





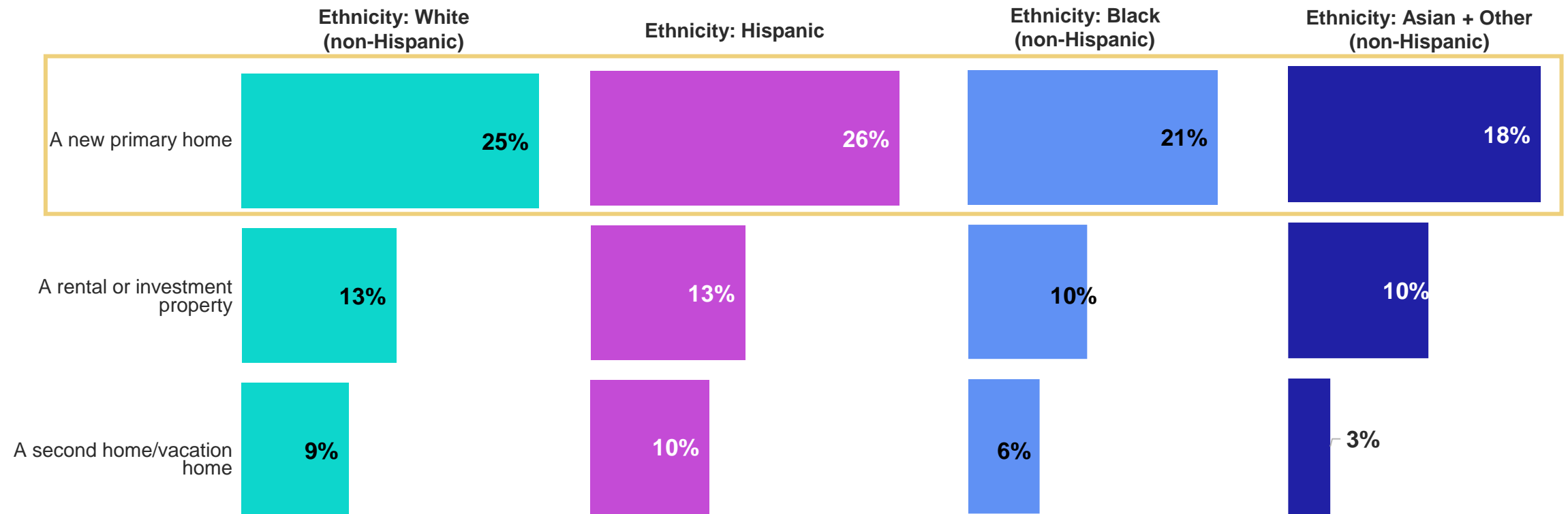




STATUS AND INFLUENCES OF HOMEOWNERSHIP

Approximately one quarter of White (25%), Hispanic (26%) and Black (21%) respondents say they've purchased a primary home in the past 12 months. Asian respondents (18%) are slightly less likely to say they've purchased a primary home in the last 12 months.

Have you purchased any of the following in the last 12 months? Please select all that apply.

