

A photograph of a house with a porch and a snow-covered yard. The house has light-colored siding and a white railing on the porch. The yard is covered in a thick layer of snow, with some small evergreen shrubs in the foreground. The overall scene is a winter setting.

HOME Survey

Housing Opportunities and Market Experience

January 2020

National Association of REALTORS® Research Group



NATIONAL
ASSOCIATION of
REALTORS®



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Introduction

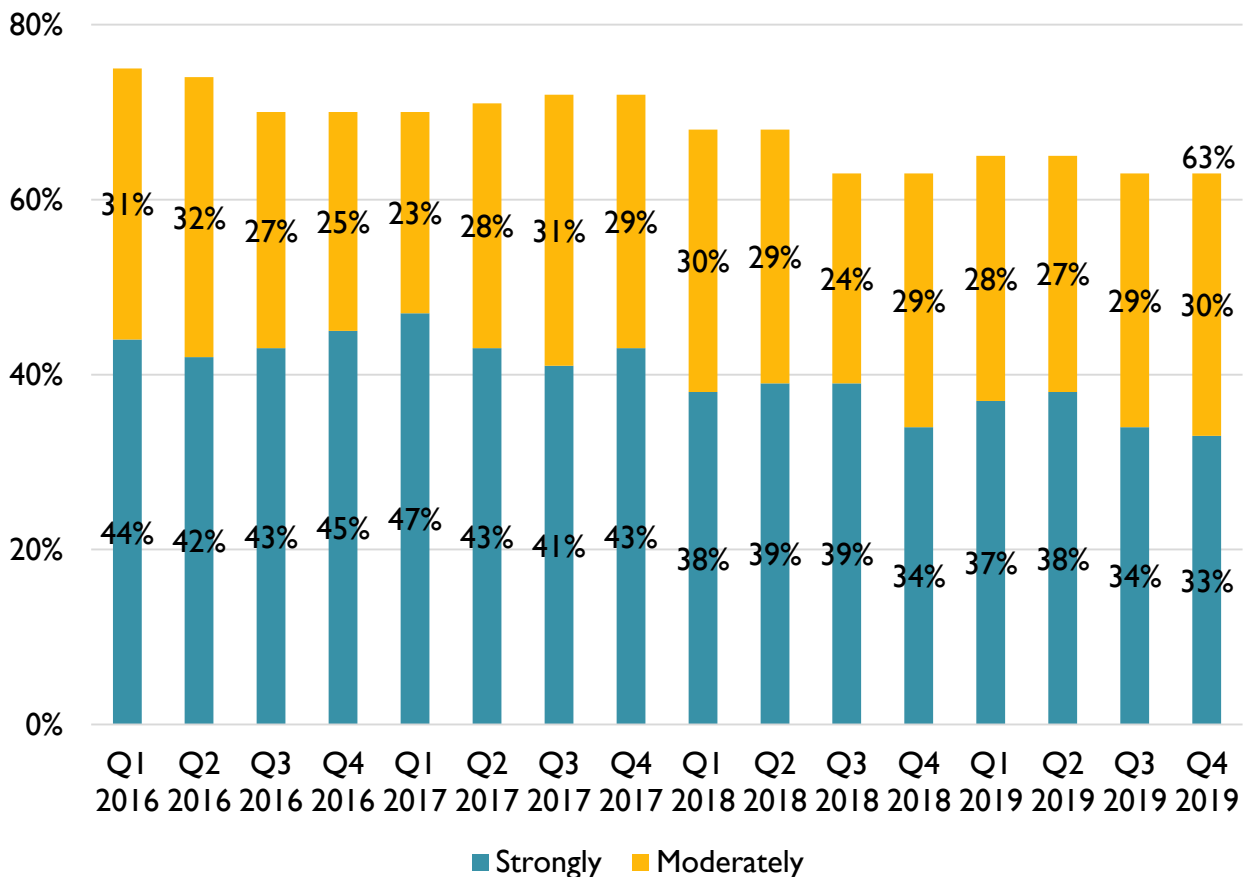
The Housing Opportunities and Market Experience (HOME) report was created to monitor consumer sentiment about the housing market. This report covers core topics that will be tracked on a monthly basis, such as views on if now is a good time to buy or sell a home, the perception of home price changes,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

