

# “Guiding You Home” Survey

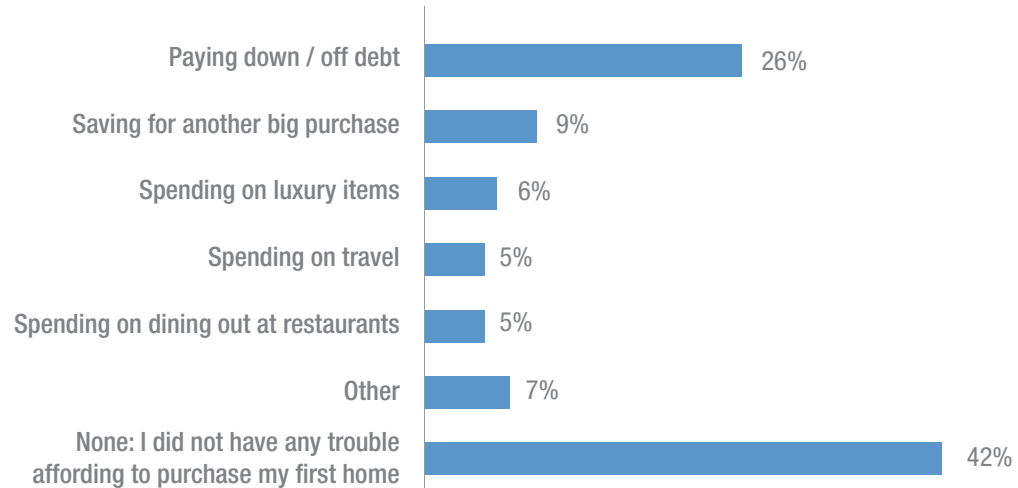
## Data Sheet

March 2020

Coldwell Banker Real Estate LLC

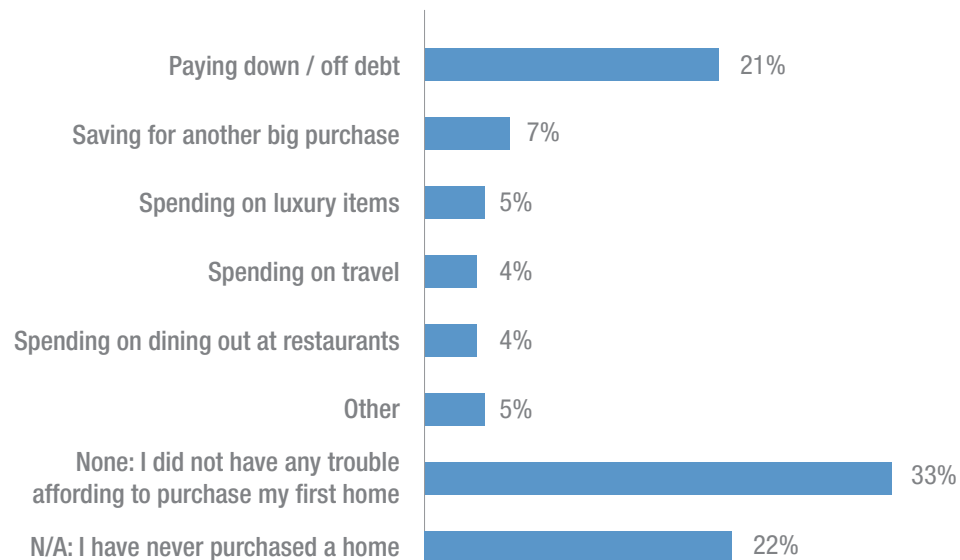
Which of the following was the main reason you had trouble affording the purchase of your first home?

*Base: Respondents who have purchased a home*



Which of the following was the main reason you had trouble affording the purchase of your first home?

