

**DataRes Consulting**

**SARE** *Ladies*

Spring 2023

# Our Team



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# Project Outline

## SARELadies x UCLA DataRes Survey

The purpose of this survey is to gather insights into AAPI women's attitudes and behaviors when it comes to investing, specifically in real estate. Please note, this survey is for males and females.

This survey is hosted by [SARE Ladies](#) and will be studied by [UCLA's DataRes Student Consulting group](#). By filling out this survey you hereby release this information to be studied, analyzed, and released.

[Sign in to Google](#) to save your progress. [Learn more](#)

\* Indicates required question

Email \*

Your email

Do you own your home?

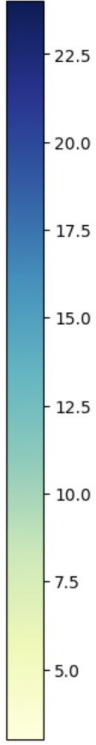
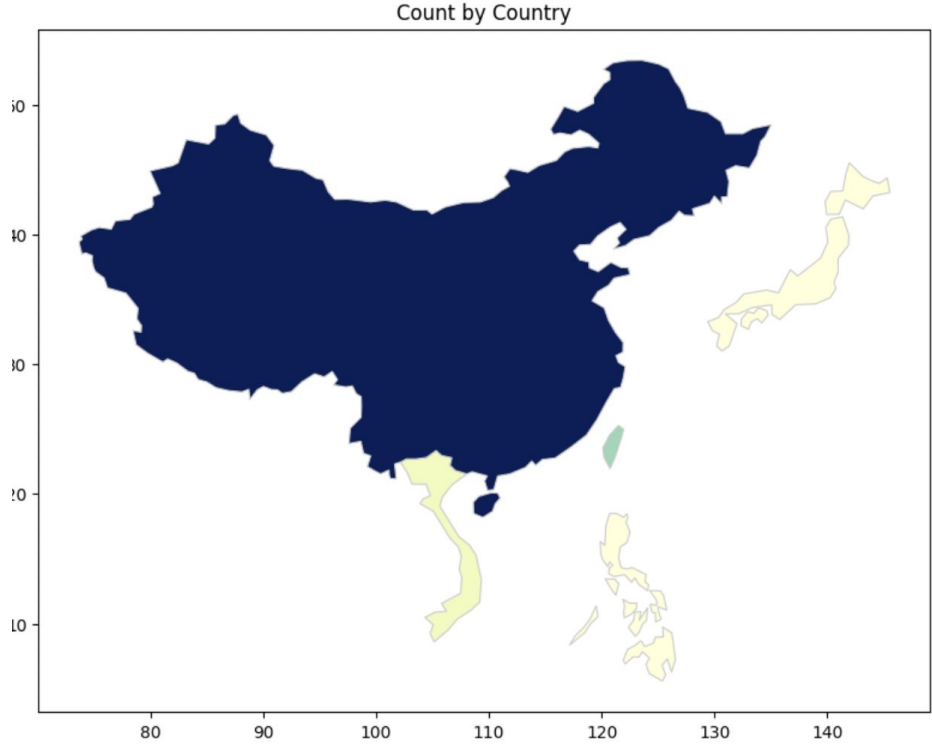
Yes

No

# Data Cleaning

- Drop email address & timestamp
- Standardize & label encode  
write-your-own-answer questions
- Label encode appropriate columns
- Separate final cleaned dataset based  
on column dtype

