

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 17,703 people were polled, of whom 2,301 reported plans to buy a home within the next 12 months. The data collection period extended from December 15 to 22, 2022.
- Some of the characteristics of the 2,301 prospective home buyers who continued on with the poll include:
 - 54% were male; 46% female.
 - 15% were Gen Z, 49% were Millennials, 23% Gen X, and 12% Boomers.
 - 16% lived in the Northeast, 16% in the Midwest, 41% in the South, and 27% in the West.
 - 63% were White, 30% Hispanic, and 23% African-American.
 - 60% had less than a college education, 24% had a Bachelor's degree, and 16% a post-graduate degree.
 - 47% reported incomes under \$50,000, 34% between \$50,000 and \$100,000, and 19% of more than \$100,000.