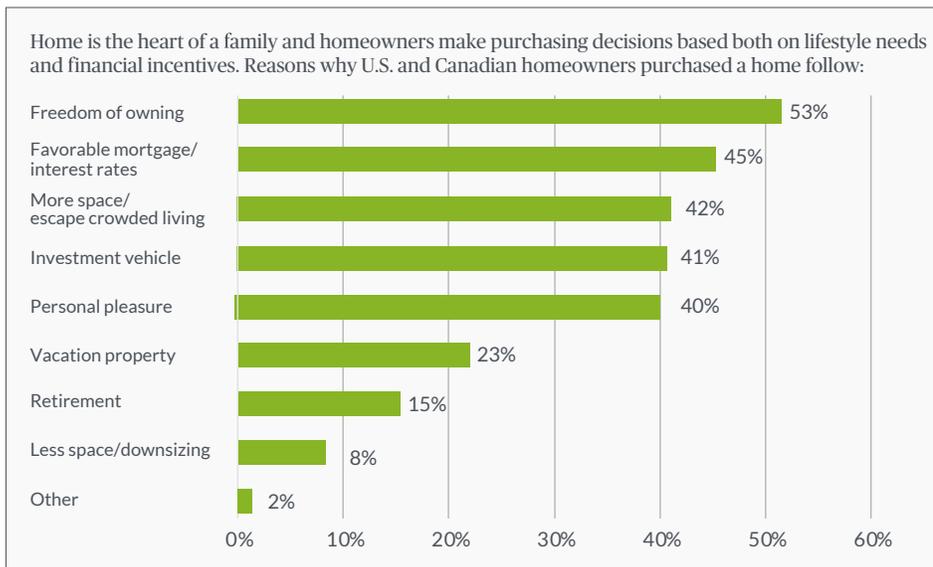




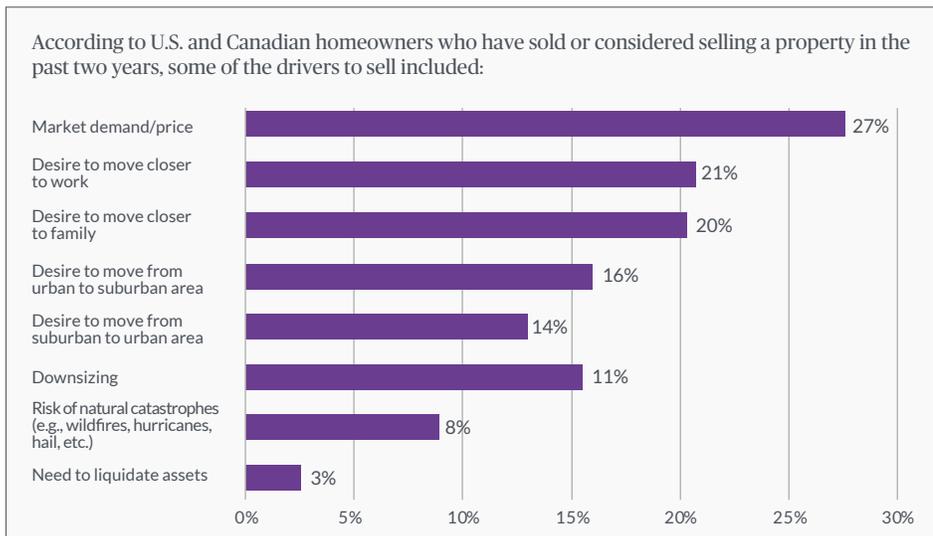
# Chubb 2021 Homeowners Risk Report: Trends in Purchasing Behavior

In November and December 2021, Chubb surveyed 1,500 U.S. and Canadian homeowners and renters to better understand their purchasing decisions, attitudes, and behavior in the past two years.

50.9% of U.S. and Canadian homeowners surveyed have purchased a home within the past two years, with more than half (54.7%) of those significantly influenced by mortgage/interest rates in their home purchasing decisions—30.5% were somewhat influenced.



When it comes to secondary and vacation homes, 35.2% of U.S. and Canadian homeowners made a purchase in the past two years – 77% did it for personal pleasure and usage and 21.5% did it as an investment vehicle.



## Riskier Purchasing Behavior

Some U.S. and Canadian homeowners and renters are engaging in riskier purchasing behavior, leaving themselves vulnerable to costly risks and damages. However, even when homeowners do their due diligence, problems can still arise – and risk is still present.

**25%** of U.S. and Canadian homeowners and renters have purchased a home sight unseen, and...

**20%** considered purchasing a home sight unseen within the past two years.

Those 18-24 years old were more likely to purchase a home sight unseen

**39%** or consider purchasing a home sight unseen

**34%** than other generations.

Purchasing properties sight-unseen can leave homeowners vulnerable to several risks such as existing or potential sources of property damage, including risk of water damage.