# Survey Demographics

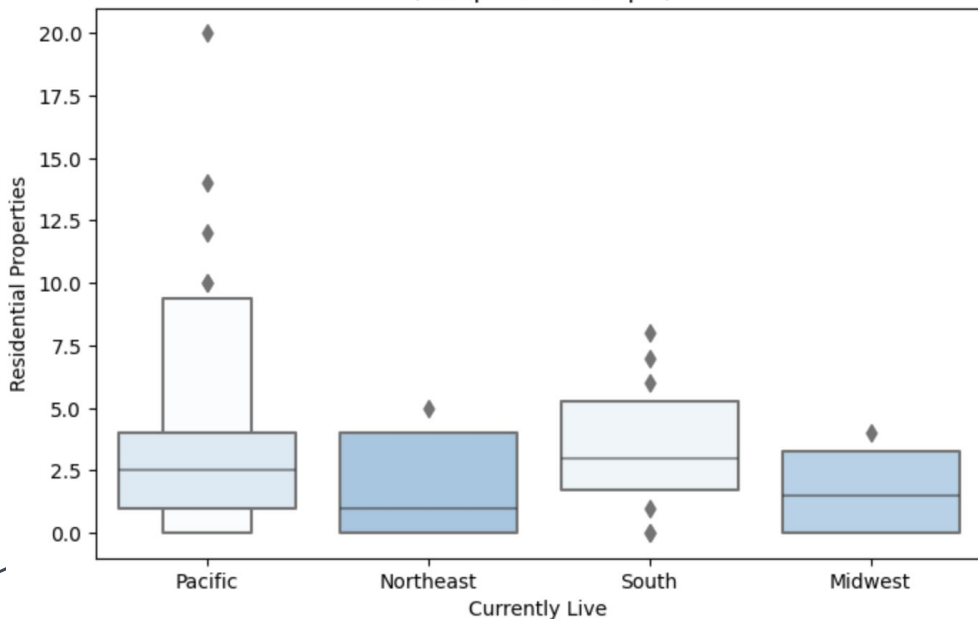


Asian-Chinese = 39%  
Asian-Taiwanese = 16%  
Asian-Other = 13%

Majority of data are  
**Asian-Chinese**

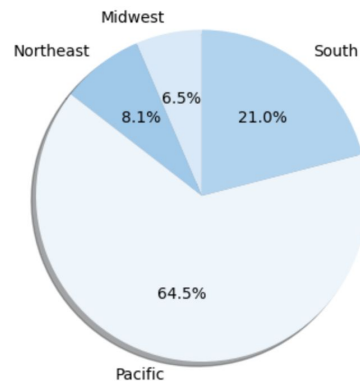
# Location

Distribution of Residential Properties by Where Participants Currently Reside (Sample of 59 People)



