



HOME Survey

Housing Opportunities and Market Experience

September 2019

National Association of REALTORS® Research Group



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Introduction

The Housing Opportunities and Market Experience (HOME) report was created to monitor consumer sentiment about the housing market. This report covers core topics that will be tracked on a monthly basis, such as views on if now is a good time to buy or sell a home, the perception of home price changes, perceived ability to qualify for a mortgage, and the outlook on the U.S. economy.

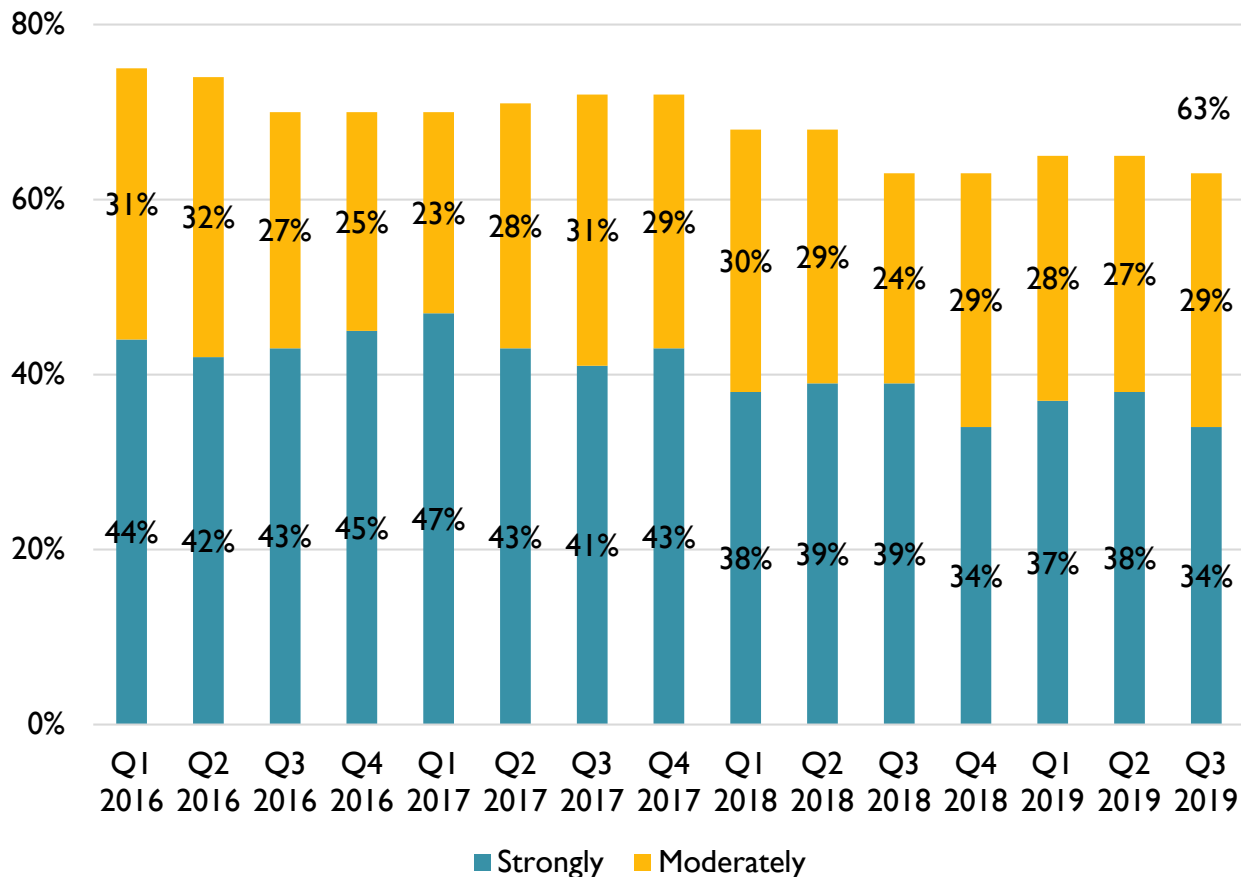
Additional topics are examined in depth on <http://economistsoutlook.blogs.realtor.org/> including whether housing as a good financial investment, whether homeownership is part of the American Dream, and if renters want to become homeowners.

