

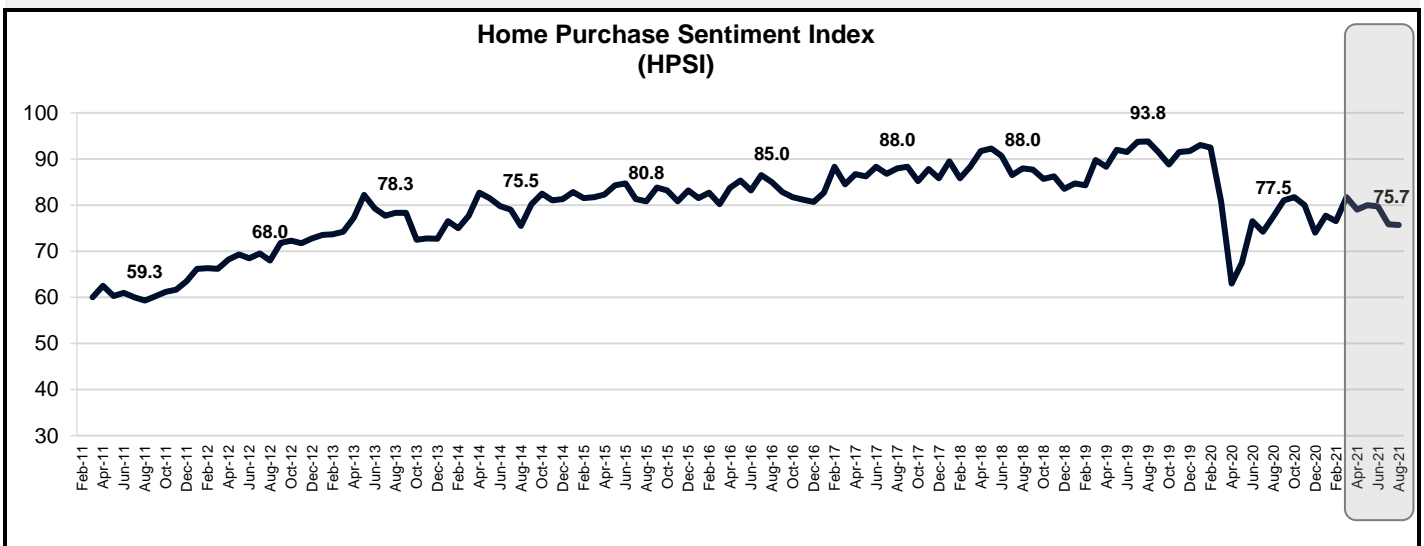


## August 2021 Data Release

The Home Purchase Sentiment Index® (HPSI) is a composite index designed to track consumers' housing-related attitudes, intentions, and perceptions, using six questions from the National Housing Survey® (NHS).

### The Home Purchase Sentiment Index

The HPSI fell 0.1 points to 75.7 in August.



### Components of the HPSI

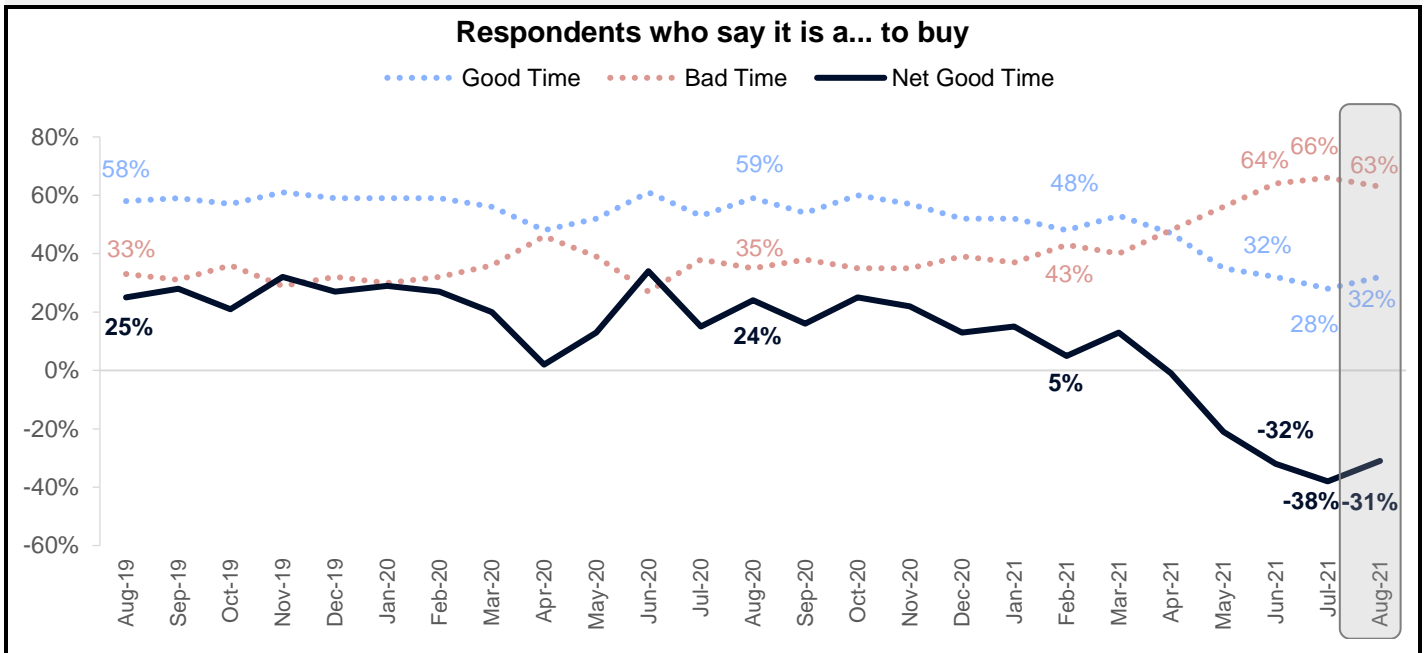
The fall in the HPSI can be attributed to net decreases in three components this month: Home Price Outlook, Job Loss Concern, and Selling Conditions. There were net increases in three components: Buying Conditions, Mortgage Rate Outlook, and Change in Household Income.

|   | August 2021 |          |                      | Net Change |     |
|---|-------------|----------|----------------------|------------|-----|
|   | Good Time   | Bad Time | Net Good Time to Buy | MoM        | YoY |
| <b>Buying Conditions</b>                              | 32%         | 63%      | -31%                 | +7         | -55 |
| <b>Selling Conditions</b>                             | 73%         | 19%      | 54%                  | -1         | +50 |
| <b>Home Price Outlook</b><br>(next 12 months)         | 40%         | 24%      | 16%                  | -9         | +9  |
| <b>Mortgage Rate Outlook</b><br>(next 12 months)      | 6%          | 53%      | -47%                 | +5         | -31 |
| <b>Job Loss Concern</b><br>(next 12 months)           | 82%         | 15%      | 67%                  | -4         | +11 |
| <b>Change in Household Income</b><br>(past 12 months) | 26%         | 12%      | 14%                  | +1         | +5  |

