

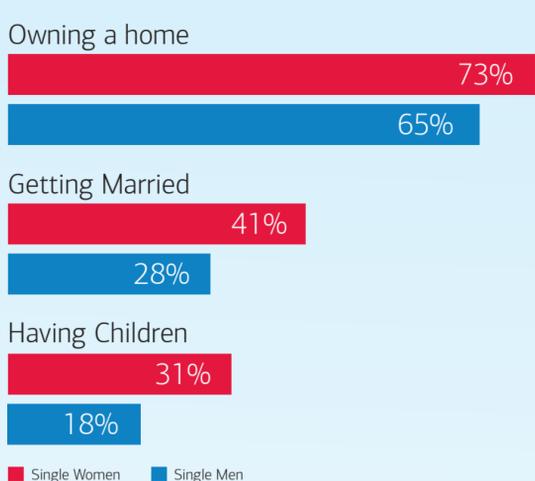
# 2018 Homebuyer Insights Report

## Spotlight on Single Female Homebuyers

### Skipping the spouse and buying the house

Single women are prioritizing homeownership more than their single male counterparts.

#### What's a top priority for you?



Single women are serious about this priority. They're planning and taking the necessary steps to prepare more diligently than single men.

#### How are you preparing to purchase a home?



Saving for a down payment  
65% VS 55%

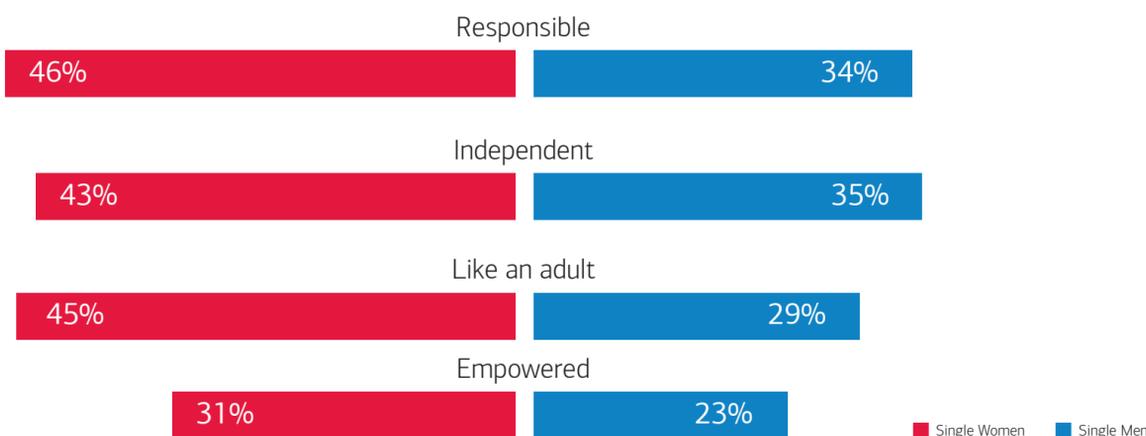


Improving credit score  
49% VS 42%

■ Single Women ■ Single Men

### Feeling empowered and embracing homeownership

When thinking about buying their first home, single women are more likely than single men to feel...



### Despite confidence, finances remains the biggest hurdle

#### Why haven't you purchased a home yet?

Don't have enough saved for a down payment  
48% VS 38%

Want to have a higher salary before buying  
47% VS 39%



Single women (40%) are also more likely than single men (30%) to feel overwhelmed by the idea of homeownership, which may be holding them back.



### Methodology

Convergys Analytics conducted an online survey on behalf of Bank of America between January 16 and February 2, 2018. Convergys surveyed a national sample of 2,000 adults age 18+ who currently own a home or plan to in the future. In addition, an augment was conducted to reach 300 adults in seven local markets: Austin, Boston, Charlotte, Dallas, Nashville, Phoenix, and San Francisco. The margin of error for the national quota is +/- 2.6 percent, and the margin of error for the oversampled markets is approximately +/- 5.8 percent, with each reported at a 95 percent confidence level.

Select questions allowed respondents to choose more than one answer, resulting in a total response that may equate to more than 100 percent.

#### Respondent Breakdowns

##### Generational

- Gen Zers: Born after 1995
- Millennials: Born 1978-1995
- Gen Xers: Born 1965-1977
- Baby boomers: Born 1946-1964
- Seniors: Born before 1946

##### Homebuyer Categories

- First-time: Have not yet purchased a home
- Experienced: Currently own a home

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