This HOME survey is released on a quarterly basis.

Good Time to Buy a Home

- In the third quarter of 2019, 63 percent of people believe that now is a good time to buy a home, which is down slightly from the previous quarter. Thirty-four percent believe that strongly, and 29 percent believe that moderately.
- Only 37 percent of people believe that now is *not* a good time to buy a home.
- Across all groups surveyed, the majority feel that now is a good time to buy a home. Not surprisingly with rapid home price acceleration, those who are currently renting or living with someone else, live in the West, or are Millennials, are more likely to believe that now is not a good time to buy a home.

Good Time to Buy a Home, Strongly or Moderately



Good Time to Buy a Home

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
A Good Time	51%	62%	70%	72%	75%
Not a Good Time	49%	38%	30%	28%	25%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
A Good Time	54%	64%	72%
Not a Good Time	46%	36%	28%

Region:	Northeast	Midwest	South	West
A Good Time	65%	66%	69%	50%
Not a Good Time	35%	34%	31%	50%

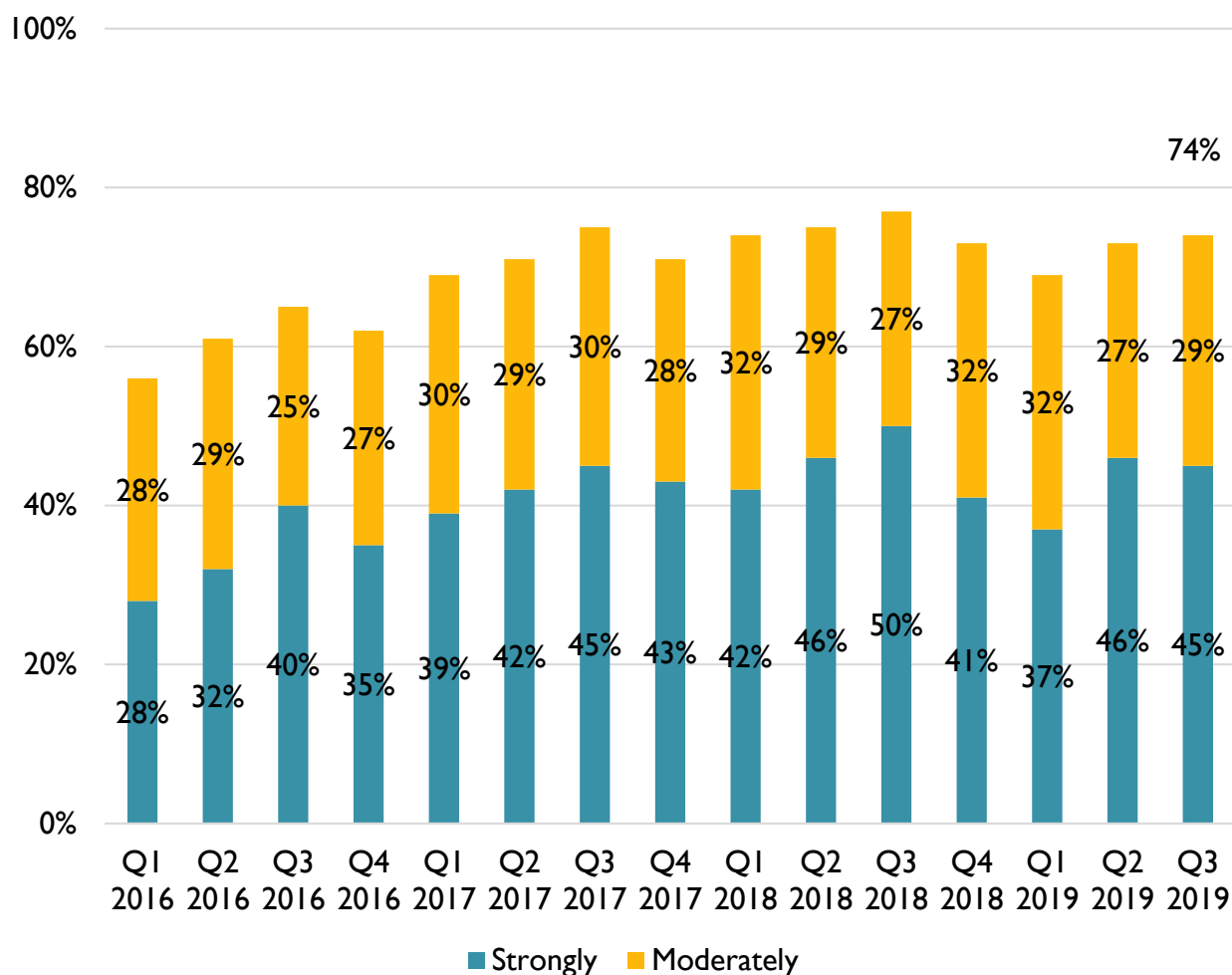
Location:	Rural	Suburban	Urban
A Good Time	73%	64%	54%
Not a Good Time	27%	36%	46%