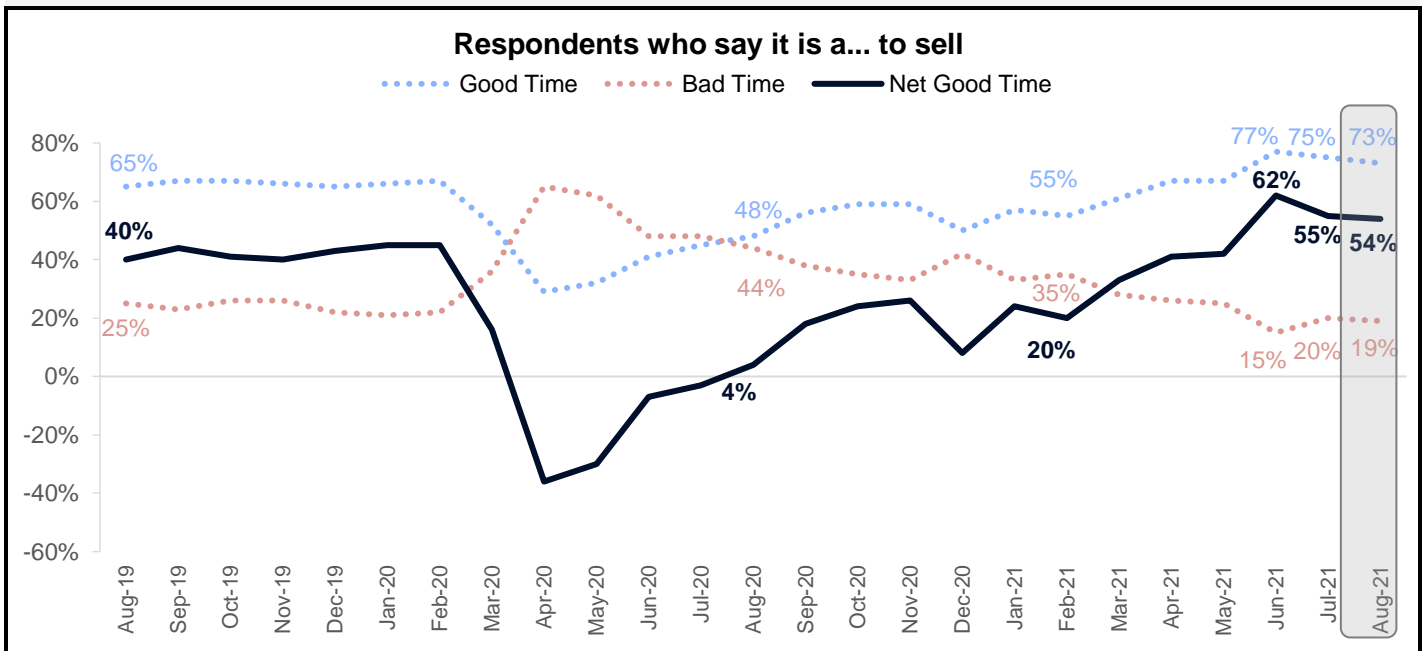


## Components of the HPSI – Good/Bad Time to Buy and Sell a Home

In August, the net share of consumers who say it is a good time to buy increased 7 percentage points, increasing for the first time in 4 months.



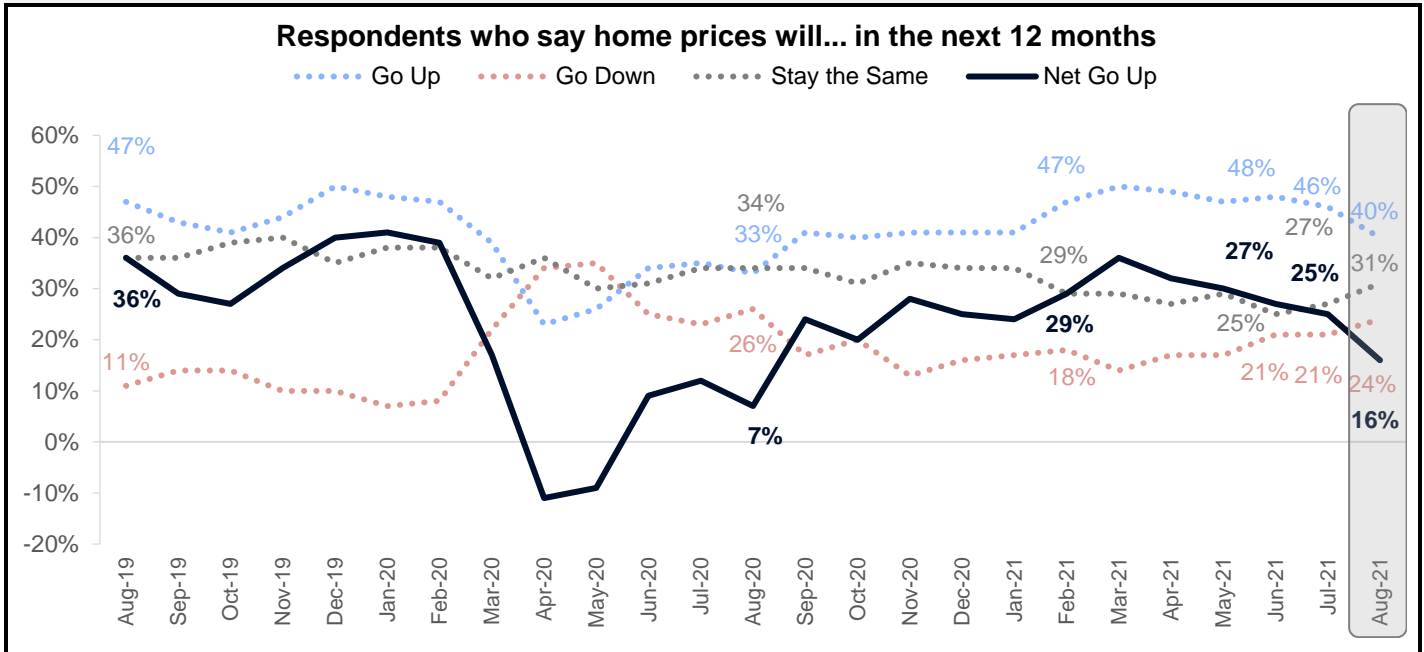
The net percentage of those who say it is a good time to sell fell by 1 percentage point, continuing last month's downward trend.



