

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 1 | | On a scale of 1 to 10, how do you rate the quality of life where you live, where 1 is unbearable ... and 10 is amazing? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|------|------|------|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | | | |
| Mean Rating | 7.2 | 7.6 | 6.5 | 7.3 | 7.1 | 7.1 | 7.1 | 7.0 | 7.7 | 7.1 | 7.2 | 6.9 | 7.1 | 7.0 | 7.4 | 7.7 | 6.8 | 7.3 | 7.2 | 7.2 | 7.3 | 7.0 | 7.0 | 7.0 | 6.3 | 7.0 | 7.6 | 8.0 | 7.1 | 7.3 | 7.3 | 7.1 | | | |

| 2 | | Do you own your home? Rent? Live with someone else? Or have some other living arrangement? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|------|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Own a Home | 64% | 100% | 0% | 66% | 61% | 49% | 61% | 71% | 82% | 50% | 72% | 28% | 52% | 65% | 76% | 82% | 52% | 68% | 64% | 63% | 71% | 46% | 51% | 54% | 34% | 58% | 77% | 85% | 61% | 69% | 64% | 59% | |
| Rent | 30% | 0% | 84% | 28% | 33% | 41% | 33% | 26% | 15% | 41% | 24% | 48% | 40% | 29% | 22% | 12% | 40% | 27% | 30% | 32% | 24% | 46% | 45% | 35% | 51% | 37% | 20% | 12% | 32% | 25% | 30% | 35% | |
| Live With Someone Else, Pay No Rent | 3% | 0% | 9% | 3% | 3% | 6% | 4% | 1% | 1% | 5% | 2% | 15% | 4% | 4% | 1% | 2% | 3% | 3% | 3% | 3% | 4% | 3% | 7% | 8% | 3% | 2% | 2% | 5% | 3% | 3% | 3% | | |
| Have Some Other Living Arrangement | 3% | 0% | 7% | 3% | 3% | 4% | 3% | 2% | 2% | 4% | 2% | 9% | 3% | 2% | 2% | 3% | 4% | 2% | 3% | 2% | 2% | 4% | 2% | 4% | 7% | 2% | 1% | 1% | 3% | 3% | 3% | 3% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 3 | | Is this the first home you have owned? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|------|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Yes | 52% | 52% | 0% | 53% | 51% | 84% | 64% | 41% | 21% | 82% | 40% | 73% | 83% | 58% | 31% | 15% | 56% | 51% | 45% | 65% | 48% | 63% | 63% | 60% | 57% | 58% | 53% | 40% | 62% | 49% | 49% | 52% | |
| No | 48% | 48% | 0% | 47% | 49% | 16% | 36% | 59% | 79% | 18% | 60% | 27% | 17% | 42% | 69% | 85% | 44% | 49% | 55% | 35% | 52% | 37% | 37% | 40% | 43% | 42% | 47% | 60% | 38% | 51% | 51% | 48% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | |

| 4 | | When did you buy this home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|------|-----------------------------|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| < 1 Year Ago | 8% | 8% | 0% | 8% | 8% | 15% | 6% | 7% | 4% | 13% | 6% | 20% | 12% | 7% | 6% | 3% | 8% | 8% | 6% | 11% | 7% | 9% | 11% | 8% | 3% | 7% | 11% | 7% | 3% | 8% | 9% | 10% | |
| 1 to 2 Years Ago | 14% | 14% | 0% | 16% | 12% | 29% | 14% | 9% | 5% | 29% | 8% | 38% | 28% | 10% | 7% | 5% | 14% | 14% | 12% | 18% | 13% | 18% | 19% | 12% | 19% | 15% | 12% | 13% | 12% | 12% | 16% | 15% | |
| 3 to 5 Years Ago | 16% | 16% | 0% | 18% | 15% | 28% | 18% | 10% | 10% | 27% | 12% | 14% | 28% | 16% | 10% | 9% | 13% | 17% | 13% | 22% | 16% | 14% | 20% | 19% | 16% | 11% | 17% | 23% | 14% | 18% | 15% | 19% | |
| > 5 Years Ago | 60% | 60% | 0% | 58% | 63% | 25% | 60% | 73% | 80% | 28% | 73% | 28% | 28% | 66% | 77% | 83% | 64% | 59% | 67% | 48% | 63% | 55% | 48% | 58% | 56% | 65% | 60% | 56% | 70% | 61% | 59% | 55% | |
| Not Sure | 1% | 1% | 0% | 1% | 2% | 3% | 1% | 1% | 0% | 3% | 1% | 0% | 3% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 4% | 2% | 2% | 5% | 1% | 0% | 1% | 1% | 2% | 2% | 1% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | |

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| 5 | | Do you have a mortgage? Or do you own your home free and clear? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Have a Mortgage | 63% | 63% | 0% | 65% | 60% | 71% | 70% | 61% | 48% | 72% | 59% | 43% | 74% | 67% | 56% | 41% | 52% | 66% | 55% | 76% | 62% | 65% | 64% | 68% | 38% | 54% | 71% | 72% | 58% | 64% | 62% | 66% | |
| Own My Home Free And Clear | 37% | 37% | 0% | 35% | 40% | 29% | 30% | 39% | 52% | 28% | 41% | 57% | 26% | 33% | 44% | 59% | 48% | 34% | 45% | 24% | 38% | 35% | 36% | 32% | 62% | 46% | 29% | 28% | 42% | 36% | 38% | 34% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | |

| 6 | | Think about how much you owe on your home, from your mortgage and any home equity loans. Would you say that your home is worth more than you owe? Less than you owe? Or about what you owe? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 1192 Homeowners W/ Mortgages | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Worth More Than I Owe | 71% | 71% | 0% | 74% | 68% | 63% | 74% | 72% | 78% | 65% | 74% | 36% | 66% | 75% | 73% | 87% | 66% | 72% | 74% | 67% | 72% | 54% | 78% | 68% | 56% | 66% | 72% | 78% | 67% | 68% | 69% | 81% | |
| Worth Less Than I Owe | 11% | 11% | 0% | 9% | 13% | 10% | 10% | 13% | 10% | 11% | 11% | 39% | 10% | 10% | 12% | 4% | 15% | 10% | 10% | 12% | 10% | 21% | 8% | 11% | 19% | 15% | 9% | 8% | 14% | 12% | 12% | 7% | |
| Worth About What I Owe | 14% | 14% | 0% | 14% | 15% | 24% | 14% | 9% | 10% | 22% | 11% | 24% | 22% | 12% | 10% | 8% | 16% | 14% | 12% | 18% | 15% | 15% | 11% | 16% | 16% | 14% | 15% | 13% | 17% | 19% | 14% | 8% | |
| Not Sure | 3% | 3% | 0% | 3% | 4% | 3% | 3% | 6% | 3% | 2% | 4% | 0% | 3% | 3% | 5% | 2% | 2% | 4% | 4% | 3% | 2% | 10% | 4% | 5% | 8% | 5% | 3% | 1% | 2% | 2% | 5% | 3% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Homeowners W/ Mortgages | 100% | 100% | 0% | 53% | 47% | 27% | 27% | 28% | 18% | 34% | 66% | 1% | 32% | 27% | 35% | 4% | 19% | 81% | 57% | 43% | 72% | 9% | 12% | 7% | 7% | 26% | 42% | 26% | 16% | 23% | 38% | 22% | |

| 7 | | How confident are you that you will be able to afford to stay in your current home as long as you want? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Confident | 62% | 62% | 0% | 66% | 58% | 63% | 69% | 57% | 60% | 64% | 61% | 51% | 65% | 69% | 56% | 63% | 58% | 63% | 60% | 67% | 62% | 71% | 55% | 63% | 46% | 57% | 63% | 75% | 54% | 58% | 67% | 64% | |
| Somewhat Confident | 30% | 30% | 0% | 27% | 32% | 30% | 25% | 32% | 31% | 30% | 29% | 35% | 30% | 24% | 34% | 27% | 29% | 30% | 31% | 27% | 29% | 23% | 39% | 31% | 37% | 34% | 30% | 21% | 33% | 33% | 28% | 28% | |
| Somewhat Unconfident | 4% | 4% | 0% | 3% | 5% | 3% | 3% | 6% | 4% | 2% | 5% | 10% | 2% | 4% | 5% | 5% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 2% | 6% | 4% | 5% | 1% | 6% | 5% | 2% | 4% | |
| Not Confident | 3% | 3% | 0% | 2% | 3% | 2% | 1% | 3% | 4% | 2% | 3% | 2% | 2% | 1% | 4% | 5% | 6% | 2% | 3% | 1% | 3% | 1% | 0% | 3% | 8% | 4% | 1% | 1% | 3% | 3% | 2% | 3% | |
| Not Sure | 1% | 1% | 0% | 1% | 2% | 2% | 1% | 3% | 0% | 2% | 1% | 2% | 2% | 1% | 2% | 0% | 3% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 4% | 1% | 1% | 1% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | |

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| 8 | | When, if ever, do you expect to buy a different home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|---|------|--------|------|-------|-------|-------|------|------|------|-------------|------|-------|------|--------|-----------|------|---------|------|----------------|-------|---------|-------|--------|----------|----------|--------|--------|------|------|------|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| | | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Within The Next 12 Months | 4% | 4% | 0% | 4% | 4% | 5% | 5% | 1% | 3% | 5% | 3% | 5% | 5% | 5% | 2% | 1% | 4% | 4% | 4% | 4% | 3% | 8% | 6% | 3% | 3% | 3% | 4% | 4% | 3% | 3% | 4% | 5% |
| 1 to 2 Years From Now | 9% | 9% | 0% | 11% | 8% | 12% | 13% | 7% | 6% | 13% | 8% | 21% | 12% | 11% | 6% | 5% | 8% | 10% | 7% | 13% | 9% | 9% | 8% | 9% | 9% | 8% | 8% | 13% | 11% | 9% | 8% | 11% |
| 3 to 5 Years From Now | 15% | 15% | 0% | 16% | 14% | 27% | 15% | 12% | 7% | 24% | 11% | 12% | 25% | 17% | 9% | 6% | 15% | 15% | 14% | 17% | 15% | 14% | 19% | 15% | 6% | 15% | 17% | 18% | 15% | 19% | 13% | 15% |
| More Than 5 Years From Now | 24% | 24% | 0% | 25% | 23% | 32% | 31% | 22% | 13% | 33% | 21% | 37% | 32% | 28% | 18% | 7% | 18% | 26% | 21% | 31% | 24% | 19% | 23% | 35% | 15% | 19% | 25% | 34% | 26% | 26% | 21% | 27% |
| Never | 26% | 26% | 0% | 23% | 28% | 9% | 17% | 32% | 44% | 9% | 33% | 12% | 9% | 19% | 39% | 47% | 31% | 24% | 31% | 16% | 27% | 35% | 20% | 17% | 36% | 31% | 25% | 16% | 25% | 23% | 31% | 20% |
| Not Sure | 22% | 22% | 0% | 21% | 23% | 16% | 19% | 25% | 27% | 16% | 24% | 13% | 16% | 20% | 25% | 34% | 23% | 21% | 23% | 20% | 22% | 15% | 23% | 21% | 31% | 23% | 22% | 15% | 20% | 21% | 23% | 21% |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% |