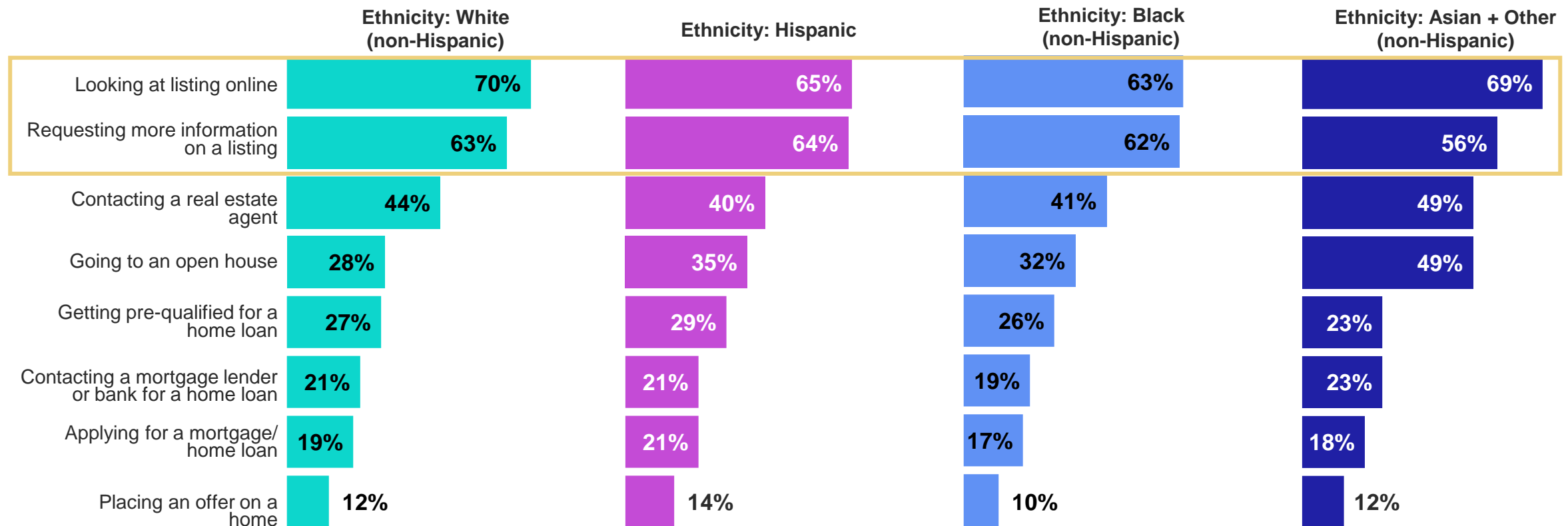


\*All non-homeownership related options removed

STATUS AND INFLUENCES OF HOMEOWNERSHIP

Among those who have not purchased a home in the past 12 months, most respondents across the races/ethnicities tested say they have started the process of buying a home by looking at a listing online and requesting additional information.

In the last 12 months, have you started the process of buying a home by doing any of the following? Please select all that apply.\*



\*Only asked among those who have not purchased a home in the past 12 months

\*\* Respondents who selected "none of the above" terminated











































AGENDA

STATUS AND INFLUENCES OF  
HOMEOWNERSHIP

POTENTIAL HOME BUYERS

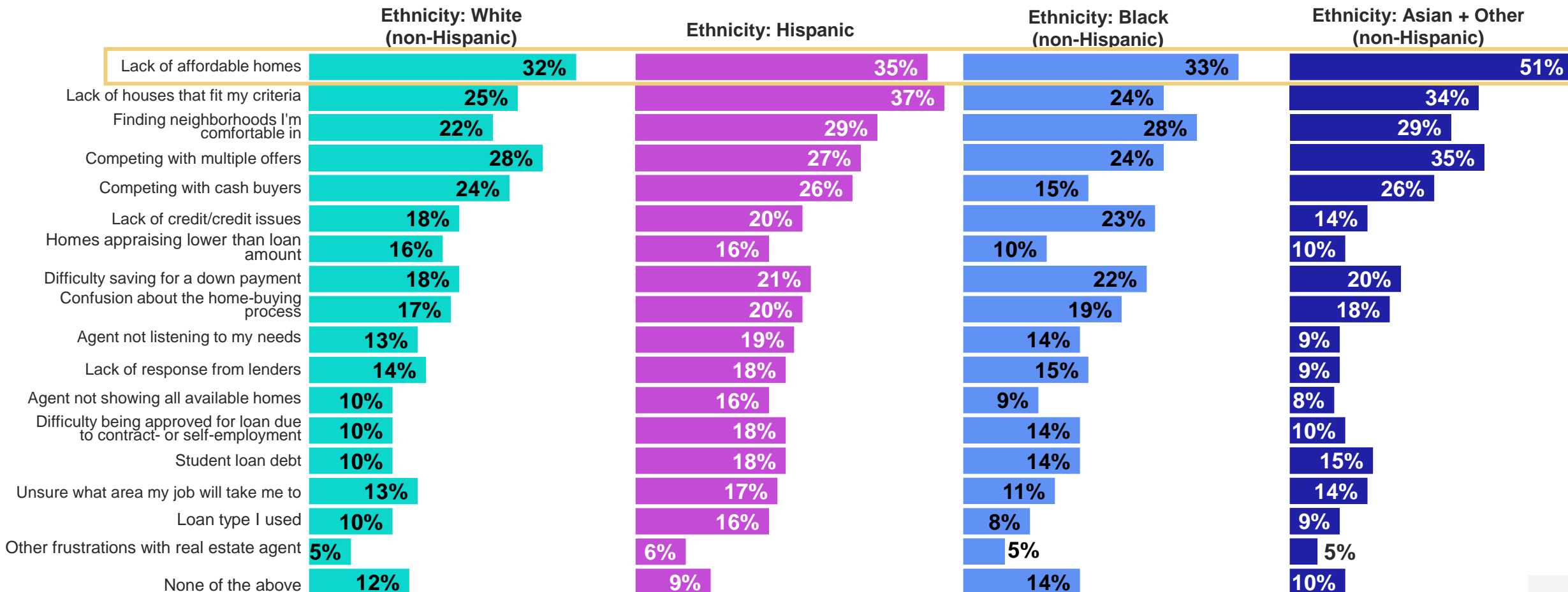
SUCCESSFUL HOME BUYERS



SUCCESSFUL HOMEBUYERS

Among successful home buyers, Asian respondents (51%) are more likely than White (32%), Hispanic (35%), or Black (33%) respondents to say a lack of affordable homes was an obstacle in purchasing a home.