Tenure:	Own	Rent	Live with someone
A Good Time	73%	48%	47%
Not a Good Time	27%	52%	53%

Good Time to Sell a Home

- Seventy-four percent of people believe that now is a good time to sell a home, which is a slight increase over last quarter at 73 percent. Those that feel that strongly decreased slightly from 46 percent in Q2 to 45 in Q3 2019.
- Twenty-six percent believe that now is *not* a good time to sell a home.
- Those who earn \$100,000 or more (82 percent), live in the West (81 percent), and own their home are most likely to think that now is a good time to sell a home.

Good Time to Sell a Home, Strongly or Moderately



Good Time to Sell a Home

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
A Good Time	71%	72%	77%	78%	79%
Not a Good Time	29%	28%	23%	22%	21%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
A Good Time	64%	76%	82%
Not a Good Time	36%	24%	18%

Region:	Northeast	Midwest	South	West
A Good Time	67%	75%	74%	81%
Not a Good Time	33%	25%	26%	19%

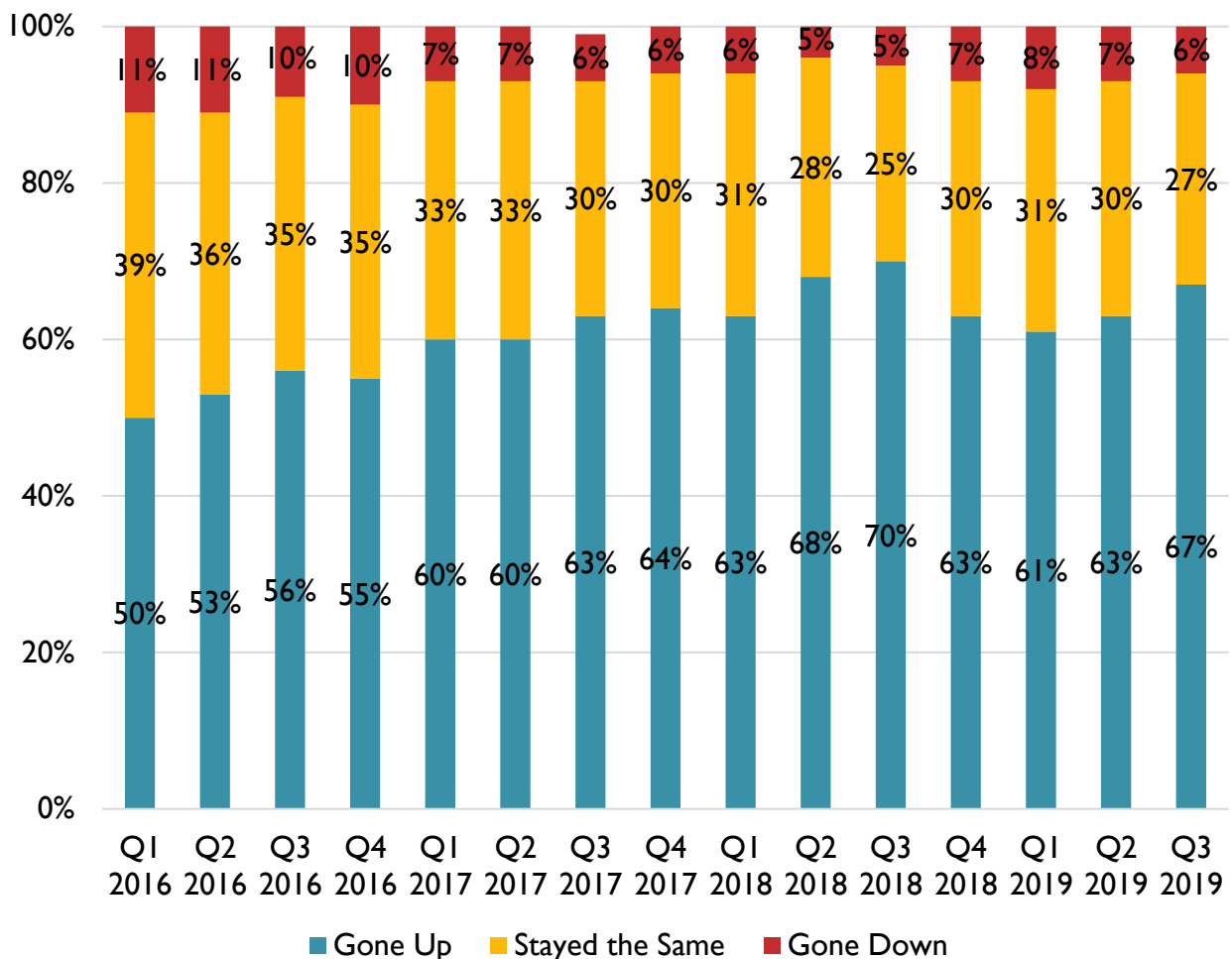
Location:	Rural	Suburban	Urban
A Good Time	74%	77%	69%
Not a Good Time	26%	23%	31%

Tenure:	Own	Rent	Live with someone
A Good Time	79%	66%	64%
Not a Good Time	21%	34%	36%

Home Prices in the Past 12 Months

- Sixty-seven percent of people believe that prices have gone up within their communities in the last 12 months, which is an increase from Q2 2019 at 63 percent. Twenty-seven percent believe prices have stayed the same and six percent believe prices have gone down.
- Those who are in the West, those with incomes of \$50,000 to \$100,000, and Millennials are most likely to report that prices have increased in their communities.

Home Prices in the Last 12 Months in Local Community



Home Prices in the Past 12 Months

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
Gone Up	73%	70%	63%	61%	67%
Gone Down	6%	4%	6%	7%	5%
Stayed the Same	21%	26%	31%	32%	29%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Gone Up	63%	68%	71%
Gone Down	5%	7%	5%
Stayed the Same	32%	25%	24%

Region:	Northeast	Midwest	South	West
Gone Up	58%	64%	65%	78%
Gone Down	6%	7%	5%	5%
Stayed the Same	36%	29%	30%	17%