*Base: All respondents*



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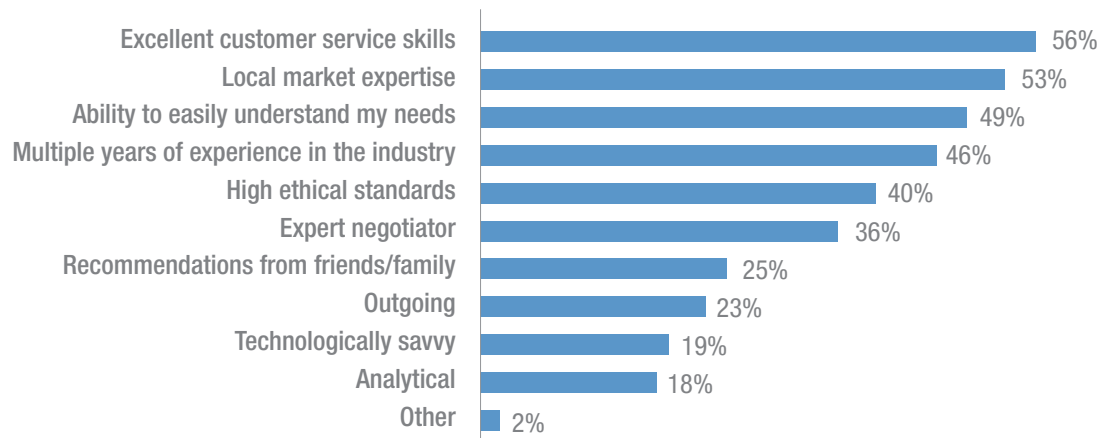
Which of the following are reasons why you decided to work with a real estate agent to sell or purchase a home? Please select all that apply.

*Base: Respondents who have worked with a real estate agent*



Which of the following characteristics were among the most important for a real estate agent to have when you decided which one to use to buy/sell a home? Please select all that apply.

*Base: Respondents who have worked with a real estate agent*



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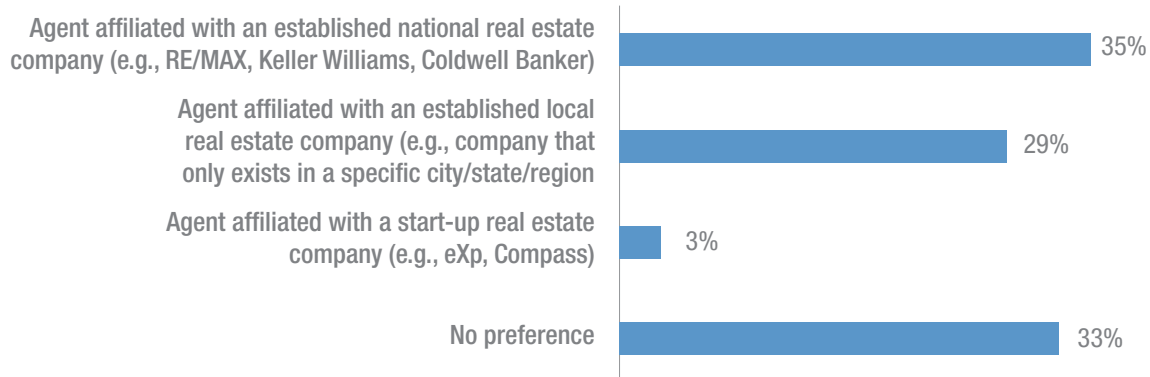
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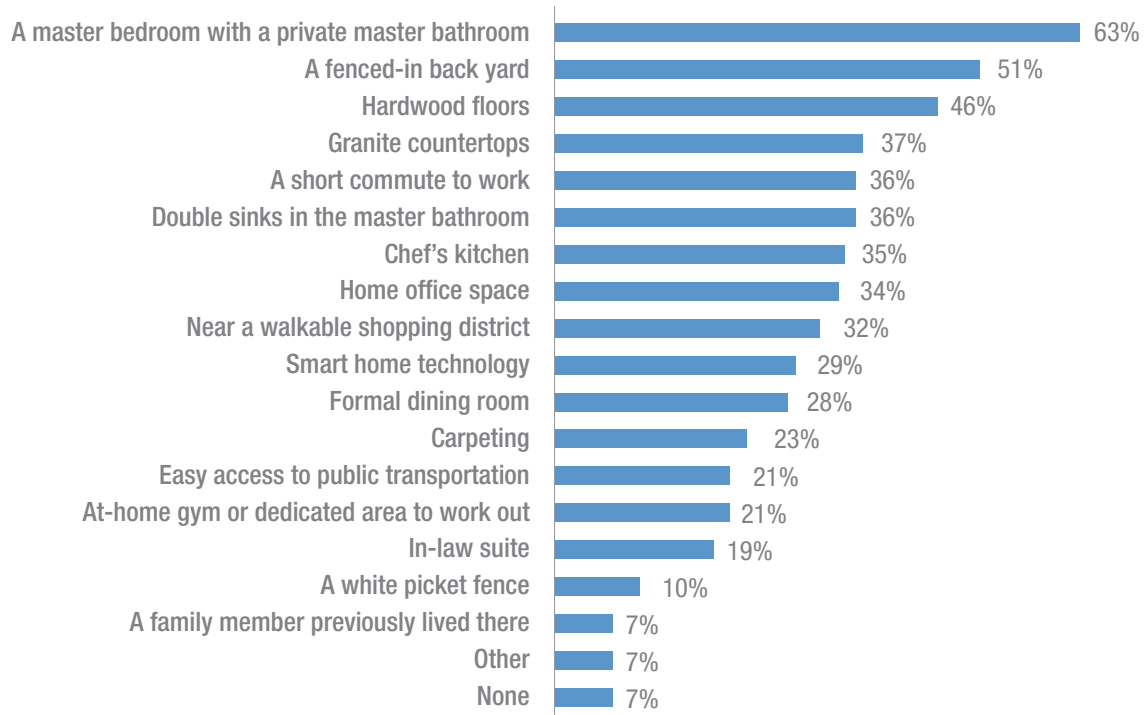
If you needed to work with a real estate agent to buy or sell a home, which type would you prefer to work with?