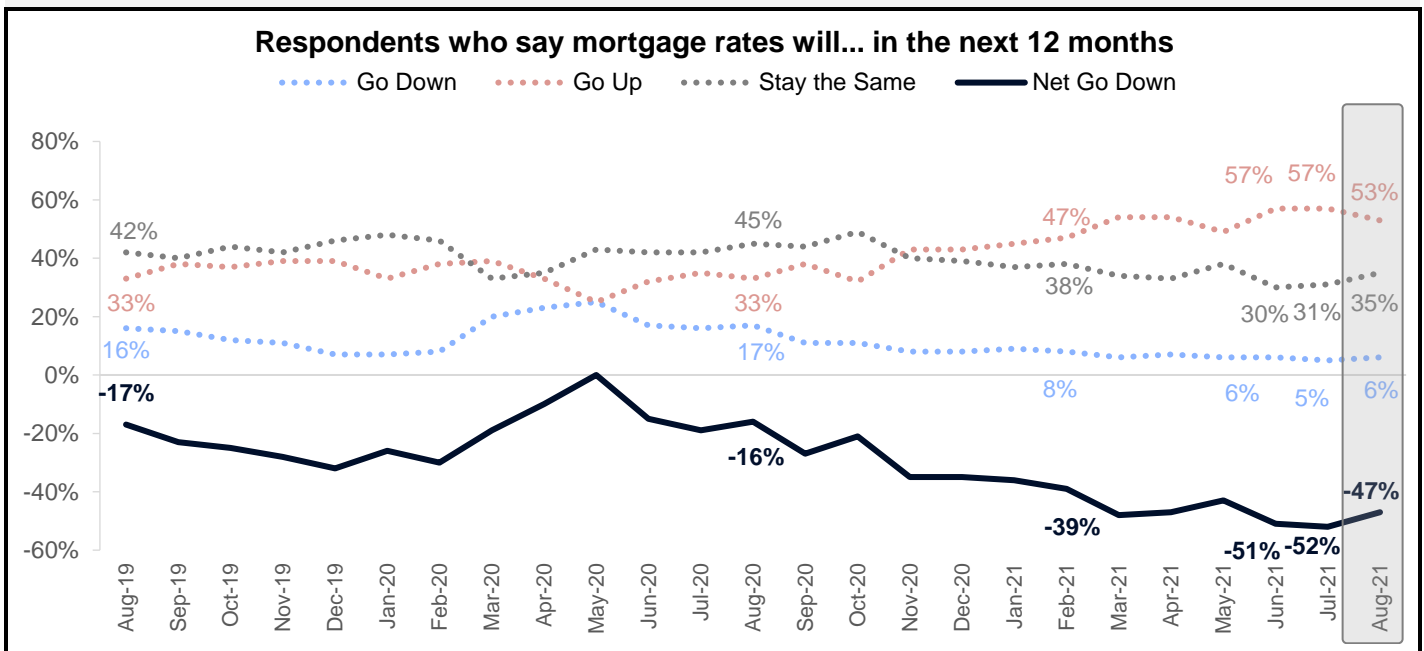


## Components of the HPSI – Home Price and Mortgage Rate Expectations

The net share of consumers who say home prices will go up decreased by 9 percentage points, continuing the decline seen over the last several months.



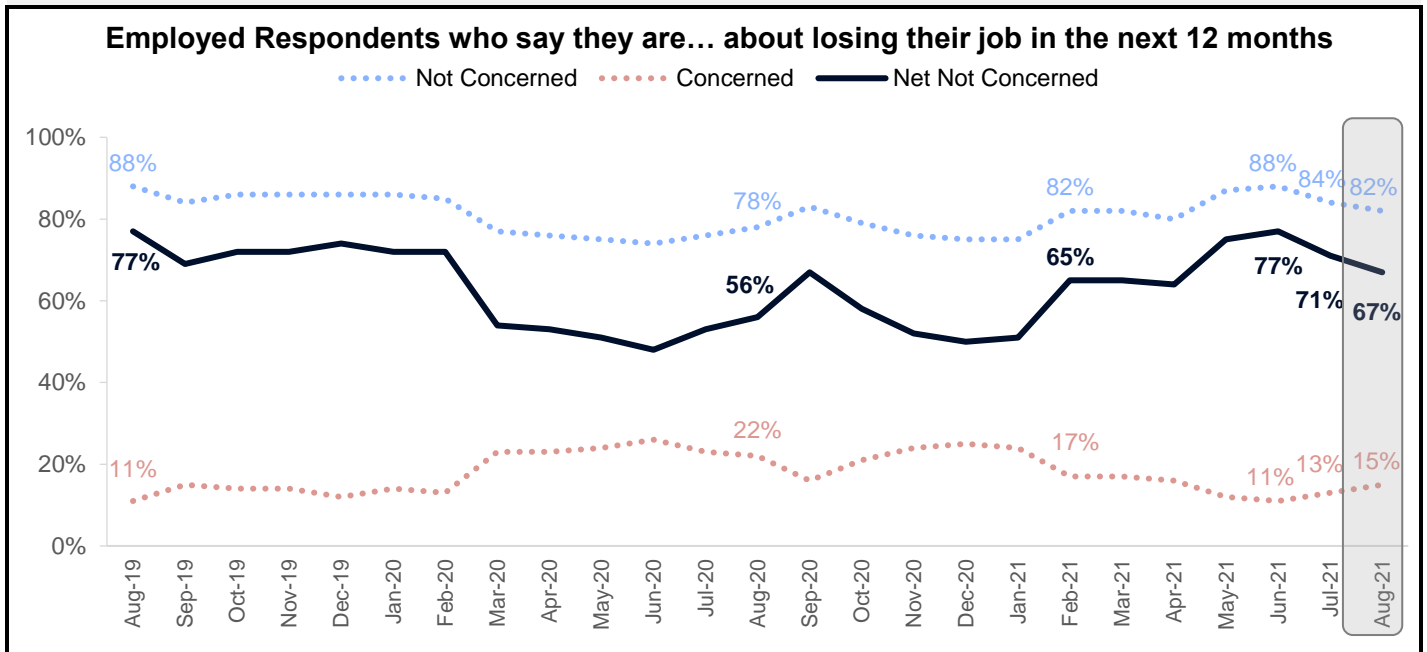
This month, the net share of those who say mortgage rates will go down over the next 12 months increased 5 percentage points to -47%.



