

National Tracking Poll

Project: 2505083

N Size: 2201 Adults

Margin of Error: $\pm 2\%$

May 17-18, 2025

Topline Report

Question	Response	Frequency	Percentage
NWAdem1_1	<i>How would you describe your current interest in buying a home? — I'm currently looking to buy a home in the next 12 months</i>		
	Strongly agree	286	13%
	Somewhat agree	308	14%
	Somewhat disagree	296	13%
	Strongly disagree	1041	47%
	Don't know / No opinion	270	12%
NWAdem1_2	<i>How would you describe your current interest in buying a home? — I'm interested in buying a home but waiting for the right time</i>		
	Strongly agree	604	27%
	Somewhat agree	467	21%
	Somewhat disagree	185	8%
	Strongly disagree	674	31%
	Don't know / No opinion	271	12%
NWAdem1_3	<i>How would you describe your current interest in buying a home? — I believe homeownership is unattainable</i>		
	Strongly agree	256	12%
	Somewhat agree	421	19%
	Somewhat disagree	487	22%
	Strongly disagree	733	33%
	Don't know / No opinion	305	14%
NWAdem1_4	<i>How would you describe your current interest in buying a home? — I already own a home</i>		
	Strongly agree	939	43%
	Somewhat agree	139	6%
	Somewhat disagree	91	4%
	Strongly disagree	881	40%
	Don't know / No opinion	152	7%

Question	Response	Frequency	Percentage
NWAdem1_5	<i>How would you describe your current interest in buying a home? — I don't want to buy a home</i>		
	Strongly agree	539	24%
	Somewhat agree	249	11%
	Somewhat disagree	280	13%
	Strongly disagree	885	40%
	Don't know / No opinion	249	11%
NWAdem2	<i>You mentioned you're looking to buy a home in the next year. Is this your first home purchase, or have you purchased a home before? (N=593)</i>		
	First home	346	58%
	I have already purchased one before	247	42%
NWA1	<i>Are you currently saving for a down payment on a home? (N=593)</i>		
	Yes	429	72%
	No	147	25%
	Not sure	17	3%
NWA2	<i>What percentage of a home's price do you think is typically needed for a down payment? (N=1,137)</i>		
	Less than 5%	76	7%
	5% - 9%	139	12%
	10% - 14%	355	31%
	15% - 19%	136	12%
	20% or more	304	27%
	Not sure	128	11%
NWA3	<i>Are you aware of any grants or assistance programs that help with down payments? (N=1,137)</i>		
	Yes, I am aware and have looked into them	285	25%
	Yes, I have heard of them but don't know details	411	36%
	No, I am not aware of any	442	39%
NWA4	<i>Have you considered taking a second job or gig work to help save for a down payment? (N=1,137)</i>		
	Yes, I am currently doing this	167	15%
	Yes, I have considered it	540	47%
	No, I have not considered it	431	38%
NWA5_1NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Reduced spending on non-essentials (N=593)</i>		
	Selected	313	53%
	Not Selected	280	47%

Question	Response	Frequency	Percentage
NWA5_2NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Moved in with family/friends (N=593)</i>		
	Selected	116	20%
	Not Selected	477	80%
NWA5_3NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Taken on additional work (N=593)</i>		
	Selected	203	34%
	Not Selected	390	66%
NWA5_4NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Sold personal items (N=593)</i>		
	Selected	156	26%
	Not Selected	437	74%
NWA5_5NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Received financial help from family/friends (N=593)</i>		
	Selected	116	20%
	Not Selected	477	80%
NWA5_6NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — Other, please specify (N=593)</i>		
	Selected	15	2%
	Not Selected	578	98%
NWA5_7NET	<i>Which of the following, if any, have you done to save for a down payment? Please select all that apply. — None of the above (N=593)</i>		
	Selected	97	16%
	Not Selected	496	84%
NWA6_1NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I am saving up money for a down payment (N=1,660)</i>		
	Selected	350	21%
	Not Selected	1309	79%
NWA6_2NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I am waiting for the right house to become available (N=1,660)</i>		
	Selected	291	18%
	Not Selected	1369	82%
NWA6_3NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I am waiting for home prices to fall (N=1,660)</i>		
	Selected	359	22%
	Not Selected	1301	78%