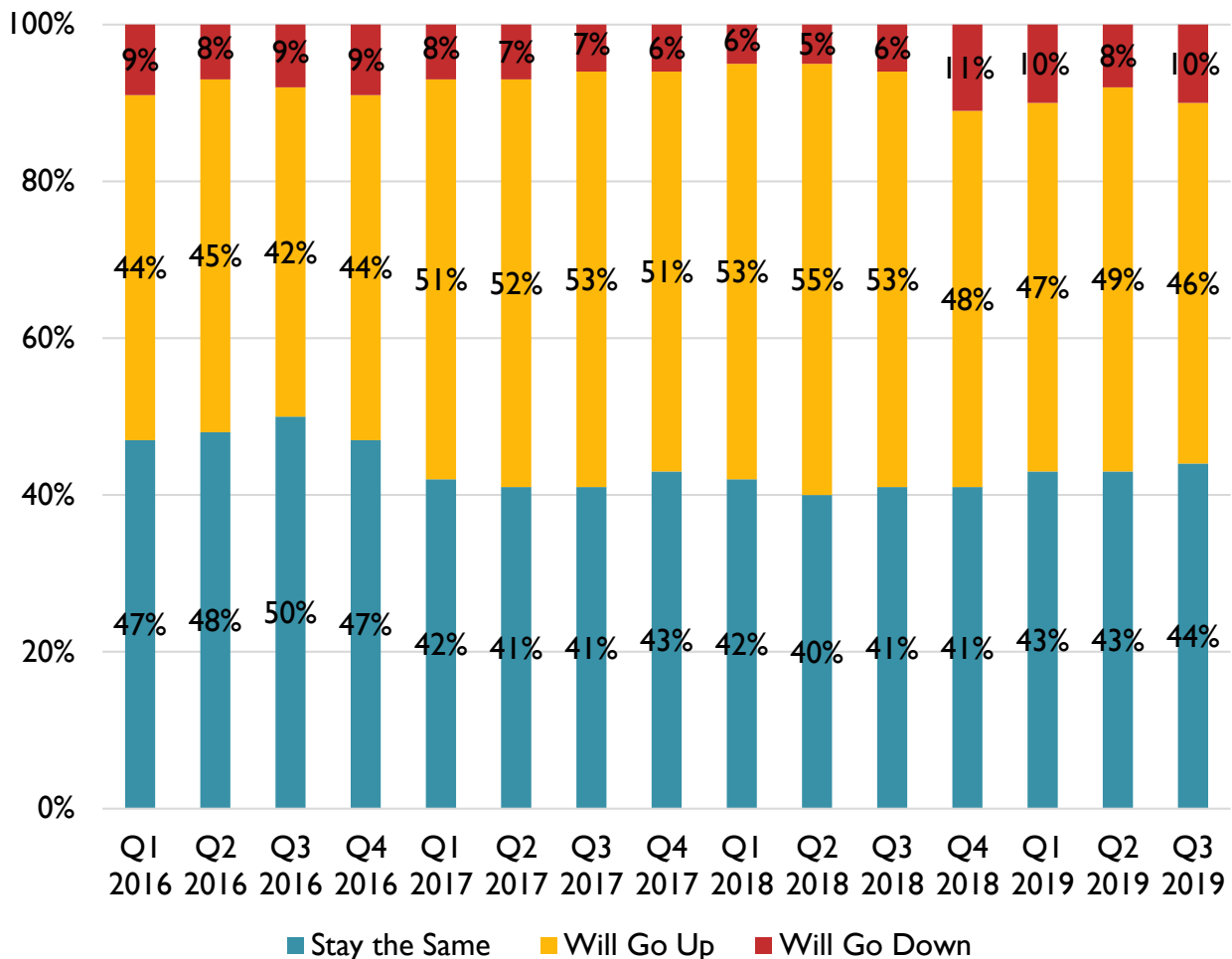
Location:	Rural	Suburban	Urban
Gone Up	58%	68%	74%
Gone Down	6%	6%	5%
Stayed the Same	36%	26%	21%

Tenure:	Own	Rent	Live with someone
Gone Up	66%	71%	64%
Gone Down	5%	6%	6%
Stayed the Same	29%	23%	31%

Home Prices in the Next Six Months

- Forty-four percent of respondents believe that prices will stay the same in their communities in the next six months, which is up slightly from the previous quarter. Forty-six percent believe prices will increase in the next six months and 10 percent believe prices will go down in the next six months.
- Those who live in the West, an Urban location, and Millennials are most likely to believe prices will go up in their communities.

