

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. Results are seasonally adjusted in order to allow for quarterly comparisons across time. Below are some of the relevant characteristics of the sample used in this quarter's poll:

- A total of 13,200 people were polled, of whom 2,100 reported plans to buy a home within the next 12 months. The data collection period extended from June 16 through June 20, 2021.
- Some of the characteristics of the 2,100 prospective home buyers who continued on with the poll include:
 - 58% were male; 42% female.
 - 16% were Gen Z, 52% were Millennials, 19% Gen X, and 12% Boomers.
 - 20% lived in the Northeast, 18% in the Midwest, 37% in the South, and 25% in the West.
 - 69% were White, 26% Hispanic, and 21% African-American.
 - 60% had less than a college education, 24% had a Bachelor's degree, and 16% a post-graduate degree.
 - 46% reported incomes under \$50,000, 34% between \$50,000 and \$100,000, and 19% of more than \$100,000.