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Most Homeowners See Their Home as a Reflection of Who They Are; Most Renters See It as Just a Place To Live

A recent Redfin survey shows that most homeowners (72%) feel a sense of belonging in their neighborhood, and 71% have a neighbor they consider a friend

SEATTLE — July 1, 2026 — Nearly three-quarters (74%) of U.S. homeowners would rather be at home than anywhere else, according to a recent [survey](#) commissioned by [Redfin](#), the real estate brokerage powered by Rocket.

Homeowners were about as likely to agree that their home is a reflection of who they are (74%), and that they feel a sense of belonging in their neighborhood (72%).

Most Homeowners Would Rather Be Home Than Anywhere Else, Feel Sense of Belonging in Neighborhood		
How much do you agree or disagree with the statement below?	Share of homeowners who agree	Share of renters who agree
My current home is a reflection of who I am	74%	46%
My current home is just a place to live	35%	57%
My home is the only place I can get a good night's sleep	61%	61%
I would rather be at home than anywhere else	74%	68%
I feel a sense of belonging to my neighborhood	72%	54%
I feel like I have things in common with my neighbors	67%	49%
I have a neighbor whom I also consider a friend	71%	50%

The stats in this table are from a Redfin-commissioned survey commissioned by Ipsos in May 2026 fielded to 4,000 U.S. residents. 2,280 homeowners responded to this question, as did 1,431 renters. Results shown here reflect shares of respondents who chose “strongly agree” or “somewhat agree.”

“For many homeowners, a home is more than a place to sleep and store belongings—it’s a reflection of who they are,” said Redfin Principal Economist [Sheharyar Bokhari](#).

“Homeownership can help people put down roots, build relationships and create a space that

feels uniquely their own. Those emotional benefits are a big reason why owning a home remains a cornerstone of the American Dream. While affordability remains a challenge, today's [buyer's market](#) is giving some house hunters more negotiating power. Buyers are increasingly able to [secure concessions](#) and include inspection contingencies, helping them make more informed decisions before taking the leap into homeownership.”

To view the full report, including Redfin’s survey methodology, please visit:

<https://www.redfin.com/news/june-homeownership-month-how-people-feel-about-home-2026>

About Redfin

Redfin is a technology-driven real estate company with the country's most-visited real estate brokerage website. As part of Rocket Companies (NYSE: RKT), Redfin is creating an integrated homeownership platform from search to close to make the dream of homeownership more affordable and accessible for everyone. Redfin’s clients can see homes first with on-demand tours, easily apply for a home loan with Rocket Mortgage, and save thousands in fees while working with a top local agent.

You can find more information about Redfin and get the latest housing market data and research at <https://www.redfin.com/news>. For more information about Rocket Companies, visit <https://www.rocketcompanies.com>.

Contact Redfin Journalist Services:

Kenneth Applewhaite

press@redfin.com

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