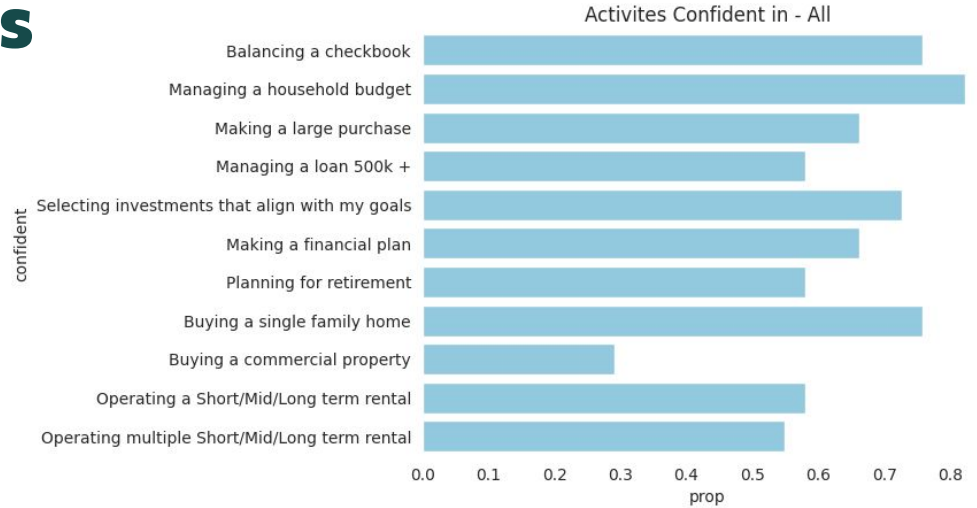
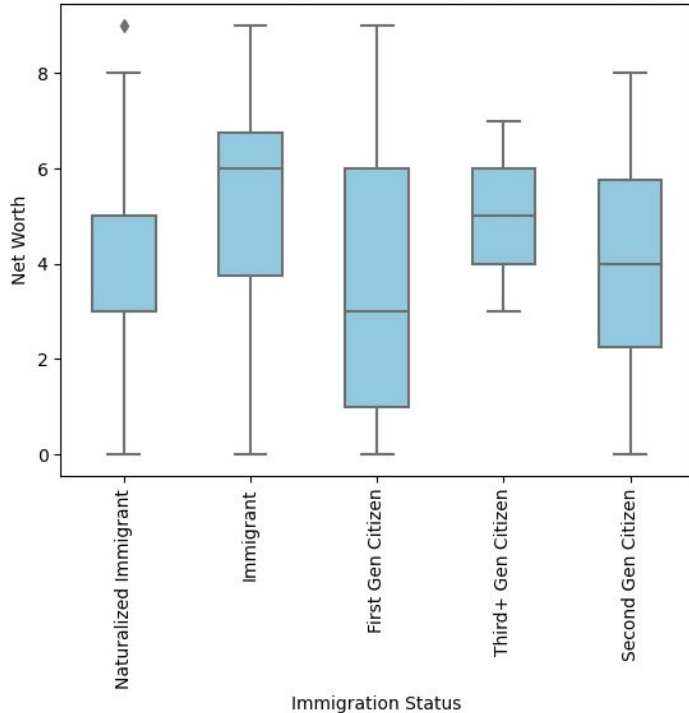
- Majority of SARE Ladies's audience currently resides in the **Pacific**
- People in the Pacific own on average **2.5 residential properties**

Proportion of Where Survey Participants are Currently Residing (Sample of 62 People)



# Immigration Status

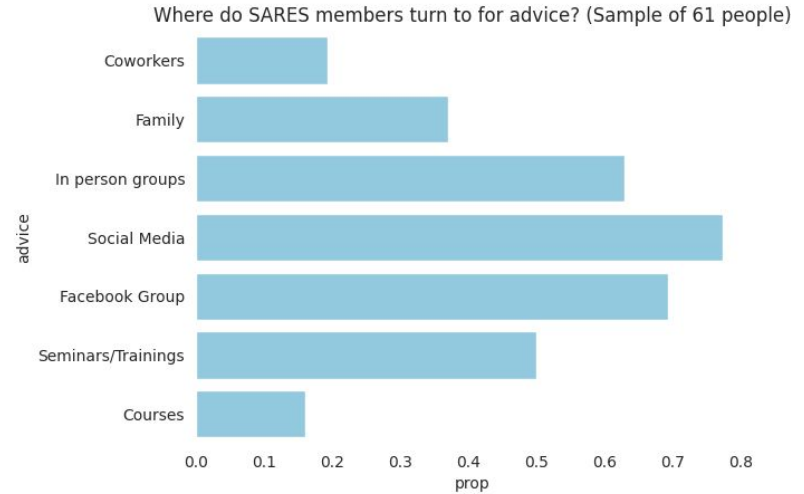
Net Worth and Immigration Status (Sample of 61 people)



- Lowest confidence in operating rental & buying commercial property
- Immigrants & first gen typically struggle more with **daily tasks**

