



Research Findings

Zillow – 2019 House Sellers Survey

Topline Findings

Washington, DC, June 25, 2019 — These are the findings from an Ipsos poll conducted May 3 - 17, 2019 on behalf of Zillow. For the survey, a sample of 1,068 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. In order to qualify for the survey, respondents had to have sold their home within the past three years. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ± 3.4 percentage points for all respondents.

1. When did you last...

% Sell a home	All Respondents
	(n=1,068)
Within the past year	46%
More than 1 year ago but less 3 years ago	54%

2. Based on your own personal experience, to what extent would you say the following life experiences were stressful for you?

% Very/Somewhat stressful	All Respondents
	(n=1,068)
Relationship break-up	78%
Selling a home	77%
Buying a new home	72%
Planning a wedding	60%
Getting fired	58%
Becoming a parent	58%
Teaching a teenager to drive	53%
Potty training a child	47%



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3. Thinking back to when you were selling your home, to what extent were the following activities stressful or not stressful for you or your family during this process?

% Very/Somewhat stressful	All Respondents
	(n=1,037)
Uncertainty if I would be able to sell for desired price	70%
Not knowing if my home would sell within my desired timeframe	69%
Packing up my belongings	67%
Concern about the buyer offer falling through	65%
Making improvements to prepare the home for sale	65%
Lack of control with overall selling process or timeline	63%
Getting rid/selling some of my belongings	60%
De-cluttering the home	59%
Timing the sale with the purchase of a new home	58%
Not knowing if buyers were seriously interested	57%
Keeping the house clean for open houses and tours	55%
Aspects of the overall selling process were not clear or as expected	51%
Leaving the home for tours and open houses	50%

% Very stressful	All Respondents
	(n=1,037)
Not knowing if my home would sell within my desired timeframe	33%
Uncertainty if I would be able to sell for desired price	30%
Packing up my belongings	30%
Lack of control with overall selling process or timeline	30%
Timing the sale with the purchase of a new home	30%
Concern about the buyer offer falling through	28%
Getting rid/selling some of my belongings	26%
Making improvements to prepare the home for sale	25%
De-cluttering the home	24%
Keeping the house clean for open houses and tours	23%
Not knowing if buyers were seriously interested	21%
Leaving the home for tours and open houses	20%
Aspects of the overall selling process were not clear or as expected	19%



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4. At any point in the process of selling your home, did you cry/shed tears as a result of feeling stressed/overwhelmed?

	All Respondents (n=1,037)
Yes	36%
No	62%
Not sure	3%

5. You mentioned that you cried as a result of feeling stressed/overwhelmed during the process of selling your home. During this process, how many times would you say the stress caused you to break down and cry? Your best estimate is fine.

	Respondents Who Cried (n=458)
1	29%
2	18%
3	18%
4	8%
5	8%
1-5 times (Net)	83%
6-10 times (Net)	12%
11-15 times (Net)	4%
15 times or more (Net)	2%
Mean	3.7

6. How do you feel about the time it took to sell your home?

	All Respondents (n=1,068)
The home-selling process took about as long as I expected it would.	24%
The home-selling process took a little longer than I expected it would	34%
The home-selling process took less time than I expected it would	34%
Unsure. I didn't have a timeframe in mind	8%



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7. Thinking about the stress you experienced when selling your house recently, which of the following, if any, would you say are most similar to the home selling process in terms of the stress they can make people feel? Please select up to three.

	All Respondents (n=1,068)
Moving to a new home	28%
Starting a new job	19%
Getting fired	17%
Conflicts in the workplace or at home	17%
Relationship break-up	15%
Planning a wedding	13%
Teaching a teenager to drive	10%
Losing your luggage when on vacation	10%
Getting a root canal	9%
Becoming a parent	8%
Hosting Thanksgiving dinner	7%
Potty training a child	5%
None of these are similar to the home selling process in terms of stress levels	23%