| 9 | | In the next 3 years, do you expect to.....? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----|---|------|--------|-----|-------|-------|-------|-----|-----|-----|-------------|------|-------|------|--------|-----------|-----|---------|-----|----------------|-------|---------|-------|--------|----------|----------|--------|--------|-----|-----|-----|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| | | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Renovate a bathroom | 34% | 34% | 0% | 38% | 30% | 46% | 39% | 30% | 22% | 44% | 30% | 55% | 43% | 36% | 27% | 17% | 24% | 37% | 29% | 43% | 33% | 31% | 33% | 48% | 16% | 32% | 37% | 41% | 36% | 34% | 33% | 34% |
| Remodel your kitchen | 28% | 28% | 0% | 29% | 26% | 38% | 31% | 25% | 17% | 39% | 23% | 51% | 38% | 25% | 23% | 11% | 19% | 30% | 23% | 35% | 26% | 23% | 35% | 33% | 16% | 29% | 29% | 30% | 24% | 27% | 28% | 30% |
| Add a new room | 7% | 7% | 0% | 9% | 4% | 12% | 11% | 3% | 1% | 13% | 4% | 13% | 13% | 9% | 1% | 1% | 3% | 8% | 3% | 13% | 6% | 8% | 7% | 9% | 4% | 6% | 6% | 10% | 4% | 5% | 8% | 8% |
| Finish your basement or attic | 8% | 8% | 0% | 9% | 7% | 14% | 10% | 6% | 3% | 14% | 6% | 19% | 13% | 8% | 5% | 2% | 6% | 9% | 6% | 12% | 8% | 9% | 10% | 6% | 7% | 6% | 8% | 12% | 11% | 14% | 5% | 4% |
| Replace your roof | 18% | 18% | 0% | 19% | 16% | 20% | 20% | 17% | 12% | 21% | 16% | 19% | 21% | 18% | 16% | 6% | 17% | 18% | 17% | 19% | 18% | 17% | 10% | 26% | 20% | 19% | 14% | 20% | 21% | 19% | 17% | 14% |
| Replace windows | 20% | 20% | 0% | 21% | 20% | 23% | 25% | 21% | 13% | 24% | 19% | 32% | 24% | 24% | 16% | 18% | 15% | 22% | 18% | 25% | 20% | 15% | 24% | 24% | 16% | 21% | 18% | 25% | 24% | 21% | 17% | 23% |
| Replace old plumbing or electrical system | 13% | 13% | 0% | 15% | 11% | 18% | 14% | 11% | 9% | 18% | 11% | 34% | 17% | 13% | 10% | 8% | 9% | 14% | 11% | 17% | 12% | 8% | 17% | 25% | 14% | 14% | 13% | 13% | 14% | 16% | 12% | 11% |
| Install new siding or paint the exterior | 19% | 19% | 0% | 20% | 19% | 24% | 21% | 20% | 13% | 24% | 18% | 26% | 24% | 21% | 17% | 10% | 18% | 20% | 18% | 23% | 18% | 14% | 25% | 28% | 25% | 20% | 16% | 22% | 16% | 19% | 22% | 19% |
| Install new landscaping | 27% | 27% | 0% | 28% | 25% | 30% | 32% | 26% | 18% | 32% | 24% | 32% | 32% | 32% | 20% | 19% | 20% | 28% | 23% | 33% | 28% | 18% | 26% | 23% | 16% | 24% | 27% | 34% | 19% | 28% | 26% | 32% |
| Install new heating or central air conditioning | 17% | 17% | 0% | 18% | 16% | 20% | 18% | 18% | 12% | 20% | 16% | 35% | 19% | 19% | 15% | 7% | 17% | 17% | 16% | 19% | 17% | 19% | 16% | 16% | 11% | 17% | 17% | 19% | 13% | 16% | 18% | 19% |
| Build a new deck, patio, or porch | 22% | 22% | 0% | 24% | 21% | 30% | 29% | 21% | 11% | 31% | 19% | 28% | 32% | 24% | 17% | 6% | 14% | 25% | 18% | 30% | 22% | 17% | 28% | 19% | 16% | 20% | 24% | 26% | 17% | 28% | 23% | 19% |
| Repair or build a garage | 11% | 11% | 0% | 13% | 8% | 15% | 15% | 10% | 4% | 15% | 9% | 16% | 15% | 15% | 6% | 2% | 12% | 10% | 9% | 15% | 9% | 10% | 19% | 10% | 9% | 12% | 10% | 12% | 10% | 12% | 9% | 13% |
| Add in ground swimming pool | 4% | 4% | 0% | 5% | 3% | 8% | 7% | 2% | 0% | 9% | 2% | 8% | 9% | 4% | 1% | 0% | 4% | 4% | 3% | 7% | 4% | 6% | 5% | 5% | 4% | 4% | 4% | 6% | 4% | 3% | 5% | 5% |
| Not sure about home improvement projects | 9% | 9% | 0% | 6% | 11% | 7% | 5% | 10% | 12% | 6% | 10% | 13% | 6% | 5% | 12% | 15% | 11% | 8% | 11% | 5% | 9% | 11% | 6% | 8% | 20% | 11% | 7% | 3% | 9% | 7% | 9% | 8% |

Note: Figures in the above columns do not sum to 100% because respondents could select any number of answer choices.

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 10 | | About how much money will you need to borrow to pay for these improvements? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|----|
| 1650 Who Plan Changes | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| None | 32% | 32% | 0% | 30% | 33% | 28% | 29% | 29% | 43% | 26% | 35% | 14% | 27% | 32% | 34% | 52% | 32% | 32% | 36% | 25% | 33% | 29% | 28% | 32% | 28% | 32% | 32% | 33% | 28% | 32% | 34% | 30% | | |
| \$ 5,000 | 10% | 10% | 0% | 9% | 11% | 11% | 9% | 10% | 11% | 11% | 10% | 6% | 11% | 8% | 12% | 6% | 12% | 10% | 10% | 10% | 10% | 10% | 10% | 14% | 9% | 8% | 18% | 12% | 9% | 6% | 9% | 12% | 10% | 9% |
| \$10,000 | 15% | 15% | 0% | 16% | 14% | 15% | 18% | 14% | 14% | 16% | 15% | 29% | 15% | 16% | 13% | 18% | 15% | 15% | 13% | 18% | 15% | 14% | 14% | 21% | 20% | 16% | 15% | 12% | 13% | 16% | 16% | 15% | | |
| \$20,000 | 12% | 12% | 0% | 13% | 11% | 15% | 12% | 12% | 7% | 15% | 10% | 14% | 15% | 11% | 10% | 4% | 9% | 12% | 11% | 13% | 11% | 17% | 15% | 5% | 8% | 13% | 12% | 12% | 12% | 12% | 12% | 12% | | |
| \$30,000 | 8% | 8% | 0% | 8% | 7% | 9% | 7% | 10% | 3% | 8% | 7% | 6% | 9% | 9% | 6% | 0% | 9% | 7% | 7% | 8% | 6% | 7% | 10% | 16% | 3% | 7% | 9% | 8% | 7% | 6% | 6% | 12% | | |
| \$40,000 | 3% | 3% | 0% | 4% | 3% | 4% | 5% | 4% | 1% | 3% | 3% | 2% | 3% | 5% | 2% | 0% | 2% | 4% | 3% | 5% | 3% | 4% | 4% | 3% | 3% | 2% | 4% | 6% | 6% | 4% | 3% | 3% | | |
| \$50,000 | 3% | 3% | 0% | 4% | 3% | 4% | 6% | 3% | 1% | 4% | 3% | 0% | 4% | 6% | 2% | 1% | 1% | 4% | 2% | 6% | 4% | 1% | 5% | 3% | 1% | 2% | 3% | 7% | 6% | 3% | 2% | 5% | | |
| More than \$50,000 | 3% | 3% | 0% | 4% | 3% | 5% | 4% | 2% | 1% | 6% | 2% | 4% | 6% | 3% | 2% | 0% | 1% | 4% | 1% | 6% | 3% | 1% | 6% | 4% | 2% | 2% | 2% | 8% | 5% | 2% | 3% | 4% | | |
| Not Sure | 14% | 14% | 0% | 12% | 15% | 10% | 10% | 16% | 20% | 11% | 15% | 24% | 10% | 11% | 17% | 19% | 18% | 12% | 16% | 10% | 15% | 13% | 8% | 7% | 19% | 15% | 14% | 9% | 14% | 14% | 15% | 11% | | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Who Plan Changes | 100% | 100% | 0% | 51% | 49% | 25% | 25% | 28% | 21% | 32% | 68% | 2% | 30% | 26% | 37% | 5% | 21% | 79% | 63% | 37% | 73% | 8% | 12% | 7% | 10% | 31% | 36% | 23% | 17% | 23% | 39% | 21% | | |
| % Who Will Borrow Some Amount | 68% | 68% | 100% | 70% | 67% | 72% | 71% | 71% | 57% | 74% | 65% | 86% | 73% | 68% | 66% | 48% | 68% | 68% | 64% | 75% | 67% | 71% | 72% | 68% | 72% | 68% | 68% | 67% | 72% | 68% | 66% | 70% | | |
| Avg Loan to Finance Improvements (\$000s) | 20.4 | 20.4 | n/a | 21.8 | 20.1 | 22.0 | 22.5 | 20.7 | 14.9 | 21.8 | 19.6 | 17.4 | 22.1 | 23.1 | 18.1 | 11.7 | 17.1 | 21.6 | 18.7 | 23.2 | 20.6 | 17.6 | 23.7 | 21.7 | 14.7 | 18.0 | 20.6 | 27.5 | 24.4 | 19.1 | 19.2 | 22.8 | | |

| 11 | | When do you expect to begin work? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------------|------|-----------------------------------|----|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|---|
| 1650 Who Plan Changes | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Within The Next 3 Months | 13% | 13% | 0% | 14% | 12% | 19% | 15% | 8% | 11% | 18% | 11% | 30% | 17% | 13% | 9% | 10% | 12% | 13% | 11% | 16% | 13% | 14% | 16% | 8% | 12% | 12% | 12% | 17% | 16% | 10% | 12% | 16% | | |
| About 6 Months From Now | 18% | 18% | 0% | 21% | 14% | 20% | 20% | 16% | 14% | 21% | 16% | 15% | 21% | 19% | 15% | 10% | 15% | 18% | 16% | 20% | 17% | 24% | 15% | 19% | 11% | 19% | 18% | 19% | 16% | 17% | 21% | 14% | | |
| About 1 Year From Now | 29% | 29% | 0% | 29% | 29% | 27% | 30% | 32% | 24% | 26% | 30% | 25% | 26% | 35% | 28% | 15% | 30% | 28% | 28% | 30% | 29% | 30% | 29% | 29% | 24% | 28% | 28% | 33% | 30% | 33% | 24% | 32% | | |
| About 2 Years From Now | 11% | 11% | 0% | 12% | 11% | 13% | 11% | 9% | 12% | 13% | 11% | 2% | 13% | 10% | 11% | 13% | 11% | 11% | 11% | 12% | 11% | 13% | 11% | 18% | 4% | 12% | 14% | 10% | 9% | 14% | 9% | 13% | | |
| About 3 Years From Now | 10% | 10% | 0% | 10% | 11% | 10% | 10% | 11% | 9% | 10% | 10% | 12% | 10% | 9% | 11% | 11% | 7% | 11% | 10% | 10% | 11% | 10% | 8% | 10% | 12% | 8% | 11% | 10% | 9% | 11% | 10% | | | |
| Not Sure | 19% | 19% | 0% | 15% | 24% | 11% | 14% | 24% | 31% | 12% | 23% | 16% | 12% | 15% | 26% | 42% | 25% | 18% | 24% | 12% | 20% | 17% | 20% | 16% | 37% | 21% | 18% | 11% | 20% | 17% | 22% | 17% | | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Who Plan Changes | 100% | 100% | 0% | 51% | 49% | 25% | 25% | 28% | 21% | 32% | 68% | 2% | 30% | 26% | 37% | 5% | 21% | 79% | 63% | 37% | 73% | 8% | 12% | 7% | 10% | 31% | 36% | 23% | 17% | 23% | 39% | 21% | | |