Home Prices in the Last Six Months in Local Community



Home Prices in the Next Six Months

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
Will Go Up	52%	46%	40%	45%	40%
Will Go Down	7%	13%	12%	7%	8%
Stay the Same	41%	41%	47%	48%	52%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Will Go Up	47%	47%	45%
Will Go Down	9%	11%	10%
Stay the Same	44%	42%	46%

Region:	Northeast	Midwest	South	West
Will Go Up	40%	40%	47%	55%
Will Go Down	11%	12%	8%	11%
Stay the Same	49%	48%	46%	34%

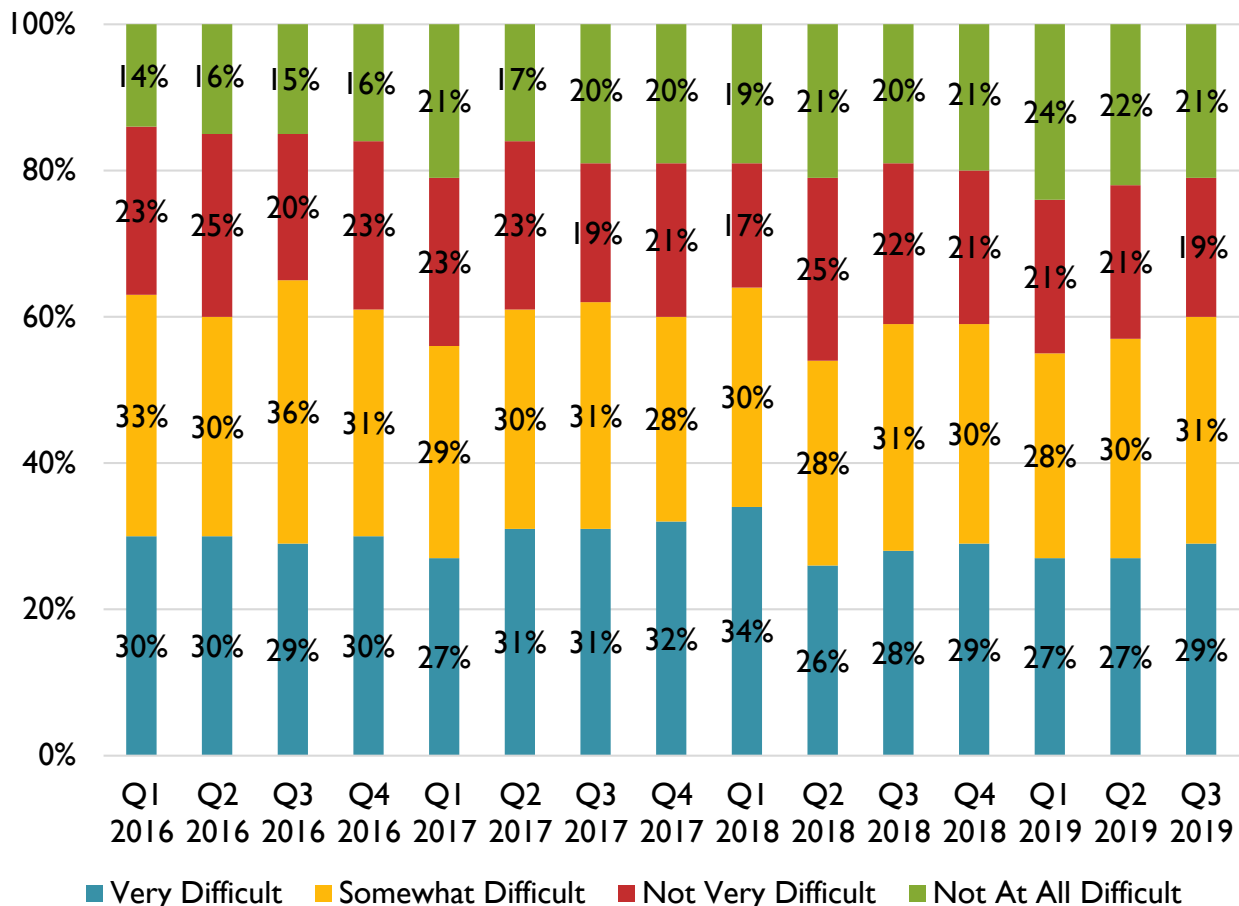
Location:	Rural	Suburban	Urban
Will Go Up	36%	47%	52%
Will Go Down	9%	10%	12%
Stay the Same	55%	43%	37%

