

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 13,112 people were polled, of whom 1,991 (15%) reported plans to buy a home within the next 12 months. The data collection period extended from December 14 through December 23, 2020.
- Some of the characteristics of the 1,991 prospective home buyers who continued on with the poll include:
 - 59% were male; 41% female.
 - 14% were Gen Z, 46% were Millennials, 28% Gen X, and 11% Boomers.
 - 23% lived in the Northeast, 13% in the Midwest, 37% in the South, and 27% in the West.
 - 73% were White, 26% Hispanic, and 19% African-American.
 - 51% had less than a college education, 27% had a Bachelor's degree, and 22% a post-graduate degree.
 - 41% reported incomes under \$50,000, 34% between \$50,000 and \$100,000, and 24% of more than \$100,000.