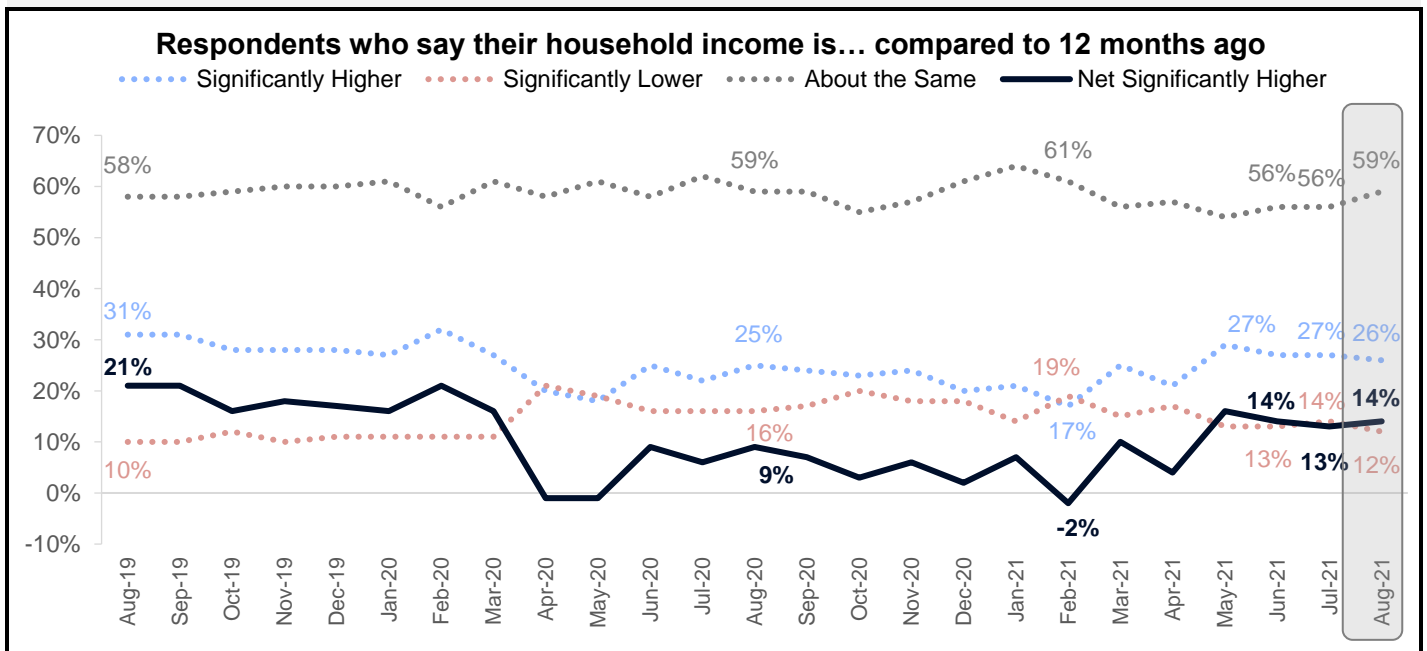


## Components of the HPSI – Job Concerns and Household Incomes

In August, the net share of employed consumers who say they are not concerned about losing their job fell 4 percentage points to 67%, continuing last month's downward trend.



The net share of those who say their household income is significantly higher than it was 12 months ago increased by 1 percentage point to 14%.

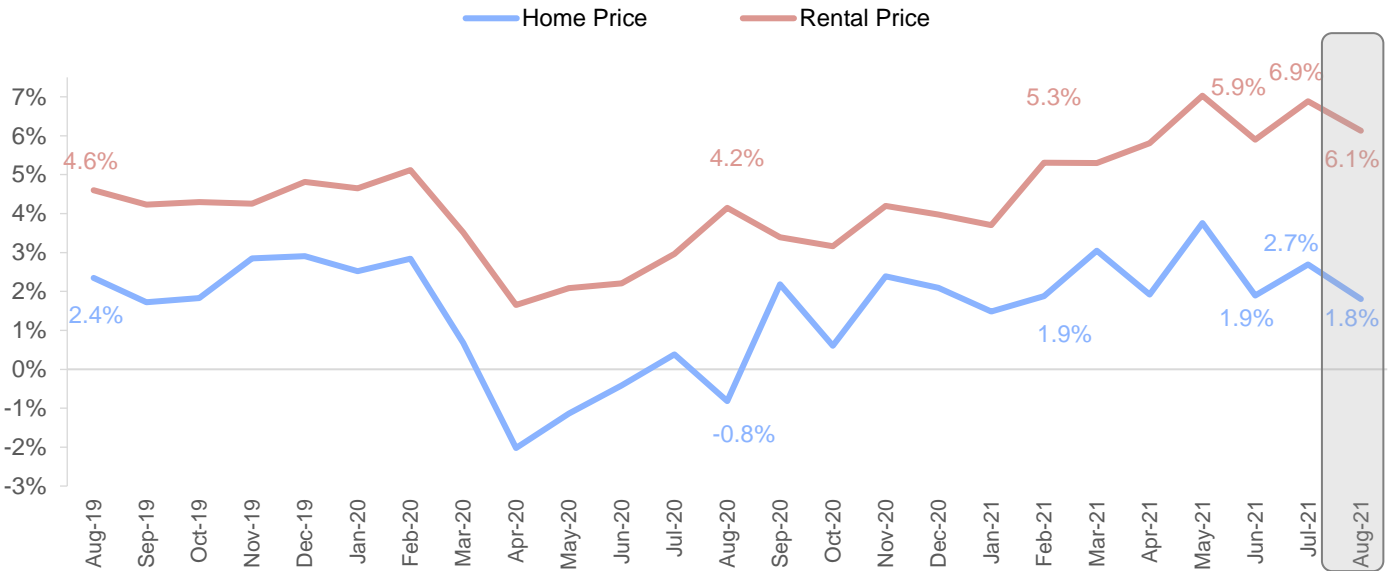




## Additional National Housing Survey Key Indicators

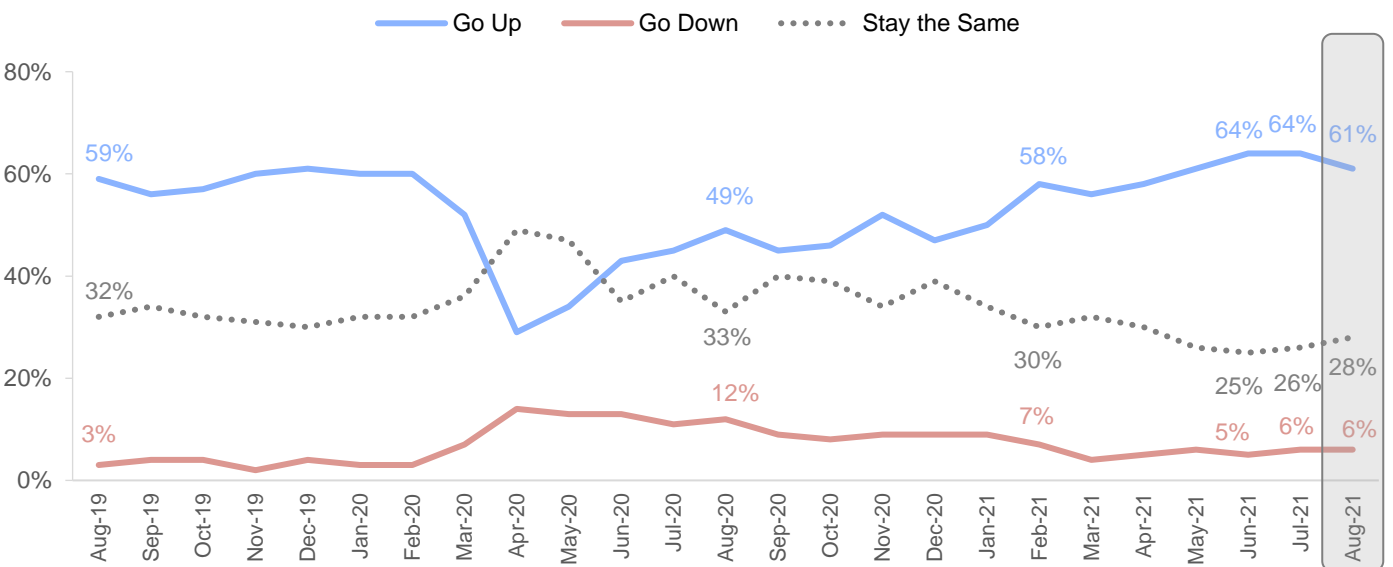
On average, consumers expect rental prices to increase 6.1% over the next 12 months, a 0.8 percentage point decrease, nearly reversing last month's increase. They expect home prices to increase 1.8% over the next 12 months, a 0.9 percentage point decrease from last month, reversing last month's increase.

