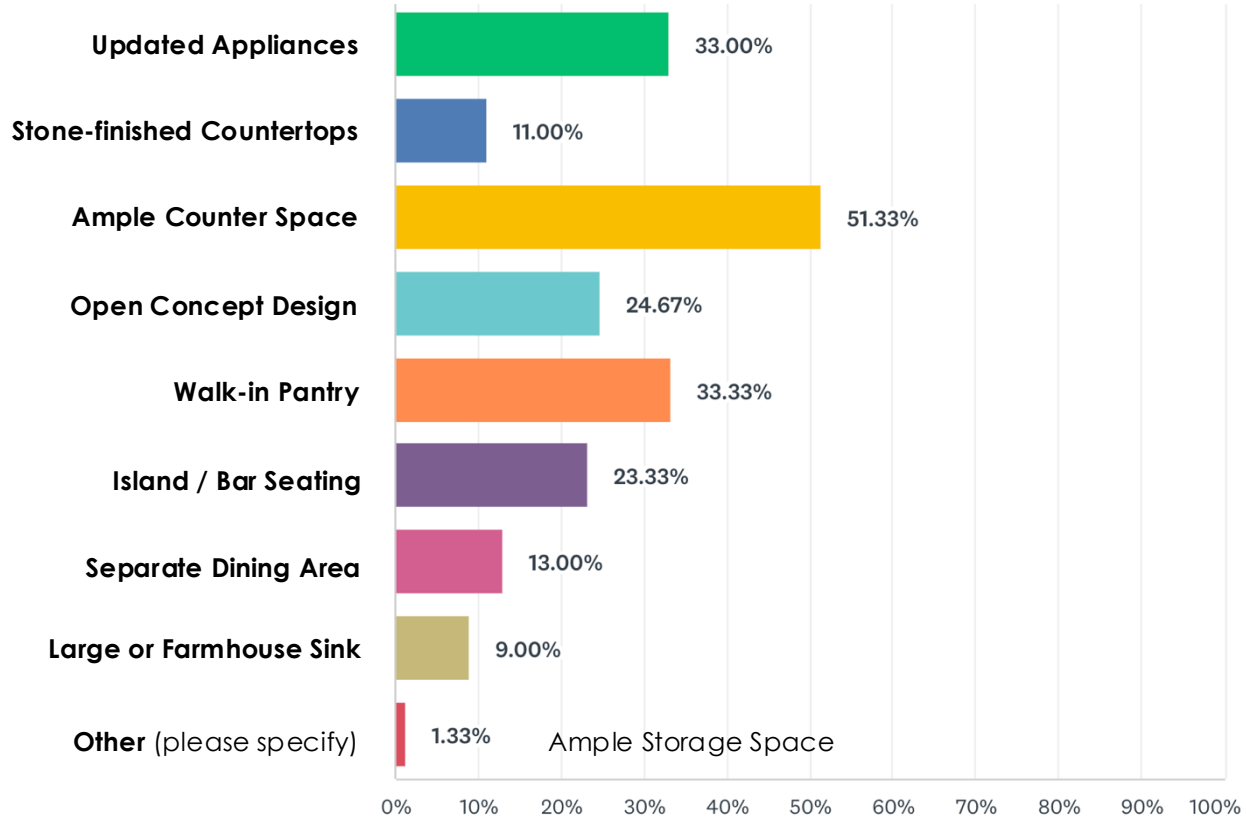
 Outdoor living spaces

 Wellness features

 Other

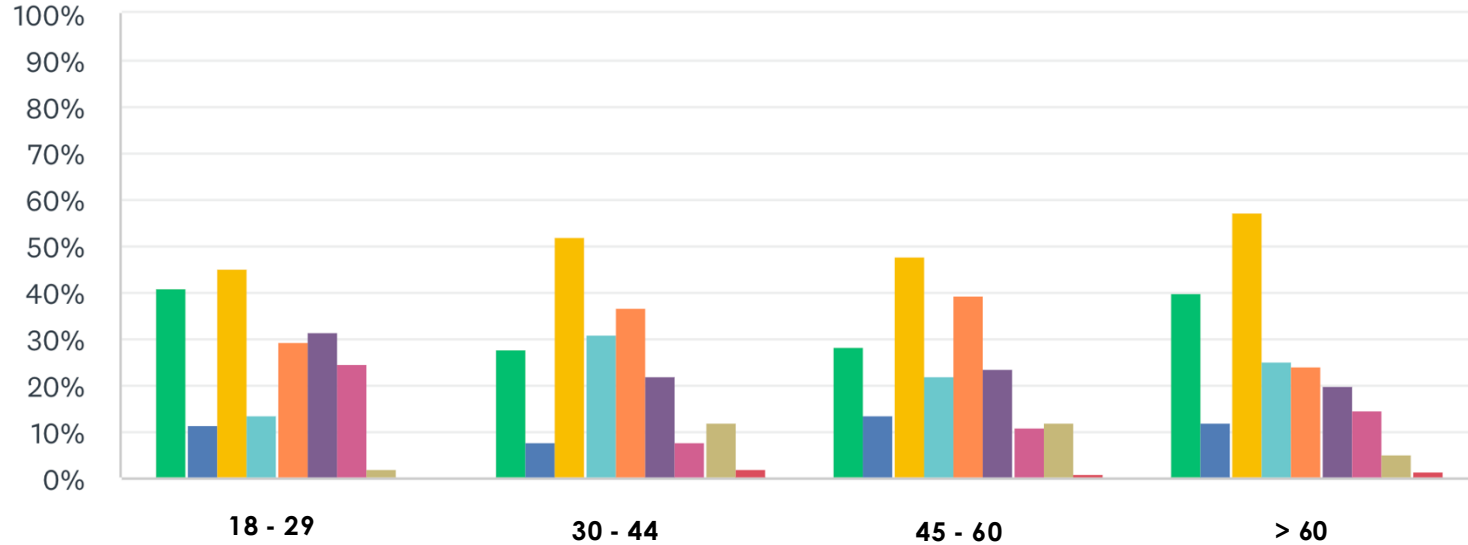
QUESTION 9


What kitchen features are most essential to you? Select TWO.




QUESTION 9 – AGE COMPARISON

What kitchen features are most essential to you? Select TWO.



