

Morning Consult Polls

Methodology and Sample Characteristics

All polls conducted for NAHB by Morning Consult meet rigorous sampling parameters to ensure the selection of representative samples from which valid conclusions can be drawn. Results are seasonally adjusted in order to allow for quarterly comparisons across time. Below are some of the relevant characteristics of the sample used in this quarter's poll:

- A total of 15,425 people were polled, of whom 2,378 reported plans to buy a June 15 to 18, 2023.
- Some of the characteristics of the 2,378 prospective home buyers who continued on with the poll include:
 - 57% were male; 43% female.
 - 23% were Gen Z, 45% were Millennials, 20% Gen X, and 12% Boomers.
 - 18% lived in the Northeast, 17% in the Midwest, 40% in the South, and 25% in the West.
 - 69% were White, 23% Hispanic, and 20% African-American.
 - 60% had less than a college education, 24% had a Bachelor's degree, and 16% a post-graduate degree.
 - 43% reported incomes under \$50,000, 36% between \$50,000 and \$100,000, and 21% of more than \$100,000.