# Advice

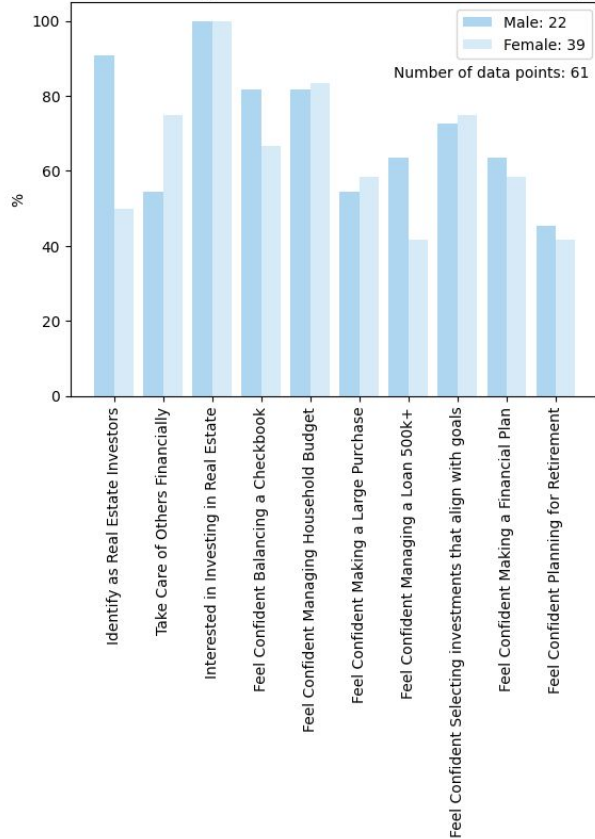
- Most members utilize social media and in person groups for advice
- Expanding outreach on social media, as well as combining in person seminars might be useful to increase attendance.