Good Time to Buy a Home

- In the fourth quarter of 2019, 63 percent of people believe that now is a good time to buy a home, which is flat from the previous quarter. Thirty-three percent believe that strongly, and 30 percent believe that moderately.
- Only 37 percent of people believe that now is *not* a good time to buy a home.
- Across nearly 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	53%	60%	70%	66%	73%
Not a Good Time	47%	40%	30%	34%	27%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
A Good Time	57%	62%	66%
Not a Good Time	43%	38%	34%

Region:	Northeast	Midwest	South	West
A Good Time	59%	69%	67%	50%
Not a Good Time	41%	31%	33%	50%

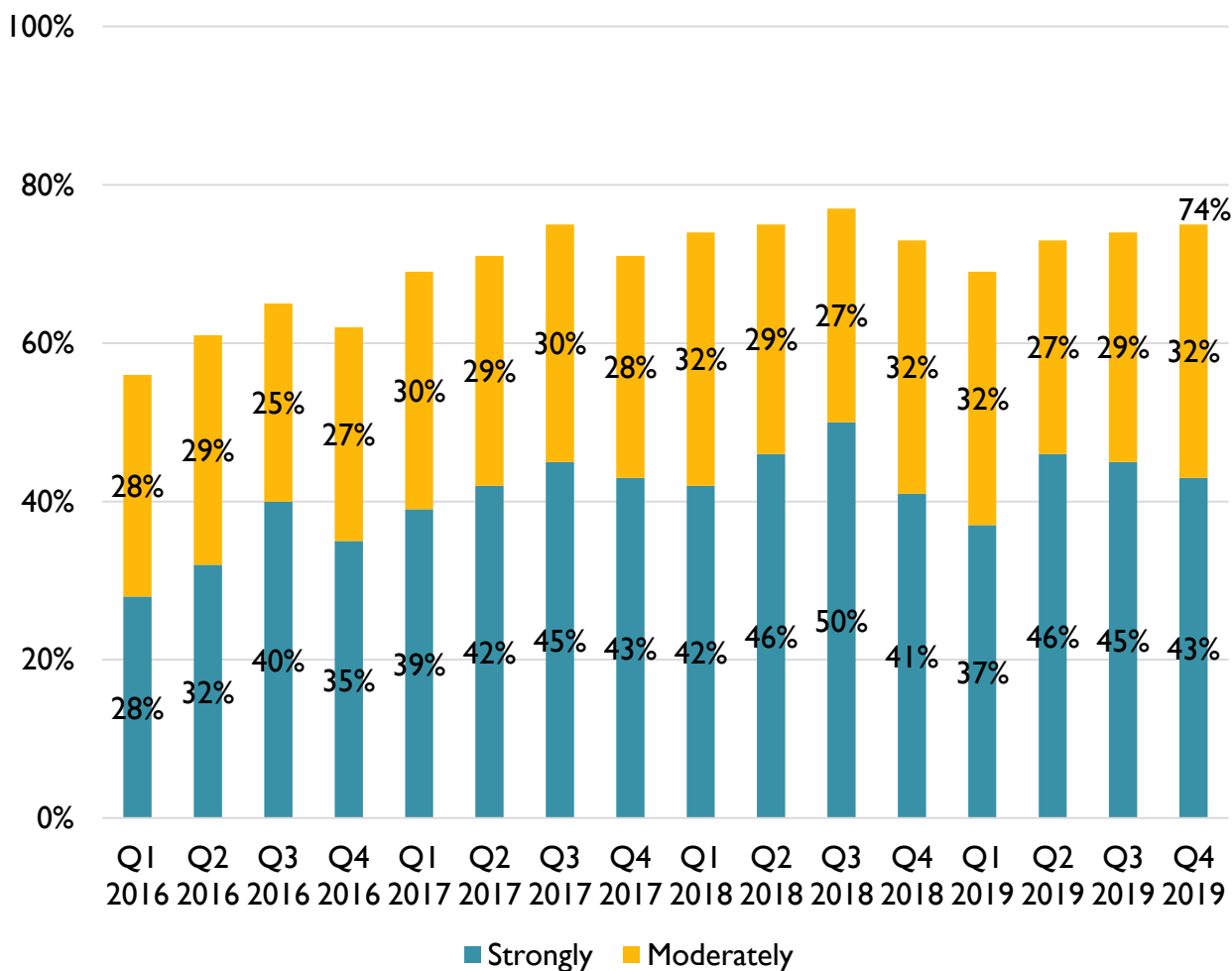
Location:	Rural	Suburban	Urban
A Good Time	68%	63%	56%
Not a Good Time	32%	37%	44%