| 12 | | The next time your lease comes up for renewal, will your rent ... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|---|
| 915 Renters Who Pay Rent | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Go Down a Lot | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 0% | 1% | 0% | 2% | 1% | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 2% | 1% | 0% | 1% | 2% | 0% | 1% | 1% | 1% | |
| Go Down a Little | 3% | 0% | 3% | 4% | 2% | 4% | 3% | 1% | 1% | 3% | 2% | 7% | 3% | 3% | 1% | 3% | 2% | 3% | 2% | 3% | 3% | 4% | 0% | 6% | 2% | 3% | 4% | 1% | 3% | 3% | 3% | 2% | | |
| Stay The Same | 49% | 0% | 49% | 51% | 48% | 50% | 51% | 47% | 43% | 51% | 48% | 42% | 52% | 52% | 44% | 33% | 45% | 52% | 47% | 54% | 53% | 47% | 46% | 43% | 49% | 52% | 46% | 41% | 43% | 57% | 52% | 45% | | |
| Go Up a Little | 28% | 0% | 28% | 29% | 27% | 28% | 22% | 32% | 37% | 26% | 30% | 26% | 27% | 25% | 32% | 56% | 30% | 27% | 31% | 23% | 26% | 30% | 31% | 30% | 23% | 26% | 34% | 46% | 34% | 22% | 28% | 27% | | |
| Go Up a Lot | 5% | 0% | 5% | 5% | 4% | 4% | 5% | 2% | 12% | 4% | 5% | 0% | 5% | 4% | 6% | 3% | 4% | 5% | 4% | 5% | 5% | 3% | 3% | 7% | 3% | 6% | 5% | 4% | 5% | 4% | 3% | 7% | | |
| Not Sure | 15% | 0% | 15% | 11% | 18% | 13% | 18% | 17% | 8% | 14% | 15% | 23% | 13% | 15% | 17% | 5% | 18% | 13% | 15% | 14% | 13% | 15% | 20% | 12% | 22% | 13% | 10% | 6% | 14% | 14% | 14% | 17% | | |
| Total | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Renters Who Pay Rent | 100% | 0% | 100% | 45% | 55% | 42% | 28% | 22% | 9% | 50% | 50% | 7% | 44% | 24% | 24% | 2% | 36% | 64% | 62% | 38% | 51% | 18% | 22% | 9% | 34% | 39% | 20% | 7% | 19% | 17% | 38% | 26% | | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 13 | | Why are you renting instead of owning? (Select up to three reasons) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----|---|------|--------|-----|---------|---------|---------|-----|-----|-------------|-------|------|-------|------|-----------|-----|---------|-----|----------------|-------|-------|---------|--------|--------|----------|----------|--------|-----|-----|-----|-----|
| 1094 Renters | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Not ready to settle down | 10% | 0% | 10% | 12% | 9% | 15% | 8% | 6% | 2% | 14% | 6% | 20% | 13% | 8% | 5% | 3% | 12% | 9% | 12% | 6% | 9% | 8% | 13% | 16% | 9% | 10% | 14% | 9% | 10% | 12% | 12% | 7% |
| Not enough money for a down payment | 42% | 0% | 42% | 39% | 46% | 42% | 42% | 43% | 41% | 44% | 41% | 29% | 47% | 41% | 43% | 27% | 42% | 43% | 39% | 48% | 44% | 42% | 44% | 32% | 41% | 46% | 40% | 36% | 48% | 41% | 37% | 46% |
| Too much student debt | 8% | 0% | 8% | 7% | 10% | 11% | 10% | 3% | 1% | 11% | 5% | 15% | 11% | 8% | 3% | 3% | 7% | 9% | 10% | 6% | 9% | 10% | 7% | 4% | 7% | 9% | 11% | 9% | 9% | 10% | 6% | 9% |
| Too much credit card debt | 9% | 0% | 9% | 7% | 10% | 6% | 11% | 13% | 6% | 7% | 11% | 4% | 8% | 10% | 11% | 6% | 10% | 8% | 9% | 8% | 9% | 8% | 10% | 9% | 6% | 9% | 10% | 20% | 13% | 6% | 8% | 9% |
| Need a better credit score | 29% | 0% | 29% | 28% | 29% | 29% | 35% | 25% | 17% | 30% | 28% | 14% | 33% | 34% | 23% | 7% | 26% | 30% | 22% | 40% | 28% | 39% | 29% | 14% | 29% | 33% | 22% | 17% | 22% | 28% | 33% | 28% |
| Need more income | 43% | 0% | 43% | 45% | 42% | 44% | 40% | 45% | 45% | 43% | 43% | 38% | 44% | 41% | 46% | 34% | 48% | 40% | 45% | 40% | 42% | 51% | 41% | 43% | 53% | 43% | 34% | 12% | 41% | 42% | 43% | 46% |
| Job situation is shaky | 11% | 0% | 11% | 14% | 8% | 13% | 11% | 10% | 6% | 13% | 9% | 16% | 12% | 10% | 8% | 5% | 12% | 11% | 12% | 9% | 9% | 14% | 13% | 11% | 11% | 12% | 11% | 5% | 13% | 8% | 12% | 10% |
| Buying a home too complicated | 8% | 0% | 8% | 8% | 9% | 10% | 9% | 5% | 6% | 10% | 6% | 14% | 9% | 8% | 5% | 8% | 6% | 10% | 8% | 9% | 8% | 8% | 7% | 13% | 8% | 10% | 6% | 6% | 12% | 7% | 8% | 7% |
| Home values fall and I will lose money | 4% | 0% | 4% | 4% | 3% | 4% | 4% | 2% | 2% | 4% | 3% | 3% | 5% | 4% | 2% | 0% | 2% | 4% | 3% | 5% | 3% | 3% | 5% | 4% | 1% | 4% | 7% | 7% | 2% | 4% | 4% | 4% |
| Not enough affordable homes to choose from | 22% | 0% | 22% | 21% | 22% | 26% | 20% | 15% | 18% | 26% | 17% | 32% | 25% | 19% | 15% | 11% | 16% | 24% | 22% | 22% | 22% | 10% | 28% | 26% | 15% | 24% | 28% | 25% | 21% | 19% | 18% | 29% |
| Renting allows me to live in a n'borhood I like | 10% | 0% | 10% | 13% | 9% | 9% | 8% | 12% | 24% | 9% | 12% | 8% | 9% | 6% | 17% | 25% | 11% | 10% | 11% | 9% | 12% | 8% | 7% | 12% | 8% | 11% | 14% | 13% | 13% | 12% | 9% | 9% |
| Some other reason | 17% | 0% | 17% | 16% | 18% | 13% | 15% | 22% | 34% | 13% | 22% | 21% | 11% | 16% | 24% | 57% | 18% | 17% | 19% | 15% | 19% | 15% | 12% | 19% | 20% | 14% | 17% | 24% | 15% | 19% | 18% | 17% |

Note: Figures in the above columns do not sum to 100% because respondents could select up to three answer choices.

| 14 | | Owning a home some day is ... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|-------------------------------|------|--------|------|---------|---------|---------|------|------|-------------|-------|------|-------|------|-----------|------|---------|------|----------------|-------|-------|---------|--------|--------|----------|----------|--------|------|------|------|------|
| 1094 Renters | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| A Specific Goal I'm Determined To Reach | 47% | 0% | 47% | 45% | 48% | 63% | 46% | 28% | 13% | 63% | 29% | 54% | 65% | 38% | 23% | 7% | 37% | 52% | 40% | 58% | 42% | 58% | 54% | 38% | 39% | 48% | 55% | 54% | 44% | 41% | 51% | 47% |
| Something I Think About a Lot | 17% | 0% | 17% | 17% | 18% | 15% | 25% | 13% | 17% | 15% | 20% | 18% | 15% | 26% | 15% | 9% | 17% | 18% | 16% | 21% | 16% | 18% | 21% | 16% | 17% | 20% | 17% | 10% | 16% | 18% | 16% | 21% |
| Something I Think About Sometimes | 16% | 0% | 16% | 18% | 14% | 13% | 17% | 22% | 16% | 13% | 19% | 16% | 13% | 19% | 19% | 13% | 19% | 14% | 19% | 11% | 18% | 12% | 13% | 21% | 15% | 18% | 15% | 16% | 18% | 22% | 15% | 13% |
| Something I Don't Think About Much | 7% | 0% | 7% | 7% | 6% | 4% | 5% | 12% | 14% | 4% | 10% | 5% | 3% | 8% | 12% | 10% | 8% | 6% | 8% | 4% | 9% | 4% | 3% | 5% | 9% | 6% | 3% | 7% | 7% | 8% | 6% | 8% |
| Something I Never Think About | 7% | 0% | 7% | 7% | 7% | 2% | 4% | 12% | 26% | 2% | 12% | 2% | 2% | 4% | 17% | 40% | 11% | 4% | 10% | 2% | 10% | 3% | 3% | 5% | 10% | 5% | 5% | 5% | 9% | 6% | 8% | 4% |
| Not Sure | 6% | 0% | 6% | 6% | 7% | 3% | 4% | 13% | 15% | 3% | 10% | 4% | 2% | 5% | 14% | 21% | 8% | 5% | 8% | 4% | 5% | 5% | 5% | 16% | 11% | 3% | 4% | 7% | 7% | 6% | 5% | 8% |
| Total | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Renters | 100% | 0% | 100% | 46% | 54% | 43% | 27% | 20% | 9% | 51% | 49% | 8% | 43% | 24% | 22% | 2% | 36% | 64% | 64% | 36% | 52% | 18% | 20% | 10% | 37% | 37% | 19% | 7% | 19% | 18% | 37% | 26% |

