

HKSIR Target Audience Survey

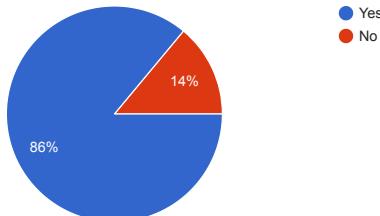
91 responses

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Do you live in the Triangle Area?

[Copy](#)

86 responses

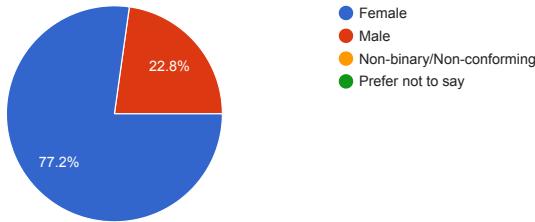


Triangle Area Resident

To which of the following gender identities do you most identify?

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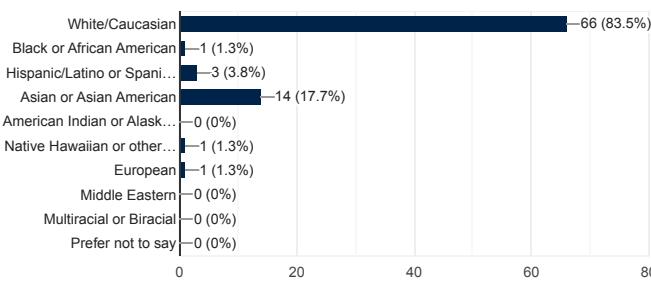
79 responses



What races and/or ethnicities do you identify with? Select all that apply.

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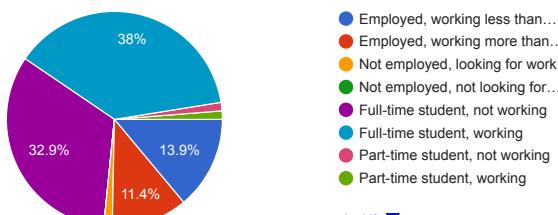
79 responses



Which of the following categories best describes your employment status?

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79 responses

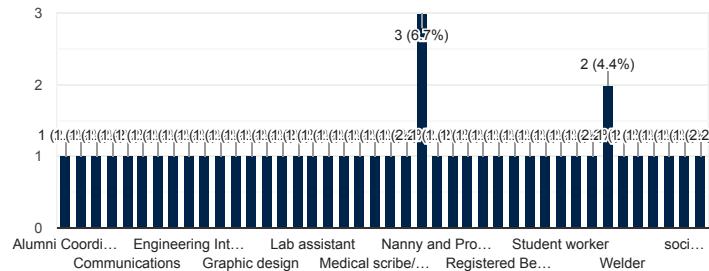


▲ 1/2 ▼

Based on the previous question, if you feel comfortable please share your occupation below:

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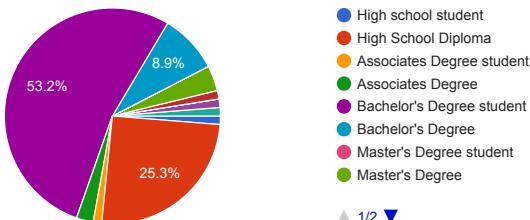
45 responses



What best describes your highest level of education?

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79 responses

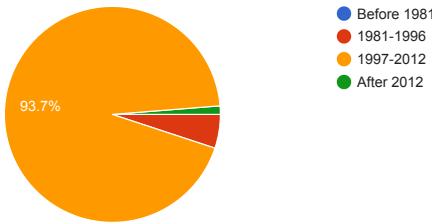


▲ 1/2 ▼

What year were you born?

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79 responses

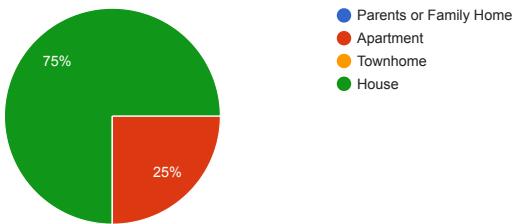


1981-1996 (Millennials)

What best describes your current housing situation?

