

## **Morning Consult Polls**

### **Methodology and Sample Characteristics**

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

- A total of 15,412 people were polled, of whom 2,213 (14%) reported plans to buy a home within the next 12 months.
- Among the 2,213 prospective home buyers who continued on with the poll:
  - 54% were male; 46% female.
  - 55% were Millennials, 26% GenX'ers, 19% Boomers, and 1% Seniors.
  - 16% lived in the Northeast, 20% in the Midwest, 43% in the South, and 21% in the West.
  - 70% were White, 17% African-American, and 18% Hispanic.
  - 62% had less than a college education, 22% had a Bachelor's degree, and 16% a post-graduate degree.
  - 51% reported incomes under \$50,000, 34% between \$50,000 and \$100,000, and 15% of more than \$100,000.

The above demographic characteristics approximately reflect the US adult population.