| 15 | | How confident are you that you will be able to afford to own a home someday? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------|------|--|------|--------|------|---------|---------|---------|------|------|-------------|-------|------|-------|------|-----------|------|---------|------|----------------|-------|-------|---------|--------|--------|----------|----------|--------|------|------|------|------|
| 1094 Renters | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Confident | 41% | 0% | 41% | 44% | 39% | 54% | 38% | 27% | 22% | 54% | 27% | 52% | 54% | 31% | 24% | 28% | 31% | 46% | 36% | 50% | 34% | 58% | 46% | 35% | 29% | 42% | 55% | 63% | 38% | 40% | 46% | 37% |
| Somewhat Confident | 27% | 0% | 27% | 28% | 26% | 29% | 32% | 22% | 10% | 29% | 25% | 27% | 29% | 34% | 16% | 3% | 26% | 27% | 25% | 30% | 28% | 21% | 30% | 21% | 20% | 33% | 29% | 20% | 27% | 25% | 26% | 28% |
| Somewhat Unconfident | 9% | 0% | 9% | 8% | 10% | 8% | 11% | 11% | 6% | 9% | 10% | 10% | 8% | 10% | 10% | 3% | 10% | 9% | 9% | 9% | 9% | 8% | 7% | 14% | 12% | 8% | 6% | 8% | 10% | 10% | 7% | 12% |
| Not Confident | 17% | 0% | 17% | 15% | 18% | 5% | 14% | 31% | 49% | 5% | 29% | 7% | 5% | 17% | 38% | 62% | 24% | 13% | 22% | 8% | 21% | 9% | 13% | 16% | 30% | 12% | 6% | 3% | 20% | 16% | 14% | 18% |
| Not Sure | 6% | 0% | 6% | 6% | 7% | 3% | 7% | 9% | 14% | 4% | 9% | 4% | 4% | 7% | 11% | 5% | 9% | 5% | 8% | 3% | 7% | 4% | 4% | 14% | 10% | 4% | 4% | 6% | 5% | 8% | 7% | 5% |
| Total | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Renters | 100% | 0% | 100% | 46% | 54% | 43% | 27% | 20% | 9% | 51% | 49% | 8% | 43% | 24% | 22% | 2% | 36% | 64% | 64% | 36% | 52% | 18% | 20% | 10% | 37% | 37% | 19% | 7% | 19% | 18% | 37% | 26% |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 16 | | When, if ever, do you expect to buy a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------|------|---|------|--------|------|------|------|------|------|------|-------------|------|------|------|-------|-----------|-------|---------|--------|----------------|------|------|------|--------|-------|---------|-------|--------|----------|----------|--------|------|------|------|------|------|
| 1094 Renters | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | | | | |
| | All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | |
| Within The Next 12 Months | 8% | 0% | 8% | 8% | 7% | 9% | 8% | 6% | 3% | 9% | 6% | 3% | 9% | 6% | 9% | 9% | 6% | 6% | 3% | 0% | 3% | 10% | 6% | 10% | 7% | 9% | 8% | 8% | 3% | 9% | 11% | 14% | 6% | 8% | 8% | 7% |
| 1 to 2 Years From Now | 21% | 0% | 21% | 22% | 20% | 24% | 23% | 15% | 13% | 25% | 16% | 13% | 28% | 20% | 13% | 7% | 17% | 23% | 16% | 29% | 18% | 31% | 23% | 15% | 12% | 25% | 30% | 19% | 15% | 20% | 25% | 19% | 15% | 20% | 25% | 19% |
| 3 to 5 Years From Now | 27% | 0% | 27% | 27% | 27% | 33% | 27% | 22% | 11% | 31% | 23% | 30% | 31% | 27% | 20% | 11% | 25% | 28% | 27% | 28% | 26% | 26% | 32% | 22% | 21% | 32% | 28% | 31% | 28% | 22% | 29% | 28% | 28% | 22% | 29% | 28% |
| More Than 5 Years From Now | 20% | 0% | 20% | 19% | 20% | 23% | 21% | 16% | 5% | 24% | 15% | 35% | 22% | 20% | 11% | 5% | 22% | 18% | 20% | 19% | 20% | 18% | 20% | 23% | 23% | 17% | 17% | 19% | 23% | 18% | 14% | 26% | 23% | 18% | 14% | 26% |
| Never | 11% | 0% | 11% | 11% | 12% | 3% | 6% | 23% | 43% | 2% | 21% | 0% | 3% | 8% | 30% | 53% | 16% | 8% | 15% | 4% | 16% | 4% | 6% | 10% | 19% | 8% | 6% | 5% | 12% | 13% | 10% | 11% | 12% | 13% | 10% | 11% |
| Not Sure | 14% | 0% | 14% | 12% | 15% | 8% | 15% | 18% | 25% | 8% | 20% | 14% | 7% | 19% | 19% | 24% | 17% | 12% | 16% | 10% | 14% | 12% | 11% | 22% | 21% | 10% | 7% | 11% | 15% | 19% | 14% | 9% | 15% | 19% | 14% | 9% |
| Total | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Renters | 100% | 0% | 100% | 46% | 54% | 43% | 27% | 20% | 9% | 51% | 49% | 8% | 43% | 24% | 22% | 2% | 36% | 64% | 64% | 36% | 52% | 18% | 20% | 10% | 37% | 37% | 19% | 7% | 19% | 18% | 37% | 26% | 19% | 18% | 37% | 26% |

| 17 | | When it comes time to buy a home, which features will be most important? (Select up to three features) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|-----|--|------|--------|-----|-----|-----|-----|-----|-----|-------------|-----|-----|-----|-------|-----------|-------|---------|--------|----------------|-----|-----|-----|--------|-------|---------|-------|--------|----------|----------|--------|-----|-----|-----|-----|-----|
| 1094 Renters | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | | | | |
| | All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | |
| Amount of interior living space | 28% | 0% | 28% | 29% | 27% | 29% | 29% | 25% | 25% | 30% | 25% | 29% | 31% | 26% | 25% | 20% | 25% | 29% | 27% | 30% | 27% | 26% | 21% | 30% | 30% | 27% | 26% | 21% | 27% | 29% | 28% | 23% | 24% | 33% | 30% | 24% |
| Size of the back yard | 22% | 0% | 22% | 21% | 23% | 26% | 22% | 19% | 10% | 25% | 18% | 17% | 27% | 20% | 17% | 8% | 19% | 23% | 19% | 27% | 24% | 19% | 23% | 15% | 21% | 24% | 22% | 11% | 21% | 24% | 22% | 20% | 21% | 24% | 22% | 20% |
| New or like new condition | 22% | 0% | 22% | 23% | 21% | 25% | 21% | 19% | 15% | 24% | 19% | 34% | 23% | 23% | 15% | 19% | 22% | 21% | 22% | 21% | 17% | 32% | 28% | 18% | 21% | 23% | 20% | 26% | 16% | 17% | 25% | 25% | 16% | 17% | 25% | 25% |
| Safety of the neighborhood | 53% | 0% | 53% | 49% | 56% | 54% | 51% | 51% | 56% | 53% | 52% | 48% | 54% | 51% | 56% | 42% | 53% | 53% | 52% | 54% | 51% | 59% | 53% | 49% | 53% | 56% | 45% | 55% | 47% | 51% | 57% | 53% | 47% | 51% | 57% | 53% |
| Potential that home will go up in value | 15% | 0% | 15% | 20% | 11% | 17% | 18% | 10% | 14% | 16% | 14% | 13% | 17% | 17% | 12% | 7% | 11% | 17% | 15% | 16% | 15% | 17% | 15% | 16% | 11% | 16% | 22% | 18% | 13% | 15% | 14% | 19% | 13% | 15% | 14% | 19% |
| Quality of public schools | 16% | 0% | 16% | 14% | 18% | 23% | 18% | 5% | 1% | 23% | 8% | 20% | 24% | 14% | 2% | 2% | 11% | 19% | 8% | 30% | 14% | 19% | 18% | 16% | 12% | 20% | 16% | 19% | 17% | 15% | 17% | 14% | 17% | 15% | 14% | |
| An urban setting | 8% | 0% | 8% | 9% | 7% | 6% | 8% | 13% | 7% | 6% | 10% | 9% | 5% | 9% | 12% | 5% | 12% | 5% | 10% | 4% | 7% | 6% | 14% | 5% | 9% | 5% | 9% | 18% | 10% | 7% | 7% | 9% | 10% | 7% | 9% | |
| A suburban setting | 13% | 0% | 13% | 15% | 11% | 13% | 11% | 15% | 14% | 12% | 14% | 10% | 12% | 12% | 16% | 18% | 12% | 14% | 14% | 11% | 12% | 17% | 9% | 16% | 10% | 15% | 14% | 13% | 15% | 14% | 11% | 13% | 15% | 14% | 11% | 13% |
| A rural setting | 14% | 0% | 14% | 13% | 15% | 10% | 15% | 20% | 14% | 11% | 17% | 11% | 11% | 14% | 19% | 21% | 11% | 15% | 13% | 15% | 18% | 6% | 12% | 9% | 15% | 13% | 15% | 9% | 13% | 18% | 13% | 12% | 13% | 18% | 13% | 12% |
| Commute time to and from work | 27% | 0% | 27% | 28% | 26% | 36% | 30% | 16% | 2% | 34% | 19% | 35% | 34% | 30% | 10% | 0% | 24% | 28% | 28% | 25% | 26% | 29% | 25% | 29% | 21% | 29% | 33% | 33% | 28% | 25% | 27% | 28% | 28% | 25% | 27% | 28% |
| Proximity to family and friends | 19% | 0% | 19% | 17% | 20% | 16% | 16% | 21% | 31% | 16% | 22% | 22% | 14% | 19% | 24% | 32% | 18% | 19% | 22% | 14% | 24% | 11% | 11% | 19% | 21% | 17% | 18% | 17% | 18% | 19% | 17% | 20% | 18% | 19% | 17% | 20% |
| Attached garage | 16% | 0% | 16% | 18% | 15% | 15% | 13% | 20% | 25% | 14% | 18% | 7% | 16% | 15% | 21% | 30% | 17% | 16% | 18% | 14% | 17% | 14% | 16% | 15% | 15% | 16% | 20% | 19% | 20% | 15% | 13% | 19% | 20% | 15% | 13% | 19% |
| Some other feature | 9% | 0% | 9% | 8% | 9% | 5% | 10% | 11% | 17% | 6% | 12% | 8% | 5% | 10% | 12% | 21% | 12% | 7% | 10% | 6% | 9% | 4% | 8% | 16% | 11% | 8% | 6% | 6% | 10% | 6% | 8% | 10% | 6% | 8% | 10% | |

Note: Figures in the above columns do not sum to 100% because respondents could select up to three answer choices.

| 18 | | Where you live, is now a good time or a bad time for a person to buy a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--|------|--------|------|------|------|------|------|------|-------------|------|------|------|-------|-----------|-------|---------|--------|----------------|------|------|------|--------|-------|---------|-------|--------|----------|----------|--------|------|------|------|------|------|
| 3000 Adults | | Tenure | | Gender | | Age | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | | | | |
| | All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | |
| Good Time | 48% | 60% | 28% | 52% | 44% | 43% | 50% | 48% | 55% | 43% | 51% | 32% | 45% | 49% | 51% | 59% | 41% | 51% | 46% | 51% | 51% | 47% | 43% | 40% | 30% | 45% | 57% | 59% | 45% | 52% | 51% | 41% | 45% | 52% | 51% | 41% |
| Bad Time | 21% | 16% | 29% | 21% | 20% | 26% | 20% | 20% | 14% | 25% | 18% | 33% | 24% | 18% | 18% | 11% | 21% | 20% | 21% | 20% | 19% | 19% | 26% | 25% | 22% | 19% | 21% | 20% | 23% | 18% | 14% | 32% | 23% | 18% | 14% | 32% |
| Not Sure | 31% | 25% | 43% | 27% | 36% | 31% | 31% | 32% | 32% | 31% | 31% | 35% | 31% | 33% | 31% | 30% | 38% | 29% | 33% | 28% | 30% | 35% | 31% | 36% | 48% | 35% | 22% | 20% | 32% | 29% | 35% | 27% | 32% | 29% | 35% | 27% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | 18% | 21% | 38% | 23% |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 19 | | What is the most important reason this is a good time for a person to buy a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|---|------|--------|------|-------|-------|-------|------|------|------|-------------|------|-------|------|--------|-----------|------|---------|------|----------------|-------|---------|-------|--------|----------|----------|--------|--------|------|------|------|
| 1443 Who Say Good Time To Buy | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| | | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Home Prices Are Affordable | 24% | 24% | 22% | 23% | 24% | 25% | 25% | 22% | 22% | 25% | 23% | 19% | 25% | 24% | 22% | 21% | 24% | 24% | 23% | 24% | 24% | 24% | 25% | 18% | 25% | 27% | 21% | 21% | 23% | 28% | 23% | 20% |
| Home values will grow more quickly vs other assets | 8% | 9% | 8% | 8% | 9% | 11% | 8% | 9% | 6% | 10% | 8% | 6% | 10% | 8% | 8% | 4% | 7% | 9% | 7% | 10% | 8% | 7% | 11% | 7% | 4% | 9% | 7% | 13% | 5% | 8% | 7% | 15% |
| Home Values Will Keep Going Up | 23% | 24% | 17% | 26% | 19% | 23% | 21% | 23% | 24% | 22% | 23% | 23% | 22% | 22% | 23% | 26% | 24% | 22% | 23% | 23% | 22% | 20% | 29% | 24% | 20% | 17% | 26% | 27% | 24% | 21% | 23% | 24% |
| Rents Are Rising Faster Than Home Prices | 10% | 9% | 16% | 9% | 12% | 11% | 13% | 7% | 11% | 13% | 9% | 12% | 13% | 10% | 9% | 7% | 11% | 10% | 10% | 11% | 10% | 14% | 10% | 13% | 15% | 12% | 10% | 7% | 9% | 6% | 11% | 16% |
| There Are Lots Of Homes To Choose From | 13% | 13% | 15% | 10% | 17% | 14% | 16% | 12% | 11% | 15% | 13% | 29% | 13% | 16% | 11% | 10% | 12% | 14% | 12% | 16% | 14% | 15% | 6% | 23% | 16% | 15% | 12% | 11% | 13% | 15% | 13% | 12% |
| Mortgage Rates Are Attractive | 18% | 19% | 15% | 19% | 16% | 12% | 12% | 25% | 26% | 12% | 21% | 3% | 12% | 15% | 24% | 32% | 18% | 18% | 21% | 13% | 20% | 14% | 15% | 12% | 9% | 17% | 20% | 21% | 20% | 20% | 19% | 12% |
| Some Other Reason | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 6% | 2% | 2% | 2% | 0% | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 2% | 5% | 1% | 2% | 1% | 2% | 2% | 2% | 1% |
| Not Sure | 1% | 1% | 4% | 1% | 2% | 1% | 4% | 0% | 0% | 2% | 1% | 2% | 2% | 3% | 0% | 1% | 2% | 1% | 1% | 2% | 1% | 3% | 1% | 1% | 5% | 1% | 1% | 0% | 4% | 1% | 2% | 0% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Who Say Good Time To Buy | 100% | 79% | 21% | 53% | 47% | 27% | 26% | 26% | 21% | 34% | 66% | 3% | 31% | 26% | 36% | 5% | 23% | 77% | 62% | 38% | 69% | 11% | 13% | 6% | 13% | 31% | 36% | 20% | 17% | 23% | 40% | 20% |