[Copy](#)

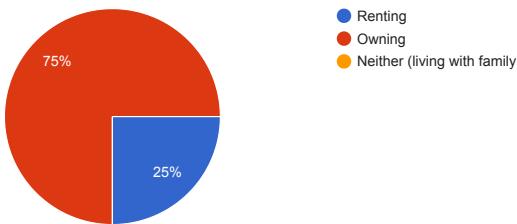
4 responses



Do you rent or own your current property?

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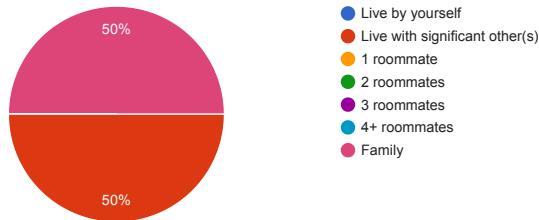
4 responses



What best describes your household?

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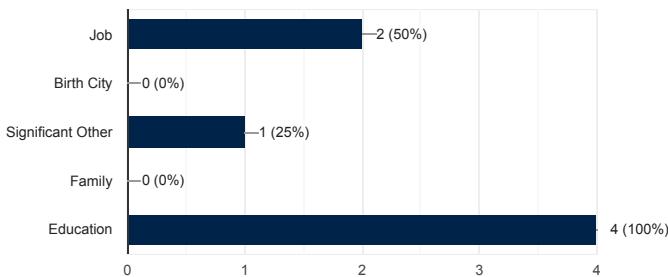
4 responses



How did you find yourself in the Triangle area?

 Copy

4 responses



What amenities do you look for in a house? Why?

4 responses

Adequate bathrooms, open floor plans, large kitchen, indoor outdoor living

4 bedrooms, New appliances in kitchen, big yard, AC/heat, nice bathroom

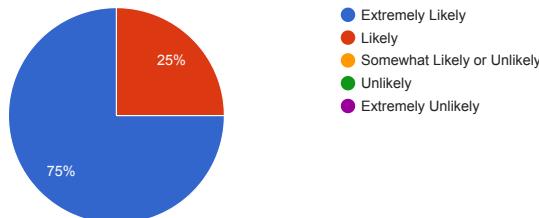
location, yard space, and spacious kitchen

Good location - safe but within walking distance to shops and restaurants,
2+ bedroom,
lots of window - natural light is a must!!

How likely are you to own a home in the next 10 years?

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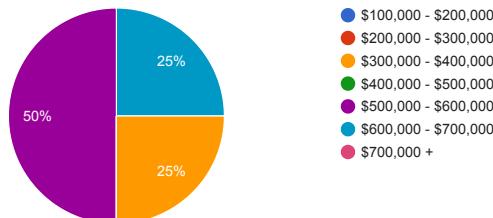
4 responses



What is your ideal price range for your next home?

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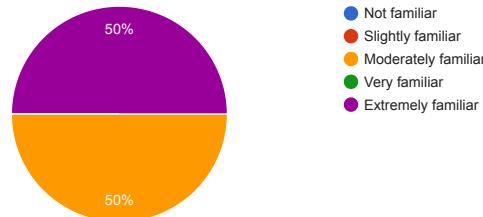
4 responses



How familiar are you of the steps of buying a home?

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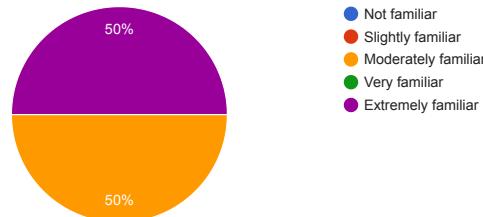
4 responses



How familiar are you with mortgages?

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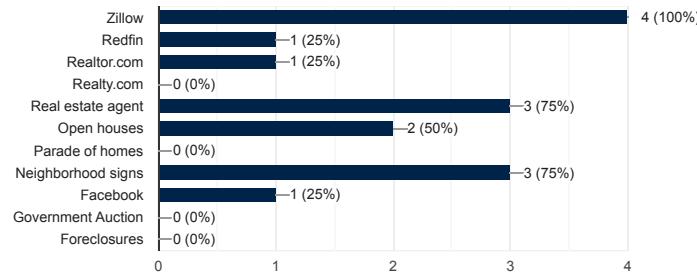
4 responses



What methods do you use when looking for a home? Select all that apply.

