

**Confidence in Housing Market Reaches Highest Levels since 2014, Dallas Tops the List**  
*Chase Launches Housing Confidence Index for National Homeownership Month*

June 27, 2018 – New York – Today, Chase introduces a new housing confidence index in partnership with Pulsenomics showing record highs among U.S. homeowners and renters in three key measurement areas: their take on market conditions, aspirations for homeownership, and expectations regarding home values and affordability.

**Chase Housing Confidence Index:** **Top 10 Cities** *by index level*

Rank	Metro Area	Index Level
1.	Dallas	<b>73.2</b>
2.	Denver	<b>72.8</b>
3.	Las Vegas	<b>72.5</b>
4.	San Francisco	<b>71.9</b>
5.	San Jose	<b>71.9</b>
6.	Orlando	<b>71.7</b>
7.	Seattle	<b>71.5</b>
8.	Phoenix	<b>71.1</b>
9.	Miami	<b>70.5</b>
10.	San Antonio	<b>70.1</b>
<b>National Average: 66.3</b>		

The Chase Housing Confidence Index™ (HCI) systematically measures and tracks key dimensions of consumer confidence in housing markets across the United States using data collected in the U.S. Housing Confidence Survey™ (HCS). Each edition of the newly-expanded HCI entails compilation of response data from more than 15,500 household surveys completed by homeowners and renters across the country. The index uses a 0–100 scale; levels above 50 are positive readings.

“These record results were driven by healthy assessments of local real estate market conditions among existing homeowners, but even more so by surging expectations among renters,” said Terry Loeb, founder of Pulsenomics. “Seven in ten renters now express confidence in their ability to afford a home someday, and nearly three-quarters of those with an opinion say that buying a home is the best long-term investment a person can make.”

Western region households are leading the country's housing market optimism. Dallas, Denver and Las Vegas, the three cities with the highest housing confidence levels, have all seen more than 8-point index increases since the 2014 inception of HCI. Dallas also topped the list for strongest homeownership aspirations. Eighty percent of Dallas renters are confident they will own a home someday, while 70 percent plan to purchase in the next five years. Dallas has also seen a growing job market over the last few years with large corporations moving to the area, which may have added to this positive outlook on homebuying. More than 60 percent of Dallas homeowners said it is a good time to sell a home, with the majority citing the abundance of home shoppers as the most important reason.

### **Homeowners and Renters Agree it's a Good Time to Buy and Sell**

When asked if it was a good time to buy and sell a home, both homeowners and renters across the country agree that now is a good time for people to purchase. By a ratio of nearly three-to-one, the number of households who believe 'now is a good time to buy a home' exceeds the number who said now is a bad time. That ratio was even higher in the South and the Midwest regions of the country, where more than one-half of respondents said it was a good time to buy. Only 17 percent said it was a bad time to buy, with most citing affordability as their main concern.

"Affordability remains a top focus for buyers in the market today, but we are encouraged by the overwhelmingly positive outlook across the country," said Amy Bonitatibus, Chief Marketing Officer for Chase Home Lending. "We have found innovative ways to address some of the affordability concerns by tackling the main barriers to homeownership with education grants, as well as down payment, closing cost assistance and low down payment products. Our Home Lending advisors are helping customers create customized plans for reaching homebuying goals."

### **Renters**

Nearly 60 percent of renters across the country are looking to buy in the next five years. Seventy percent of those renters are Millennials. The highest responses came from the South, where 62 percent are expecting to buy in the next five years and 33 percent looking to purchase in the next two years.

Fifty-three percent of renters said, when it comes time to buy a home, the most important feature will be neighborhood safety. Renters said the size of the home and the size of the backyard were the next top choices with 28 and 25 percent, respectively. Choosing between an urban or suburban setting was much lower on the list of priorities with 9 and 15 percent, respectively.

For Millennials, a short commute to work was ranked much more important than a suburban setting versus urban setting, with 31 percent saying commuting time was more important than location. Only 10 percent of Millennials said an urban setting was the most important feature in their home, while 11 percent said a suburban location mattered most.

### **Landscaping Becomes a Top Renovation Priority**

Homeowners are beginning to see their outdoor spaces as a prime makeover target, beating out kitchens and tying with bathrooms at the top of their renovation wish list.