| 20 | | What is the most important reason this is a bad time for a person to buy a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|--|------|--------|------|-------|-------|-------|------|------|------|-------------|------|-------|------|--------|-----------|------|---------|------|----------------|-------|---------|-------|--------|----------|----------|--------|--------|------|------|------|
| 616 Who Say Bad Time To Buy | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| | | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Home Prices Are Not Affordable | 47% | 48% | 46% | 46% | 47% | 45% | 37% | 50% | 62% | 44% | 49% | 42% | 45% | 37% | 58% | 45% | 50% | 45% | 50% | 40% | 48% | 42% | 46% | 45% | 39% | 45% | 47% | 60% | 47% | 35% | 43% | 55% |
| Home values will grow more slowly vs other assets | 3% | 4% | 2% | 4% | 2% | 2% | 3% | 4% | 2% | 2% | 3% | 0% | 2% | 3% | 4% | 0% | 2% | 3% | 3% | 2% | 4% | 2% | 1% | 2% | 2% | 4% | 4% | 1% | 2% | 4% | 3% | 2% |
| Home Values Will Fall Soon | 11% | 12% | 10% | 14% | 9% | 14% | 12% | 9% | 7% | 13% | 9% | 11% | 14% | 12% | 6% | 23% | 9% | 12% | 10% | 14% | 11% | 12% | 10% | 14% | 9% | 12% | 12% | 11% | 14% | 11% | 15% | 7% |
| Rent Is Becoming More Affordable | 3% | 1% | 6% | 2% | 5% | 4% | 6% | 3% | 0% | 3% | 4% | 9% | 2% | 7% | 1% | 0% | 4% | 3% | 2% | 6% | 3% | 5% | 4% | 5% | 5% | 6% | 2% | 1% | 4% | 1% | 4% | 4% |
| Not Enough Homes For Sale | 10% | 10% | 10% | 9% | 10% | 9% | 15% | 7% | 6% | 11% | 9% | 20% | 9% | 11% | 6% | 22% | 9% | 10% | 8% | 12% | 11% | 3% | 10% | 9% | 7% | 9% | 10% | 14% | 6% | 19% | 9% | 7% |
| Mortgage Rates Are Unattractive | 8% | 11% | 6% | 8% | 9% | 11% | 9% | 5% | 6% | 10% | 7% | 5% | 11% | 9% | 6% | 0% | 6% | 9% | 6% | 13% | 7% | 12% | 9% | 10% | 8% | 9% | 10% | 5% | 11% | 7% | 8% | 9% |
| Property Taxes Are Headed Higher | 8% | 10% | 7% | 9% | 8% | 7% | 9% | 10% | 10% | 6% | 10% | 6% | 7% | 12% | 9% | 10% | 10% | 8% | 10% | 6% | 9% | 13% | 5% | 3% | 10% | 9% | 9% | 6% | 13% | 9% | 11% | 4% |
| Some Other Reason | 5% | 4% | 7% | 6% | 5% | 6% | 5% | 6% | 2% | 6% | 5% | 4% | 7% | 5% | 5% | 0% | 6% | 5% | 5% | 6% | 5% | 9% | 5% | 7% | 7% | 6% | 6% | 1% | 2% | 9% | 6% | 5% |
| Not Sure | 4% | 1% | 7% | 3% | 5% | 2% | 4% | 7% | 3% | 3% | 5% | 4% | 3% | 3% | 5% | 0% | 5% | 4% | 5% | 2% | 3% | 3% | 9% | 4% | 14% | 2% | 0% | 2% | 2% | 5% | 2% | 6% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Who Say Bad Time To Buy | 100% | 48% | 52% | 50% | 50% | 38% | 24% | 25% | 12% | 46% | 54% | 7% | 39% | 23% | 29% | 2% | 28% | 72% | 65% | 35% | 61% | 11% | 19% | 9% | 22% | 31% | 31% | 16% | 20% | 19% | 25% | 36% |

| 21 | | Where you live, is now a good time or a bad time for a person to sell a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|---|------|--------|------|-------|-------|-------|------|------|------|-------------|------|-------|------|--------|-----------|------|---------|------|----------------|-------|---------|-------|--------|----------|----------|--------|--------|------|------|------|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| | | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Good Time | 51% | 59% | 38% | 56% | 47% | 46% | 50% | 52% | 60% | 47% | 54% | 45% | 48% | 49% | 57% | 60% | 44% | 54% | 52% | 50% | 55% | 39% | 50% | 43% | 30% | 47% | 61% | 69% | 48% | 54% | 49% | 55% |
| Bad Time | 13% | 12% | 13% | 13% | 12% | 16% | 13% | 13% | 7% | 15% | 11% | 14% | 15% | 14% | 10% | 6% | 13% | 13% | 12% | 15% | 12% | 14% | 12% | 14% | 15% | 13% | 12% | 9% | 15% | 13% | 12% | 12% |
| Not Sure | 36% | 29% | 49% | 31% | 41% | 38% | 37% | 35% | 33% | 38% | 35% | 41% | 37% | 37% | 33% | 33% | 43% | 33% | 37% | 35% | 33% | 46% | 37% | 42% | 55% | 40% | 27% | 23% | 37% | 33% | 39% | 32% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 22 | | What is the most important reason this is a good time for a person to sell a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|----|
| 1539 Who Say Good Time To Sell | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Home Prices High, Becoming Unaffordable | 16% | 15% | 19% | 18% | 14% | 14% | 17% | 16% | 18% | 15% | 17% | 15% | 14% | 19% | 17% | 9% | 19% | 15% | 18% | 13% | 16% | 8% | 19% | 22% | 10% | 15% | 18% | 18% | 14% | 13% | 10% | 30% | | |
| Home values will grow more slowly vs other assets | 7% | 7% | 6% | 8% | 6% | 9% | 8% | 6% | 5% | 9% | 6% | 8% | 9% | 8% | 5% | 6% | 8% | 9% | 8% | 7% | 6% | 9% | 6% | 7% | 13% | 7% | 9% | 7% | 6% | 8% | 7% | 7% | 7% | 7% |
| Home Values Will Fall Soon | 7% | 6% | 10% | 7% | 6% | 12% | 6% | 5% | 3% | 11% | 5% | 8% | 11% | 6% | 4% | 4% | 7% | 7% | 6% | 8% | 6% | 5% | 12% | 6% | 7% | 6% | 7% | 9% | 10% | 6% | 4% | 9% | | |
| Rent Is Becoming More Affordable | 2% | 2% | 4% | 3% | 2% | 4% | 3% | 2% | 0% | 4% | 2% | 8% | 4% | 3% | 1% | 0% | 4% | 2% | 3% | 2% | 2% | 7% | 1% | 2% | 5% | 3% | 2% | 2% | 1% | 3% | 3% | 2% | | |
| Lots Of People Are Looking To Buy | 44% | 46% | 38% | 41% | 47% | 43% | 43% | 42% | 46% | 43% | 44% | 34% | 44% | 42% | 45% | 42% | 38% | 45% | 43% | 45% | 47% | 45% | 29% | 38% | 39% | 45% | 44% | 43% | 42% | 53% | 45% | 34% | | |
| Mortgage Rates Are Attractive | 11% | 11% | 11% | 12% | 11% | 7% | 9% | 15% | 14% | 7% | 13% | 9% | 7% | 11% | 13% | 24% | 13% | 11% | 12% | 10% | 12% | 11% | 11% | 6% | 8% | 12% | 14% | 9% | 12% | 9% | 15% | 7% | | |
| Mortgage Rates Are Headed Higher Soon | 8% | 8% | 6% | 8% | 7% | 6% | 6% | 9% | 10% | 6% | 8% | 5% | 6% | 5% | 10% | 12% | 7% | 8% | 7% | 8% | 7% | 9% | 10% | 8% | 9% | 9% | 6% | 7% | 9% | 5% | 10% | 6% | | |
| Some Other Reason | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 4% | 1% | 3% | 3% | 10% | 3% | 3% | 3% | 0% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 4% | 4% | 4% | 6% | 3% | 2% | 2% | 3% | 3% | 4% | 2% |
| Not Sure | 2% | 2% | 2% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 0% | 5% | 5% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Who Say Good Time To Sell | 100% | 73% | 27% | 53% | 47% | 28% | 25% | 26% | 22% | 34% | 66% | 4% | 31% | 24% | 37% | 5% | 23% | 77% | 65% | 35% | 70% | 9% | 15% | 7% | 12% | 30% | 36% | 22% | 17% | 22% | 36% | 25% | | |

