

# Chase Housing Confidence Index: Housing Market Optimism Reaches New High



Chase and Pulsenomics connected with thousands of homeowners and renters across the country to discuss the state of their local housing markets, as well as their expectations and aspirations for the future.

## Confidence Remains High

**79%**

say that now is a good time to sell \*

**Top Reason:**  
"Lots of people are looking to buy"



**78%**

believe buying a home is the best investment a person can make \*



7/10 say owning a home provides a person with more freedom than renting

## Top 10 Markets

1. Dallas
2. Denver
3. Las Vegas
4. San Francisco
5. San Jose
6. Orlando
7. Seattle
8. Phoenix
9. Miami
10. San Antonio

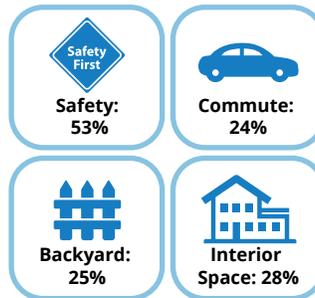
## Renters are Reaching for Ownership

**6/10** most renters say owning a home is "a specific goal I am determined to reach" or "something I think about a lot"

**70%** renters are confident or somewhat confident that they will be able to afford homeownership in the future

**70%** of Millennials and Gen Z are looking to buy a home in the next 5 years - 1/3 in the next 2 years

## What matters when you're ready to buy:



Those aged **65+** and **18-34** ranked proximity to family and friends more important than those in other age groups.



Boomers ranked quality of schools and commute to work last on their list of priorities

## Landscaping Tops Kitchen in Desired Renovation Spaces

### Top Renovation Spaces:

1. Landscaping
2. Bathroom
3. Kitchen



### Timing: When to kick off renovation projects

**37%**

Ready for Action  
3-6 months out

**25%**

Planning Stages  
1 year out

**21%**

Setting Goals  
2+ years out

**60%**

plan to finance renovations

**\$20k**

average amount borrowed

\*Of those with opinions

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