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4 responses

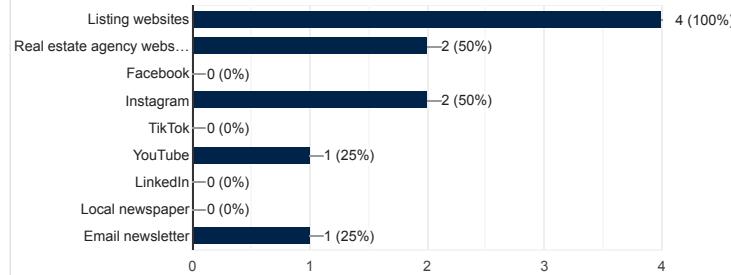


What platforms would you prefer to use for information on home buying?

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Select all that apply

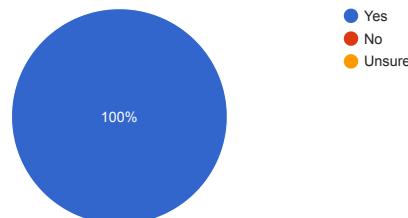
4 responses



Do you know anyone who is a real estate agent?

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4 responses



What are your thoughts on real estate agents?

4 responses

Useless

They have a hard time separating their personal lives from their professional. I think they're over paid and make too much commission. We had a bad experience with our last agent.

We loved ours!

I'm pretty neutral, I do think that someone with experience is a bonus for negotiating

What is important to you about a realtor?

4 responses

Trustworthy and quick communication

Advocating for the client

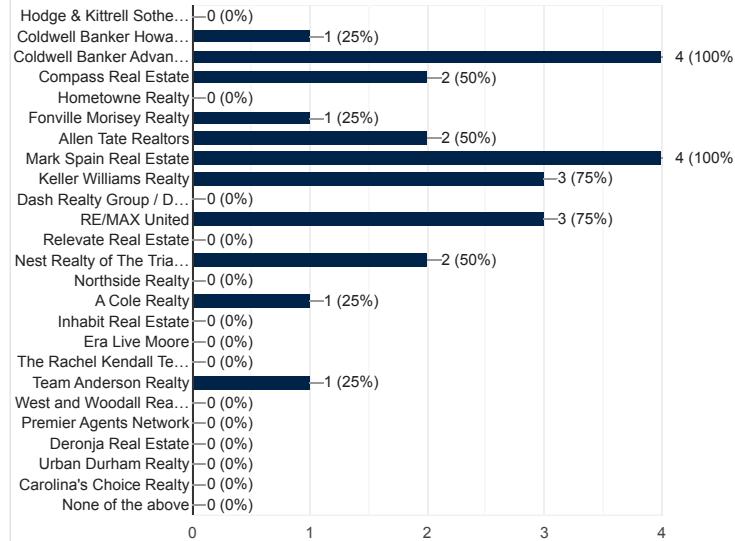
Invested in our needs and organized, knowledgeable

Honesty, familiarity with the market

Which Triangle real estate companies have you heard of? Select all that apply.

 Copy

4 responses

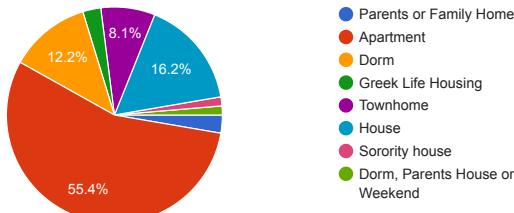


1997-2012 (Gen Z)

What best describes your current housing situation?

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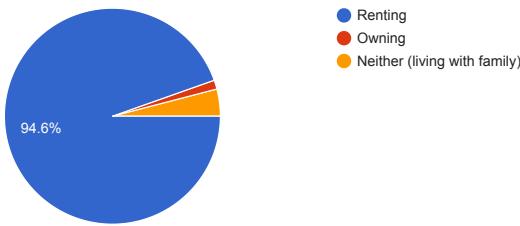
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Do you rent or own your current property?

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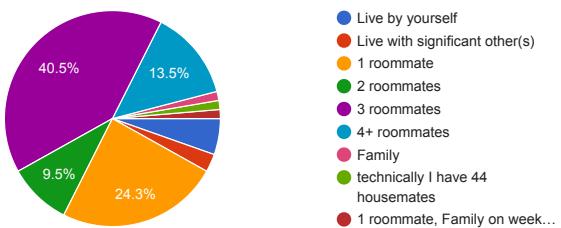
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What best describes your household?