Which of the following, if any, were obstacles for you in purchasing a home? Please select all that apply.\*



\*Only asked among successful home buyers

\*\* Removed Other (approximately 1% of responses)

SUCCESSFUL HOMEBUYERS

Successful home buyers who indicated they had frustrations with their real estate agent say it's because their agent did a poor job of finding homes for them, there was a lack of communication, and they were generally unpleasant to work with.

What were your other frustrations with your real estate agent?\*

POOR JOB AT FINDING HOMES

“ [They] were useless. They did not help at all or show listings that were a match for us.”

“ Not being able to find good homes in my price range.”

LACK OF COMMUNICATION

“ Repeated communication issues.”

“ Lack of communication.”

“ You set appointments and they have to always reschedule or never show.”

“ They were never really available.”

GENERALLY UNPLEASANT TO WORK WITH

“ Too pushy at times and seemed to have an agenda. Overall, their personality made me really uncomfortable.”

“ Did not really like how the real estate agent talked to me. [They] did not sound professional.”

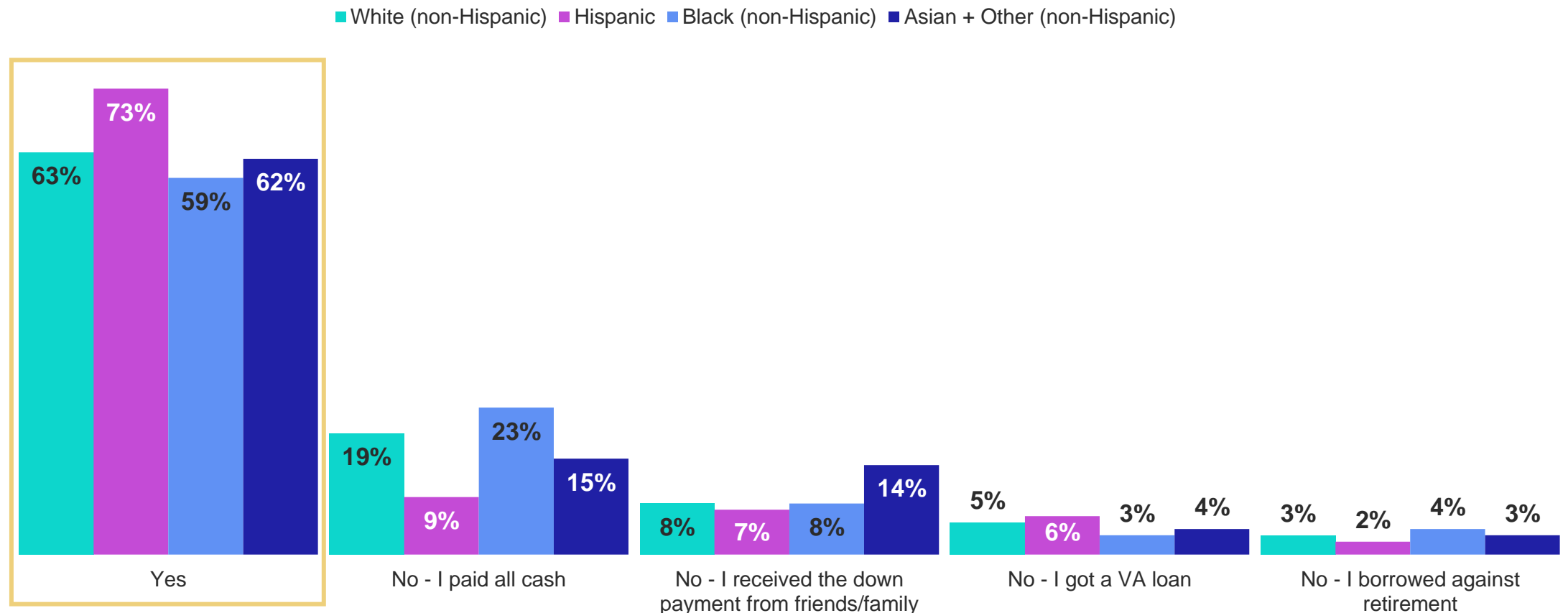
\*Only asked among successful home buyers in the past 12 months who indicated that “other real estate frustrations” is an obstacle when purchasing a home”

\*\*Caution, low sample size (n = 35)

SUCCESSFUL HOMEBUYERS

Hispanic successful home buyers (73%) are more likely than other races/ethnicities tested to say that, yes, they did save for the down payment on their most recent home.