Tenure:	Own	Rent	Live with someone
Will Go Up	43%	49%	50%
Will Go Down	10%	12%	6%
Stay the Same	47%	39%	44%

Qualify for a Mortgage

- Among those who do not currently own a home, 29 percent believe it would be very difficult and 31 percent believe it would be somewhat difficult to qualify for a mortgage given their current financial situation.
- Seventy-four percent of those who earn under \$50,000 believe it would be at least somewhat difficult to qualify for a mortgage, compared to 28 percent of those earning over \$100,000.

With Household's Current Financial Situation, Non-Owners' Perceived Difficulty Qualifying for a Mortgage



Qualify for a Mortgage

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
Very Difficult	20%	35%	41%	37%	43%
Somewhat Difficult	34%	30%	32%	31%	21%
Not Very Difficult	23%	20%	12%	12%	13%
Not At All Difficult	23%	16%	15%	20%	23%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Very Difficult	44%	15%	10%
Somewhat Difficult	30%	37%	18%
Not Very Difficult	14%	23%	28%
Not At All Difficult	12%	24%	44%

Region:	Northeast	Midwest	South	West
Very Difficult	33%	21%	29%	31%
Somewhat Difficult	33%	35%	28%	32%
Not Very Difficult	11%	18%	23%	19%
Not At All Difficult	23%	25%	20%	17%

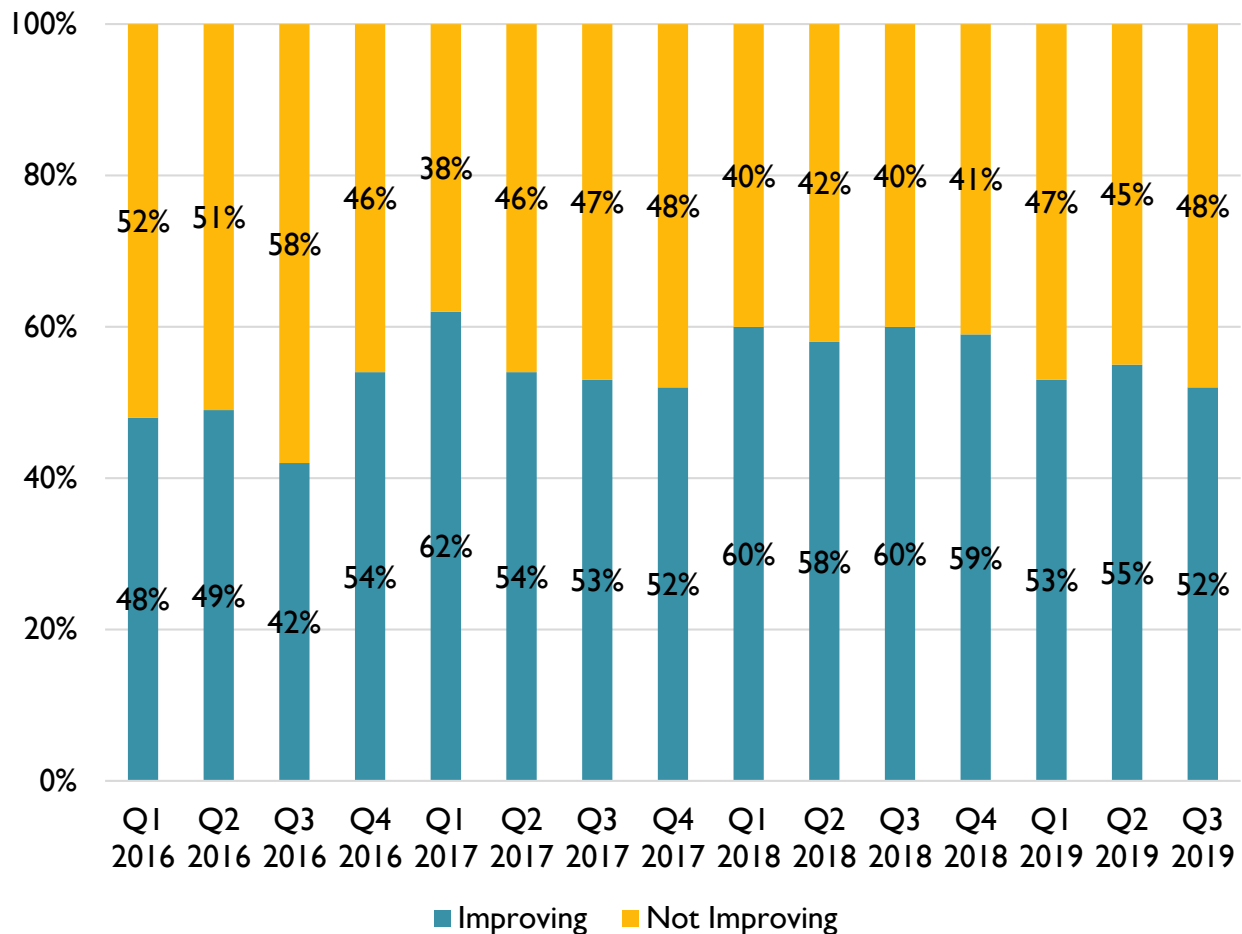
Location:	Rural	Suburban	Urban
Very Difficult	40%	23%	32%
Somewhat Difficult	23%	35%	31%
Not Very Difficult	17%	18%	22%
Not At All Difficult	19%	24%	16%

