

Morning Consult Polls

Methodology and Sample Characteristics

All polls conducted for NAHB by Morning Consult meet rigorous sampling parameters to ensure the selection of representative samples from which valid conclusions can be drawn. Below are some of the relevant characteristics of the sample used in this particular poll:

- A total of 21,652 people were polled, of whom 2,158 (10%) reported plans to buy a home within the next 12 months. The data collection period extended from March 17 through March 28, 2020.
- Some of the characteristics of the 2,158 prospective home buyers who continued on with the poll include:
 - 54% were male; 46% female.
 - 14% were Gen Z, 42% were Millennials, 25% Gen X, and 17% Boomers.
 - 15% lived in the Northeast, 16% in the Midwest, 42% in the South, and 27% in the West.
 - 67% were White, 27% Hispanic, and 20% African-American.
 - 63% had less than a college education, 23% had a Bachelor's degree, and 14% a post-graduate degree.
 - 49% reported incomes under \$50,000, 35% between \$50,000 and \$100,000, and 16% of more than \$100,000.