Did you save for the down payment on the most recent home you purchased? Please select all that apply.\*



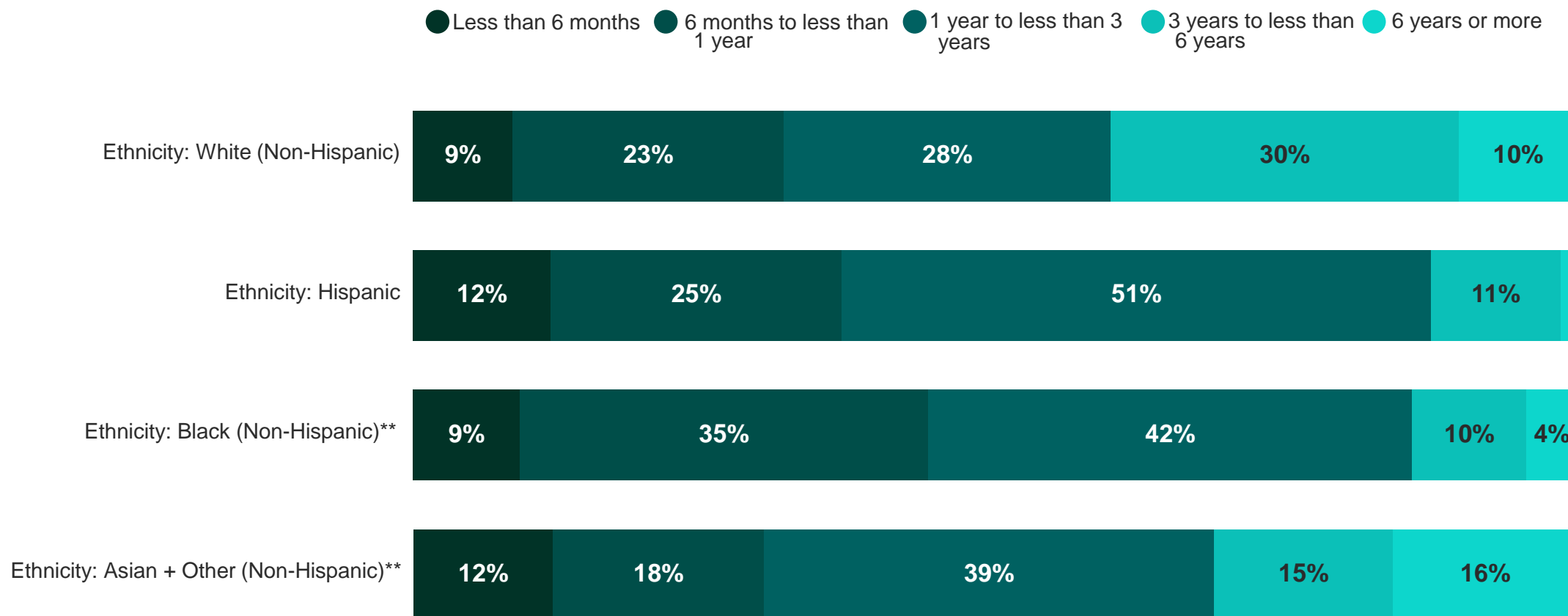
\*Only asked among successful home buyers

\*\* Removed Other (5% of responses)

SUCCESSFUL HOMEBUYERS

A plurality of Hispanic (51%), Black (42%), and Asian (39%) successful home buyers say it took them between one and three years to save for their most recent home purchase. White successful home buyers (30%) are more likely to say it took between 3 years and 6 years.

How long did it take to save for a down payment on the most recent home you purchased?\*



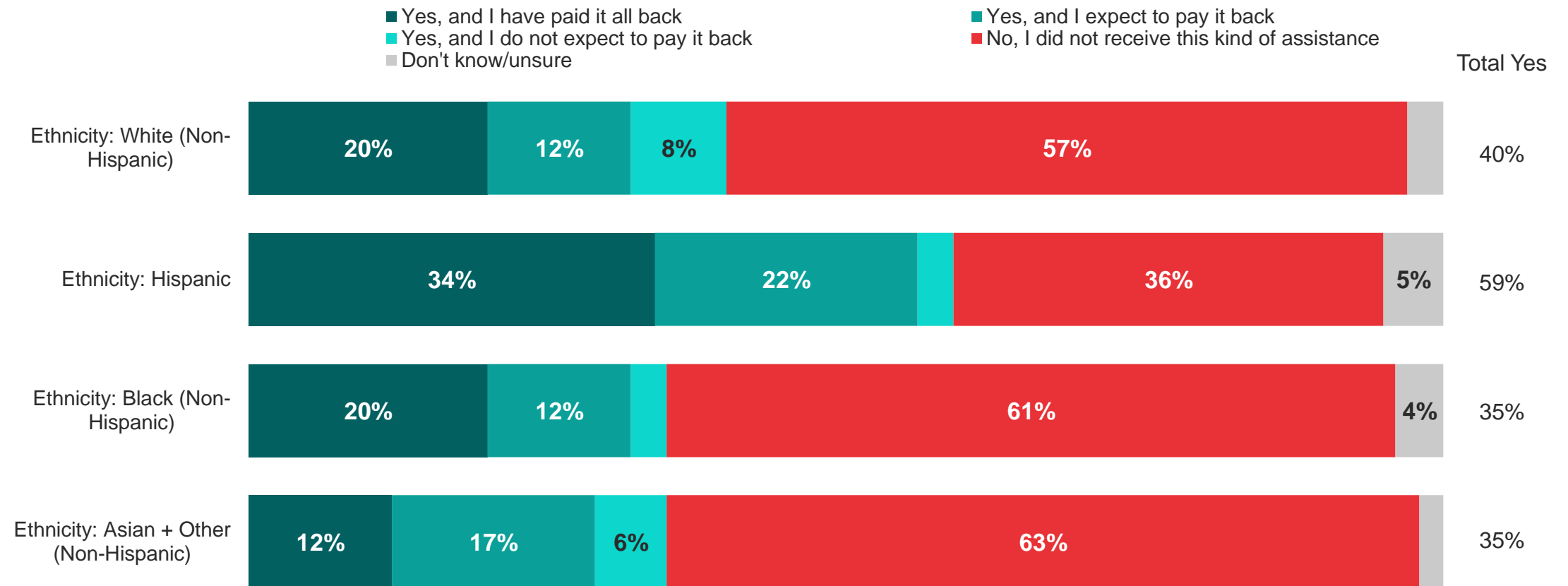
\*Only asked among successful home buyers who saved for a down payment on the most recent home purchase

