

## **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 19,801 people were polled, of whom 3,149 reported plans to buy a home within the next 12 months. The data collection period extended from September 16 - 30, 2021.
- Some of the characteristics of the 3,149 prospective home buyers who continued on with the poll include:
  - 57% were male; 43% female.
  - 14% were Gen Z, 54% were Millennials, 21% Gen X, and 11% Boomers.
  - 17% lived in the Northeast, 18% in the Midwest, 37% in the South, and 28% in the West.
  - 73% were White, 25% Hispanic, and 17% African-American.
  - 58% had less than a college education, 26% had a Bachelor's degree, and 16% a post-graduate degree.
  - 47% reported incomes under \$50,000, 30% between \$50,000 and \$100,000, and 23% of more than \$100,000.