2019 Fall Homebuyer Insights Report

Fall 2019 HBIR Letter From D. Steve Boland

We’re pleased to share the findings from our latest Homebuyer Insights Report, which explores the attitudes, behaviors and preferences of the modern homebuyer.

Decisively preferring a mortgage to rent payments, most American homeowners say they wouldn’t go back to renting. They are happier owning and believe homeownership has changed them for the better. Most credit their happiness to an emotional attachment to their home, as well as the improved lifestyle and variety of hobbies that come with owning.

This is the first time we’ve asked homeowners how much owning a home means to them, and a majority said that buying a home is the best decision they’ve ever made. One benefit of homeownership is the satisfaction in the way they spend their time. Homeowners tend to pursue new hobbies and interests, including gardening and landscaping, cooking and baking, and interior design.

Relationships with family and loved ones also change after buying a home, and homeowners experience an improvement in the quality of their social lives. Homeownerhip gives them a sense of pride and enables them to entertain more often and bring the entire family under one roof.

We’re delighted to hear the immense satisfaction homeownership brings to Americans, which is why we’re actively assisting with down payment and closing costs to help people buy homes and create their new lifestyle. Whether applying for a mortgage, shopping for a car or sending money to friends, we’re here to offer clients convenience and control in managing their finances and living happier lives.

D. Steve Boland,
Head of Consumer Lending, Bank of America

Methodology

Concentrix Analytics conducted an online survey on behalf of Bank of America between January 30 and February 21, 2019. Concentrix surveyed a national sample of 1,919 adults age 18+ who currently own a home or plan to in the future. The national sample was supplemented by another 782 respondents to include the following groups: Generation Z, single females, single males, renters, and homeowners who have paid off their mortgage. The margin of error for the national quota is +/- 2.2 percent, and the margin of error for the oversampled markets is approximately +/- 3.5 percent, with each reported at a 95 percent confidence level.
Happy homeowners would never go back to renting

Most Americans prefer a mortgage payment to paying rent monthly and wouldn’t go back to having a landlord. Most credit their happiness to an emotional attachment to their home, as well as the improved lifestyle and variety of hobbies that come with owning.

Does owning a home make you happier than renting did?

93% Yes
7% No

Could you go back to renting after owning?

83% No
17% Yes
Owning a home changes you for the better

Most homeowners agree that buying a home is the best decision they have ever made, contributing to shifts in the way they spend their time and strengthened relationships with family and loved ones.

Has becoming a homeowner made you a better person?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>79%</td>
<td>21%</td>
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76% of homeowners pursued new hobbies after buying a home, including:

- **47%** Landscaping/gardening
- **45%** Cooking/baking/grilling
- **33%** Interior design/remodeling

67% of current homeowners say their relationships with family and loved ones have changed since purchasing a home. Among those who feel this way, homeownership has:

- **47%** Given families a sense of pride
- **49%** Allowed homeowners to entertain more
- **24%** Enabled homeowners to bring the entire family under one roof
Compared to prospective homebuyers, current homeowners have higher levels of satisfaction with many aspects of life, including:

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Current Homeowners</th>
<th>Prospective Homebuyers</th>
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</thead>
<tbody>
<tr>
<td>Where they currently live</td>
<td>84%</td>
<td>66%</td>
</tr>
<tr>
<td>How happy they are</td>
<td>84%</td>
<td>70%</td>
</tr>
<tr>
<td>How much time they spend pursuing their hobbies</td>
<td>82%</td>
<td>63%</td>
</tr>
<tr>
<td>The quality of their social life</td>
<td>78%</td>
<td>58%</td>
</tr>
<tr>
<td>Their financial well-being</td>
<td>77%</td>
<td>42%</td>
</tr>
<tr>
<td>Their life overall</td>
<td>88%</td>
<td>70%</td>
</tr>
</tbody>
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Homeowners value emotional equity over financial investment

American homeowners believe homeownership builds emotional and financial equity, but emotional value seems to hold more weight.

Current homeowners believe that a home is a:

- **58%** Place where you make memories
- **42%** Financial investment

No matter how they define a home, most Americans agree that:

- **89%** Owning a home is a way to build lifelong memories with loved ones
- **70%** They’re more emotionally attached than they anticipated
- **69%** It would be difficult to move from their home because of the memories made there

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