\*\* Caution, low sample sizes: Black respondents (n = 90), Asian respondents (n=91), margin of error +/- 10%

SUCCESSFUL HOMEBUYERS

Hispanic successful home buyers (59%) are more likely than other races/ethnicities tested to say they received financial assistance from family to pay for the down payment on the most recent home they purchased.

Did you receive any financial assistance from a family member(s) to help pay for the down payment on the most recent home you purchased?\*

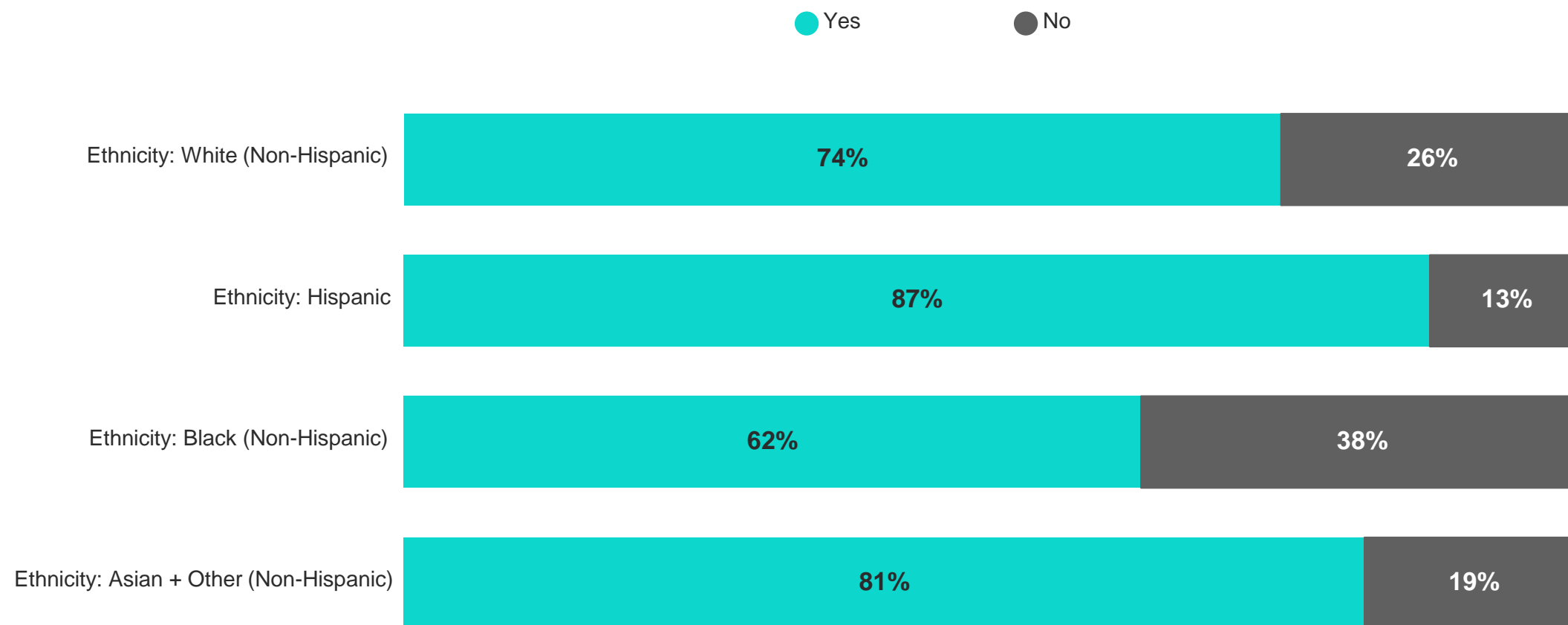


\*Only asked among successful home buyers

SUCCESSFUL HOMEBUYERS

Black successful home buyers (62%) are less likely than White (74%), Hispanic (87%), or Asian (81%) successful home buyers to say they worked with a real estate agent or broker during their most recent home buying process.