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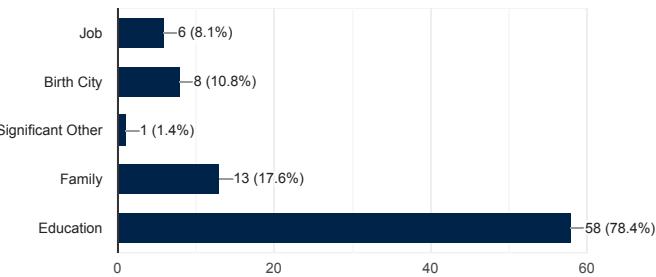
74 responses



How did you find yourself in the Triangle area?

[Copy](#)

74 responses



What amenities do you look for in a house? Why?

74 responses

New appliances, in unit washer/dryer, yard space, driveway/free parking

I want an old farmhouse that has wooden floors and big windows. Land is a requirement for me.

Natural light/direction of the house, a layout that makes sense for my routine/habits, a sizable primary bedroom closet (I have a lot of clothes), a medium sized front and back porch, lots of windows

large kitchen because I enjoy cooking, storage space because I don't love clutter, spacious closets because I have a lot of clothes

Double staircase (in case of emergencies), stainless steel appliances (prefer the quality/look), safe/family friendly community (be an active resident), patio area (enjoy outdoors), kitchen island with granite countertops (barstools great for gatherings), and lots of storage space (to keep clutter at a minimum).

I look for a washing/drying unit, private bathrooms, updated heating and cooling, and clean/functional appliances.

Modern day technology like a dishwasher, washing machine and dryer, stuff like that

Own bathroom and close to campus

in house washer and dryer- more convenient and less money on laundromat
free or cheap parking

up-to-date infrastructure, spacial front/backyard, washer/dryer, spacial storage space, smart home features, natural lighting, HOT TUB

pool- nice to have a place to relax, gym because I'm busy and it's nice to have a gym in the building, and wifi for schoolwork

Storage, Working Appliances, Location (proximity to school)

Near work/school and near a grocery store

Lots of space/acreage

Lots of natural light- makes it more inviting

Modern kitchen- I like marble or granite counter tops with a modern style with modern appliances

Open floor plan- because I think this looks better when the living room connects with kitchen and dining area

Backyard w/ fence - because I would want a house that could be for my future kids/pets

Tall ceilings- In the kitchen and entryway because I think this looks better.

Hardwoods throughout- I like hardwoods better than carpet.

Open space, modern appliances, clean

Location, gym, reliable staff

Yard for myself and animals, 2 bedrooms

Working kitchen appliances and washer/ dryer so I don't have to go outside the home to access those resources

Bedroom connected to the bathroom- I've lived with separate bathrooms all my life and I prefer them to be connected

Deep or deep enough sink for the kitchen downstairs - lots of space and they are more practical

Lots of light, so you don't have to use electricity as much

Location must be close to work and other daily activities, Own bathroom, dog-friendly, good price

Design

Yard space, storage space, appliances in good condition, lots of natural light, no unnecessary features driving price up, open dining/living/kitchen floorplan

Fenced backyard for my dog and location

A balcony/porch to be more connected with nature, my own bathroom for privacy

Enough space, privacy, modern build and appliances

Backyard size, upgraded kitchen

In house laundry, appliances, ceiling fans, porch, all amenities are either for pleasure or for making it easier to live there

Kitchen appliances, ceiling fans and lighting fixtures, advanced home security features

Proximity, I like to be closer to a city with a good population size of young people. A nice neighborhood is important when looking for a house as the overall value of the house appreciates within a nicer neighborhood. Decent living and kitchen space for convenience and leisure.

Backyard, closet space, storage space, safe neighborhood.

Own bathroom, walk in closet, good size living area, and a pool is a plus.

Nice yard, lots of windows for natural sunlight, multiple entrances/exits. Balcony (if possible).

Nice bathroom and kitchen area

Energy efficient appliances, reduce cost in the long run. Front-load washer/dryer, I just like it. Walk-in closet, I need space.

I like quiet spaces and good water pressure.