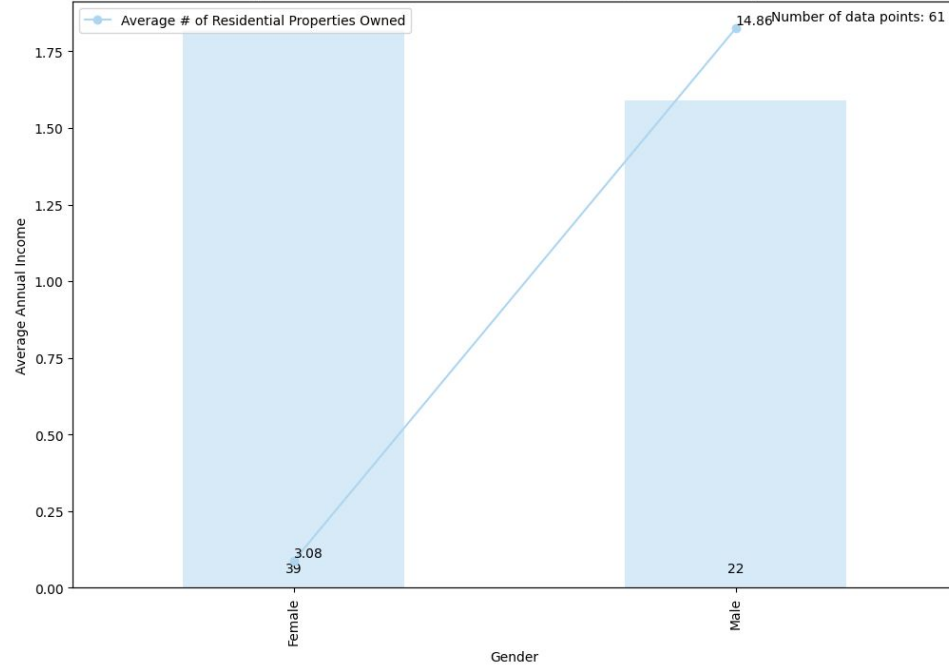


# Women in Real Estate

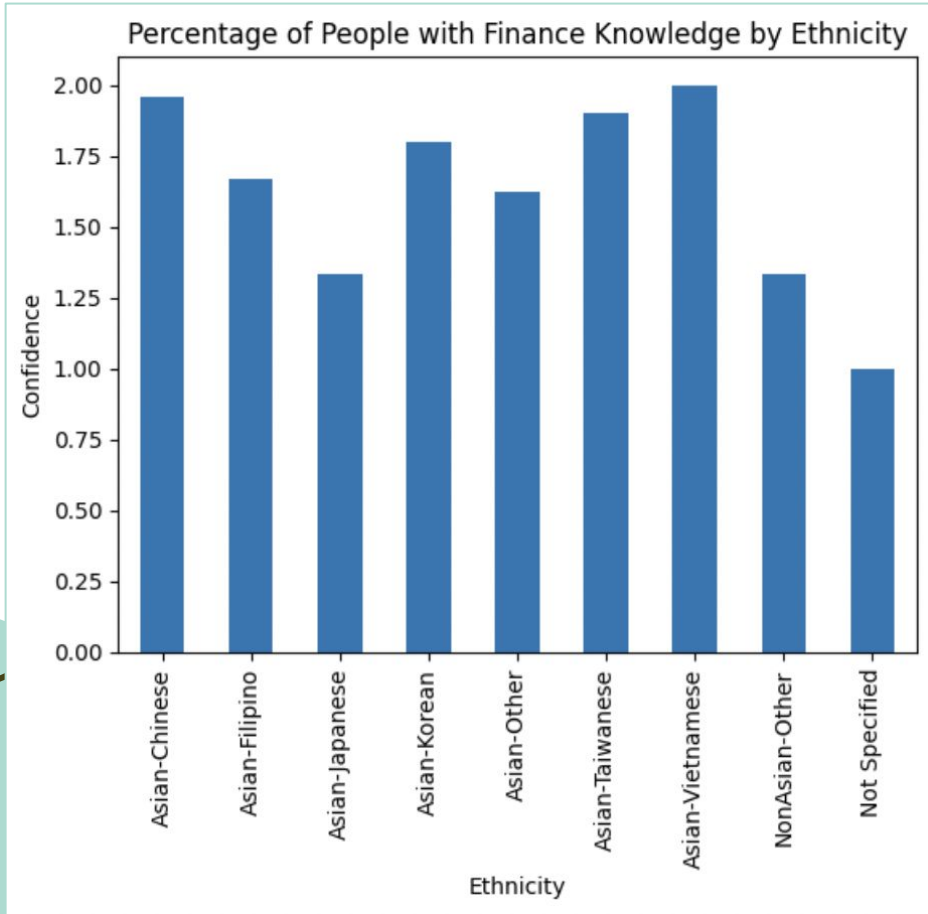
Confidence in Investing/Financial Activities in Male vs. Female Respondents



Average Annual Income & Number of Residential Properties Owned by Gender



- Balancing a checkbook, managing a loan 500k+, making a financial plan, planning for retirement
- Females have higher average annual income yet own a much lower # of residential properties