 Updated appliances

 Stone-finished countertops

 Ample counter space

 Open concept design

 Walk-in pantry

 Island / Bar seating

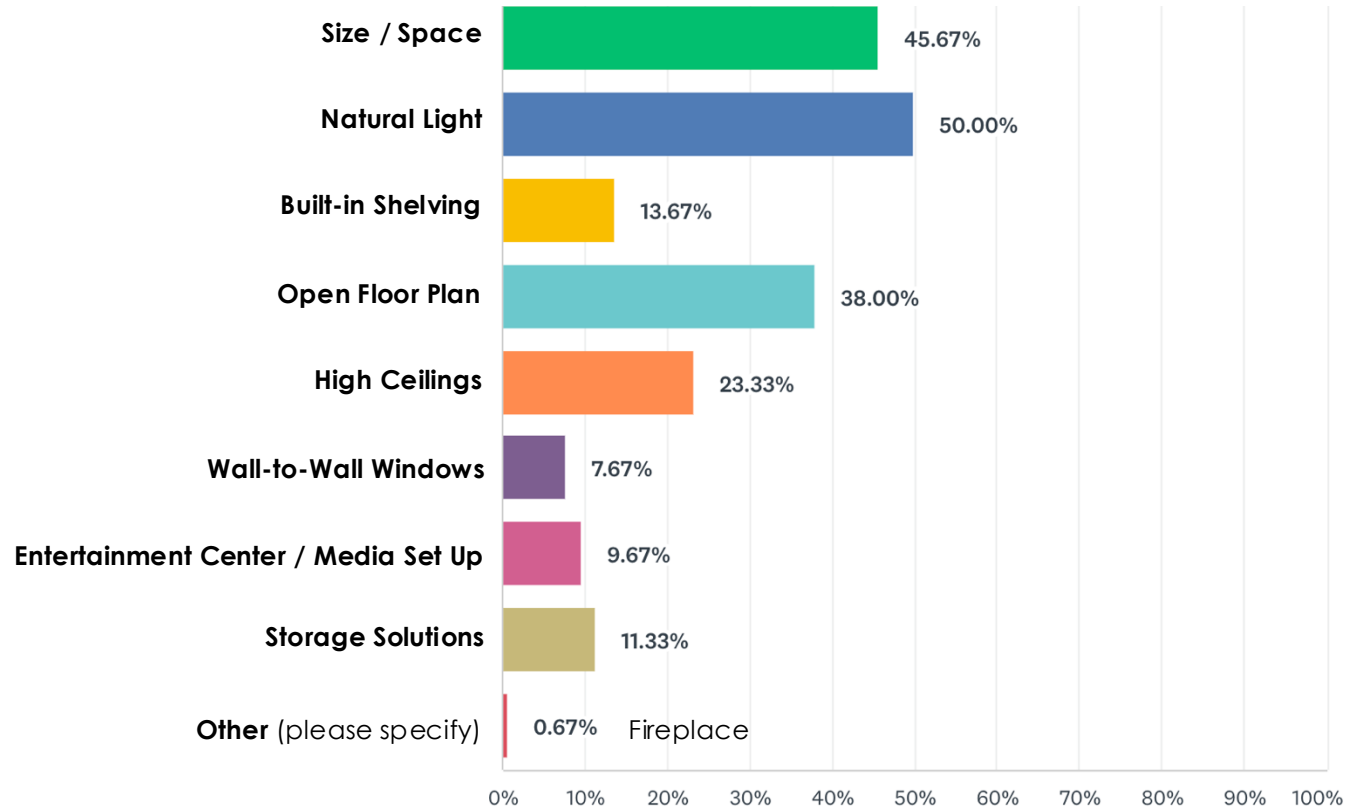
 Separate dining area

 Large or farmhouse sink