- 1) Room for gym - want to workout at home
- 2) Home office/ bonus room
- 3) Large backyard

Multiple bedrooms, big living space, location

Large yard and included washer/dryer

Washer and dryer

Dishwasher

Gym

Pool

Dog park

Under 700, possibly furnished, close to NC State campus,

Washer & dryer

Air conditioning and Heating: to keep myself comfortable during all seasons

Appliances: So I don't have to buy them myself

access to bathroom, air conditioning, and lighting. wifi for school, electricity for the previous things listed

Enough bedrooms for everyone, big bathroom, kitchen island, stainless steel appliances, no carpet, good location

Laundry room, dishwasher, patio, open plan, porch

Location, cleanliness, security

I look for places that pay most if not all of the utilities! I also look for somewhere that has free parking. In addition I like when places have newer appliances!

Bathroom, good kitchen layout, space between neighbors

Big kitchen for cooking and deck for outside time

A Foyer- don't want to enter the house and be in a room

Wood floors- No need to worry too much about spills but they also feel nicer

Unsure

Laundry room, 2 bedrooms

Sunlight and green spaces for growing plants

Safe area, nice to have a neighborhood pool and/or gym

I have no clue

Location, close to work and school

In unit washer and dryer, convenience and not having to use a service

Wifi/internet, use devices

Property

Kitchen, common area, laundry

Washer/Dryer - convenient to clean clothes in the house

Dishwasher - saves time for washing dishes

Big yard, entertaining space, natural light, trees

Washer and dryer to clean my clothes
dishwasher to wash dishes
fridge to hold food
microwave and oven to cook food

Water, electricity, etc

Safety and close to campus (in biking distance)

If its an apartment, I'd like it to be within walking distance to restaurants and other activities, as well as have some sort of a view. If it's a house, I'd like a yard for cookouts.

Garage - car safety, yard - asthetic/gradening, space between houses - privacy, low HOA cost - money, nice neighborhood/nature nearby - safety/activities

Bathrooms (for each person), Appliances (refrigerator, dishwasher, laundry/dryer), unit-specific heating and cooling.

Hardwood floor, modern design,

Appliances and safety

Clean bathrooms and living quarters

Heating and cooling, comfortable space, kitchen, working plumbing

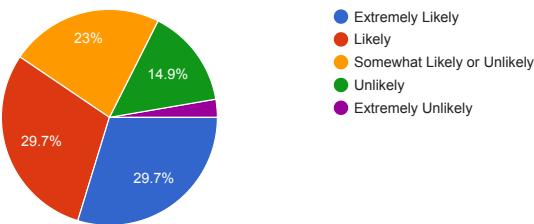
Close to campus, gym, pool

Cleanliness, you want a house that is already clean so you don't have to worry about a gross environment. Good neighbors and neighborhood, having both of these is something to look for. It is something that would make me feel more at home and safe.

How likely are you to own a home in the next 10 years?

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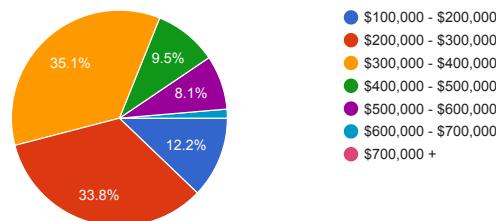
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What is your ideal price range for your next home?

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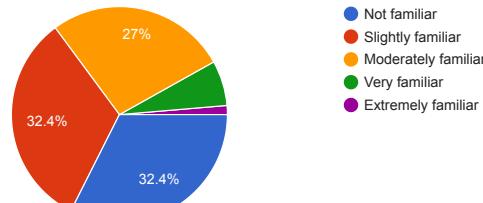
74 responses



How familiar are you of the steps of buying a home?

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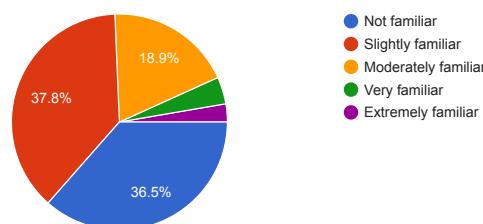
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How familiar are you with mortgages?