**Lowest Confidence:**

Asian-Japanese & Non Asian

**Highest Confidence:**

Asian-Taiwanese & Asian-Chinese

Create workshops focus on increasing confidence for women

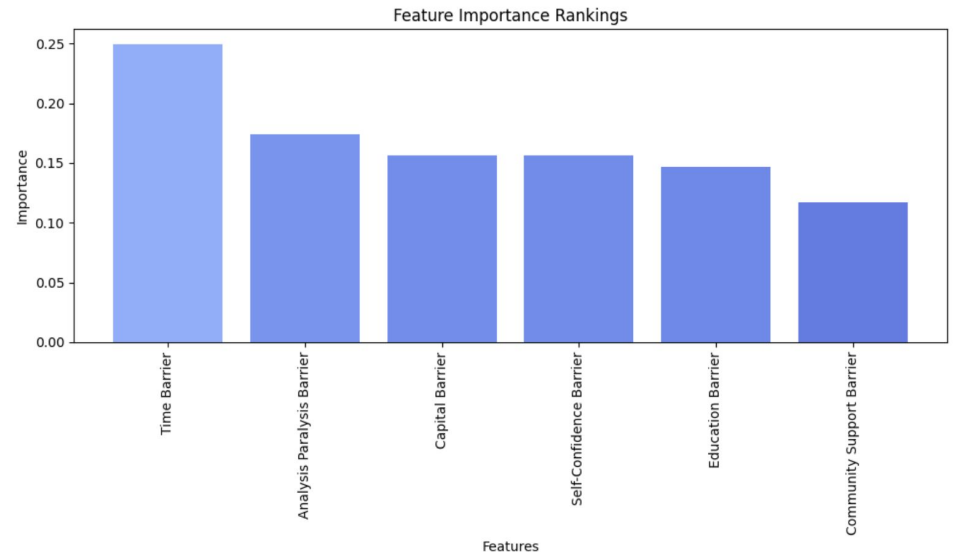
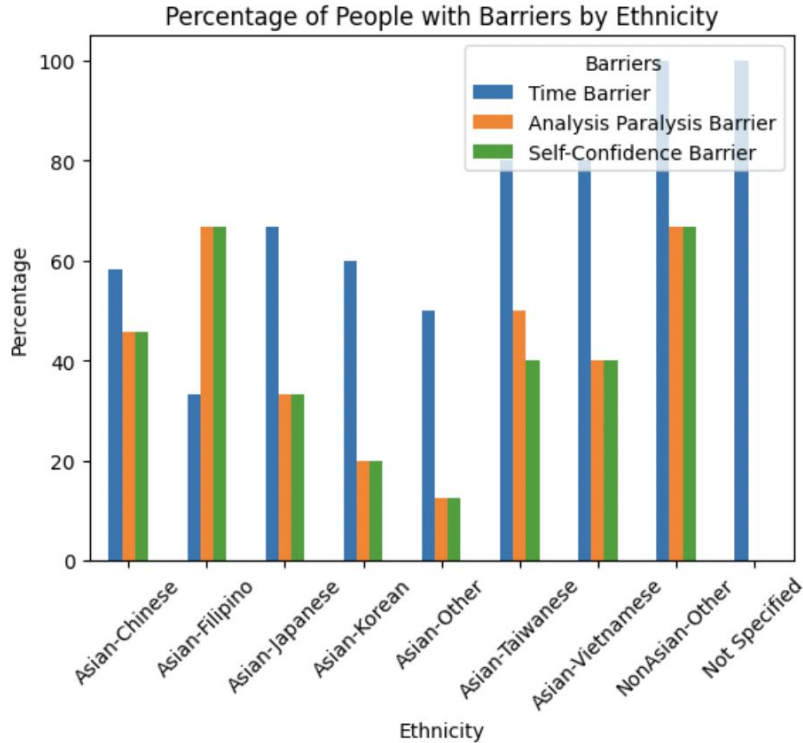
3 = "Strongly Agree"

2 = "Agree"

1 = "Neutral"

0 = "Disagree"