Tenure:	Rent	Live with someone
Very Difficult	28%	30%
Somewhat Difficult	31%	28%
Not Very Difficult	20%	19%
Not At All Difficult	21%	23%

Outlook on U.S. Economy

- Fifty-two percent of people believe the U.S. economy is improving, a decrease from Q2 2019.
- Optimism is highest among those who earn \$100,000 compared to other income levels, and for those who live in rural areas compared to other locations.
- Forty-nine percent of Millennials believe the economy is improving, the lowest of all age groups.
- Forty percent of those in urban areas believe the economy is improving, compared to 62 percent in rural areas.

Outlook on the U.S. Economy



Outlook on U.S. Economy

Age:	Millennials	Gen Xers	Younger Boomers	Older Boomers	Silent Generation
Improving	49%	52%	53%	50%	54%
Not Improving	51%	48%	47%	50%	46%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Improving	49%	48%	57%
Not Improving	51%	52%	43%

Region:	Northeast	Midwest	South	West
Improving	47%	51%	55%	51%
Not Improving	53%	49%	45%	49%

Location:	Rural	Suburban	Urban
Improving	62%	53%	40%
Not Improving	38%	47%	60%

Tenure:	Own	Rent	Live with someone
Improving	56%	41%	54%
Not Improving	44%	59%	46%

Methodology

The survey was conducted by an established survey research firm, TechnoMetrica Market Intelligence. Each month, July through September, a sample of U.S. households was surveyed via random-digit dial, including cell phones and land lines. Using a computer-assisted telephone interviewing (CATI) system, TechnoMetrica conducts interviews from their call center in Ramsey, NJ.

Regional quotas are used, based on four census regions and nine census divisions.

Each month approximately 900 qualified households responded to the survey. The data compiled for this report and is based on 2,705 completed telephone interviews. For monthly results, the margin of error for the survey is +/-3.3 percentage points at the 95% confidence level.

	Year Born:	Age in 2019:
Millennials:	1998 and after	38 and younger
Gen Xers:	1965-1979	39 to 53
Younger Boomers:	1955-1964	54 to 63
Older Boomers:	1946-1954	64 to 72
Silent Generation:	1925-1945	73 to 93

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