### Average Expected Percent Change Over the Next 12 Months



The share of consumers who expect home rental prices to go up decreased 3 percentage points to 61%, and the share who expect home rental prices to go down remained at 6%.

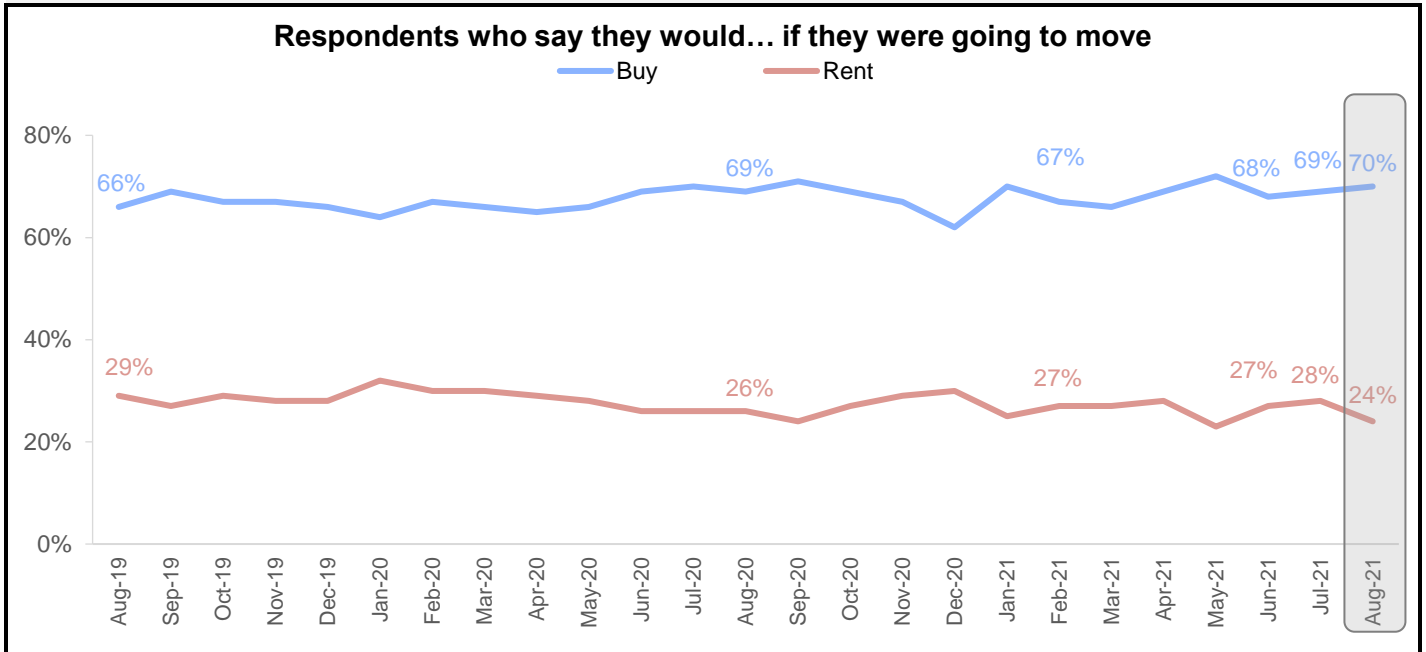
### Respondents who say home rental prices will... in the next 12 months



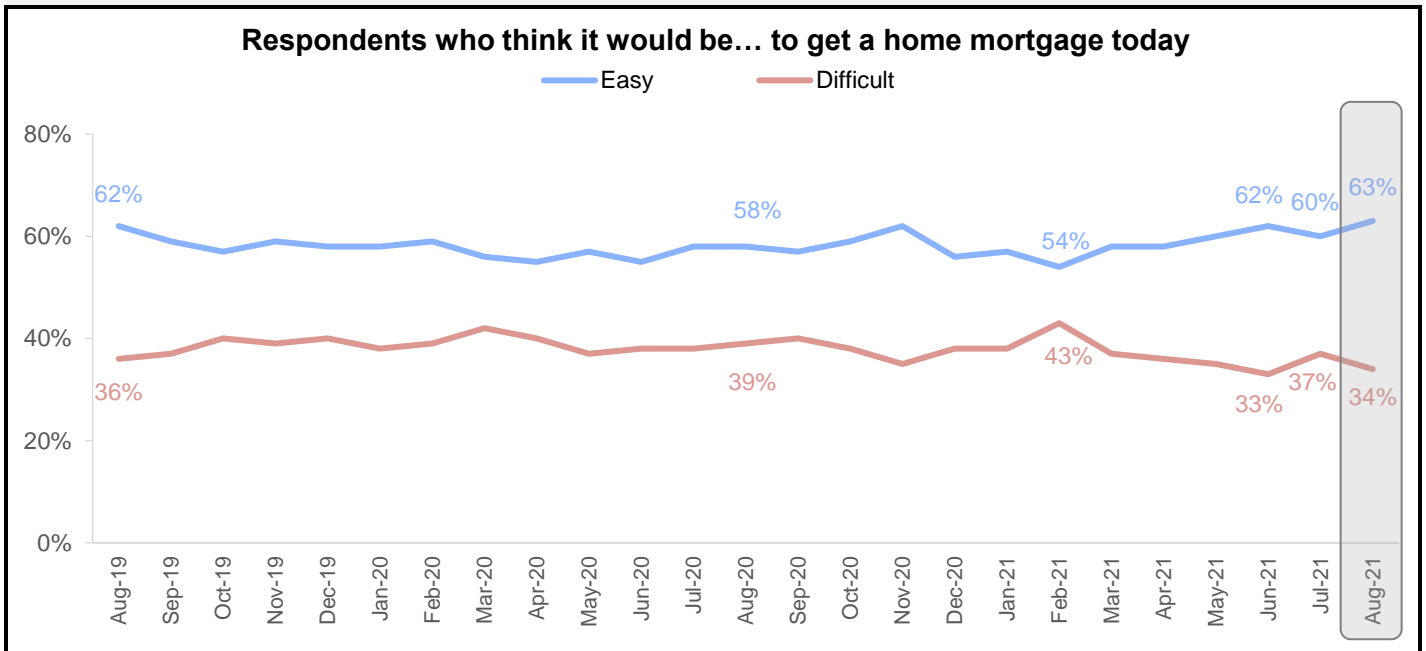


## Additional National Housing Survey Key Indicators

The share of consumers who say they would buy a home if they were going to move rose 1 percentage point to 70%. The share who say they would rent fell 4 percentage points to 24%.



