



NEWS RELEASE

Homeownership Aspirations Remain Strong as Americans Highlight an Opportunity for More Support

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KB Home unveils findings from its second annual survey and expands its mission to educate and empower future homebuyers during National Homeownership Month and beyond.

LOS ANGELES--(BUSINESS WIRE)-- KB Home (NYSE: KBH), one of the largest and most trusted homebuilders in the U.S., today announced the findings of its second annual survey, which the company conducted to gauge Americans' sentiments about homeownership and support their homebuying aspirations. New data released found that most Americans still believe that homeownership is an important milestone (83%), but an even greater number feel anxious (89%) about affordability and the homebuying process.

June is National Homeownership Month, a time dedicated to recognizing the importance of owning a home and the opportunities it can create for individuals and families. To mark the occasion, KB Home is sharing survey insights and hosting Homebuying 101 events across the country focused on helping more people feel informed and empowered in their homebuying journey. During these free, in-person workshops, KB Home experts will cover topics like the benefits of owning versus renting, the advantages of new construction and how to navigate the homebuying process, including the financing of a new home.

"This year's survey shows that the dream of owning a home is still very real, even if many people are unsure how to get there," said Rob McGibney, President and Chief Operating Officer of KB Home. "At KB Home, we're helping to



bridge that gap by offering new, high-quality homes that are affordably priced and personalized to fit each buyer's lifestyle. These are the things Americans tell us they value most, and delivering on them is part of our commitment to making homeownership more attainable for more people."

The national survey was conducted in April 2025 by The Harris Poll. Here is what Americans had to say:

Americans Still Aspire to Own a Home and Are Clear About What Matters

- Life milestone. A vast majority (83%) said that owning a home was an essential milestone in life. This perception remains unchanged from 2024.
- Good feelings. People ranked excitement (47%), pride (43%) and motivation (28%) as their top three positive emotions associated with homebuying.
- A better life. Some of the top reasons for wanting to own a home included safety and security (47%), more living space (47%), access to a backyard or outdoors (43%), to avoid rent increases and other fees (42%), and long-term financial betterment (41%).
- Modern features matter. Almost four out of five Americans said that if they had a set budget and had to make a trade-off, they would not be willing to sacrifice: a limited home warranty (87%), lower energy and water utility bills (86%), a modern floor plan (83%) or the opportunity to personalize their home (78%).
- Lifestyle adjustments. Most buyers (74%) were willing to make lifestyle sacrifices, such as living at home with their parents a while longer or eating out less, in order to afford a home that they want.

Affordability Is a Real Concern — and So Is Knowing When and How to Buy

- Buyer anxieties. Most (89%) reported anxieties with buying a home, and this was even higher among current renters (93%). About a quarter of Americans report being nervous (27%) and stressed (24%) among their top three negative emotions associated with buying.
- Stress drivers. When asked what made them feel anxious about buying a home, Americans were most worried about being able to afford a home (44%), taking on more debt (41%) and buying a money pit that needs repairs/renovations (30%).
- Right time, right place. Over a quarter (28%) were anxious about whether now is a good time to buy and 23% were anxious about settling for a home they didn't love and having buyer's remorse.
- Financial pressure points. When it comes to financial anxieties, Americans most commonly ranked among the top three: having enough money for a down payment (45%), knowing how much they can afford (43%), being able to make monthly payments (42%) and finding the best mortgage rate (42%).
- Today's challenges. Over half (54%) believed that they are in a worse position to buy a home today than prospective buyers of prior generations. The top three most common challenges that people said homebuyers face today that their parents' generation didn't have to face were higher home prices (46%), high

mortgage rates (38%) and uncertain economic conditions (36%).

The Need for Education Is Clear

- Mortgage myths. About seven in ten adults (69%) believed that mortgage rates are at an all-time high or were not sure. In reality, mortgage rates were highest in 1981, when the 30-year fixed rate peaked at 18.6%, far higher than today. The recent average 30-year fixed mortgage rate of 6.8% is lower than the average rate across the last 50 years of 7.7%.
- Terminology test. Nearly half didn't know or were unsure about the meaning of terms like APR (44%) or PMI (49%).
- Financing facts. Fewer than two in five knew certain key facts about financing a home, including that a minimum down payment of 20% is not required (37% correct) and that one can qualify for a mortgage with a credit score in the 500s (25% correct).
- Advice needed. About a quarter of Gen Zers (25%) and Millennials (23%) said that they felt anxious about not knowing where to start when it comes to the homebuying process. About one in five Gen Zers (20%) and Millennials (18%) said that not having a trustworthy resource for homebuying advice made them feel anxious.

"At KB Home, helping our customers achieve their lifelong dream of buying a home — the largest purchase many people ever make — is a privilege that we take seriously," said McGibney. "Whether it's selecting the perfect floor plan, understanding financing options or choosing design features, our goal is to guide buyers through the journey with confidence. This year's survey reinforces just how important that support is, especially when so many are feeling uncertain about the homebuying process."

To learn more about how KB Home is supporting homebuyers during National Homeownership Month and beyond and to find a nearby Homebuying 101 event, visit kbhome.com/nationalhomeownershipmonth.

For more information on KB Home, call 888-KB-HOMES or visit kbhome.com.

About KB Home

KB Home is one of the largest and most trusted homebuilders in the U.S. We operate in 49 markets, have built nearly 700,000 quality homes in our more than 65-year history, and are honored to be the #1 customer-ranked national homebuilder based on third-party buyer surveys. What sets KB Home apart is our focus on building strong, personal relationships with every customer and creating an exceptional experience that offers our homebuyers the ability to personalize their home based on what they value at a price they can afford. As the industry leader in sustainability, KB Home has achieved one of the highest residential energy-efficiency ratings and delivered more ENERGY STAR® certified homes than any other builder, helping to lower the total cost of homeownership. For more information, visit kbhome.com.

About the Survey

This survey was conducted online within the U.S., April 1–3, 2025, among 2,081 adults (aged 18 and over) by The Harris Poll on behalf of KB Home via its Harris On Demand omnibus product. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/-2.5 percentage points using a 95% confidence level. Complete survey methodology, including weighting variables and subgroup sample sizes, is available upon request.

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