Base: All respondents



If you were in the market to purchase a home, which of the following features would make you more likely to purchase a home? Please select all that apply.

Base: All respondents



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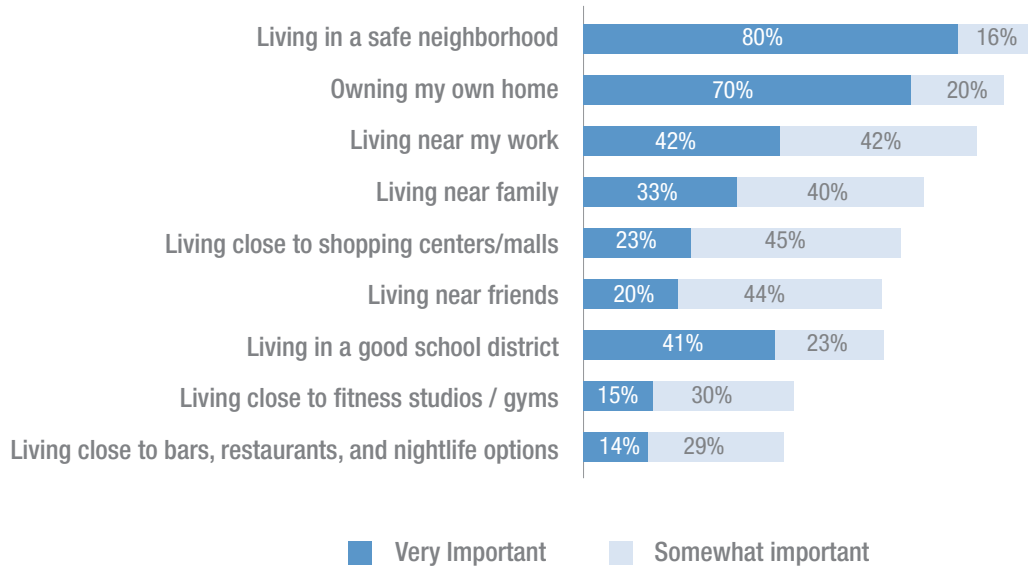
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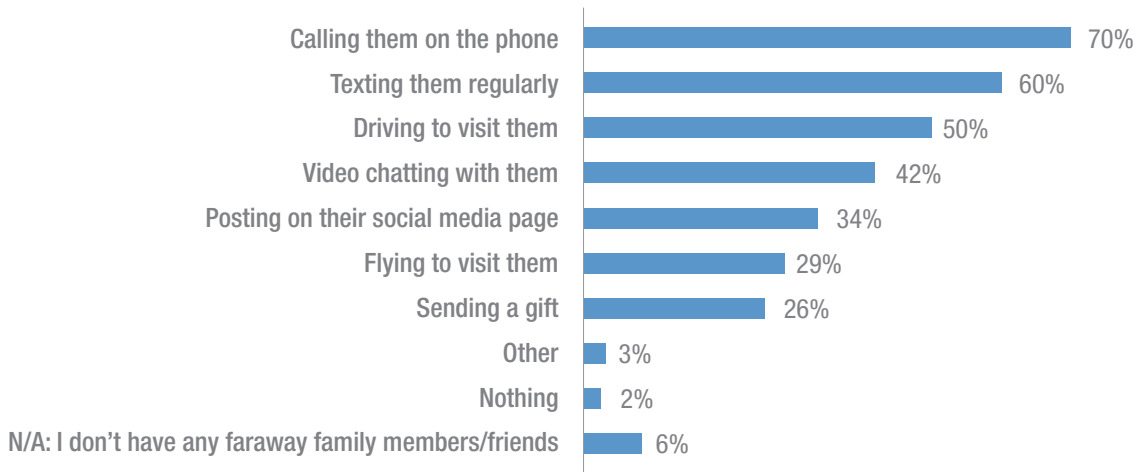
How important are each of the following to you?