 Other

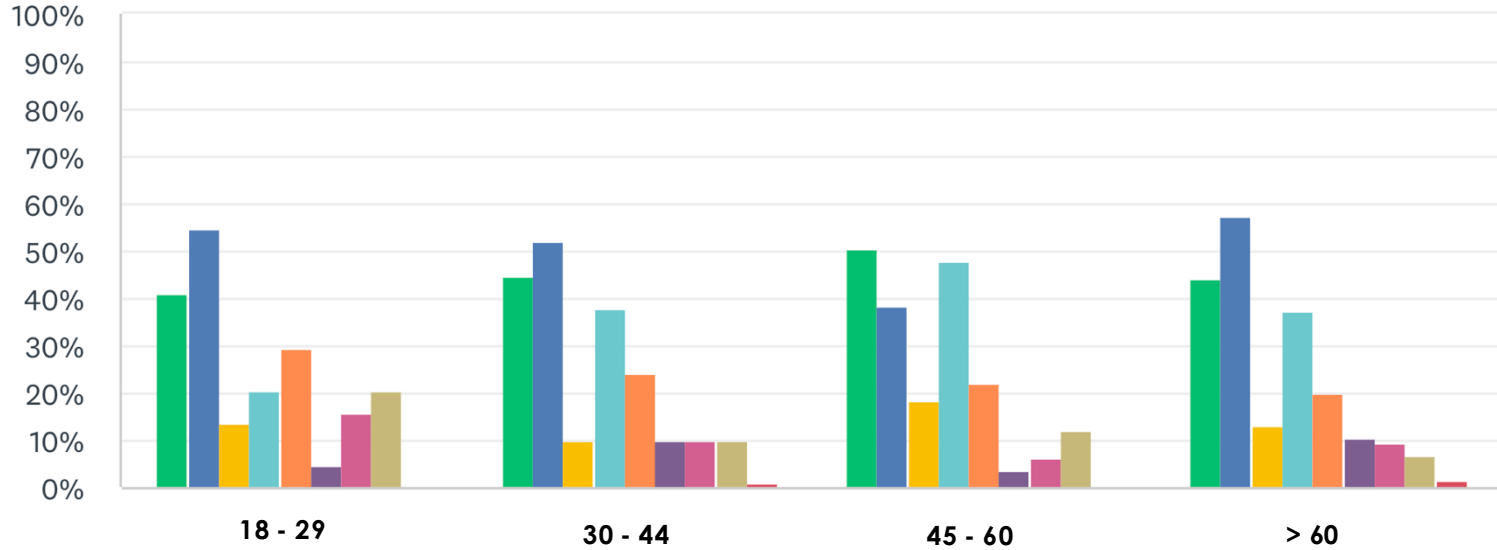
QUESTION 10

What do you value most in a living room? Select TWO.



QUESTION 10 – AGE COMPARISON

What do you value most in a living room? Select TWO.