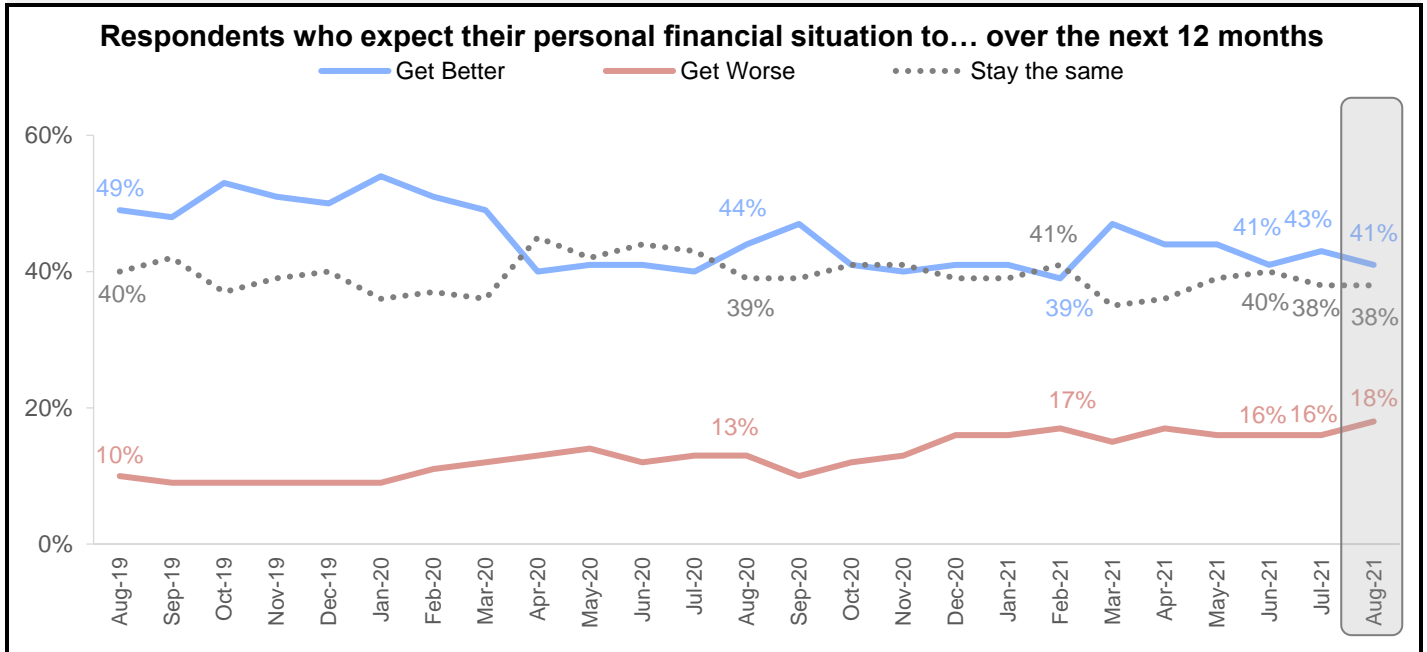
The share of consumers who say getting a mortgage would be easy rose 3 percentage points to a new survey high at 63%, while the share of those who say it would be difficult fell 3 percentage points to 34%.



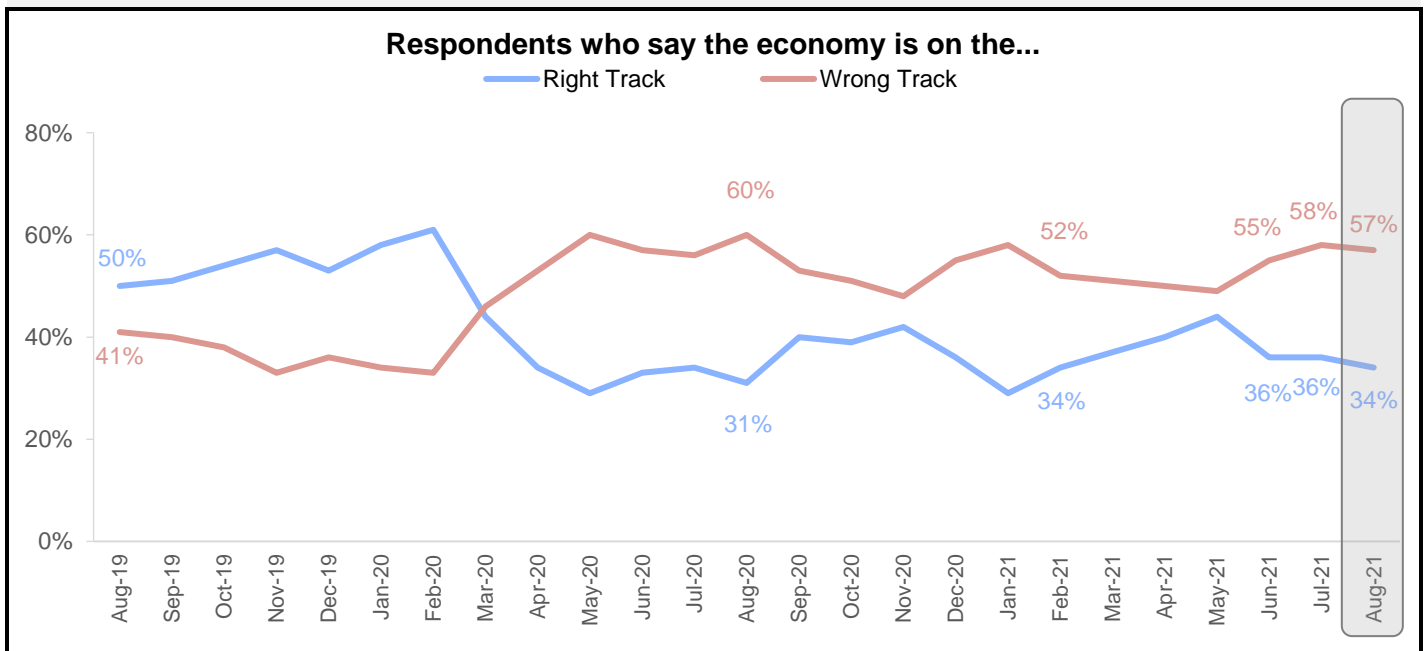


## Additional National Housing Survey Key Indicators

The share of consumers who expect their personal financial situation to get better fell 2 percentage points to 41%, the share who expect it to stay the same remained at 38%, and the share who expect it to get worse rose two percentage points to 18%.



The share of consumers in August who say the economy is on the wrong track fell 1 percentage point to 57% and the share who say it is on the right track fell 2 percentage points to 34%.





# The National Housing Survey®

August 2021

## APPENDIX

### About the Survey

The National Housing Survey® polled a nationally representative sample of 1,003 household financial decision makers (margin of error ±3.1%) aged 18 and older between August 1, 2021 and August 23, 2021.

Interviews were conducted by PSB, in coordination with Fannie Mae.