Base: All respondents



How do you make faraway family member(s) / friend(s) feel closer to home? Please check all that apply.

Base: All respondents



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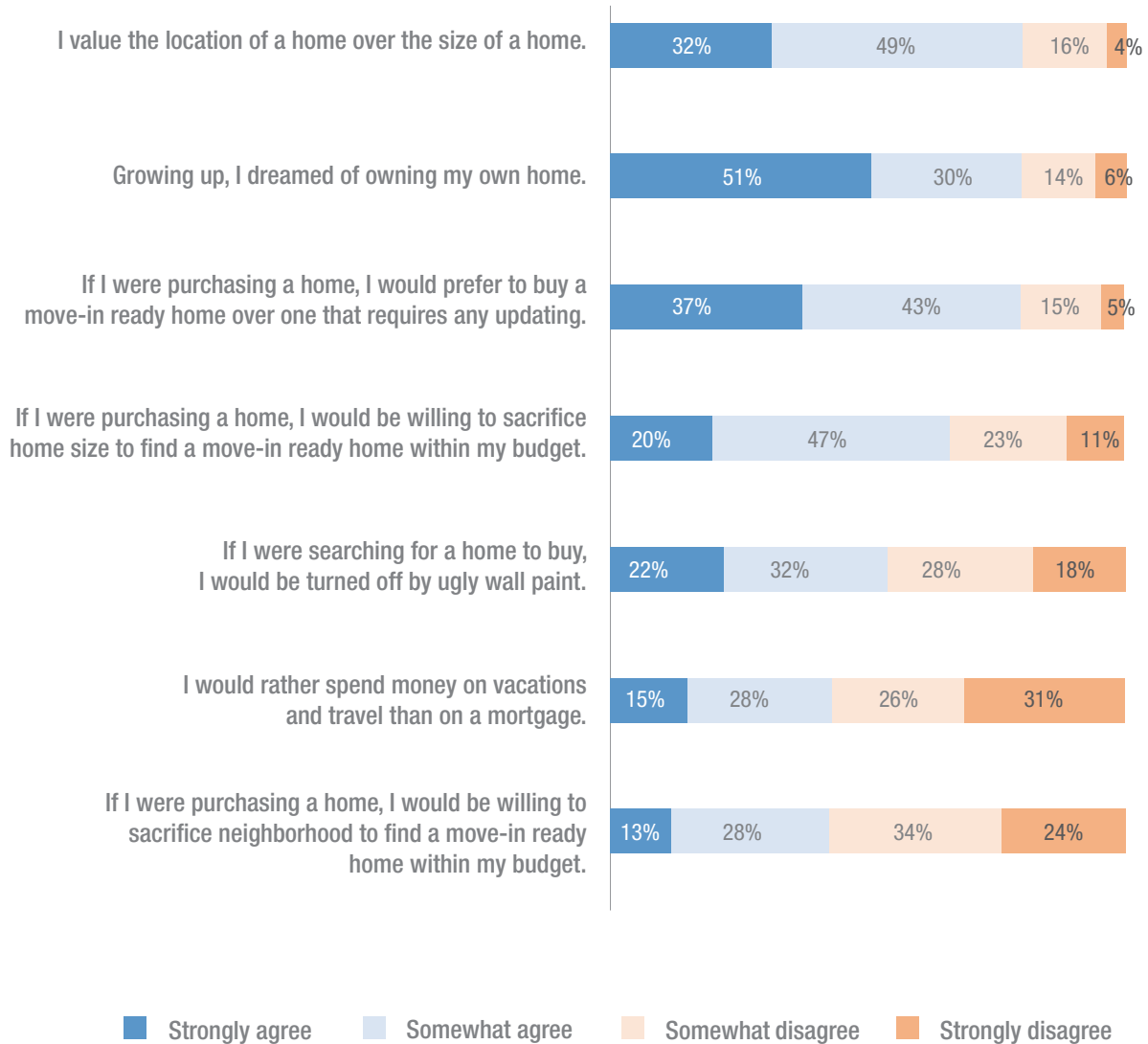
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How much do you agree or disagree with each of the following statements?

