

HOMEBUYER CONFIDENCE

Despite COVID headwinds, buyers still feel good about housing market

By Patrick Kearns | September 23, 2021

More than half of respondents in a new OJO Labs survey expressed positive sentiment about the housing market

Despite the dizzying headwinds of the pandemic sending prices soaring and inventory plunging, consumers shopping for homes still generally believe it's going to be a good time to buy a home over the next three months.

A survey of prospective homebuyers on the real estate search website [Movoto by OJO](#) showed consumer confidence in homebuying scored +22.9 on a scale from -100 to 100, with 0 being a neutral sentiment on buying conditions over the next three months.

The score, published by real estate technology company [OJO Labs](#), surveyed users who indicated they were interested in learning more about a home over the past three weeks.

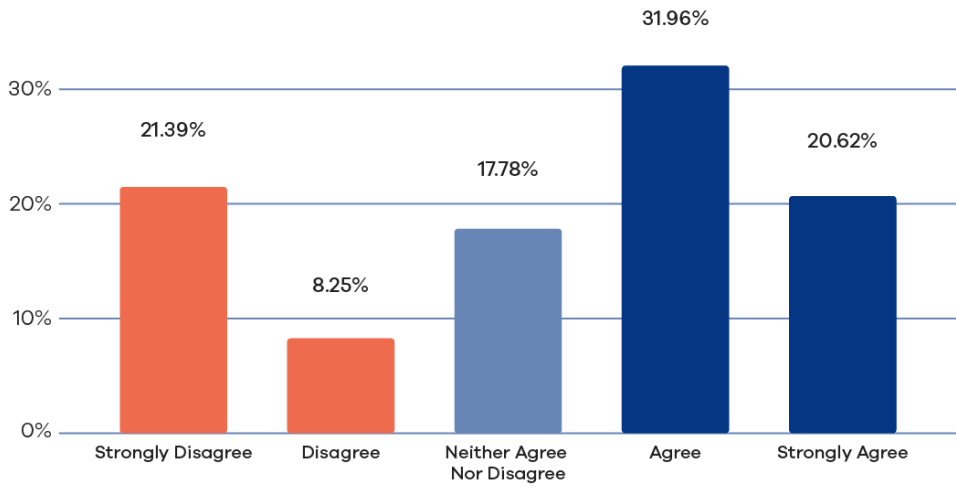
Of the group surveyed, 32.0% of respondents agreed that the next three months would be a good time to buy a home, while 20.6% strongly agreed that it would be a good time to buy a home. Overall, over 52% of respondents expressed a positive sentiment.

Only 17.8% of respondents neither agreed nor disagreed with the statement that the next three months would be a good time to buy a home, while the other 29.6% expressed a negative sentiment about buying conditions over the next three months. Of the total respondents 21.3% strongly disagreed that the next three months would be a good time to buy a home, while 8.25% just disagreed with the statement.

Regionally, buyers in California, Texas, and Florida were all generally positive about the housing market, with prospective buyers even more confident than the national average. In California, the prospective buyers surveyed reported a homebuying confidence score of

+4.7. In Florida and Texas, prospective buyers reported a homebuying confidence score of +36.1 and +10.3.

I am confident that the next three months will be a good time to buy a home



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The homebuyer confidence score is calculated taking the percentage of respondents who agree or strongly agree minus the percentage who disagree or strongly disagree. A positive number indicates a positive lean, whereas a negative number indicates a negative one. Respondents were selected from Movoto by OJO users who submitted forms to indicate they were interested in buying a home and were asked "How much do you agree or disagree with this statement: I am confident that the next three months will be a good time to buy a home."



Patrick Kearns is the Director of Storytelling at OJO Labs. Prior to joining OJO Labs, Patrick worked as a journalist for more than a decade, most recently covering housing and real estate at Inman News. He's also written for The Guardian, The Washington Post, Sports Illustrated, Vice, and others.



OJO is a real estate platform that provides support and guidance to match each moment of the home journey, so everyone feels ready, equipped, and inspired to take the next step. [Learn more.](#)