Tenure:	Own	Rent	Live with someone
A Good Time	71%	47%	50%
Not a Good Time	29%	53%	50%

Good Time to Sell a Home

- Seventy-four percent of people believe that now is a good time to sell a home, which is the same from Q3 2019. Those that feel that strongly decreased slightly from 46 percent in Q2 to 43 in Q4 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	68%	79%	80%	75%	78%
Not a Good Time	32%	21%	20%	25%	22%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
A Good Time	64%	79%	82%
Not a Good Time	36%	21%	18%

Region:	Northeast	Midwest	South	West
A Good Time	71%	76%	72%	81%
Not a Good Time	29%	24%	28%	19%

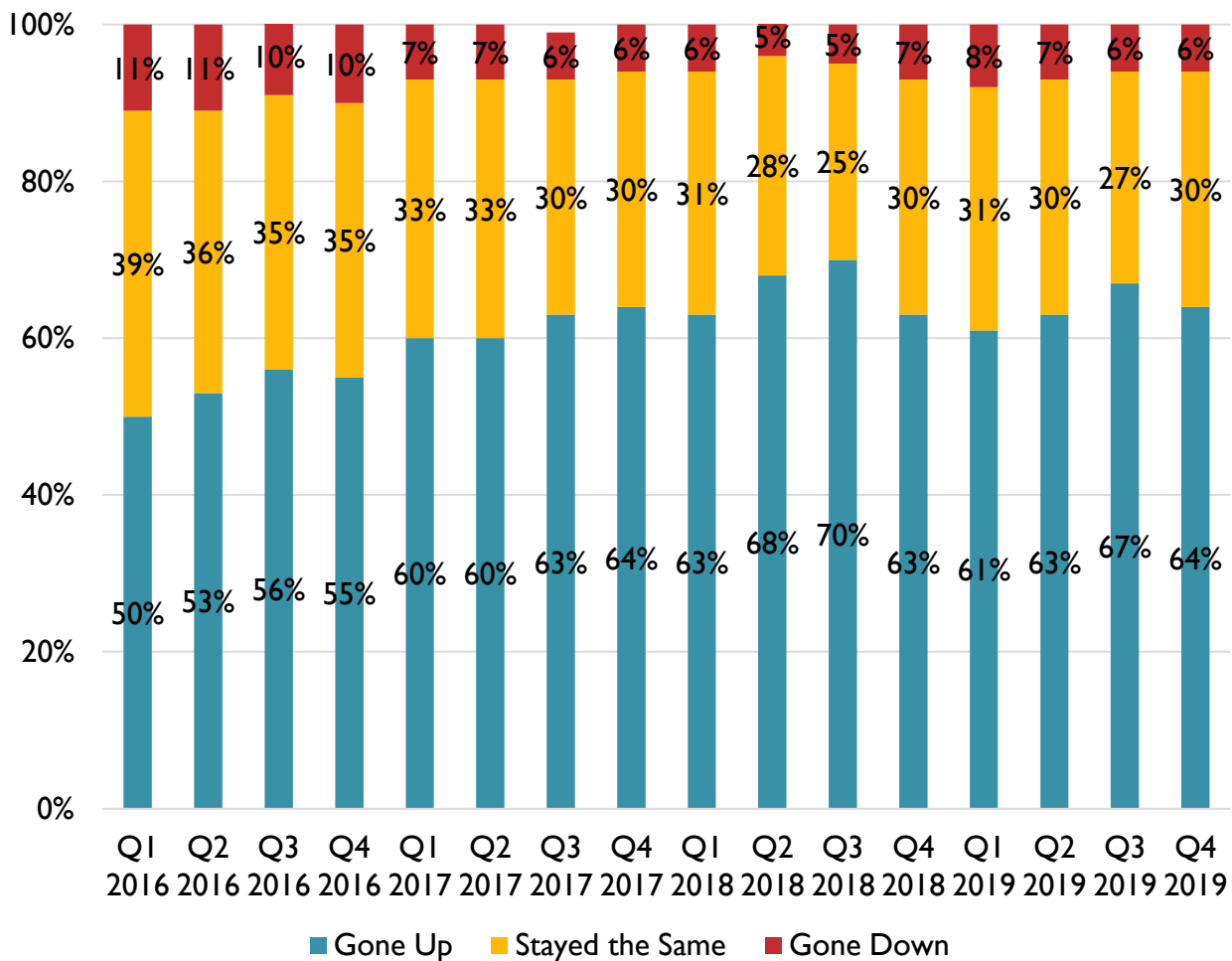
Location:	Rural	Suburban	Urban
A Good Time	77%	76%	71%
Not a Good Time	23%	24%	29%

Tenure:	Own	Rent	Live with someone
A Good Time	80%	67%	63%
Not a Good Time	20%	33%	37%

Home Prices in the Past 12 Months

- Sixty-four percent of people believe that prices have gone up within their communities in the last 12 months. Thirty percent believe prices have stayed the same and six percent believe prices have gone down.
- Those who are in the West, those with incomes more than \$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	68%	64%	65%	66%	58%
Gone Down	6%	6%	7%	5%	4%
Stayed the Same	26%	29%	29%	29%	38%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Gone Up	63%	64%	67%
Gone Down	6%	6%	6%
Stayed the Same	32%	30%	26%

Region:	Northeast	Midwest	South	West
Gone Up	61%	61%	63%	72%
Gone Down	7%	7%	5%	5%
Stayed the Same	32%	32%	32%	23%

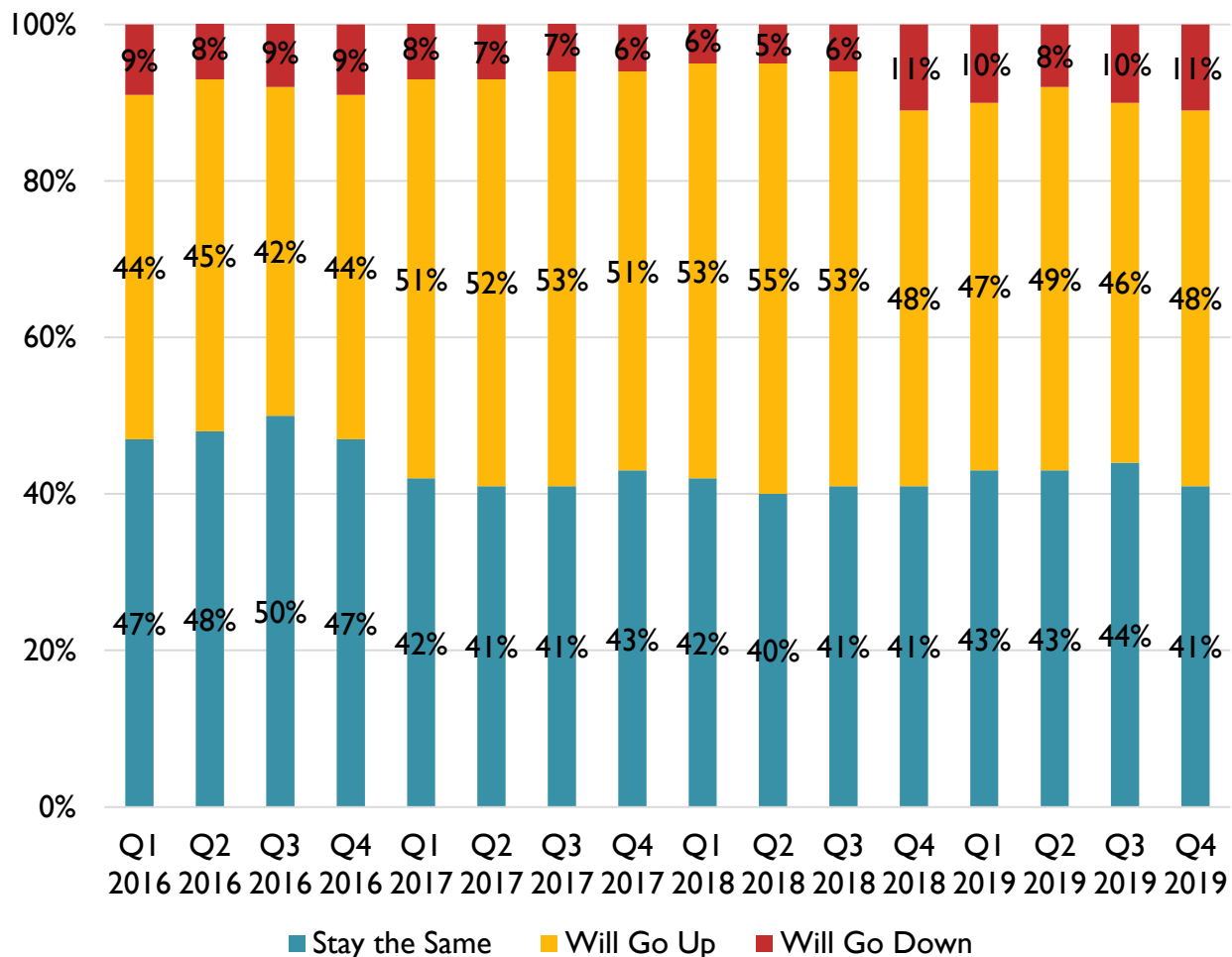
Location:	Rural	Suburban	Urban
Gone Up	61%	67%	64%
Gone Down	6%	5%	7%
Stayed the Same	33%	28%	29%

Tenure:	Own	Rent	Live with someone
Gone Up	64%	64%	64%
Gone Down	6%	7%	6%
Stayed the Same	30%	29%	31%

Home Prices in the Next Six Months

- Forty-one 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-eight percent believe prices will increase in the next six months and 11 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	47%	40%	38%	40%	37%
Will Go Down	12%	15%	10%	7%	7%
Stay the Same	41%	45%	52%	53%	56%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Will Go Up	44%	41%	39%
Will Go Down	9%	9%	15%
Stay the Same	47%	50%	47%

Region:	Northeast	Midwest	South	West
Will Go Up	40%	33%	44%	43%
Will Go Down	10%	16%	8%	12%
Stay the Same	50%	51%	47%	45%

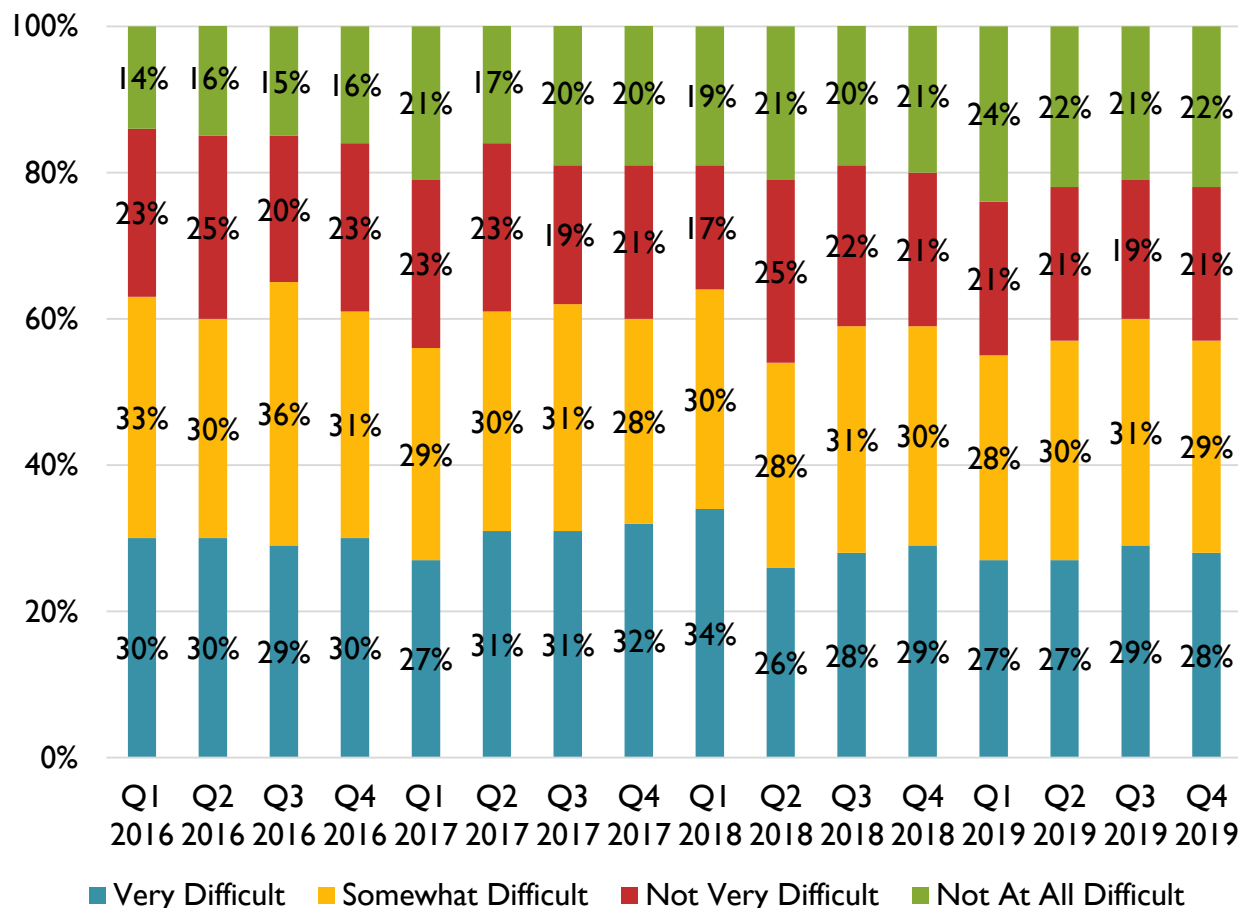
Location:	Rural	Suburban	Urban
Will Go Up	39%	40%	44%
Will Go Down	10%	12%	10%
Stay the Same	51%	48%	46%

Tenure:	Own	Rent	Live with someone
Will Go Up	40%	43%	43%
Will Go Down	10%	14%	11%
Stay the Same	51%	43%	45%

Qualify for a Mortgage

- Among those who do not currently own a home, 28 percent believe it would be very difficult and 29 percent believe it would be somewhat difficult to qualify for a mortgage given their current financial situation.
- Seventy-five percent of those who earn under \$50,000 believe it would be at least somewhat difficult to qualify for a mortgage, compared to 26 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	29%	25%	26%	35%	34%
Somewhat Difficult	27%	30%	42%	25%	22%
Not Very Difficult	23%	22%	10%	18%	20%
Not At All Difficult	21%	23%	23%	22%	24%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Very Difficult	44%	15%	8%
Somewhat Difficult	31%	31%	18%
Not Very Difficult	14%	28%	30%
Not At All Difficult	11%	27%	44%

Region:	Northeast	Midwest	South	West
Very Difficult	22%	31%	27%	33%
Somewhat Difficult	42%	18%	28%	29%
Not Very Difficult	21%	28%	22%	14%
Not At All Difficult	16%	23%	23%	25%

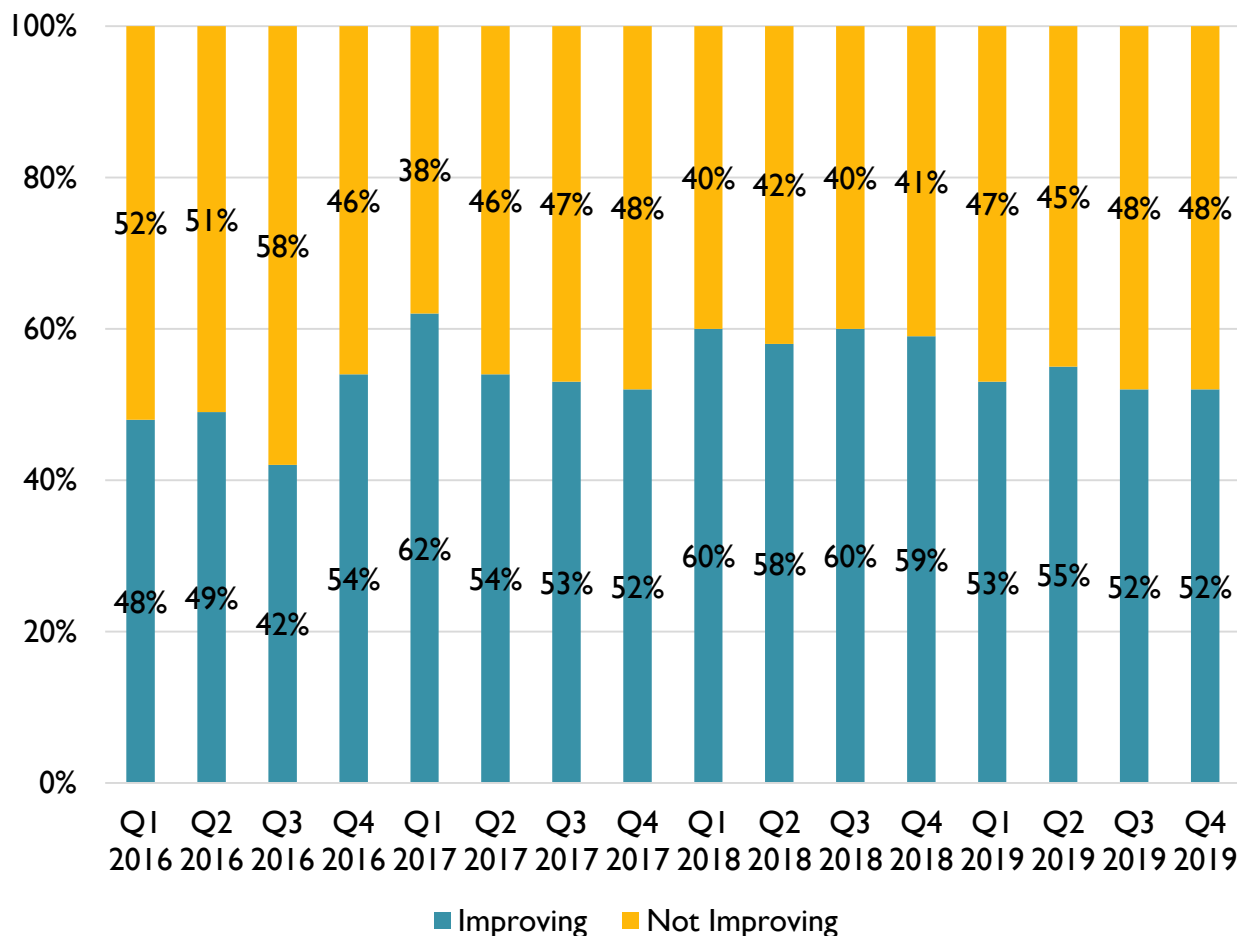
Location:	Rural	Suburban	Urban
Very Difficult	27%	32%	26%
Somewhat Difficult	27%	28%	30%
Not Very Difficult	20%	18%	24%
Not At All Difficult	26%	23%	20%

Tenure:	Rent	Live with someone
Very Difficult	27%	28%
Somewhat Difficult	29%	30%
Not Very Difficult	20%	23%
Not At All Difficult	25%	18%

Outlook on U.S. Economy

- Fifty-two percent of people believe the U.S. economy is improving.
- 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-seven percent of Millennials believe the economy is improving, the lowest of all age groups.
- Forty-one percent of those in urban areas believe the economy is improving, compared to 66 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	47%	55%	56%	47%	55%
Not Improving	53%	45%	44%	53%	45%

Household Income:	Under \$50,000	\$50,000 to \$100,000	More than \$100,000
Improving	45%	54%	55%
Not Improving	55%	46%	45%

Region:	Northeast	Midwest	South	West
Improving	47%	52%	56%	50%
Not Improving	53%	48%	44%	50%

Location:	Rural	Suburban	Urban
Improving	66%	51%	41%
Not Improving	34%	49%	59%

Tenure:	Own	Rent	Live with someone
Improving	57%	42%	47%
Not Improving	43%	58%	53%



Methodology

The survey was conducted by an established survey research firm, TechnoMetrica Market Intelligence. Each month, October through December, 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 2,707 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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