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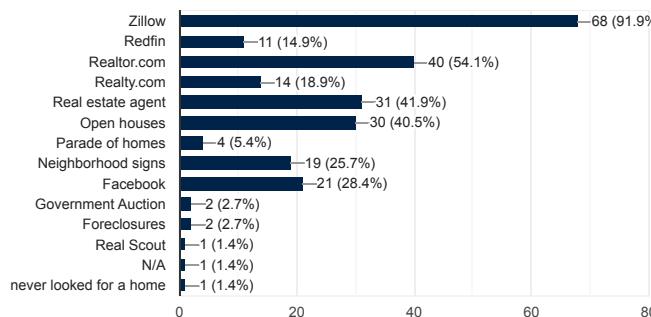
74 responses



What methods do you use when looking for a home? Select all that apply.

 Copy

74 responses

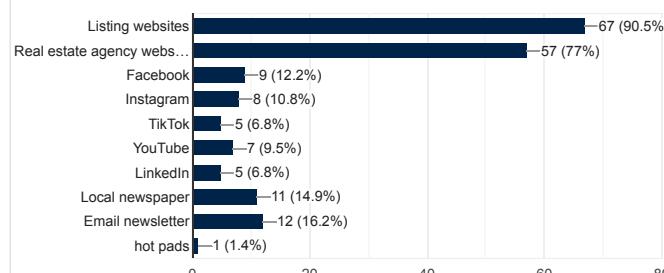


What platforms would you prefer to use for information on home buying?

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Select all that apply

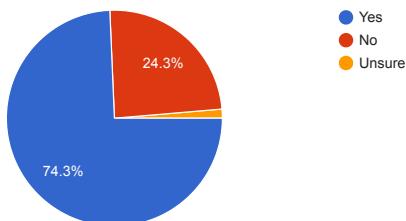
74 responses



Do you know anyone who is a real estate agent?

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74 responses



What are your thoughts on real estate agents?

74 responses

Helpful

They can scam you

I think they are great! Especially if you have a good one who really cares about you as a person and not just a client and is good at negotiating.

I think they make the homebuying process easier and are helpful.

I don't really think about them

I think they're looking for a win-win relationship.

I find real estate agents helpful and supportive.

They make too much money for what their job entails

They're super helpful, my mom is one

great job for people who are sociable and easy to do it on the side in addition to another job if wanted to

I believe real estate is an incredibly important profession, especially to the younger generation who has no/little experience with house hunting.

they are helpful

They are helpful

They are very helpful. I will probably receive guidance from an agent in the future.

Mixed- some are good, some try to sell you on the idea of something too much.

They can be very helpful in finding homes that fit your criteria and budget

They're nice and helpful

They're great and helpful!

They are important when buying a home

Don't have any strong opinions on them I think they can be useful in the buying/selling of a house

No comment

They are very accommodating

Not many

Scammer

S

Helpful and important when searching for homes

They know the business and the market well

They're necessary to facilitate a smooth transaction

Neutral - makes the process easier but they're also trying to get paid

helpful

Real estate agents can be an important figure to potential homeowners due to their expertise in real estate and bargaining down prices for their clients.

They're great. It's a great field to be in and it can be very helpful.

Love them. My mom is one and I'm currently taking the class now.



I think they can be very helpful but often people think they just steal your money

Not sure

Not always looking to benefit me as they benefit from a higher buy-in price.

They are motivated salespeople.

I think they are very helpful when looking for a house to buy.

I'd try on my own first and then use one if I'm unlucky

Helpful, but I don't know much about them either

Sometimes your goals aren't align and they look for the most commission they can make and you're looking to get the best deal on a house

I see them as sales workers who if your lucky will have your best interest.

I think they have a fun job

no opinion

No opinion

They are useful in helping individuals find what they are looking for in a home.

Fine

I mostly know them from tv shows but other than that I am indifferent.

No specific thoughts

They are a good way to get housing

I want to be one as a side hustle, so I think fondly of them.

I want to be one

Girl boss

They're very helpful

They are usually knowledgeable and can provide more information on the ever areas to live in

The one I know is very nice

The stigma or stereotype is they can be similar to car salesman and can be deceiving.

Pleasant

Don't know enough about what they do

They tend to be good guides, but some are less helpful and don't show you what you really want to look for.

Positive, they are valuable for understanding and negotiating during the buying process

My mom was a real estate agent so i think they are cool

Good

They make your life easier. More convenience.

