

Homebuyer Confidence Score

Most consumers still feel positive about buying in the next 3 months

By Patrick Kearns | February 17, 2022

More than 50% of homebuying hopefuls are feeling optimistic about the housing market

Prospective buyers still generally feel good about the housing market — despite headlines of rising interest rates, historically low inventory, and soaring home prices. A new survey from real estate tech company [OJO Labs](#) found that more than half of prospective buyers still feel that the next three months will be a good time to buy a home.

The survey of prospective homebuyers on the real estate search website [Movoto by OJO](#) showed consumer confidence in homebuying scored +23.4 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 from the score of +21.5 that was recorded over the previous monthly period.

To gather the score, OJO Labs surveyed users who indicated they were interested in learning more about a home between January 25, 2022, and February 14, 2022, and asked them to rate homebuying conditions over the next three months.

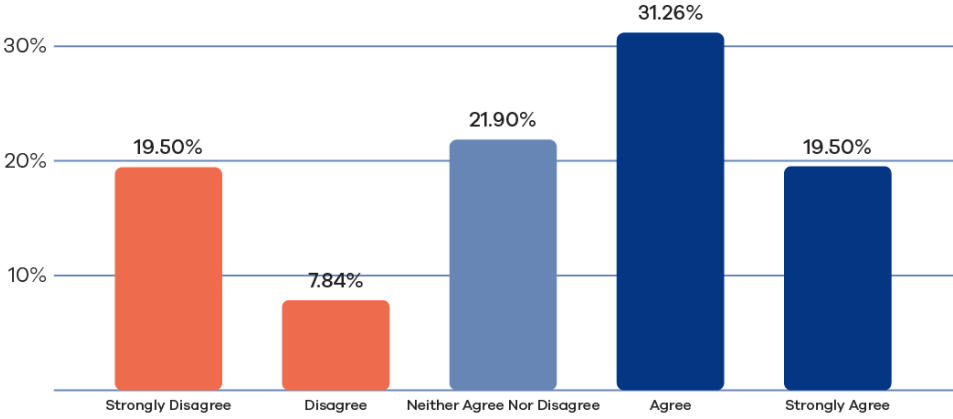
Of the 918 respondents, 31.2% agreed that the next three months would be a good time to buy a home, the largest cohort of any responses. An additional 19.5% strongly agreed that the next three months would be a good time to buy a home, meaning that more than half all respondents expressed a positive sentiment regarding buying conditions over the next three months. Last month, slightly fewer than half of all respondents expressed a positive sentiment.

In total, 21.9% of respondents told OJO Labs that they neither agreed nor disagreed that the next three months would be a good time to buy a home, which was the second-largest percentage of respondents. Last month 22.5% of respondents expressed the same sentiment.

The percentage of respondents that strongly disagreed that the next three months would be a good time to buy a home dipped slightly to 19.5% — down from 20.8% last month.

The smallest percentage of respondents — only 7.8% — said they disagreed with the statement, up from 7.1% 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. They 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.](#)