

# Marriage and Homebuying Study

April 2013

Coldwell Banker Real Estate LLC

## **Cold Feet? Not These Couples: More Millennials (and Northerners) Purchasing Homes Before Marriage**

(Base: 1,073 Respondents)

- Approximately 1 in 4 married millennials (24% of U.S. adults ages 18-34) purchased their first home together with their current spouse before they were married, compared to those age 45+ (14%).
- When looking at all married U.S. adults surveyed, 17% purchased their first home together with their current spouse before they were married.
- Those in the Northeast (24%) and in the Midwest (21%) are both more likely than those in the South (11%) and West (12%) to have made this purchase together before they were married to their current spouse.

## **New Homes for Newlyweds: Trends Among Those Who Waited Until Marriage to Buy a Home**

(Base: 1,073 Respondents)

- More than two-thirds (68%) of married Americans purchased their first home with their current spouse while they were married.
- Those in the South (72%) are more likely than those in the Northeast (60%) to have been married before purchasing the first home with their spouse.
- Those age 55+ (78%) are most likely to have purchased their first home with their current spouse while they were married (vs. 65% of those age 35-54 and 46% of those age 18-34).
- 35% of married U.S. adults purchased their first home together with their current spouse before they'd been married two years (this includes married U.S. adults who purchased a home with their spouse before marriage).
- One-fifth (20%) of married U.S. adults purchased their first home together with their current spouse when they were between 2 and 4 years married.
- 10% of married U.S. adults purchased their first home together with their current spouse when they were between 5 and 6 years married.
- 5% of married U.S. adults purchased their first home together with their current spouse when they were between 7 and 8 years married.
- 2% of married U.S. adults purchased their first home together with their current spouse when they were between 9 and 10 years married.
- 6% of married U.S. adults purchased their first home together with their current spouse when they were between 11 and 20 years married.
- 5% of married U.S. adults purchased their first home together with their current spouse when they were more than 20 years married.



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## Total Percentage of Married Americans Who Have Purchased a Home with Their Current Spouse

(Base: 1,073 Respondents)

- A large majority (84%) of married Americans have purchased a home with their current spouse at some point in time, including before they were married.
- Those in the Midwest (89%) are more likely than those in the West (81%) to have done this.
- Those age 55+ (91%) are most likely to indicate this (vs. 82% of those age 35-44 and 70% of those age 18-34).

*Those who have purchased their first home with their current spouse while they were married were asked how strongly they agree or disagree with a series of statements. The following data points represent their responses:*

## 80% Said Buying a Home with Their Spouse Did More to Strengthen their Relationship Than Any Other Purchase They Have Made Together

(Base: 717 Respondents)

- 80% of married Americans who purchased their first home while married to their current spouse say purchasing a home together did more to strengthen their relationship as a couple and family than any other purchase they have made together.
- Those age 55+ (84%) are more likely than those age 18-34 (74%) and those age 35-44 (69%) to agree with this statement.

## Most Homeowners Who Purchased Their First Home After Marriage Knew it was "Part of Their Plan"

(Base: 717 Respondents)

- A majority (93%) of married Americans who purchased their first home while married to their current spouse always planned on owning a home after getting married.
- Those age 45+ (95%) are more likely than those age 18-44 (86%) to agree with this statement.
- Men are more likely than women to feel this way (95% vs. 91%, respectively).

## 9 out of 10 Said Purchasing a Home was a Positive Milestone in their Relationship and Life Together

(Base: 717 Respondents)

- 92% of married Americans who purchased their first home while married to their current spouse say purchasing a home with their current spouse was a positive milestone in their relationship and life together.
- Those in the Northeast and Midwest (both 96%) are more likely than those in the West (85%) to feel this way.
- Those age 45+ (96%) are more likely than those age 18-44 (79%) to agree with this statement.



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## 88% Agreed Buying their First Home with Their Spouse Had a Positive Impact on their Perception of Being a Couple and Family

(Base: 717 Respondents)

- 88% of married Americans who purchased their first home while married to their current spouse say buying their first home together had a positive impact on their perception of being a couple and family.
- Those in the Midwest (94%) are more likely than those in the South (85%) and West (81%) to feel this way.
- Those age 45+ (91%) are more likely than those age 35-44 (76%) to agree with this statement.

## One-Third Wish They Had Purchased their First Home Together Sooner

(Base: 717 Respondents)

- 35% of married Americans who purchased their first home while married to their current spouse wish they had purchased their first home together sooner than they actually did.
- Those age 18-34 are overwhelmingly more likely than those age 35+ to feel this way (57% vs. 32%, respectively).
- Men are more likely than women to agree with this (40% vs. 30%, respectively).

### Full Methodology

This survey was conducted online within the United States between March 8-12, 2013 among 2,116 adults (aged 18 and over) by Harris Interactive on behalf Coldwell Banker® via its Quick Query omnibus product. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with non-response, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

