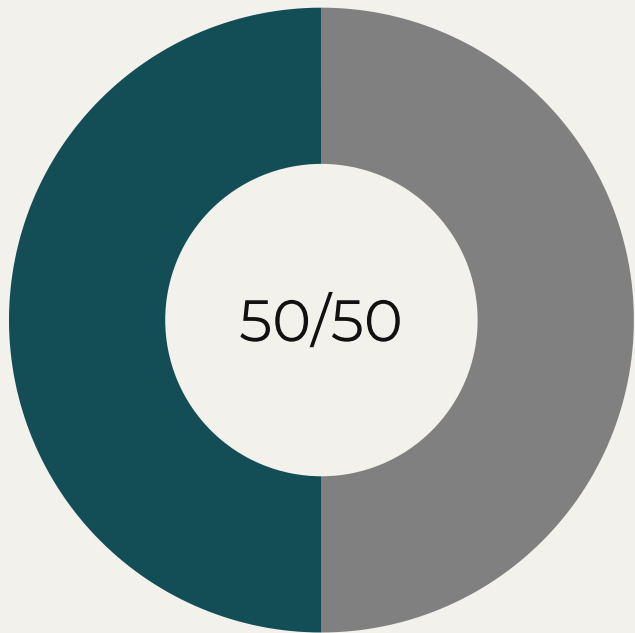


Survey Demographics

1,000 SURVEY RESPONSES, FEB 2026

Half of respondents already own a home. Among non-owners, 66% plan to buy within 5 years (28% within 2 years), 24% unsure, 10% no plans.

- Owner
- Non-Owner



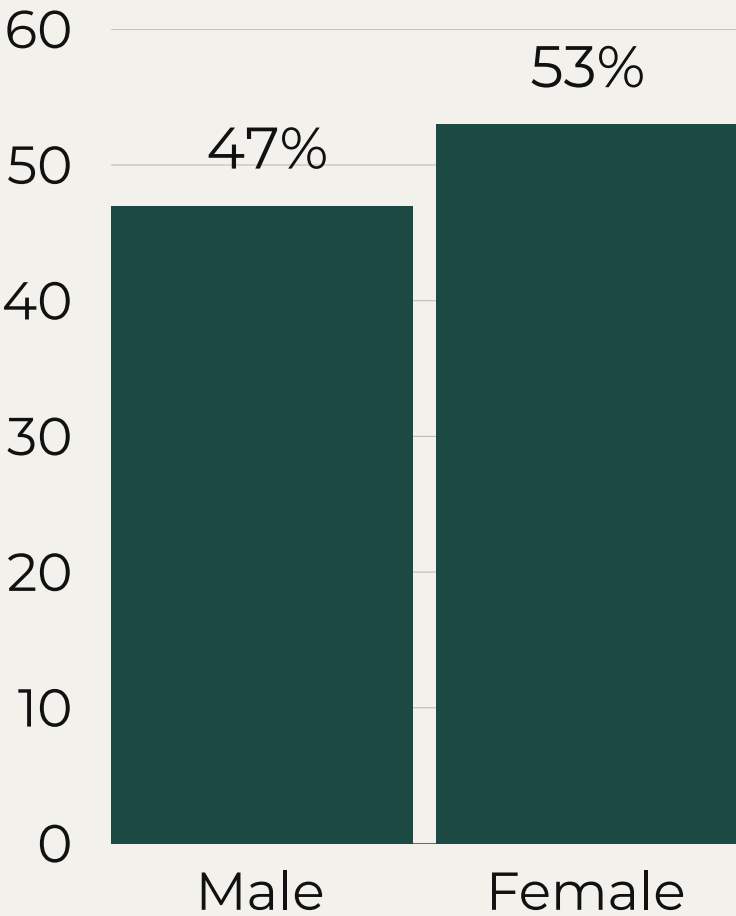
AGE

18-26 years old	35%
27-35 years old	33%
36-44 years old	32%

RACE

White	50% (505)
Black	24% (235)
Hispanic	16% (159)
Asian	6% (61)
Others	4% (40)

GENDER



Methodology

Building on six years of longitudinal data and over 9,000 total respondents, this year's report introduces validated measurement instruments to analyze the two most critical barriers to homeownership: trust and overwhelm. Moving beyond surface-level sentiment, we deployed a 7-item trust battery and a 3-item cognitive overload scale to map the psychological dimensions of the homebuying journey. These tools allow us to distinguish between confidence in the individual professional versus the broader housing system, while specifically measuring how information saturation leads to consumer avoidance and disengagement. By quantifying these behavioral drivers within our multi-year trends, we provide a clearer roadmap for reaching and better serving the future generation of homeowners.

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