At any point in your most recent homebuying process, did you work with a real estate agent or broker?\*

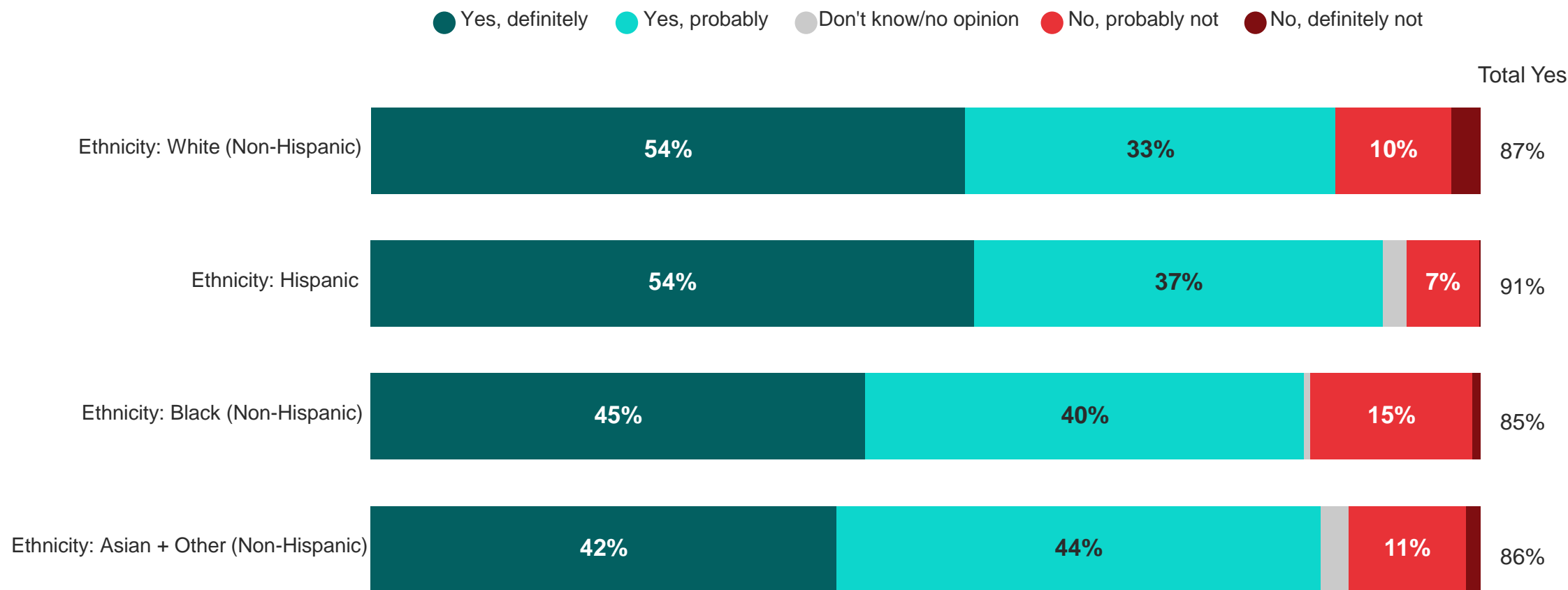


\*Only asked among successful home buyers

SUCCESSFUL HOMEBUYERS

The strong majority of successful home buyers across the races/ethnicities tested say they were shown all available homes in their price point.

Throughout the process of buying your most recent home, in your opinion, were you shown all available homes in your price point?\*



\*Only asked among successful home buyers who worked with a real estate agent or broker