No opinion

Helpful but expensive

It's a job.

Some are really good, some are really bad

If you're good at it, you can make a lot of money

I think that they are very helpful.

I'm not familiar enough with them to have a particular opinion

That some don't seem that passionate while others do

I think they have a lot of knowledge and love what they do.



What is important to you about a realtor?

74 responses

Honesty

Trustworthy

honesty and transparency as well as guidance

That they are personable.

Personality, availability, communication, understanding of my wants and needs, will listen to my opinions

honesty, transparency,

Someone who is trustworthy and credible.

It's important that listen to what I'm looking for and show me listings that fit my criteria as best as possible.

Knowledge

Personable and Educated

they know what they're talking about, honest, friendly, informative

A realtor should be: extremely honest, selfless, high negotiation skills, technology skills, and have inside knowledge on the area around them.

kind and thorough

Understand my needs as a client

Transparency

Honesty, not trying to upsell what they are showing

They want to really help you find a home for your family or future family.

Listening to my requests

They are knowledgeable about my needs for a home

Unsure

They are honest and trustworthy

Someone who is genuinely in my corner and has my back in the market

They are willing to take your opinions into account

Can find me what I want

Yes

That they are motivated by my satisfaction as a customer more than their commission.

long term relationship

They have hopefully years of experience with buyers and sellers in the area

Being able to trust their advice and recommendations

Communication, skill

they understand budget

Honest

Realtors seem to have more experience than real estate agents considering they are a part of the NAR and can be seen by the public as more reliable and professional.



I believe that it is important for a realtor to be patient and work hard to find the right home for a client.

They are personable and know the area very well.

Kind, understanding, willing to hear my asks out, good at negotiating if needed

Knowledgeable of area, good and frequent communication

Communication and honesty.

One who listens to all my needs and helps me find a place that fits what I want.

Knowledgeable, advocate for buyers

They listen to my needs/wants

Knowledgeable and kind

Honesty and trust that they won't screw me over.

They know what they're doing

no opinion

Quality but low price

Organized, on time, caring, professional

Genuine

Someone who is upfront trustworthy and listens.

Able to be real with me about my expectations

They are nice and will get me what I'm looking for

They help people get in homes

They have to be fair

I don't know much but as long as they're informative and not pushy

Trustworthy and knowledgeable

They can use their resources to potentially bring a house to your attention that may not even be on the market yet if they know a client is planning to sell soon

Their ability to connect to a client and understand their needs.

Honesty!! Hardworking, understanding

Connections - knowing when houses will go on sale, being able to get tours and knowing how much wiggle room there is on price

Understands my needs and is able to advocate for them when negotiating

Making sure they are looking out for my best interest

Reliable

Likeable, honest, and understands your needs.

Family connection

Knowledgeable, personable

Honesty, integrity, and a good network.

Honest and timely communication

That they are personable

They match buyers to homes that fit their individual needs and price range

I'm not sure, I've never needed one

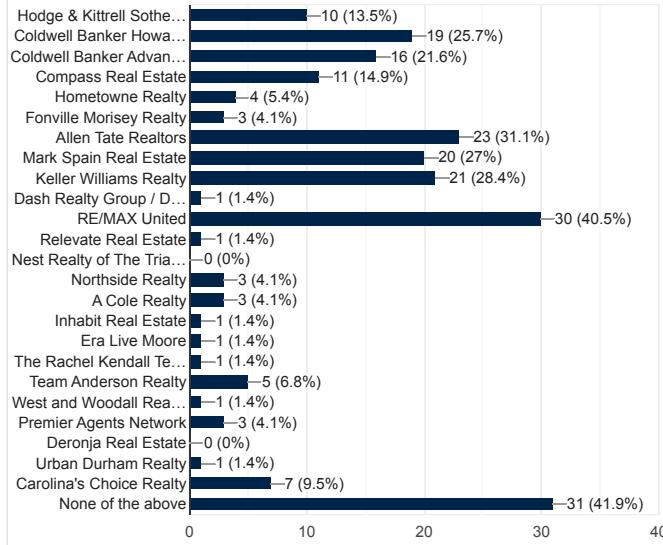
That they're honest

That they can engage in conversation easily with their client

Which Triangle real estate companies have you heard of? Select all that apply.

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74 responses



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