## Home Inspection Trends

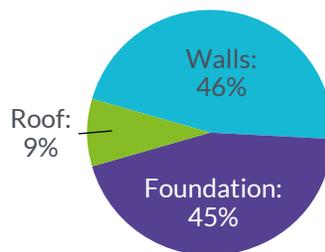
It's important to conduct inspections during the home buying process to pinpoint unresolved maintenance issues and potential sources of damage. Homeowners who purchase homes without proper due diligence could find themselves with a home that has significant structural concerns, such as structural issues in the home's foundation, a roof in need of total replacement, or load-bearing walls rotted out with water damage—all of which can incur significant cost to remedy and may impact when these homeowners are able to move in.

95.2% of U.S. and Canadian homeowners and renters who purchased a house in the last two years said they had a home inspection completed before closing the sale when they last purchased a home. During that inspection, 69.4% found areas of concern within the home.

Even with a home inspection, the possibility of finding concerns with the home are still prevalent.

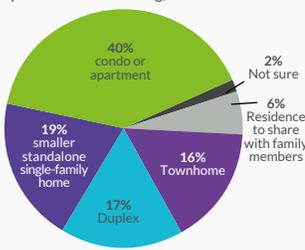
Almost three quarters (64.8%) of U.S. and Canadian homeowners and renters who purchased a home in the past 2 years found areas of concern in the home after purchase, compared to only 35.2% who did not.

The top three areas of concern found in the home after its purchase were:

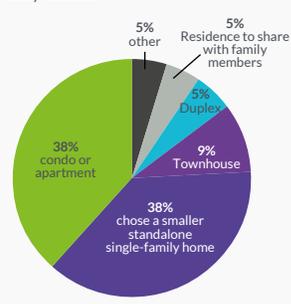


## Downsizing

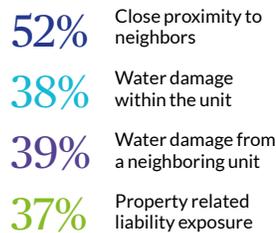
42.2% of U.S. and Canadian homeowners plan on/are in the process or are considering downsizing in the next two years. For those who are planning/in the process of downsizing, would choose...



For those who have already downsized, they chose...



When owning a multifamily residence, U.S. and Canadian homeowners and renters would be most concerned about...



When searching for a new property, buyers are most drawn to:

- Land and privacy (30.6%)
- A pool (26.9%)
- Close proximity to friends and family (27%)
- Indoor-outdoor living (26.9%)

As with any other aspect of homeownership, downsizing comes with its risks. Particularly, the possibility of water damage is a factor many should consider. For example, if you downsize to an apartment or condo and your neighbor has a leak – how may that impact your home? Homeowners should also be aware of risks associated with some of their most desired luxuries in new properties—damage from pools, grills, fire pits, and fireplaces can cause extensive damage if not properly maintained.

## Online Real Estate Platform Usage

Most potential buyers trust traditional real estate agents/agencies (35.6% of respondents) when scouting for new properties over all other types of platforms. Buyers also put their trust in online platforms. 24.3% of respondents would choose Zillow over Realtor.com (10.5%), Trulia (5.1%), Redfin (4.1%), and StreetEasy (1.1%).

## Methodology

This is the fifth survey by Chubb measuring U.S. and Canadian homeowners' and renters' attitudes and behaviors towards property protection, with a focus on water damage, weather, renovation behaviors, and financial decisions.

The survey was conducted by Dynata, a leading global provider of first-party consumer and professional data, on behalf of Chubb. The survey was fielded in the U.S. from 11/4/21-11/19/21 and in Canada from 11/24/21-12/10/21. It represents findings from a quantitative survey administered via an online national sample of 1,200 U.S. and 300 Canadian adults, respectively. A breakdown of respondents is as follows:

### U.S.:

#### Gender:

- Male (49%)
- Female (51%)
- Non-binary/ Prefer Not to Answer (<1%)

#### Age:

- 18-34 (31%)
- 35-54 (45%)
- 55+ (24%)

#### Regions:

- Midwest (25%)
- Northeast (25%)
- West (25%)
- South (25%)

#### Socioeconomic Status:

- Middle Class (34%)
- Upper Mid. Class (33%)
- Mass Affluent (14%)
- High-Net-Worth (19%)

#### Homeowners:

- Owner (75%)
- Renters (25%)

### Canada:

#### Gender:

- Male (49%)
- Female (51%)
- Non-binary/ Prefer Not to Answer (<1%)

#### Age:

- 18-34 (30%)
- 35-54 (46%)
- 55+ (24%)

#### Province:

- Alberta (15%)
- British Columbia (12%)
- Ontario (50%)
- Quebec (10%)
- Manitoba (3%)
- New Brunswick, Newfoundland & Labrador, Nova Scotia, Prince Edward Island, Saskatchewan (all about 1% or less)

#### Socioeconomic Status:

- Middle Class (30%)
- Upper Mid. Class (29%)
- Mass Affluent (20%)
- High-Net-Worth (20%)

#### Homeowners:

- Owner (75%)
- Renters (25%)

If you are interested in learning more about home protection, visit [Chubb.com/Water](https://www.chubb.com/Water).

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