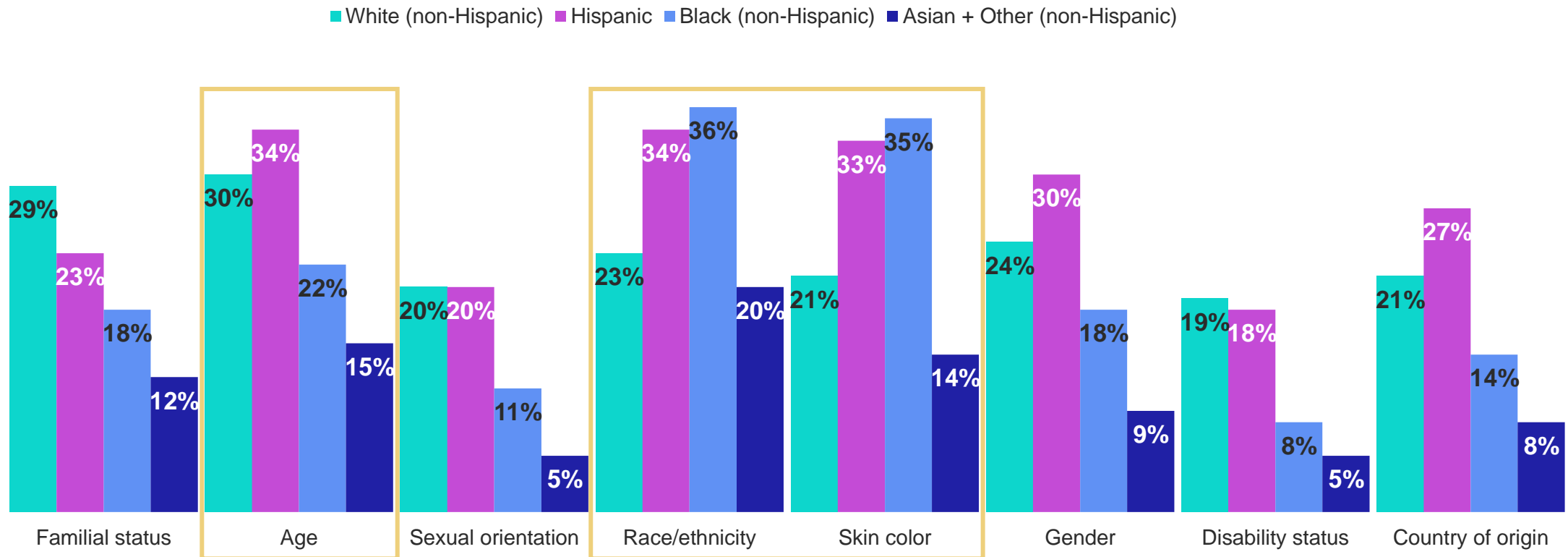
\*\* Follow up question cut due to low sample size: Do you feel you were not shown all available homes in your price range due to discrimination based on any of the following?



SUCCESSFUL HOMEBUYERS

Hispanic (34%) and White (30%) successful home buyers are more likely to say they faced discrimination during the home buying process based on age. Hispanic and Black successful home buyers are more likely to say they faced discrimination based on race/ethnicity (34% and 36%, respectively) and skin color (33% and 35%, respectively).

At any point throughout the process of buying your most recent home, did you feel you faced discrimination based on any of the following factors?\*



\*Only asked among successful home buyers

SUCCESSFUL HOMEBUYERS

Many successful home buyers across races/ethnicities say they faced discrimination during the homebuying process due to actions by real estate agents, lenders, homeowners, and others.

In which of the following way(s) throughout the home buying process did you face discrimination? Please select all that apply.\*



\*Only asked among successful home buyers who say they were not being shown all available homes because of some form of discrimination or faced discrimination in the home buying process

\*\* Caution, low sample sizes: White respondents (n = 81) , Black respondents (n = 77), Hispanic respondents (n = 91), margin of error greater than +/- 10%

\*\*\* Asians respondents removed due to low sample size

\*\*\*\* Removed Other (approximately 1% of responses)



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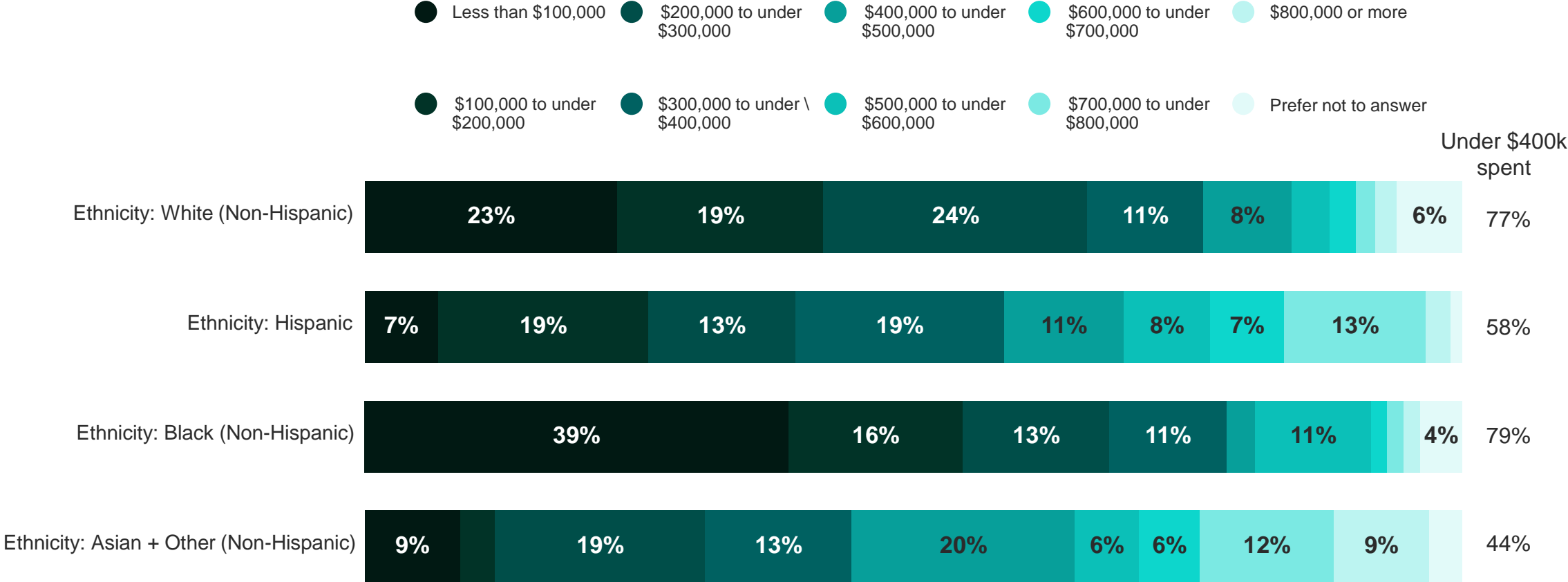
AGENDA

