

## HOMEBUYER CONFIDENCE

# Buyers are still generally feeling good about the housing market

By Patrick Kearns | October 21, 2021

The OJO Labs buyer confidence score ticked up slightly from last month

Competitive buying conditions, global macroeconomic uncertainty and more than a handful of stories about supply chain issues aren't enough to deter prospective buyers from feeling good about the housing market.

A survey of prospective homebuyers on the real estate search website [Movoto by OJO](#) showed consumer confidence in homebuying scored +23.6 on a scale from -100 to 100, with 0 being a neutral sentiment on buying conditions over the next three months. It's a slight uptick from last month, when consumer confidence in homebuying scored +22.9 on the same scale.

The score, published by real estate technology company [OJO Labs](#), surveyed users who indicated they were interested in learning more about a home between September 22 and October 18, 2021.

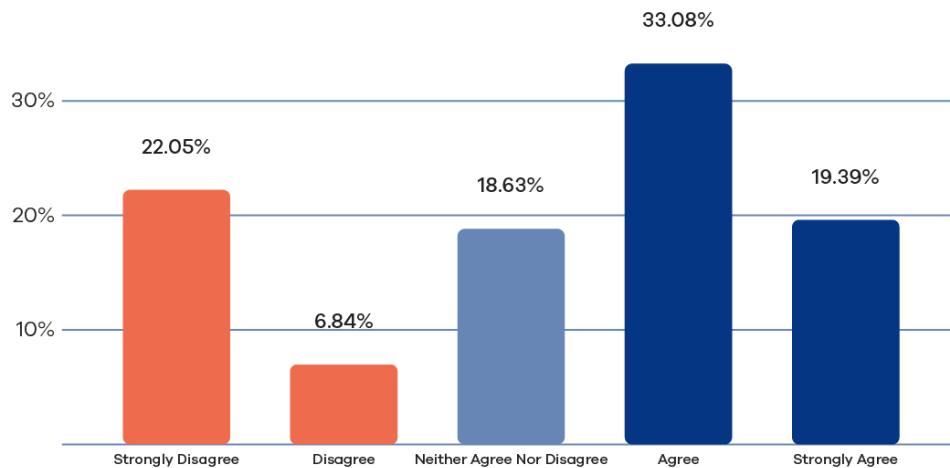
Of the group surveyed, 33.0% of respondents agreed that the next three months would be a good time to buy a home, while 19.3% strongly agreed that it would be a good time to buy a home. Overall, more than 52% of respondents expressed a positive sentiment, the same as last month, but with the balance tipped slightly so that fewer respondents strongly agreed.

Of the respondents, 18.6% said they neither agreed nor disagreed with the statement, a slight uptick from the 17.8% that expressed a neutral sentiment last month.

Notably, more respondents strongly disagreed that the next three months would be a good time to buy a home. 22% strongly disagreed — up from 21.3% last month — while only 6.8%

of respondents disagreed with the statement, the lowest share and a smaller group than the 8.2% that disagreed with the statement 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 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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