Base: All respondents



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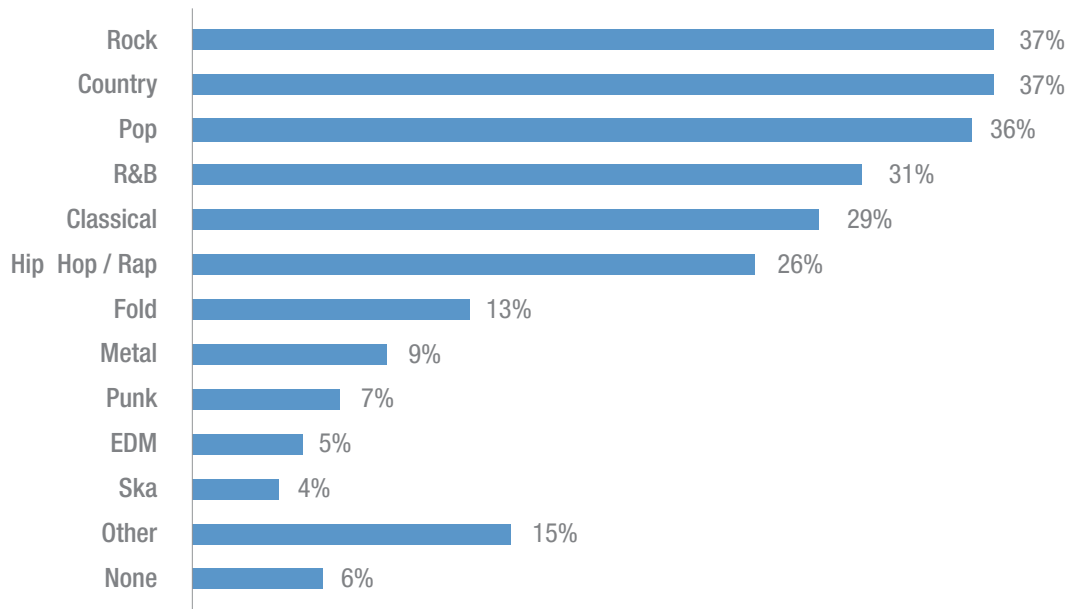
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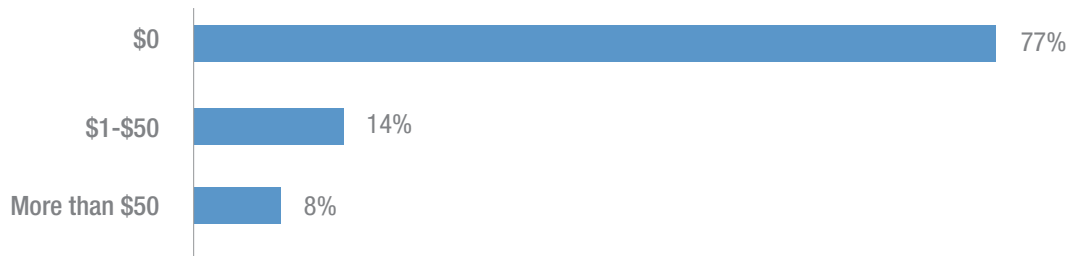
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Which of the following type(s) of music gives you the feeling of being at home? Please check all that apply.

Base: All respondents



On a different topic... Approximately how much money did you spend, in total, on buying avocado toast at restaurants in 2019? If you are unsure, please provide your best estimate. If you did not spend any money at all on buying avocado toast, please enter \$0.



Note: the average spent on avocado toast at restaurants in 2019 was \$35.30