Size / Space

Natural light

Built-in shelving

Open floor plan

High ceilings

Wall-to-wall windows

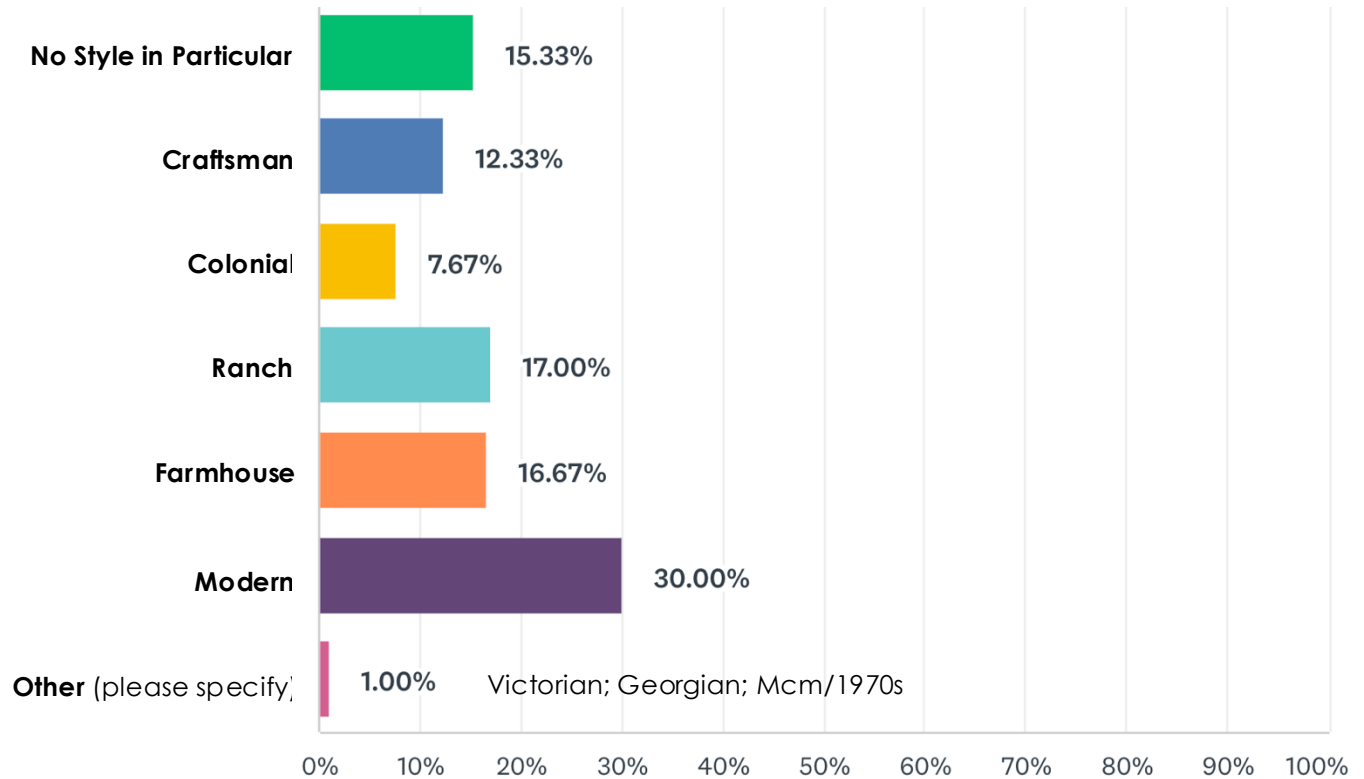
Entertainment center / Media setup

Storage solutions

Other

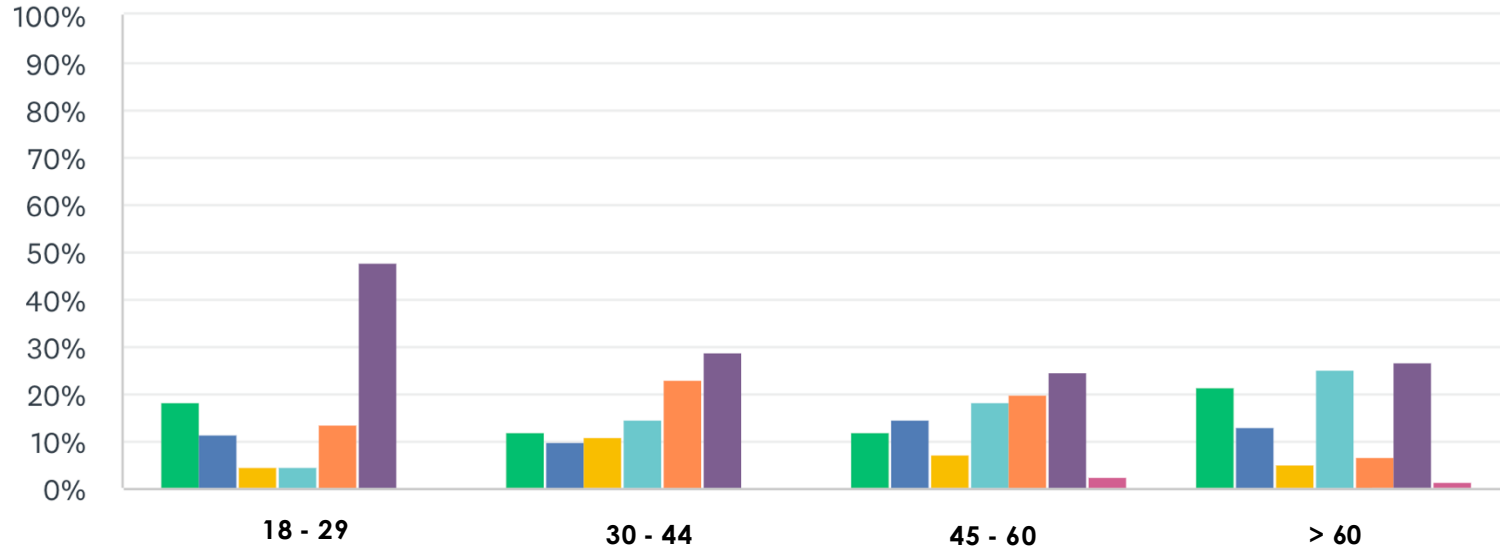
QUESTION 11


Which home style do you prefer the most? Select one.



QUESTION 11 – AGE COMPARISON

Which home style do you prefer the most? Select one.



