

## HOMEBUYER CONFIDENCE SCORE

# Homebuyer confidence dips as mortgage rates rise

By Patrick Kearns | January 27, 2022

Prospective buyers are more tepid about their prospects than last month

Interested homebuyers are feeling slightly more tepid about buying conditions over the next three months, according to the latest homebuyer confidence score published by real estate technology company **OJO Labs**. The dip in buyer confidence comes at a time when the average mortgage rate continues to rise week-over-week — **reaching an average rate of 3.68 for a 30-year fixed rate mortgage this week according to Bankrate** — and inventory remains at a historic low.

The survey of prospective homebuyers on the real estate search website **Movoto by OJO** showed consumer confidence in homebuying scored +21.5 on a scale from -100 to 100, with 0 being a neutral sentiment on buying conditions over the next three months. It's a decrease from the score of +25.6 that was recorded over the previous monthly period — which was also the highest monthly score ever recorded since OJO Labs began tracking homebuyer confidence in August 2021.

To gather the score, OJO Labs surveyed users who indicated they were interested in learning more about a home between December 21, 2021, and January 25, 2022, and asked them to rate homebuying conditions over the next three months.

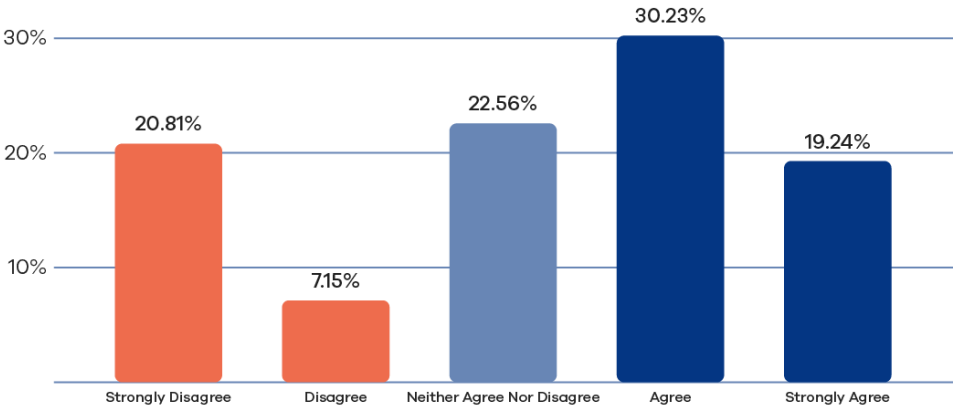
Of the 1720 respondents, 30.2% of respondents agreed that the next three months would be a good time to buy a home, the largest cohort of any responses. An additional 19.2% strongly agreed that the next three months would be a good time to buy a home, meaning that slightly fewer than half of all respondents believed it would be at least a good time to buy a home in the next three months.

In total, 22.5% of respondents said they neither agreed nor disagreed that the next three months will be a good time to buy a home, the second-largest percentage of respondents and down from last month when 20.6% 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 rose slightly to 20.8% — up from 19.2% last month.

A small percentage of respondents — only 7.1% — said they disagreed with the statement, up from 6.5% last month.

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



©2022

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.



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.](#)