

How Women and Men Approach Homebuying

FROM 2020 NEXTGEN HOMEBUYER SURVEY

Habits and attitudes of men and women highlight disparities that exist across savings, investing, and childhood experience.

	Women	Men
APPROACH	<ul style="list-style-type: none"> • Cost-savings mindset 	<ul style="list-style-type: none"> • Investing mindset
FINANCIAL	<ul style="list-style-type: none"> • More likely to have debt overall, specifically student & auto loans 	<ul style="list-style-type: none"> • Likely to grow up learning how to budget and plan • More likely to have credit card debt • More likely to contribute monthly to savings and investments (retirement & non-retirement) • Likely to have an emergency fund • More likely to be concerned with bad credit and debt as a hurdle for homeownership
<p>Financial priorities (in order of importance) are the same:</p> <p>(1) Savings</p> <p>(2) Owning a home</p> <p>(3) Children/starting a family</p>		
NON-FINANCIAL CHALLENGES	<ul style="list-style-type: none"> • Concerned with being taken advantage of 	<ul style="list-style-type: none"> • Concerned with the time investment required
<p>COMMUNICATION</p> <p>Instagram & Facebook are top platforms for both</p>	<p>Find them on these platforms:</p> <ul style="list-style-type: none"> • Pinterest (53% use weekly) • Prefer texting 	<p>Find them on these platforms:</p> <ul style="list-style-type: none"> • Twitter (64% use weekly) • YouTube (81% use weekly) • Prefer phone call
HOMEBUYING	<ul style="list-style-type: none"> • Not as confident going into the process, but more satisfied with experience • More likely to have questions around Title Insurance & Home Warranty • Family influences home purchase 	<ul style="list-style-type: none"> • Confident going into the process, experience challenges throughout • More likely to have financial assistance • Twice as likely to live in multigenerational home • More likely to have an investment property