APPENDIX



APPENDIX

Which of the following price ranges best represents the price of the new primary home you purchased?\*



\*Only asked among those who purchased a primary home in the past 12 months

APPENDIX

Which of the following price ranges best represents the price of the new rental or investment property you purchased?

- Less than \$100,000    ● \$200,000 to under \$300,000    ● \$400,000 to under \$500,000    ● \$600,000 to under \$700,000    ● \$800,000 or more
- \$100,000 to under \$200,000    ● \$300,000 to under \$400,000    ● \$500,000 to under \$600,000    ● \$700,000 to under \$800,000    ● Prefer not to answer

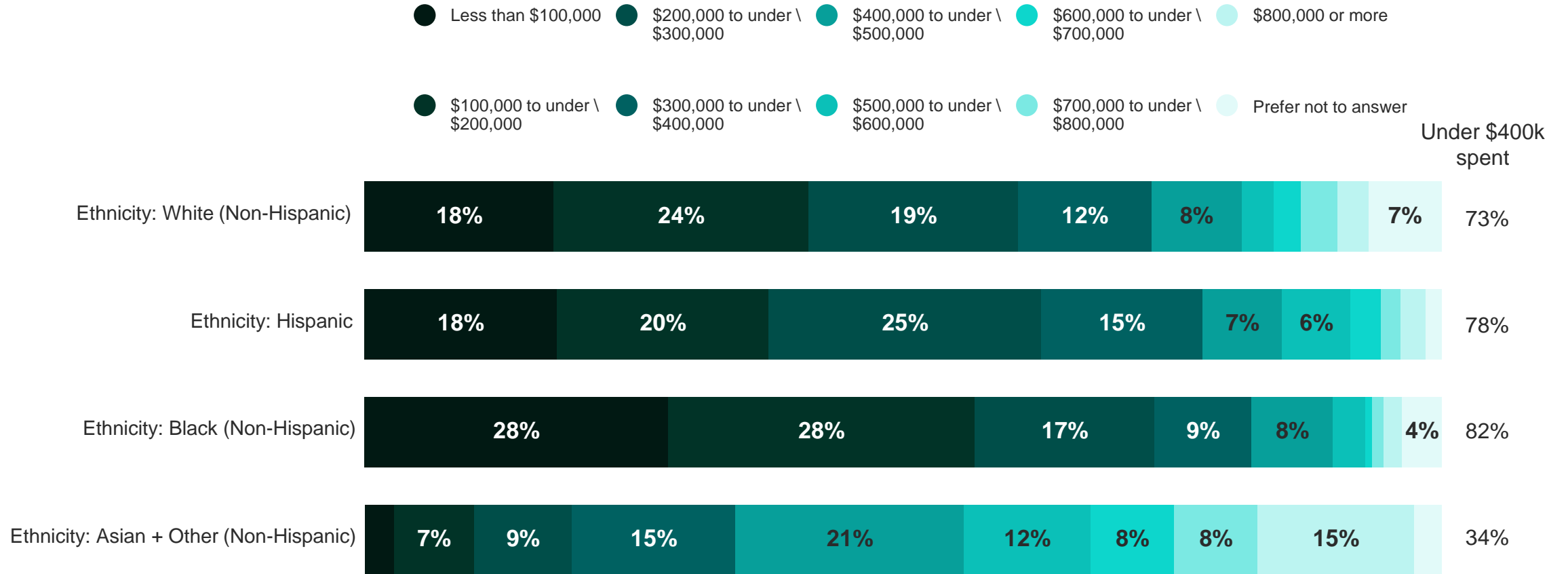


\*Only asked among those who purchased a rental or investment property in the past 12 months

\*\* Caution, low sample size: White respondents (n = 66) and Hispanic respondents (n = 63), margin of error greater than +/- 10%

\*\*\* Responses from Black and Asian removed due to sample size

Which of the following price ranges best represents the price of the home you are considering for purchase?



\*Only asked among potential buyers