#### **Top Renovation Spaces**

1. Landscaping
2. Bathroom
3. Kitchen

“Everyone wants that Instagram-worthy curb-appeal,” said Bonitatibus. “Millennial homeowners ranked ‘new landscaping’ as their top choice for renovation. It is also an area of the home that can be more affordable to tackle immediately, and over 40 percent of these younger owners are looking to install new landscaping in the next few years.”

Of the survey respondents who said they were looking to renovate a space in their home, 60 percent plan to take out financing to complete their plans. More than a third say they are ready to take action in the next 3-6 months and another 25 percent are about a year out from kicking off. On average, they plan to spend about \$20,000 to get the job done.

The Chase Housing Confidence Index (HCI) and U.S. Housing Confidence Survey™ (HCS) are produced by Pulsenomics LLC, an independent index, real estate intelligence and opinion research firm. This edition of HCI was derived from household survey data collected in spring 2018. To learn more about HCI and HCS, please visit [www.chase.com](http://www.chase.com) or [www.pulsenomics.com](http://www.pulsenomics.com).

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#### **About Chase**

Chase is the U.S. consumer and commercial banking business of JPMorgan Chase & Co. (NYSE: JPM), a leading global financial services firm with assets of \$2.5 trillion and operations worldwide. Chase serves nearly half of America’s households with a broad range of financial services, including personal banking, credit cards, mortgages, auto financing, investment advice, small business loans and payment processing. Customers can choose how and where they want to bank: 5,100 branches, 16,000 ATMs, mobile, online and by phone.

#### **About Pulsenomics**

Pulsenomics LLC is an independent research firm that specializes in data analytics, opinion research, new product and index development for institutional clients in the financial and real estate arenas. Pulsenomics also designs and manages expert surveys and consumer polls to identify trends and expectations that are relevant to effective business management and monitoring economic health. Pulsenomics®, Housing Confidence Index™, and Housing Confidence Survey™ are trademarks of Pulsenomics LLC.

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#### *Chase Housing Confidence Index™ Methodology:*

*HCI is computed by Pulsenomics using a weighted diffusion index methodology. Diffusion indices measure the degree that data are diffused (dispersed) within a sample. Leading U.S. economic data series are commonly summarized or indexed using this approach. Presently, HCIs are calculated for each of 25 of the largest U.S. metropolitan statistical areas, selected combinations of those MSAs (Composite HCIs), for each of the four major U.S. geographic Regions, and for the nation as a whole (U.S. HCI). For each of the preceding geographic strata, Pulsenomics also produces HCI data series by tenure and generation categories (i.e., renters, homeowners, millennials).*

#### *U.S. Housing Confidence Survey™ Methodology:*

*HCS uses data collected electronically from large samples of internet users. To diversify the respondent pool and enhance representativeness, HCS samples are drawn from a large network of suppliers. The composition and quality of each sample and each sample provider are proactively monitored to ensure HCS data integrity and consistency. HCS uses stratified quota*

*sampling, a method designed to capture key population characteristics that are proportional to those in the overall target population. This approach entails dividing a population into smaller groups, or strata, formed according to group members' shared attributes or characteristics. People less than 18 years of age, or adults aged 18 or over who are not the sole decision maker or a joint decision maker concerning household financial matters do not complete the survey. Eligible respondents complete the HCS questionnaire via the internet on their smart phone, tablet, desktop computer, or other electronic device. Key demographic information is collected from each respondent for post stratification weighting. For metropolitan area samples, balancing weights are calculated and applied at the individual metro area level so that HCS results reflect each market's unique population and tenure attributes. Post stratification weights for each metro area are derived from United States Census data (American Community Survey 5 Year Estimates), and applied for key demographic characteristics (i.e., age, gender, race/ethnicity) and household tenure (i.e., owner occupied, renter occupied homes). For national samples, the balancing weights also include geographic region, and reflect the demographic characteristics and tenure profile of all U.S. households. HCS is administered in a uniform and systematic manner, and in accordance with applicable State laws, Federal laws, and codes of professional conduct (e.g., HCS embraces the codes of conduct of the American Association for Public Opinion Research, the National Council on Public Polls, and the Insights Association). Adherence to these codes ensure that HCS is deployed using the highest professional standards of survey administration, and enable Pulsenomics to produce housing confidence indexes that are authoritative and based on consistently reliable data.*