The statistics in this release were estimated from sample surveys and are subject to sampling variability as well as nonsampling error, including bias and variance from response, nonreporting, and undercoverage. Averages of expected price changes were calculated after converting responses of “stay the same” to 0% and after excluding outliers, which were defined to be responses that were more than two standard deviations from the mean.

| How the Home Purchase Sentiment Index (HPSI) is Calculated*  |       |
|--|-------|
| Net Good Time to <b>Buy</b><br><i>Very or Somewhat Good Time To Buy – Very or Somewhat Bad Time To Buy</i>   | Q12   |
| Net Good Time to <b>Sell</b><br><i>Very or Somewhat Good Time To Sell – Very or Somewhat Bad Time To Sell</i>  | Q13   |
| Net <b>Home Prices</b> Will Go Up (next 12 months)<br><i>Home Prices Will Go Up – Home Prices Will Go Down</i>   | Q15   |
| Net <b>Mortgage Rates</b> Will Go Down (next 12 months)<br><i>Mortgage Rates Will Go Down – Mortgage Rates Will Go Up</i>  | Q20B  |
| Net Confident About Not Losing <b>Job</b> (next 12 months)<br><i>Among Employed Respondents, Not at All or Not Very Concerned about Losing Job – Very or Somewhat Concerned about Losing Job</i>                                   | Q112B |
| Net Household <b>Income</b> is Significantly Higher (past 12 months)<br><i>Income is Significantly Higher – Income is Significantly Lower</i>  | Q116  |
| $HPSI = \frac{Q12 + Q13 + Q15 + Q20B + Q112B + Q116}{6} + 63.5$  |       |
| * The HPSI calculation includes the addition of a constant of 63.5 in order to set the index's initial value at 60 as of March 2011, in range with the <b>Index of Consumer Sentiment</b> and the <b>Consumer Confidence Index</b> |       |

**Time Series Data:** <https://www.fanniemae.com/media/document/xlsx/nhs-monthly-indicator-data-090721>

**HPSI Overview:** <https://www.fanniemae.com/media/document/pdf/hpsi-overviewpdf>

**HPSI White Paper:** <https://www.fanniemae.com/media/document/pdf/hpsi-whitepaperpdf>





### Home Purchase Sentiment Index Over the Past 12 Months

|                    |             |
|--------------------|-------------|
| August 2020        | 77.5        |
| September 2020     | 81.0        |
| October 2020       | 81.7        |
| November 2020      | 80.0        |
| December 2020      | 74.0        |
| January 2021       | 77.7        |
| February 2021      | 76.5        |
| March 2021         | 81.7        |
| April 2021         | 79.0        |
| May 2021           | 80.0        |
| June 2021          | 79.7        |
| July 2021          | 75.8        |
| <b>August 2021</b> | <b>75.7</b> |

### Percent of respondents who say it is a good or bad time to buy

|                    | % Good Time to Buy | % Bad Time to Buy | Net % Good Time to Buy |
|--------------------|--------------------|-------------------|------------------------|
| August 2020        | 59                 | 35                | 24                     |
| September 2020     | 54                 | 38                | 16                     |
| October 2020       | 60                 | 35                | 25                     |
| November 2020      | 57                 | 35                | 22                     |
| December 2020      | 52                 | 39                | 13                     |
| January 2021       | 52                 | 37                | 15                     |
| February 2021      | 48                 | 43                | 5                      |
| March 2021         | 53                 | 40                | 13                     |
| April 2021         | 47                 | 48                | -1                     |
| May 2021           | 35                 | 56                | -21                    |
| June 2021          | 32                 | 64                | -32                    |
| July 2021          | 28                 | 66                | -38                    |
| <b>August 2021</b> | <b>32</b>          | <b>63</b>         | <b>-31</b>             |



| Percent of respondents who say it is a good or bad time to sell |                     |                    |                         |
|---|---------------------|--------------------|-------------------------|
|   | % Good Time to Sell | % Bad Time to Sell | Net % Good Time to Sell |
| August 2020   | 48                  | 44                 | 4                       |
| September 2020  | 56                  | 38                 | 18                      |
| October 2020  | 59                  | 35                 | 24                      |
| November 2020   | 59                  | 33                 | 26                      |
| December 2020   | 50                  | 42                 | 8                       |
| January 2021  | 57                  | 33                 | 24                      |
| February 2021   | 55                  | 35                 | 20                      |
| March 2021  | 61                  | 28                 | 33                      |
| April 2021  | 67                  | 26                 | 41                      |
| May 2021  | 67                  | 25                 | 42                      |
| June 2021   | 77                  | 15                 | 62                      |
| July 2021   | 75                  | 20                 | 55                      |
| <b>August 2021</b>  | <b>73</b>           | <b>19</b>          | <b>54</b>               |

| Percent of respondents who say home prices will go up, go down, or stay the same in the next 12 months |           |           |                 |                         |
|--|-----------|-----------|-----------------|-------------------------|
|  | % Go Up   | % Go Down | % Stay the Same | Net % Prices Will Go Up |
| August 2020  | 33        | 26        | 34              | 7                       |
| September 2020   | 41        | 17        | 34              | 24                      |
| October 2020   | 40        | 20        | 31              | 20                      |
| November 2020  | 41        | 13        | 35              | 28                      |
| December 2020  | 41        | 16        | 34              | 25                      |
| January 2021   | 41        | 17        | 34              | 24                      |
| February 2021  | 47        | 18        | 29              | 29                      |
| March 2021   | 50        | 14        | 29              | 36                      |
| April 2021   | 49        | 17        | 27              | 32                      |
| May 2021   | 47        | 17        | 29              | 30                      |
| June 2021  | 48        | 21        | 25              | 27                      |
| July 2021  | 46        | 21        | 27              | 25                      |
| <b>August 2021</b>   | <b>40</b> | <b>24</b> | <b>31</b>       | <b>16</b>               |



**Percent of respondents who say mortgage rates will go up, go down, or stay the same in the next 12 months**

|                    | <b>% Go Up</b> | <b>% Go Down</b> | <b>% Stay the Same</b> | <b>Net % Rates Will Go Down</b> |
|--------------------|----------------|------------------|------------------------|---------------------------------|
| August 2020        | 33             | 17               | 45                     | -16                             |
| September 2020     | 38             | 11               | 44                     | -27                             |
| October 2020       | 32             | 11               | 49                     | -21                             |
| November 2020      | 43             | 8                | 40                     | -35                             |
| December 2020      | 43             | 8                | 39                     | -35                             |
| January 2021       | 45             | 9                | 37                     | -36                             |
| February 2021      | 47             | 8                | 38                     | -39                             |
| March 2021         | 54             | 6                | 34                     | -48                             |
| April 2021         | 54             | 7                | 33                     | -47                             |
| May 2021           | 49             | 6                | 38                     | -43                             |
| June 2021          | 57             | 6                | 30                     | -51                             |
| July 2021          | 57             | 5                | 31                     | -52                             |
| <b>August 2021</b> | <b>53</b>      | <b>6</b>         | <b>35</b>              | <b>-47</b>                      |

