

## HOMEBUYER CONFIDENCE SCORE

# Homebuyer confidence rebounded this past month

By Patrick Kearns | December 23, 2021

Movoto users interested in buying were feeling better about their prospects this past month

Homebuying sentiment is on the rebound, a sign that last month's dip may have just been a blip and not part of a more worrying trend. Overall the majority of interested buyers are still feeling positive about the housing market over the next three months as we head into the new year.

A survey of prospective homebuyers on the real estate search website [Movoto by OJO](#) showed consumer confidence in homebuying scored +25.6 on a scale from -100 to 100, with 0 being a neutral sentiment on buying conditions over the next three months. It's an increase over the homebuying confidence score of 20 that was recorded over the previous monthly period and the highest number recorded since the score was launched in August 2021.

The score, published by real estate technology company [OJO Labs](#), surveyed users who indicated they were interested in learning more about a home between November 12, 2021 and December 20, 2021 and asked them to rate homebuying conditions over the next three months.

Of the 951 respondents, 31.5% of respondents agreed that the next three months would be a good time to buy a home, the largest cohort of any responses. An additional 19.7% strongly agreed that the next three months would be a good time to buy a home, meaning that more than half of all respondents expressed a positive sentiment.

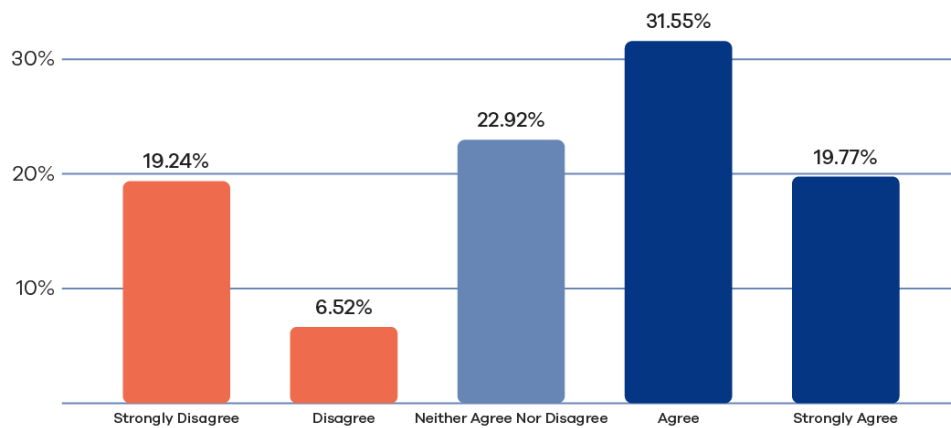
The second-largest cohort were the respondents that said they neither agreed nor disagreed that the next two months will be a good time to buy a home. Overall 22.9% expressed

the neutral sentiment, an increase from last month when that number was 20.6%.

The percentage of respondents that strongly disagreed that the next three months would be a good time to buy a home dipped below 20% for the first time since the score was first recorded. Only 19.2% said they strongly disagreed with the statement, down from 21.2% last month.

Meanwhile, only 6.5% of the respondents said they disagreed with the statement, the lowest share of all respondents and down from 8.3% last month.

### 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 by 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.



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