 No style in particular

 Craftsman

 Colonial

 Ranch

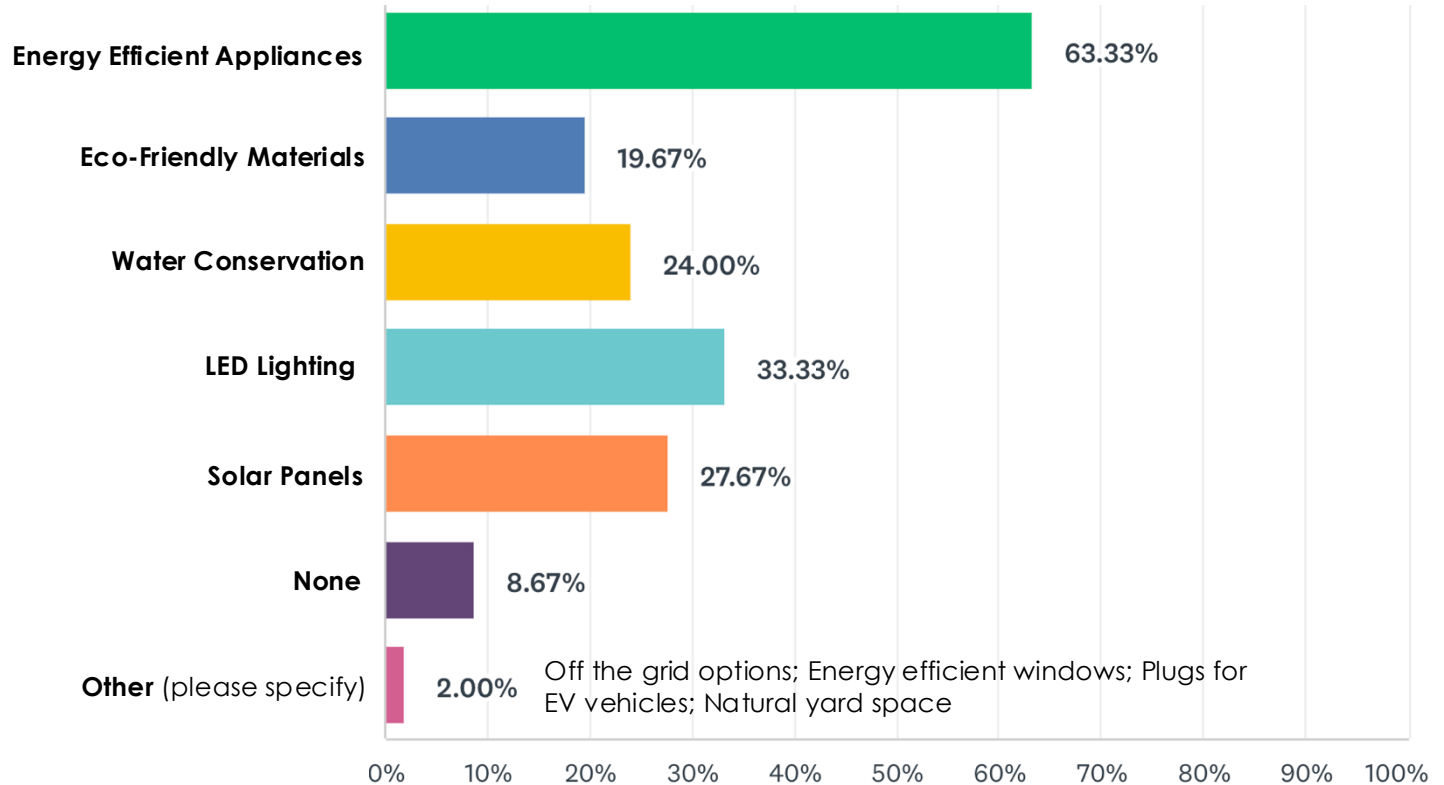
 Farmhouse

 Modern

 Other

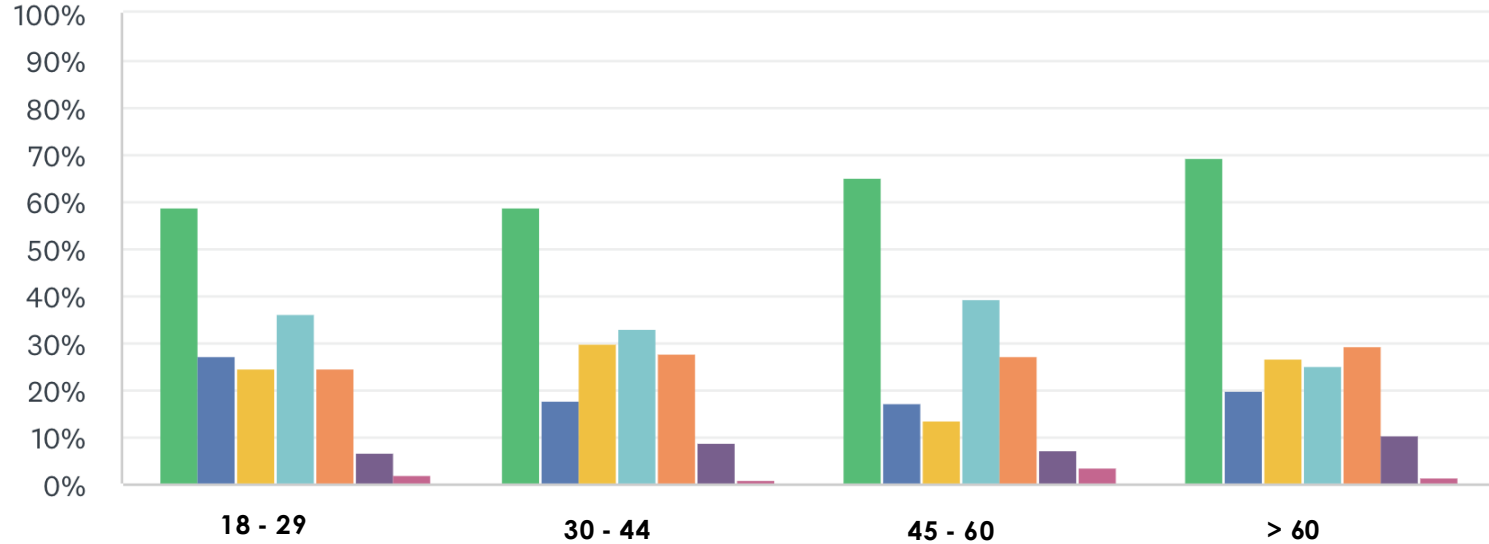
QUESTION 12

What sustainable features are most important to you when purchasing a home, if at all? Select up to TWO choices.




QUESTION 12 – AGE COMPARISON

What sustainable features are most important to you when purchasing a home, if at all? Select up to TWO choices.



 Energy efficient appliances

 Eco-friendly materials

 Water conservation

 LED lighting

 Solar panels

 None

 Other



WOMEN'S CHOICE AWARD®
THE VOICE OF WOMEN

Thank you



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