**Percent of employed respondents who say are concerned or not concerned about losing their job**

|                    | <b>% Concerned</b> | <b>% Not Concerned</b> | <b>Net % Not Concerned</b> |
|--------------------|--------------------|------------------------|----------------------------|
| August 2020        | 22                 | 78                     | 56                         |
| September 2020     | 16                 | 83                     | 67                         |
| October 2020       | 21                 | 79                     | 58                         |
| November 2020      | 24                 | 76                     | 52                         |
| December 2020      | 25                 | 75                     | 50                         |
| January 2021       | 24                 | 75                     | 51                         |
| February 2021      | 17                 | 82                     | 65                         |
| March 2021         | 17                 | 82                     | 65                         |
| April 2021         | 16                 | 80                     | 64                         |
| May 2021           | 12                 | 87                     | 75                         |
| June 2021          | 11                 | 88                     | 77                         |
| July 2021          | 13                 | 84                     | 71                         |
| <b>August 2021</b> | <b>15</b>          | <b>82</b>              | <b>67</b>                  |



**Percent of respondents who say their household income is higher, lower, or about the same compared to 12 months ago**

|                    | <b>% Significantly Higher</b> | <b>% Significantly Lower</b> | <b>% About the Same</b> | <b>Net % Higher</b> |
|--------------------|-------------------------------|------------------------------|-------------------------|---------------------|
| August 2020        | 25                            | 16                           | 59                      | 9                   |
| September 2020     | 24                            | 17                           | 59                      | 7                   |
| October 2020       | 23                            | 20                           | 55                      | 3                   |
| November 2020      | 24                            | 18                           | 57                      | 6                   |
| December 2020      | 20                            | 18                           | 61                      | 2                   |
| January 2021       | 21                            | 14                           | 64                      | 7                   |
| February 2021      | 17                            | 19                           | 61                      | -2                  |
| March 2021         | 25                            | 15                           | 56                      | 10                  |
| April 2021         | 21                            | 17                           | 57                      | 4                   |
| May 2021           | 29                            | 13                           | 54                      | 16                  |
| June 2021          | 27                            | 13                           | 56                      | 14                  |
| July 2021          | 27                            | 14                           | 56                      | 13                  |
| <b>August 2021</b> | <b>26</b>                     | <b>12</b>                    | <b>59</b>               | <b>14</b>           |

**Average home/rental price change expectation**

|                    | <b>% Home Price Change</b> | <b>% Rental Price Change</b> |
|--------------------|----------------------------|------------------------------|
| August 2020        | -0.8                       | 4.2                          |
| September 2020     | 2.2                        | 3.4                          |
| October 2020       | 0.6                        | 3.2                          |
| November 2020      | 2.4                        | 4.2                          |
| December 2020      | 2.1                        | 4.0                          |
| January 2021       | 1.5                        | 3.7                          |
| February 2021      | 1.9                        | 5.3                          |
| March 2021         | 3.0                        | 5.3                          |
| April 2021         | 1.9                        | 5.8                          |
| May 2021           | 3.8                        | 7.0                          |
| June 2021          | 1.9                        | 5.9                          |
| July 2021          | 2.7                        | 6.9                          |
| <b>August 2021</b> | <b>1.8</b>                 | <b>6.1</b>                   |



**Percent of respondents who say home rental prices will go up, go down, or stay the same in the next 12 months**

|                    | <b>% Go Up</b> | <b>% Go Down</b> | <b>% Stay the Same</b> |
|--------------------|----------------|------------------|------------------------|
| August 2020        | 49             | 12               | 33                     |
| September 2020     | 45             | 9                | 40                     |
| October 2020       | 46             | 8                | 39                     |
| November 2020      | 52             | 9                | 34                     |
| December 2020      | 47             | 9                | 39                     |
| January 2021       | 50             | 9                | 34                     |
| February 2021      | 58             | 7                | 30                     |
| March 2021         | 56             | 4                | 32                     |
| April 2021         | 58             | 5                | 30                     |
| May 2021           | 61             | 6                | 26                     |
| June 2021          | 64             | 5                | 25                     |
| July 2021          | 64             | 6                | 26                     |
| <b>August 2021</b> | <b>61</b>      | <b>6</b>         | <b>28</b>              |

**Percent of respondents who say they would buy or rent if they were going to move**

|                    | <b>% Buy</b> | <b>% Rent</b> |
|--------------------|--------------|---------------|
| August 2020        | 69           | 26            |
| September 2020     | 71           | 24            |
| October 2020       | 69           | 27            |
| November 2020      | 67           | 29            |
| December 2020      | 62           | 30            |
| January 2021       | 70           | 25            |
| February 2021      | 67           | 27            |
| March 2021         | 66           | 27            |
| April 2021         | 69           | 28            |
| May 2021           | 72           | 23            |
| June 2021          | 68           | 27            |
| July 2021          | 69           | 28            |
| <b>August 2021</b> | <b>70</b>    | <b>24</b>     |



**Percent of respondents who think it would be difficult or easy for them to get a home mortgage today**

|                    | <b>% Difficult</b> | <b>% Easy</b> |
|--------------------|--------------------|---------------|
| August 2020        | 39                 | 58            |
| September 2020     | 40                 | 57            |
| October 2020       | 38                 | 59            |
| November 2020      | 35                 | 62            |
| December 2020      | 38                 | 56            |
| January 2021       | 38                 | 57            |
| February 2021      | 43                 | 54            |
| March 2021         | 37                 | 58            |
| April 2021         | 36                 | 58            |
| May 2021           | 35                 | 60            |
| June 2021          | 33                 | 62            |
| July 2021          | 37                 | 60            |
| <b>August 2021</b> | <b>34</b>          | <b>63</b>     |

**Percent of respondents who expect their personal financial situation to get better, get worse, or stay the same in the next 12 months**

|                    | <b>% Get Better</b> | <b>% Get Worse</b> | <b>% Stay the Same</b> |
|--------------------|---------------------|--------------------|------------------------|
| August 2020        | 44                  | 13                 | 39                     |
| September 2020     | 47                  | 10                 | 39                     |
| October 2020       | 41                  | 12                 | 41                     |
| November 2020      | 40                  | 13                 | 41                     |
| December 2020      | 41                  | 16                 | 39                     |
| January 2021       | 41                  | 16                 | 39                     |
| February 2021      | 39                  | 17                 | 41                     |
| March 2021         | 47                  | 15                 | 35                     |
| April 2021         | 44                  | 17                 | 36                     |
| May 2021           | 44                  | 16                 | 39                     |
| June 2021          | 41                  | 16                 | 40                     |
| July 2021          | 43                  | 16                 | 38                     |
| <b>August 2021</b> | <b>41</b>           | <b>18</b>          | <b>38</b>              |



**Percent of respondents who think the economy is on the right track or the wrong track**

|                    | <b>% Right Track</b> | <b>% Wrong Track</b> |
|--------------------|----------------------|----------------------|
| August 2020        | 31                   | 60                   |
| September 2020     | 40                   | 53                   |
| October 2020       | 39                   | 51                   |
| November 2020      | 42                   | 48                   |
| December 2020      | 36                   | 55                   |
| January 2021       | 29                   | 58                   |
| February 2021      | 34                   | 52                   |
| March 2021         | 37                   | 51                   |
| April 2021         | 40                   | 50                   |
| May 2021           | 44                   | 49                   |
| June 2021          | 36                   | 55                   |
| July 2021          | 36                   | 58                   |
| <b>August 2021</b> | <b>34</b>            | <b>57</b>            |