

SEARCH FOR HOME

Chase worked with Google to see how people are searching for homes, mortgages, and home equity lines of credit in 2017.



First-Time Homebuyers Are on the Hunt More than Ever



44%

of searches in the mortgage category in 2017 are for **first-time buyer mortgages**

↑11%
from 2016

Source: Google internal data, U.S. only, January 2014 – March 2017

Affordability Is the Biggest Factor in Homebuying



Affordability questions on Google have risen

34%

from 2015 to 2016

Top three **mortgage-related** questions asked Google:

- 1 How much mortgage can I afford
- 2 How much mortgage can I qualify for
- 3 What mortgage can I afford



Source: Google internal data, U.S. only, January 2015 – April 2017

People Are Searching for Unique Home Styles

Top five list of **home style** searches on Google:



1
MANSION



2
YURT



3
BUNGALOW



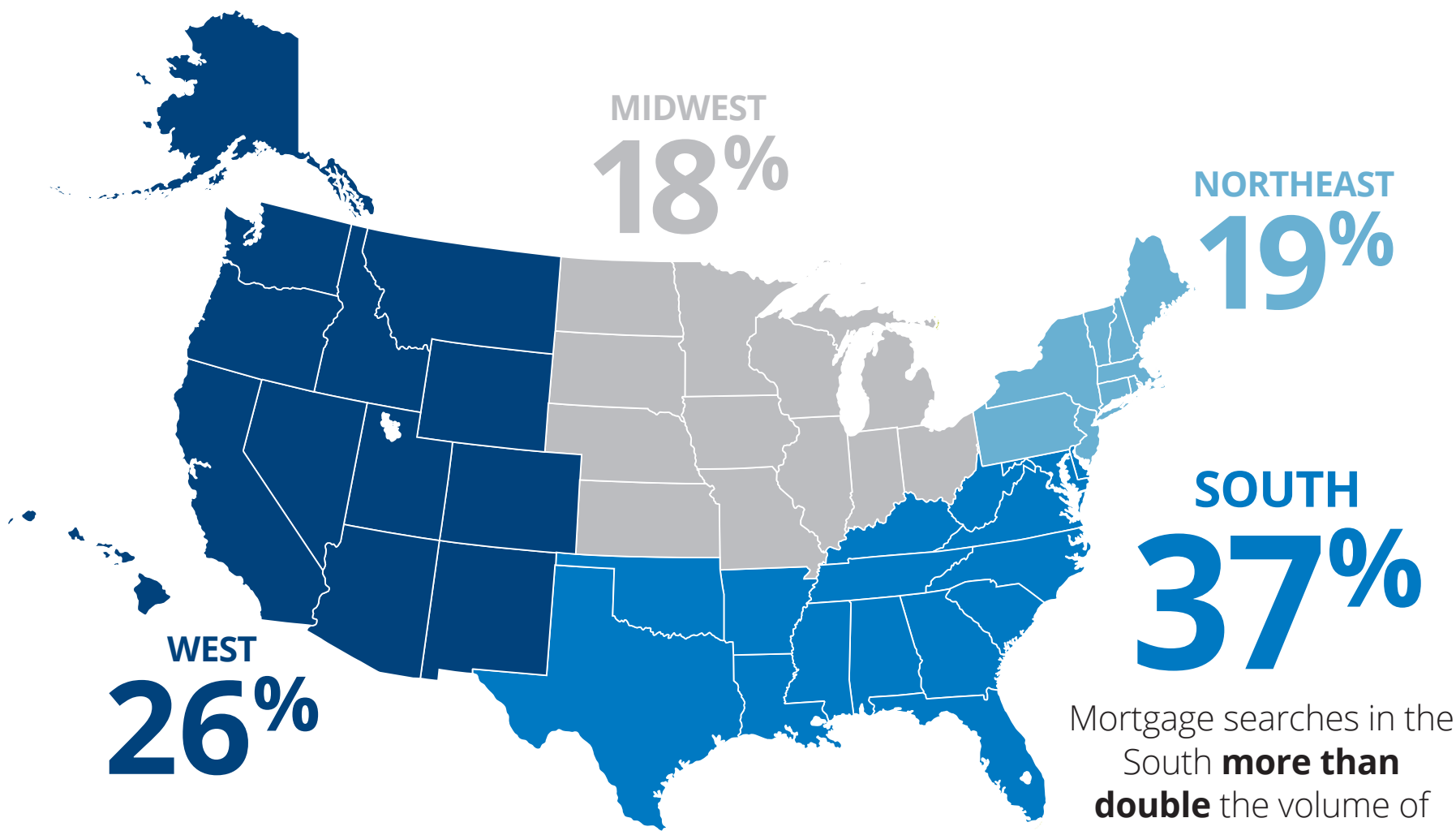
4
BROWNSTONE



5
MINKA

Source: Google internal data, U.S. only, January 2014 – April 2017

Searching for Mortgages is Picking up Pace in the South



Source: Google internal data, U.S. only, January 2013 – December 2016

People Are Navigating Homebuying on Their Phones



Mobile searches for **HELOC** and **mortgage-related information** grew

↑30-50%
every year from 2013 to 2016

Source: Google internal data, U.S. only, January 2013 – December 2016

CHASE.COM HAS MORE THAN 27 MILLION MOBILE USERS, UP 14% YEAR-OVER-YEAR FROM 2016.

Source: Chase data, 2017

Rentals Remain a Major Housing Force



Rental apartment searches were

46%

of home type searches in 2016

Source: Google internal data, U.S. only, January 2014 – December 2016

All of these new trends signal that now, more than ever, working with a home lending advisor can help customers navigate what can often be an overwhelming process for some.

Find a home lending advisor at chase.com/mortgage

CHASE

Google



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