| 23 | | What is the most important reason this is a bad time for a person to sell a home? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|---|
| 380 Who Say Bad Time To Sell | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Home Prices Are Not Affordable | 17% | 14% | 23% | 14% | 21% | 14% | 22% | 14% | 28% | 15% | 19% | 16% | 15% | 22% | 16% | 22% | 21% | 16% | 18% | 16% | 17% | 24% | 15% | 14% | 22% | 14% | 14% | 26% | 23% | 13% | 14% | 21% | | |
| Home Values Will Keep Going Up | 8% | 8% | 9% | 13% | 4% | 9% | 7% | 9% | 8% | 9% | 8% | 9% | 8% | 8% | 9% | 0% | 11% | 7% | 10% | 7% | 6% | 12% | 14% | 11% | 8% | 6% | 10% | 12% | 6% | 8% | 12% | 7% | | |
| Home values will grow more quickly vs other assets | 7% | 9% | 3% | 8% | 5% | 13% | 5% | 1% | 2% | 11% | 3% | 10% | 12% | 4% | 2% | 0% | 2% | 8% | 6% | 7% | 4% | 4% | 19% | 6% | 0% | 6% | 11% | 9% | 2% | 1% | 11% | 9% | | |
| Lots Of Homes For Sale, Prices Depressed | 38% | 42% | 32% | 37% | 39% | 27% | 41% | 51% | 38% | 28% | 46% | 44% | 26% | 42% | 51% | 34% | 28% | 42% | 39% | 37% | 47% | 23% | 27% | 18% | 34% | 38% | 40% | 41% | 39% | 41% | 37% | 35% | | |
| Mortgage Rates Are Unattractive | 9% | 11% | 7% | 9% | 9% | 14% | 5% | 7% | 8% | 13% | 6% | 0% | 14% | 3% | 10% | 0% | 11% | 9% | 5% | 15% | 8% | 14% | 16% | 3% | 6% | 11% | 13% | 3% | 11% | 13% | 8% | 6% | | |
| Rents Are Rising Faster Than Home Prices | 8% | 8% | 9% | 8% | 9% | 13% | 5% | 8% | 0% | 13% | 5% | 14% | 13% | 5% | 5% | 0% | 11% | 7% | 10% | 6% | 7% | 11% | 3% | 25% | 8% | 13% | 5% | 5% | 6% | 12% | 8% | 8% | | |
| Some Other Reason | 7% | 5% | 10% | 6% | 7% | 5% | 8% | 5% | 13% | 5% | 8% | 3% | 5% | 9% | 5% | 32% | 5% | 7% | 5% | 9% | 7% | 7% | 1% | 15% | 10% | 7% | 5% | 0% | 7% | 6% | 9% | 3% | | |
| Not Sure | 5% | 3% | 8% | 4% | 6% | 5% | 6% | 5% | 3% | 6% | 4% | 5% | 6% | 7% | 1% | 13% | 10% | 3% | 7% | 2% | 4% | 5% | 6% | 8% | 12% | 3% | 1% | 3% | 5% | 5% | 2% | 10% | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Who Say Bad Time To Sell | 100% | 61% | 39% | 50% | 50% | 38% | 26% | 26% | 10% | 45% | 55% | 5% | 40% | 27% | 26% | 2% | 28% | 72% | 58% | 42% | 63% | 13% | 15% | 9% | 25% | 34% | 30% | 12% | 22% | 21% | 35% | 23% | | |

| 24 | | Right now, homes values where I live are ... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|------|---|
| 3000 Adults | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Going Up | 56% | 61% | 46% | 61% | 51% | 54% | 52% | 53% | 66% | 54% | 57% | 45% | 55% | 50% | 60% | 66% | 46% | 59% | 55% | 56% | 57% | 44% | 57% | 58% | 37% | 50% | 65% | 71% | 47% | 52% | 54% | 68% | | |
| Going Down | 8% | 8% | 9% | 8% | 9% | 11% | 9% | 8% | 3% | 11% | 7% | 14% | 11% | 9% | 6% | 3% | 8% | 8% | 7% | 10% | 8% | 13% | 9% | 7% | 10% | 10% | 10% | 7% | 5% | 10% | 8% | 8% | 7% | |
| Staying The Same | 25% | 25% | 25% | 23% | 27% | 21% | 27% | 28% | 25% | 22% | 27% | 22% | 22% | 29% | 26% | 26% | 29% | 24% | 26% | 23% | 26% | 27% | 21% | 23% | 27% | 29% | 23% | 20% | 29% | 30% | 26% | 16% | | |
| Not Sure | 11% | 6% | 20% | 9% | 13% | 13% | 13% | 10% | 6% | 13% | 10% | 19% | 12% | 12% | 8% | 6% | 16% | 9% | 11% | 10% | 10% | 16% | 13% | 11% | 26% | 10% | 5% | 5% | 13% | 10% | 11% | 9% | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 25 | | If you had to sell your home today, about how much would you get for it? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|------|--|-----|--------|-----|-----|-----|-----|-----|-----|-----|-------------|-----|-------|------|-------|-----------|--------|---------|-----|----------------|-----|-------|-------|---------|-------|--------|----------|----------|--------|-----|-----|---|---|
| 1906 Homeowners | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | | |
| Trimmed Mean (\$000s) | 202 | 202 | n/a | 222 | 183 | 181 | 212 | 198 | 219 | 187 | 209 | 274 | 182 | 210 | 209 | 202 | 147 | 219 | 198 | 211 | 195 | 188 | 203 | 319 | 80 | 143 | 211 | 360 | 225 | 150 | 173 | 335 | | |

| 26 | | Assessments and expectations for the value of the typical home where you live | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|------|---|-----|--------|-----|-----|-----|-----|-----|-----|-----|-------------|-----|-------|------|-------|-----------|--------|---------|-----|----------------|-----|-------|-------|---------|-------|--------|----------|----------|--------|-----|-----|---|---|
| 3000 Adults | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | | |
| Trimmed Means (\$000s): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 year ago | 183 | 188 | 173 | 192 | 174 | 169 | 182 | 181 | 208 | 171 | 190 | 149 | 173 | 179 | 197 | 196 | 154 | 193 | 186 | 177 | 182 | 141 | 186 | 266 | 117 | 150 | 205 | 319 | 222 | 137 | 153 | 282 | | |
| Today | 201 | 206 | 193 | 210 | 193 | 191 | 200 | 194 | 228 | 194 | 206 | 173 | 196 | 192 | 214 | 214 | 169 | 213 | 204 | 197 | 199 | 156 | 212 | 289 | 129 | 163 | 226 | 351 | 239 | 149 | 166 | 323 | | |
| 1 year from now | 214 | 216 | 210 | 222 | 207 | 204 | 213 | 206 | 241 | 207 | 218 | 195 | 208 | 205 | 226 | 232 | 179 | 227 | 216 | 210 | 211 | 169 | 225 | 312 | 139 | 174 | 242 | 367 | 258 | 156 | 177 | 344 | | |
| 10 years from now | 277 | 270 | 291 | 292 | 263 | 266 | 273 | 279 | 298 | 269 | 282 | 258 | 270 | 263 | 296 | 279 | 234 | 293 | 280 | 271 | 262 | 243 | 310 | 428 | 195 | 227 | 304 | 453 | 326 | 192 | 226 | 464 | | |

| 27 | | Think about people where you live who just bought a home. Ten years from now, they will be ... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|---|---|
| 3000 Adults | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Better Off Than Renters | 55% | 60% | 47% | 60% | 51% | 54% | 55% | 55% | 57% | 56% | 55% | 46% | 58% | 52% | 56% | 56% | 48% | 58% | 54% | 58% | 57% | 52% | 52% | 51% | 39% | 52% | 65% | 66% | 52% | 56% | 58% | 53% | | |
| Worse Off Than Renters | 9% | 9% | 9% | 10% | 8% | 10% | 8% | 9% | 10% | 9% | 9% | 15% | 9% | 10% | 8% | 12% | 11% | 9% | 10% | 8% | 10% | 10% | 8% | 7% | 10% | 11% | 8% | 8% | 11% | 10% | 8% | 10% | | |
| Same Place As Renters | 18% | 17% | 22% | 15% | 22% | 19% | 18% | 19% | 15% | 18% | 18% | 17% | 19% | 21% | 17% | 12% | 20% | 18% | 17% | 20% | 18% | 16% | 20% | 23% | 24% | 20% | 15% | 15% | 19% | 19% | 17% | 20% | | |
| Not Sure | 17% | 14% | 23% | 15% | 19% | 16% | 18% | 17% | 17% | 16% | 18% | 21% | 15% | 17% | 18% | 20% | 21% | 15% | 19% | 14% | 15% | 22% | 20% | 18% | 28% | 17% | 13% | 11% | 19% | 16% | 18% | 16% | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | | |

| 28 | | Buying a home is ... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|----------------------|------|--------|------|------|------|------|------|------|------|-------------|------|-------|------|-------|-----------|--------|---------|------|----------------|------|-------|-------|---------|-------|--------|----------|----------|--------|------|------|---|---|
| 3000 Adults | | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| All | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W |
| Best Long Term Investment You Can Make | 67% | 70% | 60% | 66% | 67% | 69% | 67% | 62% | 70% | 70% | 65% | 58% | 71% | 63% | 65% | 73% | 59% | 70% | 63% | 73% | 66% | 68% | 73% | 58% | 58% | 66% | 73% | 69% | 64% | 62% | 71% | 67% | | |
| Other Long Term Investments Are Better | 17% | 14% | 21% | 20% | 14% | 18% | 16% | 19% | 11% | 17% | 17% | 26% | 16% | 19% | 16% | 12% | 19% | 16% | 18% | 14% | 17% | 17% | 13% | 24% | 15% | 17% | 16% | 20% | 19% | 19% | 15% | 16% | | |
| Not Sure | 16% | 15% | 19% | 14% | 19% | 13% | 17% | 19% | 19% | 13% | 18% | 16% | 13% | 18% | 19% | 15% | 22% | 14% | 19% | 13% | 17% | 15% | 14% | 18% | 27% | 17% | 11% | 12% | 17% | 19% | 14% | 17% | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 29 | | What would you say provides a person more freedom? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Owning | 69% | 75% | 60% | 70% | 69% | 75% | 71% | 64% | 64% | 74% | 66% | 74% | 74% | 70% | 63% | 64% | 61% | 72% | 65% | 76% | 68% | 74% | 74% | 62% | 62% | 70% | 72% | 71% | 67% | 68% | 71% | 69% | |
| Renting | 21% | 17% | 28% | 21% | 22% | 17% | 19% | 26% | 25% | 17% | 24% | 14% | 17% | 20% | 26% | 30% | 26% | 20% | 24% | 16% | 22% | 16% | 19% | 27% | 24% | 20% | 21% | 22% | 21% | 21% | 21% | 23% | |
| Not Sure | 10% | 8% | 12% | 10% | 9% | 9% | 10% | 9% | 11% | 9% | 10% | 12% | 8% | 10% | 10% | 6% | 13% | 8% | 11% | 8% | 10% | 9% | 7% | 12% | 14% | 10% | 7% | 8% | 12% | 11% | 8% | 9% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 30 | | Some say that owning a home is necessary to live "the good life" and fulfill "the American dream." Do you agree or disagree? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Agree | 54% | 57% | 48% | 55% | 52% | 58% | 58% | 52% | 46% | 58% | 51% | 46% | 60% | 57% | 47% | 50% | 49% | 56% | 50% | 61% | 52% | 59% | 59% | 55% | 49% | 54% | 54% | 59% | 54% | 51% | 53% | 57% | |
| Disagree | 29% | 25% | 35% | 30% | 28% | 30% | 25% | 31% | 30% | 28% | 29% | 37% | 27% | 27% | 32% | 23% | 31% | 28% | 32% | 24% | 31% | 26% | 25% | 23% | 30% | 29% | 29% | 28% | 29% | 30% | 31% | 26% | |
| Not Sure | 17% | 18% | 17% | 15% | 19% | 13% | 17% | 17% | 25% | 14% | 19% | 17% | 13% | 17% | 20% | 27% | 20% | 16% | 19% | 15% | 17% | 15% | 16% | 22% | 21% | 17% | 17% | 13% | 17% | 19% | 16% | 17% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 31 | | What about social status: Is owning a home necessary to be a respected member of society? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|---|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Yes | 33% | 34% | 33% | 34% | 33% | 39% | 38% | 31% | 22% | 39% | 30% | 36% | 40% | 35% | 27% | 25% | 32% | 34% | 30% | 40% | 31% | 38% | 36% | 41% | 28% | 33% | 35% | 39% | 33% | 33% | 32% | 38% | |
| No | 54% | 55% | 51% | 53% | 54% | 49% | 49% | 56% | 65% | 48% | 57% | 47% | 48% | 51% | 61% | 62% | 51% | 55% | 57% | 48% | 57% | 48% | 49% | 45% | 51% | 55% | 55% | 52% | 55% | 55% | 50% | | |
| Not Sure | 13% | 11% | 15% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 13% | 16% | 12% | 13% | 13% | 13% | 17% | 11% | 13% | 12% | 12% | 14% | 15% | 13% | 21% | 12% | 10% | 9% | 12% | 13% | 13% | 12% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 32 | | Significant changes were made to the tax code in late 2017. Will these changes make it ... ? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 1906 Homeowners | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Much Harder To Afford My Home | 6% | 6% | 0% | 6% | 5% | 9% | 5% | 5% | 3% | 8% | 5% | 11% | 8% | 5% | 4% | 4% | 6% | 5% | 5% | 7% | 5% | 8% | 4% | 8% | 7% | 6% | 4% | 6% | 8% | 4% | 4% | 8% | |
| Somewhat Harder To Afford My Home | 14% | 14% | 0% | 15% | 13% | 19% | 15% | 13% | 11% | 19% | 12% | 8% | 20% | 12% | 12% | 12% | 14% | 14% | 13% | 17% | 13% | 14% | 21% | 21% | 14% | 13% | 14% | 18% | 18% | 15% | 12% | 15% | |
| Somewhat Easier To Afford My Home | 15% | 15% | 0% | 18% | 12% | 21% | 16% | 12% | 12% | 20% | 13% | 25% | 19% | 16% | 13% | 8% | 13% | 16% | 14% | 18% | 15% | 14% | 14% | 17% | 9% | 13% | 19% | 15% | 10% | 15% | 17% | 17% | |
| Much Easier To Afford My Home | 5% | 5% | 0% | 7% | 3% | 6% | 6% | 5% | 3% | 5% | 5% | 10% | 5% | 6% | 4% | 1% | 5% | 5% | 5% | 5% | 5% | 5% | 3% | 4% | 3% | 4% | 5% | 7% | 7% | 4% | 6% | 3% | |
| No More Or Less Difficult | 31% | 31% | 0% | 30% | 33% | 18% | 27% | 36% | 44% | 19% | 37% | 10% | 19% | 31% | 38% | 48% | 34% | 31% | 37% | 22% | 32% | 30% | 33% | 23% | 28% | 33% | 31% | 33% | 29% | 31% | 33% | 30% | |
| Not Sure | 29% | 29% | 0% | 24% | 33% | 28% | 31% | 28% | 27% | 29% | 28% | 35% | 29% | 30% | 28% | 26% | 28% | 29% | 28% | 31% | 29% | 28% | 25% | 28% | 39% | 32% | 28% | 21% | 26% | 32% | 29% | 28% | |
| Total | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Homeowners | 100% | 100% | 0% | 50% | 50% | 23% | 24% | 28% | 24% | 29% | 71% | 2% | 27% | 26% | 40% | 6% | 22% | 78% | 65% | 35% | 73% | 8% | 12% | 7% | 11% | 30% | 37% | 22% | 17% | 23% | 38% | 21% | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 33 | | Significant changes were made to the tax code in late 2017. Will these changes make it ... ? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|-----|
| 1094 Renters | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S |
| Much Harder For Me To Buy a Home | 12% | 0% | 12% | 11% | 13% | 13% | 10% | 16% | 5% | 13% | 11% | 14% | 13% | 9% | 13% | 7% | 12% | 12% | 13% | 11% | 9% | 13% | 19% | 11% | 12% | 18% | 12% | 11% | 12% | 18% | 19% | 8% | 9% | 15% |
| Somewhat Harder For Me To Buy a Home | 13% | 0% | 13% | 12% | 14% | 17% | 10% | 11% | 11% | 15% | 11% | 19% | 15% | 10% | 12% | 9% | 13% | 13% | 13% | 14% | 11% | 14% | 17% | 18% | 11% | 14% | 15% | 17% | 10% | 12% | 14% | 15% | | |
| Somewhat Easier For Me To Buy a Home | 12% | 0% | 12% | 15% | 10% | 11% | 12% | 13% | 14% | 12% | 13% | 17% | 11% | 11% | 15% | 10% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 8% | 12% | 15% | 9% | 10% | 10% | 12% | 14% | 12% | | |
| Much Easier For Me To Buy a Home | 3% | 0% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 1% | 4% | 3% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 3% | 4% | 2% | 4% | 4% | 4% | 4% | 4% | 3% | 3% | 2% | | |
| No More Or Less Difficult | 14% | 0% | 14% | 16% | 13% | 10% | 16% | 16% | 28% | 11% | 18% | 10% | 11% | 17% | 20% | 15% | 15% | 14% | 16% | 12% | 15% | 15% | 12% | 15% | 15% | 11% | 19% | 20% | 15% | 18% | 16% | 9% | | |
| Not Sure | 45% | 0% | 45% | 42% | 48% | 45% | 49% | 42% | 39% | 46% | 44% | 38% | 47% | 50% | 37% | 57% | 46% | 45% | 44% | 47% | 50% | 39% | 37% | 44% | 48% | 47% | 42% | 31% | 42% | 47% | 44% | 47% | | |
| Total | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Renters | 100% | 0% | 100% | 46% | 54% | 43% | 27% | 20% | 9% | 51% | 49% | 8% | 43% | 24% | 22% | 2% | 36% | 64% | 64% | 36% | 52% | 18% | 20% | 10% | 37% | 37% | 19% | 7% | 19% | 18% | 37% | 26% | | |

| 34 | | Gender | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--------|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Male | 49% | 50% | 46% | 100% | 0% | 51% | 50% | 49% | 44% | 50% | 48% | 43% | 50% | 50% | 47% | 47% | 45% | 50% | 50% | 46% | 49% | 47% | 50% | 47% | 42% | 42% | 53% | 61% | 48% | 49% | 48% | 50% | |
| Female | 51% | 50% | 54% | 0% | 100% | 49% | 50% | 51% | 56% | 50% | 52% | 57% | 50% | 50% | 53% | 53% | 55% | 50% | 50% | 54% | 51% | 53% | 50% | 53% | 58% | 58% | 47% | 39% | 52% | 51% | 52% | 50% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 35 | | Age | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--------|------|--------|-----|-----|-----|-----|-----|-----|-----|-------------|-----|-----|-------|------|-----------|------|---------|-----|----------------|-----|-----|-------|--------|---------|-------|--------|----------|----------|--------|-----|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |
| Average Age | 46 | 50 | 41 | 46 | 47 | 27 | 41 | 57 | 70 | 29 | 57 | 20 | 30 | 45 | 63 | 77 | 49 | 46 | 51 | 38 | 49 | 43 | 40 | 43 | 45 | 47 | 47 | 47 | 47 | 47 | 45 | | |

| 36 | | Race / Ethnicity | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------|------|------------------|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|-----|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Hispanic, Latino, Or Mexican | 15% | 12% | 20% | 15% | 14% | 20% | 18% | 11% | 7% | 21% | 12% | 26% | 20% | 16% | 9% | 6% | 15% | 15% | 13% | 19% | 0% | 0% | 100% | 0% | 19% | 15% | 14% | 10% | 12% | 5% | 16% | 25% | |
| Black Or African American | 12% | 8% | 18% | 11% | 12% | 14% | 12% | 11% | 9% | 14% | 10% | 19% | 13% | 11% | 11% | 3% | 16% | 10% | 11% | 13% | 0% | 100% | 0% | 0% | 18% | 12% | 8% | 10% | 11% | 10% | 18% | 4% | |
| White | 65% | 73% | 52% | 66% | 65% | 56% | 61% | 71% | 79% | 56% | 71% | 40% | 58% | 64% | 74% | 85% | 61% | 67% | 69% | 59% | 100% | 0% | 0% | 0% | 54% | 66% | 70% | 70% | 70% | 80% | 61% | 56% | |
| Asian | 5% | 4% | 5% | 5% | 4% | 7% | 6% | 3% | 3% | 7% | 4% | 10% | 6% | 5% | 2% | 4% | 3% | 5% | 4% | 6% | 0% | 0% | 0% | 59% | 3% | 3% | 5% | 8% | 5% | 2% | 2% | 10% | |
| Some Other Origin | 3% | 2% | 5% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 3% | 4% | 3% | 4% | 3% | 1% | 4% | 3% | 4% | 3% | 0% | 0% | 0% | 41% | 6% | 3% | 2% | 2% | 3% | 3% | 3% | 5% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 37 | | Annual family income | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|----------------------|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| < \$25K | 21% | 11% | 37% | 18% | 23% | 23% | 17% | 23% | 19% | 22% | 20% | 41% | 19% | 18% | 21% | 20% | 38% | 14% | 24% | 14% | 17% | 31% | 27% | 24% | 100% | 0% | 0% | 0% | 19% | 19% | 23% | 18% | |
| \$25K to \$50K | 32% | 30% | 37% | 28% | 36% | 32% | 33% | 30% | 35% | 32% | 33% | 26% | 33% | 32% | 32% | 40% | 37% | 31% | 33% | 32% | 33% | 33% | 33% | 26% | 0% | 100% | 0% | 0% | 28% | 32% | 35% | 32% | |
| \$50K to \$90K | 30% | 37% | 19% | 33% | 28% | 31% | 30% | 28% | 33% | 32% | 30% | 21% | 33% | 28% | 30% | 35% | 20% | 34% | 29% | 32% | 32% | 22% | 29% | 30% | 0% | 0% | 100% | 0% | 30% | 35% | 28% | 31% | |
| > \$90K | 17% | 22% | 7% | 21% | 12% | 14% | 21% | 19% | 13% | 15% | 18% | 12% | 15% | 21% | 17% | 5% | 6% | 21% | 14% | 22% | 18% | 14% | 11% | 21% | 0% | 0% | 0% | 100% | 23% | 14% | 13% | 19% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 38 | | Number of adults in household | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|-------------------------------|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| One | 27% | 22% | 36% | 25% | 29% | 25% | 22% | 29% | 36% | 24% | 29% | 27% | 24% | 26% | 31% | 35% | 100% | 0% | 35% | 14% | 26% | 37% | 28% | 25% | 50% | 31% | 18% | 9% | 29% | 28% | 28% | 23% | |
| Two | 53% | 58% | 44% | 55% | 52% | 53% | 56% | 51% | 53% | 55% | 52% | 33% | 57% | 52% | 52% | 57% | 0% | 73% | 50% | 59% | 57% | 44% | 47% | 48% | 35% | 51% | 61% | 65% | 49% | 54% | 55% | 52% | |
| Three | 12% | 11% | 13% | 11% | 13% | 13% | 12% | 14% | 8% | 12% | 12% | 22% | 10% | 14% | 12% | 5% | 0% | 16% | 10% | 15% | 11% | 11% | 12% | 17% | 11% | 11% | 12% | 14% | 12% | 12% | 10% | 15% | |
| Four | 5% | 6% | 5% | 6% | 4% | 6% | 7% | 5% | 2% | 6% | 5% | 13% | 6% | 6% | 4% | 0% | 0% | 7% | 4% | 8% | 4% | 6% | 8% | 7% | 3% | 5% | 6% | 8% | 7% | 4% | 4% | 6% | |
| Five or more | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 1% | 2% | 4% | 2% | 6% | 3% | 2% | 1% | 2% | 0% | 3% | 1% | 4% | 2% | 2% | 5% | 3% | 1% | 2% | 3% | 3% | 2% | 2% | 2% | 4% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 39 | | Number of children under age 18 in household | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|--|------|--------|------|------|------|------|------|------|------|-------------|------|------|-------|------|-----------|------|---------|------|----------------|------|------|-------|--------|---------|-------|--------|----------|----------|--------|------|----|
| 3000 Adults | All | Tenure | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | | |
| | | Own | Rent | M | F | 18 | 34 | 35 | 49 | 50 | 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW |
| Zero | 64% | 65% | 64% | 66% | 62% | 52% | 38% | 84% | 95% | 48% | 74% | 61% | 46% | 49% | 90% | 95% | 82% | 58% | 100% | 0% | 68% | 60% | 55% | 61% | 75% | 65% | 62% | 54% | 65% | 67% | 64% | 63% | |
| One | 16% | 15% | 18% | 16% | 16% | 21% | 26% | 10% | 3% | 21% | 13% | 21% | 21% | 24% | 6% | 2% | 12% | 18% | 0% | 45% | 14% | 18% | 22% | 19% | 13% | 17% | 16% | 19% | 16% | 13% | 17% | 17% | |
| Two | 12% | 13% | 11% | 12% | 13% | 17% | 24% | 5% | 1% | 19% | 9% | 9% | 20% | 19% | 2% | 0% | 4% | 16% | 0% | 35% | 12% | 13% | 13% | 13% | 7% | 10% | 14% | 20% | 14% | 12% | 12% | 13% | |
| Three | 5% | 5% | 4% | 4% | 5% | 7% | 8% | 2% | 0% | 8% | 3% | 2% | 8% | 6% | 1% | 0% | 2% | 6% | 0% | 13% | 4% | 6% | 6% | 4% | 3% | 5% | 5% | 5% | 3% | 4% | 6% | 4% | |
| Four | 2% | 1% | 2% | 1% | 3% | 3% | 3% | 0% | 0% | 3% | 1% | 4% | 3% | 1% | 0% | 0% | 0% | 2% | 0% | 5% | 1% | 3% | 4% | 1% | 1% | 2% | 2% | 2% | 1% | 3% | 1% | 2% | |
| Five | 0% | 0% | 0% | 0% | 1% | 1% | 1% | 0% | 0% | 1% | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | |
| Six | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Seven | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Eight | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Nine or more | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 2% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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| 40 | | Household's financial decision maker(s) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|------|---|------|------|---------|---------|---------|------|------|------|-------|------|-------------|------|--------|-----|------|-----------|------|---------|-------|----------------|-------|--------|----------|----------|--------|------|------|--------|------|-----|--|
| 2183 In Households With >1 Adult | | Tenure | | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | | |
| Respondent Alone | 59% | 58% | 61% | 65% | 53% | 60% | 63% | 58% | 52% | 60% | 59% | 52% | 61% | 65% | 55% | 51% | 0% | 59% | 57% | 62% | 58% | 64% | 62% | 53% | 59% | 62% | 55% | 61% | 61% | 60% | 56% | 61% | |
| Respondent And Someone Else | 41% | 42% | 39% | 35% | 47% | 40% | 37% | 42% | 48% | 40% | 41% | 48% | 39% | 35% | 45% | 49% | 0% | 41% | 43% | 38% | 42% | 36% | 38% | 47% | 41% | 38% | 45% | 39% | 39% | 40% | 44% | 39% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 0% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of In Households With >1 Adult | 100% | 68% | 32% | 50% | 50% | 32% | 27% | 25% | 16% | 39% | 61% | 4% | 35% | 26% | 32% | 4% | 0% | 100% | 58% | 42% | 67% | 10% | 15% | 8% | 14% | 31% | 34% | 21% | 17% | 21% | 37% | 24% | |