Question	Response	Frequency	Percentage
NWA6_4NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — My credit score is too low (N=1,660)</i>		
	Selected	366	22%
	Not Selected	1294	78%
NWA6_5NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I have too much student loan debt (N=1,660)</i>		
	Selected	100	6%
	Not Selected	1560	94%
NWA6_6NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I have other credit obligations (e.g., car loans, credit cards) (N=1,660)</i>		
	Selected	222	13%
	Not Selected	1438	87%
NWA6_7NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — My income is too low (N=1,660)</i>		
	Selected	550	33%
	Not Selected	1110	67%
NWA6_8NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I feel I'll never be able to buy a home (N=1,660)</i>		
	Selected	251	15%
	Not Selected	1409	85%
NWA6_9NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — Economic or job uncertainty (N=1,660)</i>		
	Selected	367	22%
	Not Selected	1293	78%
NWA6_10NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — Homeownership isn't for me right now (N=1,660)</i>		
	Selected	246	15%
	Not Selected	1414	85%
NWA6_11NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — I am waiting for interest rates to fall (N=1,660)</i>		
	Selected	295	18%
	Not Selected	1365	82%
NWA6_12NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — Other, please specify (N=1,660)</i>		
	Selected	192	12%
	Not Selected	1468	88%

Question	Response	Frequency	Percentage
NWA6_13NET	<i>What are the main reasons you are not currently buying a home? Please select all that apply. — None of the above (N=1,660)</i>		
	Selected	225	14%
	Not Selected	1435	86%
NWA7_1NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Proximity to work (N=1,137)</i>		
	Selected	303	27%
	Not Selected	834	73%
NWA7_2NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — School quality (N=1,137)</i>		
	Selected	219	19%
	Not Selected	918	81%
NWA7_3NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Green space / parks (N=1,137)</i>		
	Selected	114	10%
	Not Selected	1024	90%
NWA7_4NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Homeowners association (HOA) fees (N=1,137)</i>		
	Selected	174	15%
	Not Selected	964	85%
NWA7_5NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Homeowners insurance costs (N=1,137)</i>		
	Selected	226	20%
	Not Selected	911	80%
NWA7_6NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Size of the home (N=1,137)</i>		
	Selected	626	55%
	Not Selected	512	45%
NWA7_7NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Condition of the home (move-in ready vs. fixer-upper) (N=1,137)</i>		
	Selected	635	56%
	Not Selected	503	44%
NWA7_8NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Proximity to public transit (N=1,137)</i>		
	Selected	114	10%
	Not Selected	1023	90%

Question	Response	Frequency	Percentage
NWA7_9NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Property taxes (N=1,137)</i>		
	Selected	472	41%
	Not Selected	666	59%
NWA7_10NET	<i>Which of the following are most important to you when searching for a home? Select up to three. — Other, please specify (N=1,137)</i>		
	Selected	17	1%
	Not Selected	1121	99%
NWA8	<i>Would you consider buying a fixer-upper if it meant getting a better price or location? (N=1,137)</i>		
	Yes	716	63%
	No	250	22%
	Don't know / No opinion	172	15%
NWA9	<i>Are HOA (Homeowners Association) fees a significant consideration in your home search? (N=1,137)</i>		
	Yes	604	53%
	No	342	30%
	Don't know / No opinion	191	17%
NWA10	<i>When looking for information about buying a home, which of the following is your first trusted choice? (N=1,137)</i>		
	Realtor	461	41%
	Lender	80	7%
	Nonprofit organization	25	2%
	Friend or family member	215	19%
	Government website	56	5%
	General internet search	218	19%
	Other, please specify	11	1%
	None of the above	72	6%
NWA11	<i>How far would you be willing to move from your current workplace for a home that meets your needs? (N=1,137)</i>		
	Less than 5 miles	71	6%
	5 – 10 miles	277	24%
	11 – 20 miles	316	28%
	21 – 30 miles	184	16%
	More than 30 miles	108	9%
	I work remotely	55	5%
	Not applicable	126	11%

Question	Response	Frequency	Percentage
NWA12	<i>How long do you expect to live in the next home you buy? (N=1,137)</i>		
	Less than 2 years	72	6%
	2 – 5 years	172	15%
	6 – 10 years	211	19%
	More than 10 years	566	50%
	Don't know / No opinion	116	10%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for respondents with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1074	49%
	Gender: Female	1126	51%
	N	2199	
age	Age: 18-34	634	29%
	Age: 35-44	376	17%
	Age: 45-64	689	31%
	Age: 65+	502	23%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	344	16%
	Millennials: 1981-1996	665	30%
	GenXers: 1965-1980	552	25%
	Baby Boomers: 1946-1964	598	27%
	N	2160	
xpid3	PID: Dem (no lean)	785	36%
	PID: Ind (no lean)	697	32%
	PID: Rep (no lean)	719	33%
	N	2201	
xpidGender	PID/Gender: Dem Men	372	17%
	PID/Gender: Dem Women	413	19%
	PID/Gender: Ind Men	323	15%
	PID/Gender: Ind Women	372	17%
	PID/Gender: Rep Men	379	17%
	PID/Gender: Rep Women	340	15%
	N	2199	
xdemIdeo3	Ideo: Liberal (1-3)	625	28%
	Ideo: Moderate (4)	697	32%
	Ideo: Conservative (5-7)	667	30%
	N	1989	
xeduc3	Educ: < College	1414	64%
	Educ: Bachelors degree	493	22%
	Educ: Post-grad	294	13%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1170	53%
	Income: 50k-100k	669	30%
	Income: 100k+	362	16%
	N	2201	
xdemWhite	Ethnicity: White	1685	77%
xdemHispBin	Ethnicity: Hispanic	393	18%
demBlackBin	Ethnicity: Black	285	13%
demRaceOther	Ethnicity: Other	231	10%
xdemReligion	All Christian	1036	47%
	All Non-Christian	159	7%
	Atheist	71	3%
	Agnostic/Nothing in particular	590	27%
	Something Else	344	16%
	N	2201	
xdemReligOther	Religious Non-Protestant/Catholic	184	8%
xdemEvang	Evangelical	578	26%
	Non-Evangelical	763	35%
	N	1341	
xdemUsr	Community: Urban	675	31%
	Community: Suburban	1006	46%
	Community: Rural	521	24%
	N	2201	
xdemEmploy	Employ: Private Sector	731	33%
	Employ: Government	121	5%
	Employ: Self-Employed	211	10%
	Employ: Homemaker	125	6%
	Employ: Student	59	3%
	Employ: Retired	525	24%
	Employ: Unemployed	306	14%
	Employ: Other	123	6%
	N	2201	
xdemMilHH1	Military HH: Yes	234	11%
	Military HH: No	1967	89%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote24O	2024 Vote: Kamala Harris	829	38%
	2024 Vote: Donald Trump	762	35%
	2024 Vote: Other	54	2%
	2024 Vote: Didn't Vote	556	25%
	N	2201	
xsubVote22O	2022 House Vote: Democrat	702	32%
	2022 House Vote: Republican	628	29%
	2022 House Vote: Someone else	39	2%
	2022 House Vote: Didnt Vote	833	38%
	N	2201	
xreg4	4-Region: Northeast	379	17%
	4-Region: Midwest	450	20%
	4-Region: South	851	39%
	4-Region: West	521	24%
	N	2201	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