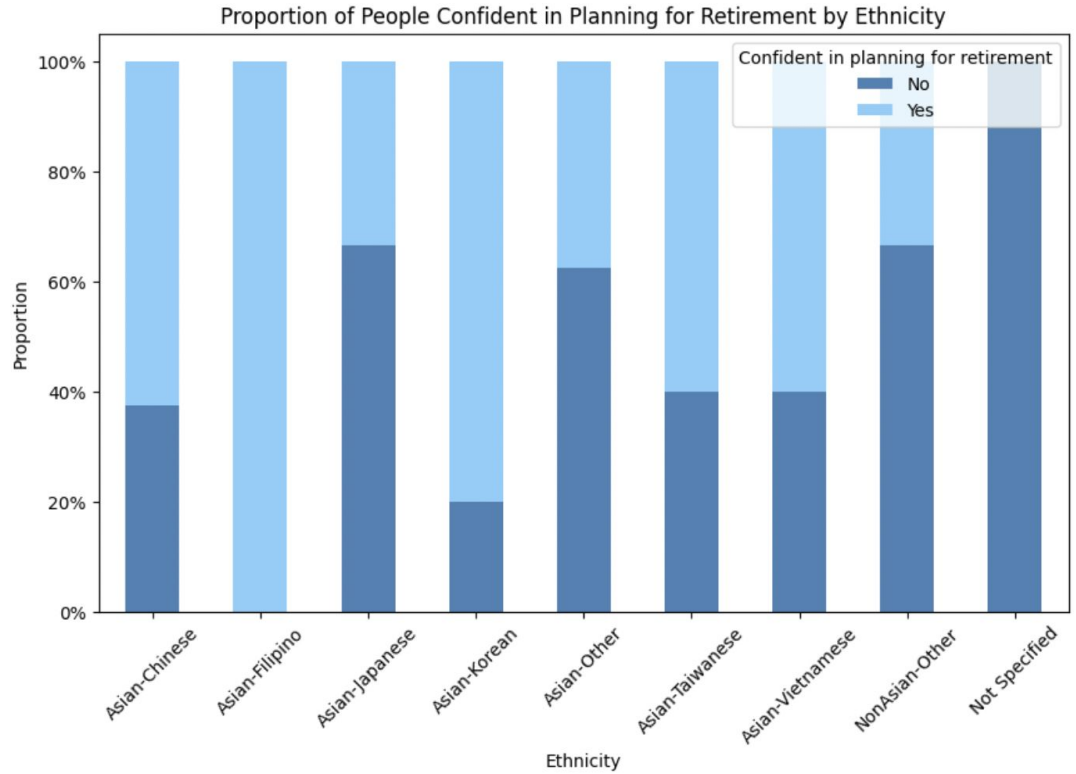
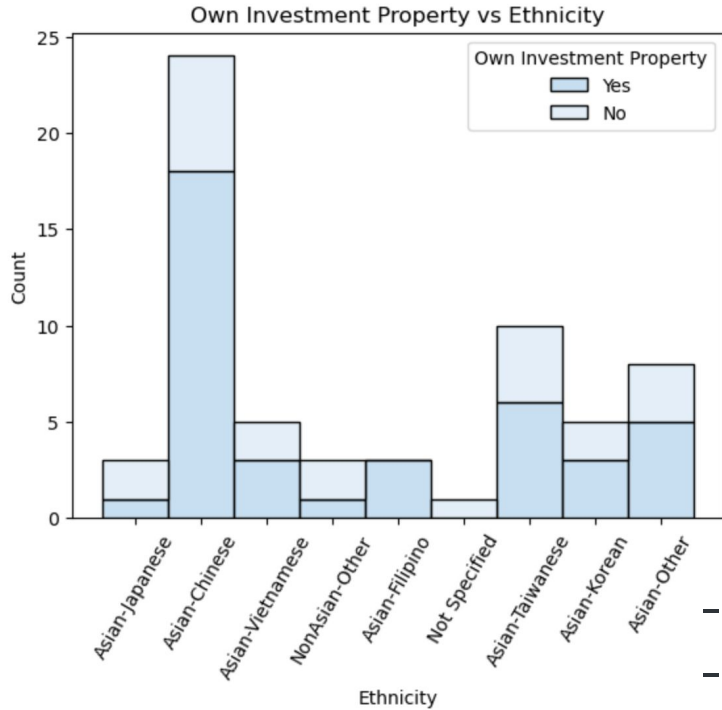
# Barriers of Entry



**Time Barrier:** they are not confident in planning for the future, thus feeling like there is not enough

**Analysis Paralysis Barrier:** they are inundated by the options & resources available without direction

# Potential Solutions



- Japanese & Non Asian **lowest** confidence
- Taiwanese & Chinese **highest** confidence

# Why Time Barriers

Filipinos:

completely confident in planning for retirement.

Lack of confidence in planning for future → not enough time to invest

Consider more retirement planning workshops.