| 41 | | Wireless substitution | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------------------|------|-----------------------|------|------|---------|---------|---------|------|------|------|-------|------|-------------|------|--------|------|------|-----------|------|---------|-------|----------------|-------|--------|----------|----------|--------|------|------|--------|------|-----|--|
| 3000 Adults | | Tenure | | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | | |
| Cell-phone Only | 60% | 52% | 73% | 59% | 60% | 75% | 64% | 55% | 35% | 74% | 52% | 66% | 75% | 62% | 47% | 30% | 67% | 57% | 58% | 62% | 59% | 56% | 72% | 48% | 70% | 61% | 57% | 49% | 45% | 63% | 63% | 62% | |
| Still Have Landline In Household | 40% | 48% | 27% | 41% | 40% | 25% | 36% | 45% | 65% | 26% | 48% | 34% | 25% | 38% | 53% | 70% | 33% | 43% | 42% | 38% | 41% | 44% | 28% | 52% | 30% | 39% | 43% | 51% | 55% | 37% | 37% | 38% | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

| 42 | | Device type used for this survey | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|------|----------------------------------|------|------|---------|---------|---------|------|------|------|-------|------|-------------|------|--------|------|------|-----------|------|---------|-------|----------------|-------|--------|----------|----------|--------|------|------|--------|------|-----|--|
| 3000 Adults | | Tenure | | | Gender | | Age | | | | | | Generations | | | | | Adults/HH | | Kids/HH | | Race/Ethnicity | | | | Income | | | | Region | | | |
| All | Own | Rent | M | F | 18 34 | 35 49 | 50 64 | 65+ | <38 | 38+ | Gen Z | Mill | Gen X | Boom | Silent | 1 | 2+ | 0 | 1+ | White | Black | Lat/Hsp | Asn/O | <\$25K | \$25K... | \$50K... | >\$90K | NE | MW | S | W | | |
| Smartphone | 51% | 46% | 61% | 47% | 56% | 63% | 61% | 48% | 25% | 63% | 44% | 61% | 64% | 58% | 37% | 24% | 50% | 52% | 46% | 61% | 48% | 55% | 63% | 52% | 56% | 54% | 50% | 44% | 47% | 48% | 52% | 56% | |
| Tablet | 8% | 10% | 6% | 7% | 9% | 4% | 7% | 11% | 14% | 5% | 11% | 2% | 5% | 8% | 13% | 9% | 8% | 9% | 10% | 5% | 9% | 5% | 7% | 12% | 7% | 9% | 9% | 8% | 7% | 10% | 8% | 9% | |
| Laptop | 22% | 24% | 18% | 25% | 20% | 20% | 19% | 24% | 28% | 20% | 23% | 28% | 18% | 19% | 26% | 30% | 22% | 22% | 23% | 20% | 23% | 26% | 20% | 16% | 18% | 21% | 22% | 29% | 26% | 24% | 22% | 17% | |
| Desktop | 17% | 20% | 13% | 20% | 14% | 12% | 13% | 17% | 32% | 12% | 21% | 7% | 12% | 15% | 23% | 35% | 18% | 17% | 19% | 13% | 20% | 13% | 10% | 16% | 16% | 16% | 19% | 18% | 19% | 18% | 16% | 17% | |
| Other | 1% | 0% | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 0% | 2% | 0% | 1% | 1% | 1% | 1% | 0% | 3% | 3% | 1% | 0% | 1% | 1% | 1% | 1% | | |
| Total | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | | |
| Composition of Adults | 100% | 64% | 36% | 49% | 51% | 31% | 26% | 26% | 18% | 37% | 63% | 4% | 33% | 25% | 33% | 4% | 27% | 73% | 64% | 36% | 65% | 12% | 15% | 8% | 21% | 32% | 30% | 17% | 18% | 21% | 38% | 23% | |

Note: this cross-tab report reflects respondent data from the HCS nationwide survey sample; Pulsenomics produces similar reports pertaining to the four U.S. regions, and to each of 25 concurrent but separate surveys conducted within individual major metropolitan areas. HCS is the most authoritative, highest-resolution market research effort of its kind.

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Statement of Methodology

The U.S. Housing Confidence Survey™ (HCS) uses data collected electronically from large samples of internet users. To diversify the respondent pool and enhance representativeness, HCS samples are drawn from a large network of suppliers. The composition and quality of each sample and each sample provider are proactively monitored to ensure HCS data integrity and consistency. HCS uses stratified quota sampling, a method designed to capture key population characteristics that are proportional to those in the overall target population. This approach entails dividing a population into smaller groups, or strata, formed according to group members' shared attributes or characteristics. People less than 18 years of age, or adults aged 18 or over who are not the sole decision-maker or a joint decision-maker concerning household financial matters do not complete the survey. Eligible respondents complete the HCS questionnaire via the internet on their smart phone, tablet, desktop computer, or other electronic device. Key demographic information is collected from each respondent for post-stratification weighting. For metropolitan area samples, balancing weights are calculated and applied at the individual metro area level so that HCS results reflect each market's unique population and tenure attributes. Post-stratification weights for each metro area are derived from United States Census data (American Community Survey 5-Year Estimates), and applied for key demographic characteristics (i.e., age, gender, race/ethnicity) and household tenure (i.e., owner-occupied, renter-occupied homes). For national samples, the balancing weights also include geographic region, and reflect the demographic characteristics and tenure profile of all U.S. households. HCS is administered in a uniform and systematic manner, and in accordance with applicable State laws, Federal laws, and codes of professional conduct (e.g., those of the American Association for Public Opinion Research, the National Council on Public Polls, and the Insights Association). Adherence to these codes ensure that HCS is deployed using the highest professional standards of survey administration, and enable Pulsenomics to produce housing confidence indexes that are authoritative and based on consistently reliable data.

Pulsenomics has adopted the credibility interval as its standard measure of estimated sampling error for HCS. A credibility interval is an estimate of an interval around a measured percentage within which the true percentage, if all eligible respondents were to be interviewed, would have a 95% chance of falling. For sufficiently large sample sizes and in the absence of prior data, the credibility interval will be similar to the two standard-deviation confidence interval that would be obtained from a probability sample, after estimating an effective sample size based on the respondent weights using a formula developed by Leslie Kish (square of sum of weights over sum of squares of weights). Weighting factors vary over time according to sample composition, and by individual survey question. Credibility intervals for any sample sub-group will be larger (i.e., the range of credible outcomes will be wider) than that corresponding to a sample in its entirety.

| HCS Sample / Sub-Group | Sample Size* | Indicative Credibility Interval |
|------------------------------------|--------------|---------------------------------|
| Composite 25 MSAs (All Households) | 12,500 | 1.1% |
| Composite 20 MSAs (All Households) | 10,000 | 1.2% |
| National | | |
| All Households | 3,000 | 2.2% |
| Homeowner Subgroup | 1,800 | 2.8% |
| Renter Subgroup | 1,200 | 3.4% |
| Millennials Subgroup | 1,200 | 3.4% |
| Individual Metro Area | | |
| All Households | 500 | 5.3% |
| Homeowner Subgroup | 300 | 6.8% |
| Renter Subgroup | 200 | 8.4% |

*Subgroup sample sizes are indicative; they vary by metro area and are subject to change over time.

An illustration:

If 70 percent of HCS respondents indicate that "now is a good time to buy a home", and if the credibility interval is 3 percentage points, then the interval between 67% and 73% might be displayed as the range of credible outcomes (using the industry shorthand of 70%, "+/- 3 percentage points."). These data could then be interpreted as follows: There is a 95% chance that the actual percentage of people who believe that now is a good time to buy a home is somewhere between 67 percent and 73 percent. For a more thorough overview of credibility intervals, see:

["The Evolution from Margin of Sampling Error to Credibility Interval"](#)

This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP).