

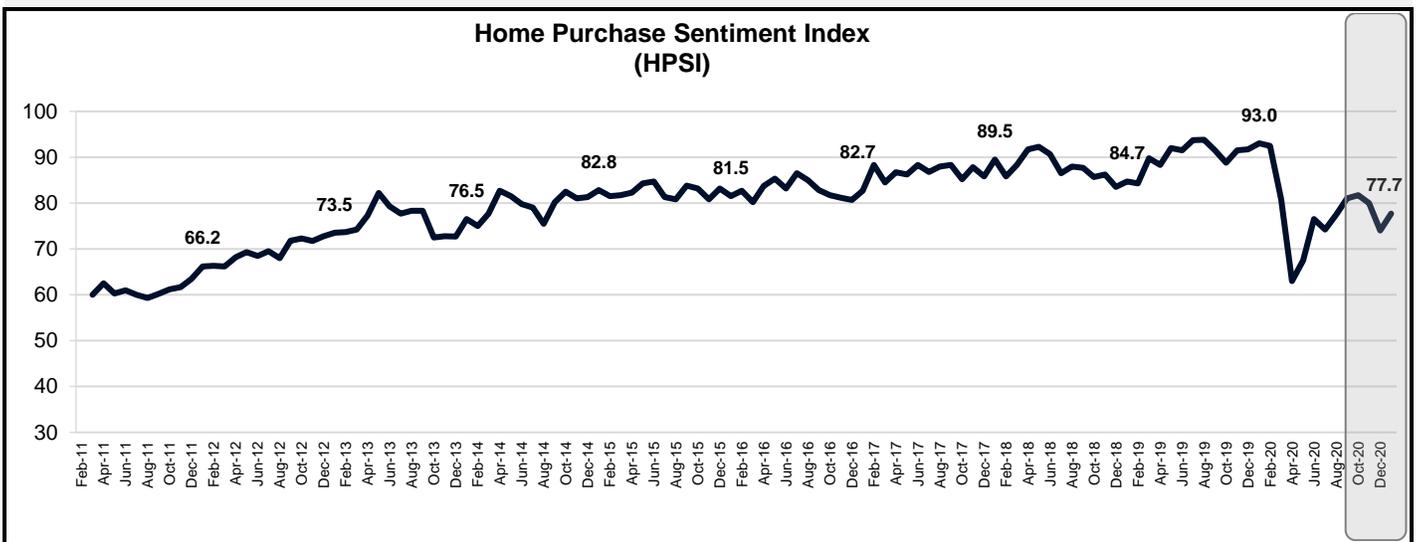


January 2021 Data Release

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 rose by 3.7 points to 77.7 in January, partially recovering from last month's decline.



Components of the HPSI

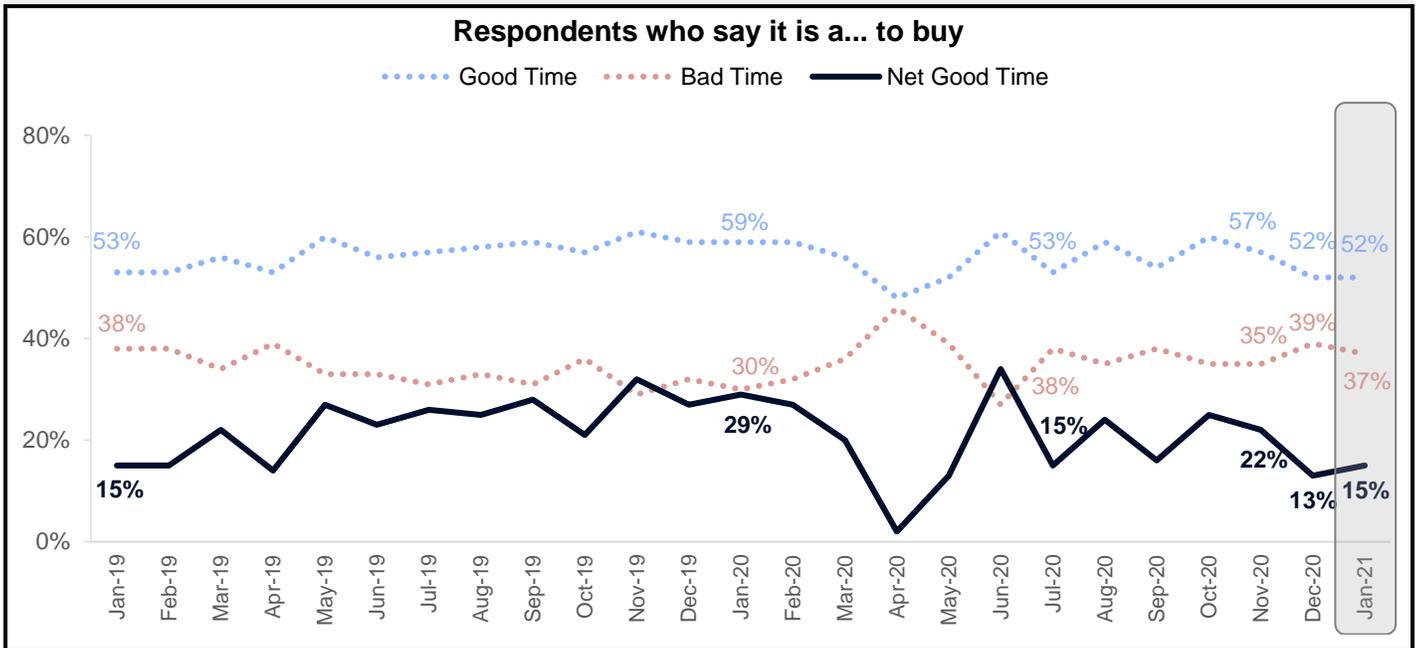
The rise in the HPSI can be attributed to net increases in four components this month: Selling Conditions, Change in Household Income, Buying Conditions, and Job Loss Concern. Two components decreased: Home Price Outlook and Mortgage Rate Outlook.

	January 2021			Net Change	
	Good Time	Bad Time	Net Good Time to Buy	MoM	YoY
Buying Conditions	52%	37%	15%	+2	-14
Selling Conditions	57%	33%	24%	+16	-21
Home Price Outlook (next 12 months)	41%	17%	24%	-1	-17
Mortgage Rate Outlook (next 12 months)	9%	45%	-36%	-1	-10
Job Loss Concern (next 12 months)	75%	24%	51%	+1	-21
Change in Household Income (past 12 months)	21%	14%	7%	+5	-9

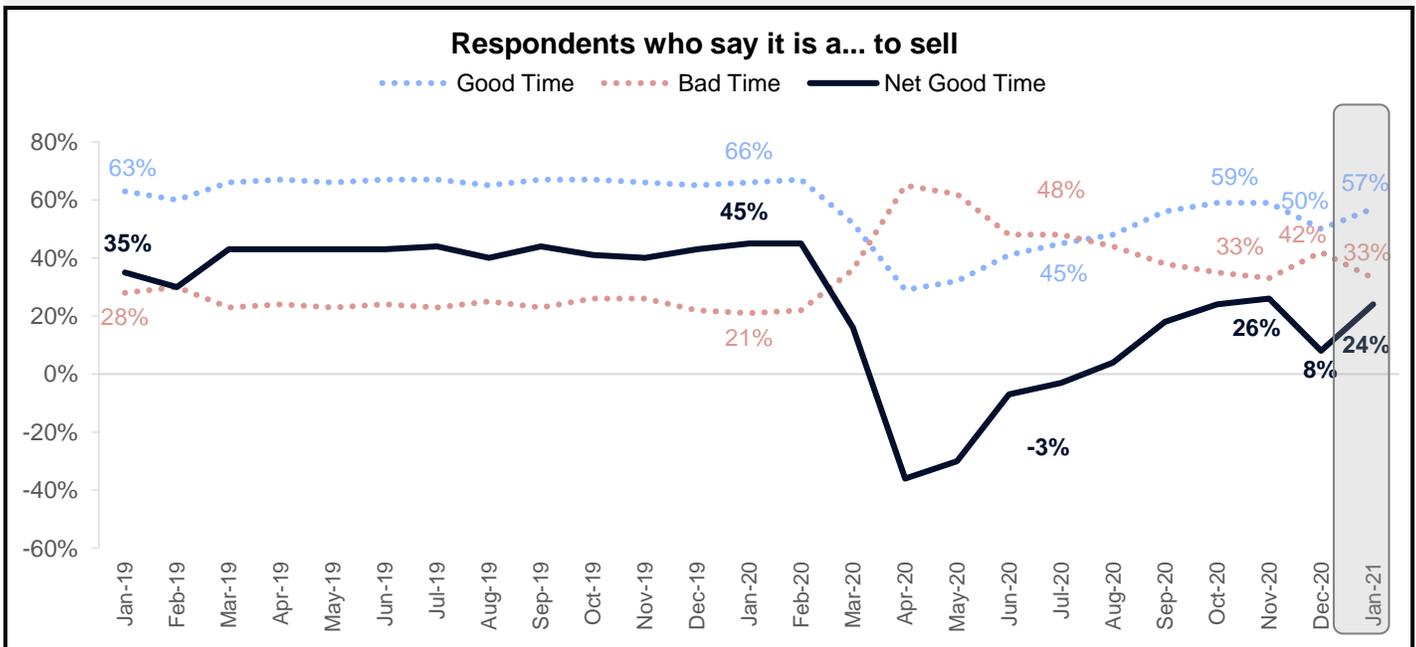


Components of the HPSI – Good/Bad Time to Buy and Sell a Home

In January, the net share of consumers who say it is a good time to buy rose 2 percentage points after falling for the past two months.



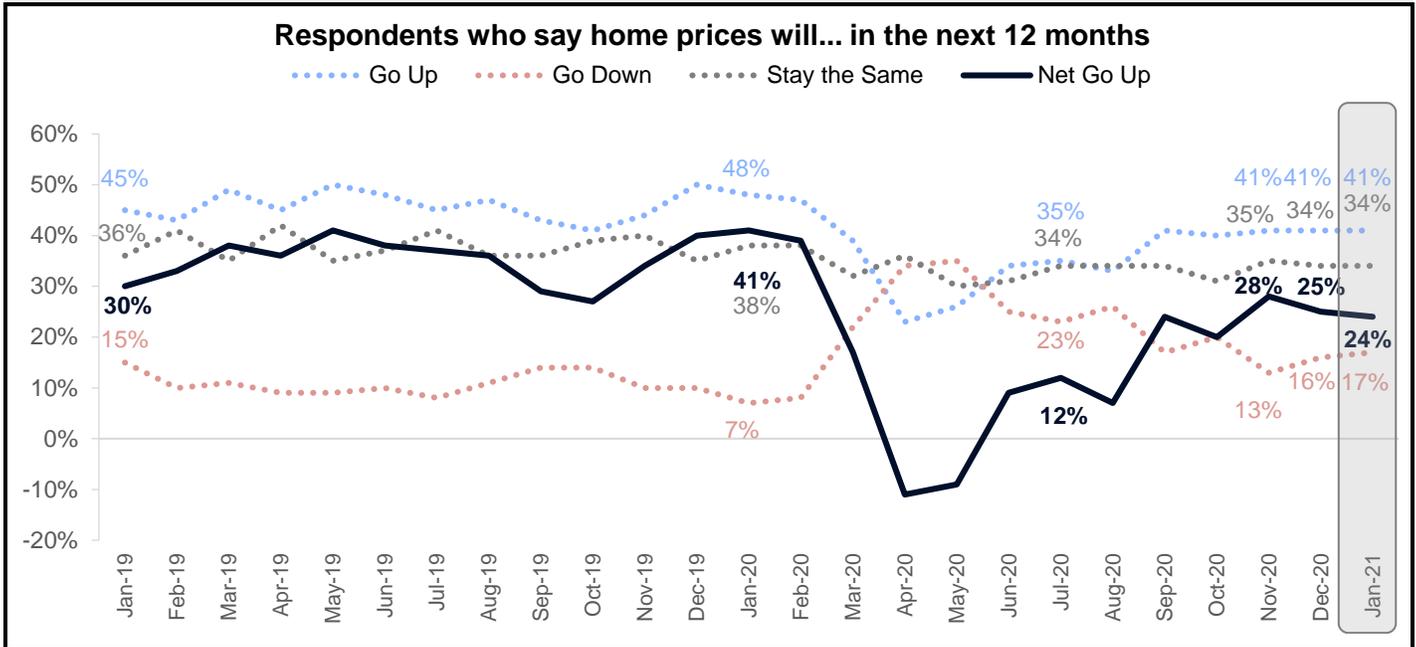
The net percentage of those who say it is a good time to sell increased by 16 percentage points in January, nearly reversing the decrease seen last month.



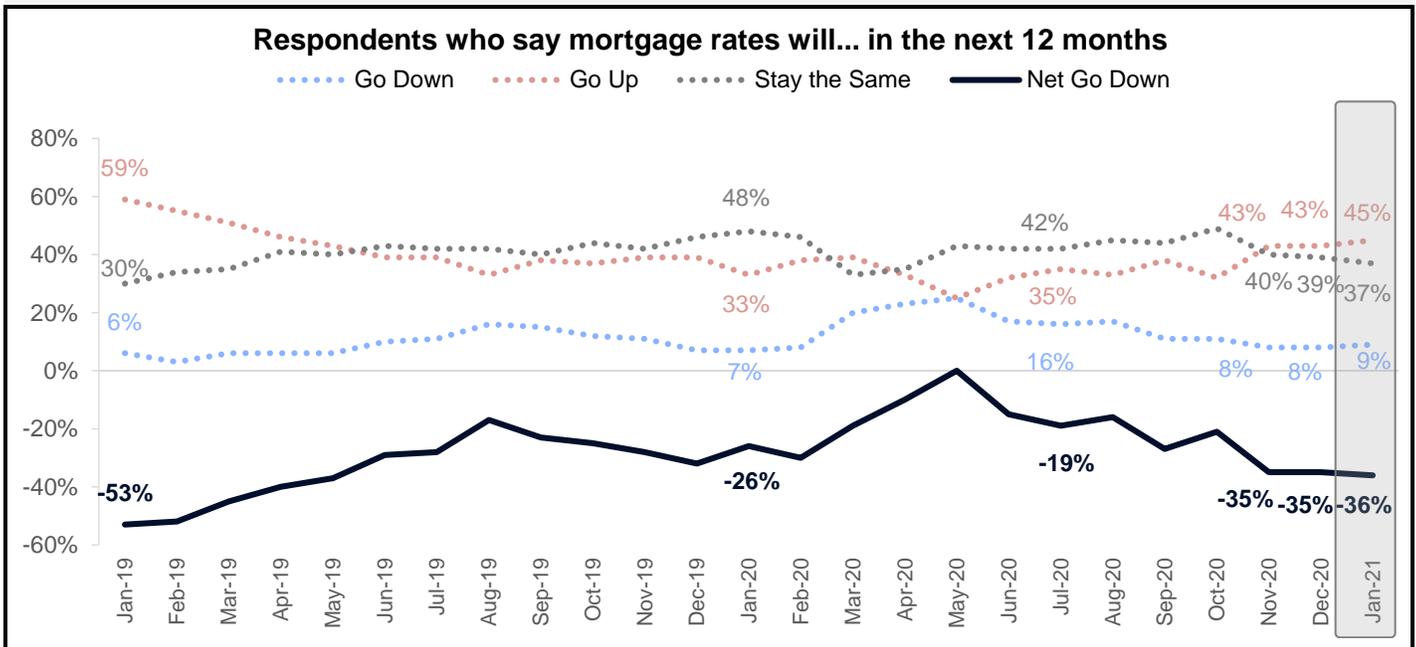


Components of the HPSI – Home Price and Mortgage Rate Expectations

The net share of consumers who say home prices will go up fell by 1 percentage point, continuing the decline seen last month.



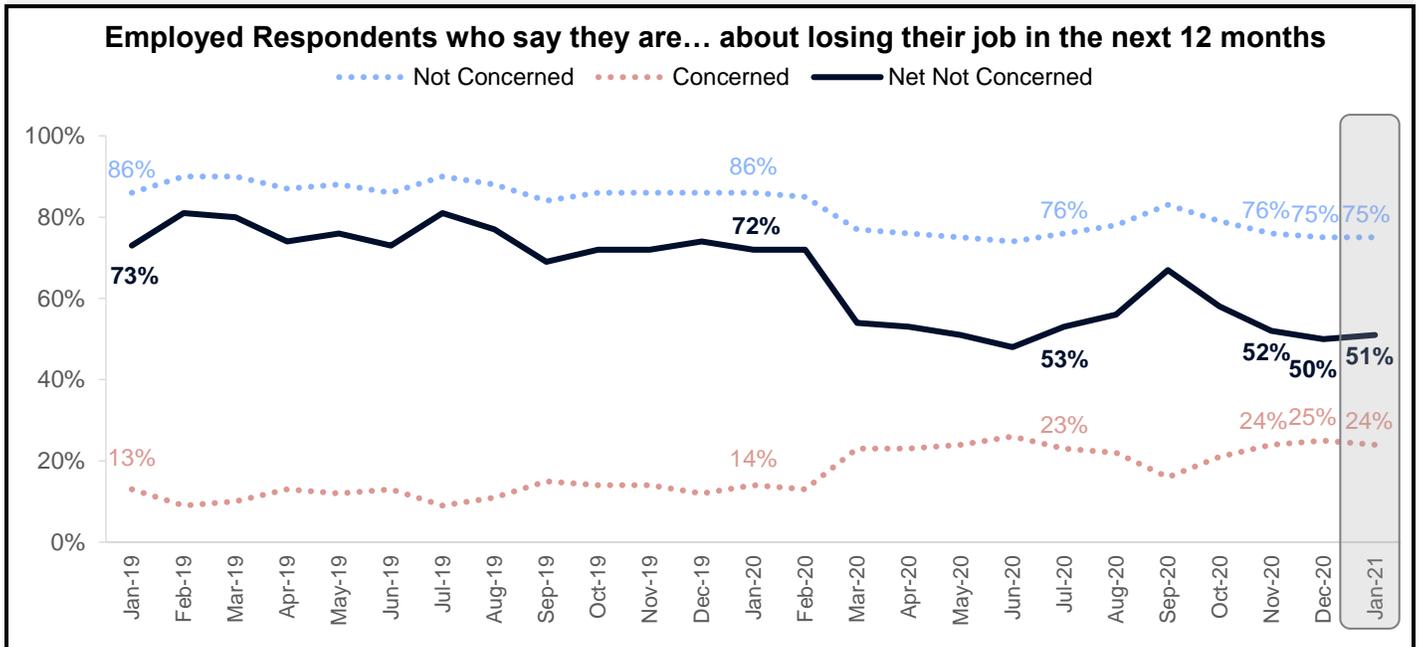
This month, the net share of those who say mortgage rates will go down over the next 12 months fell 1 percentage point to -36%.



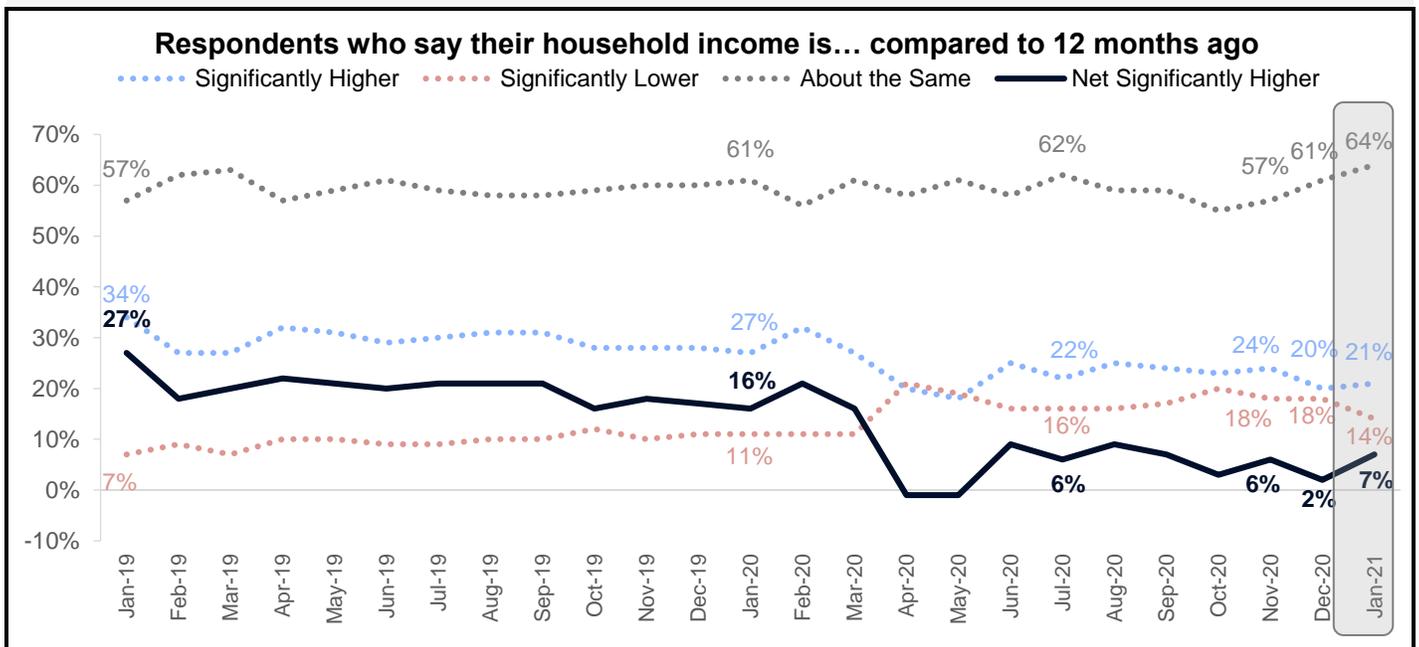


Components of the HPSI – Job Concerns and Household Incomes

In January, the net share of employed consumers who say they are not concerned about losing their job rose by 1 percentage point, ending the decline seen for the last three months.



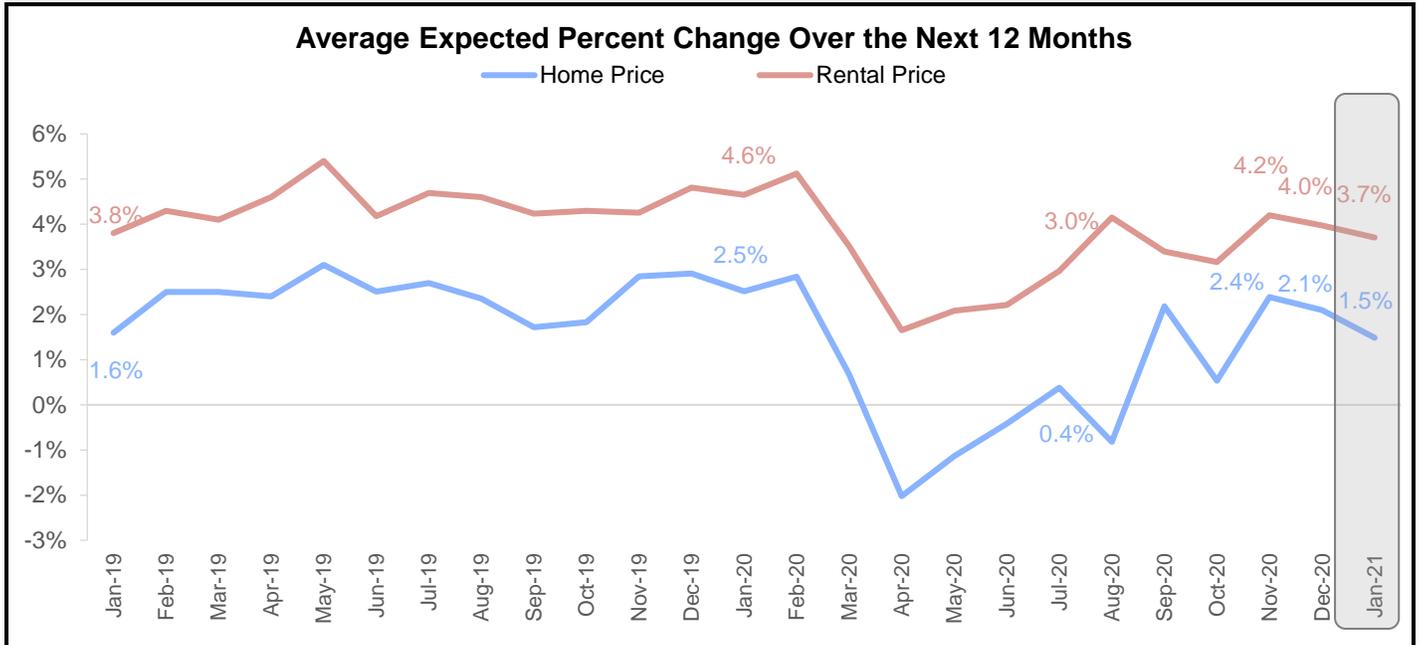
The net share of those who say their household income is significantly higher than it was 12 months ago rose by 5 percentage points in January, reversing last month's decrease.



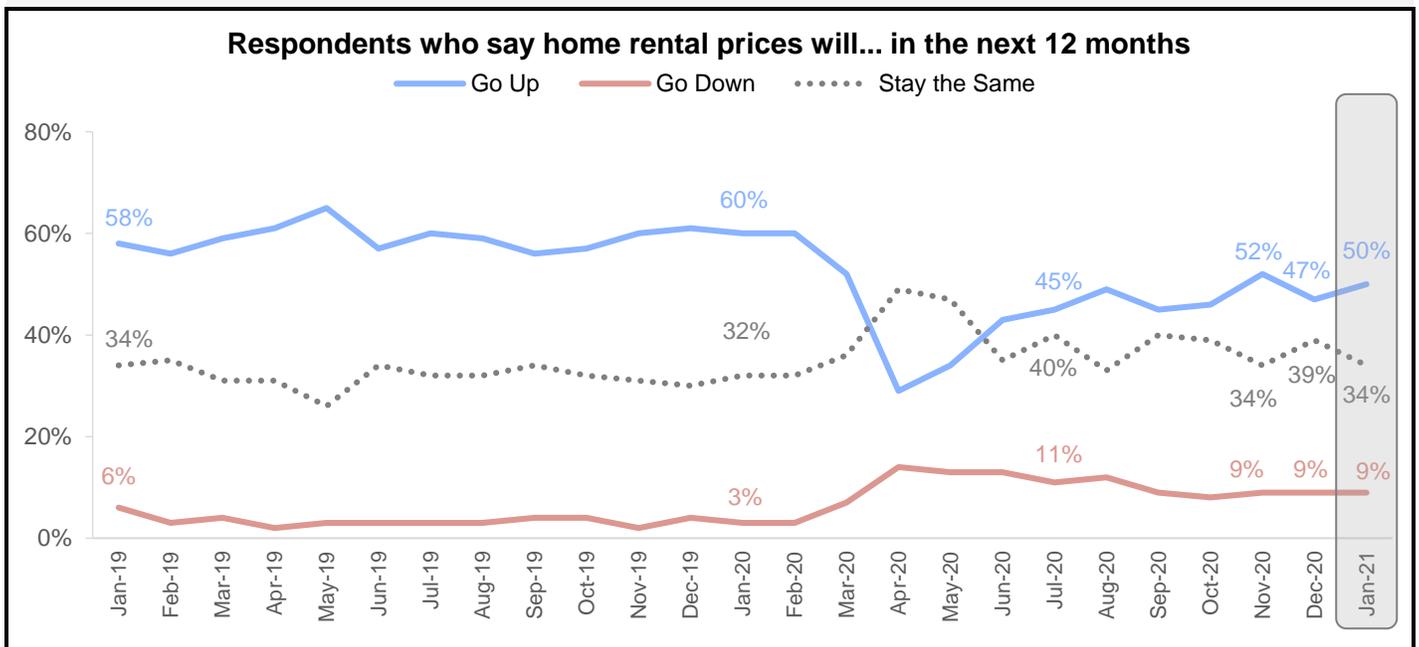


Additional National Housing Survey Key Indicators

On average, consumers expect rental prices to increase 3.7% over the next 12 months, a 0.3 percentage point decrease from last month. They expect home prices to increase 1.5% over the next 12 months, a 0.6 percentage point decrease from last month.



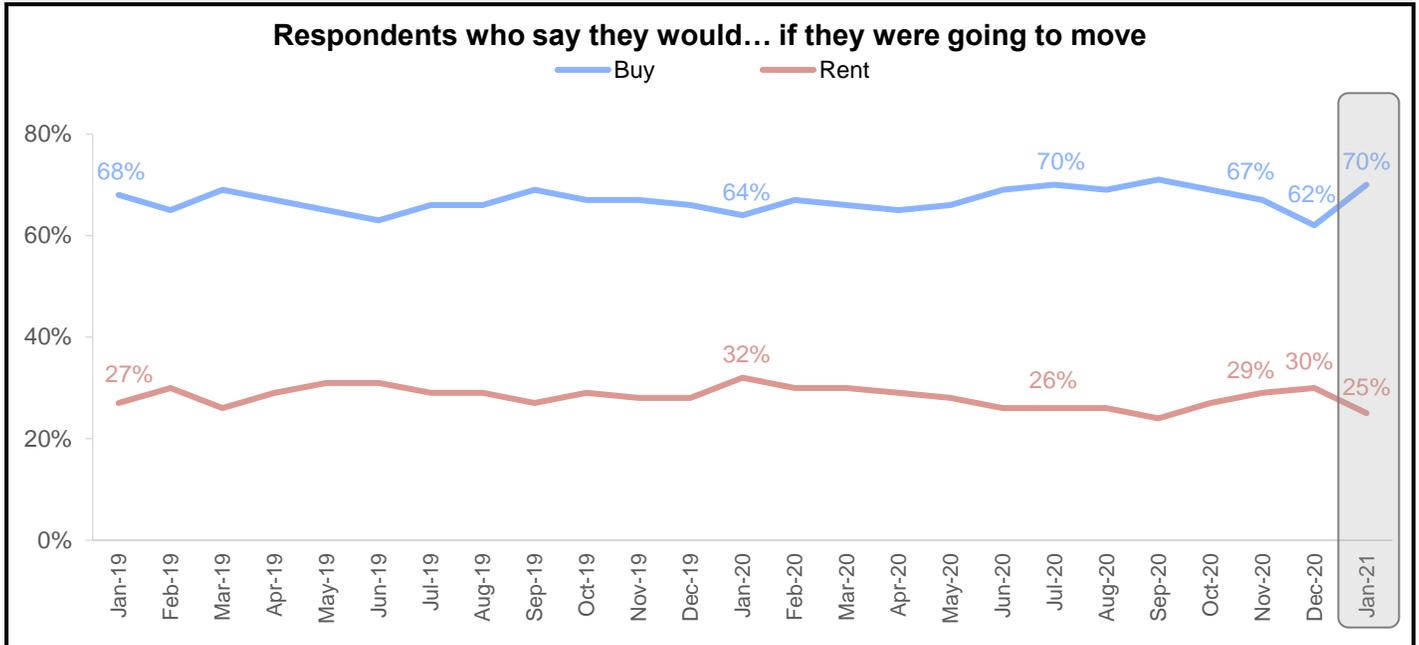
The share of consumers who expect home rental prices to go up rose by 3 percentage points to 50%, and the share who expect home rental prices to go down remained at 9% for the third consecutive month.



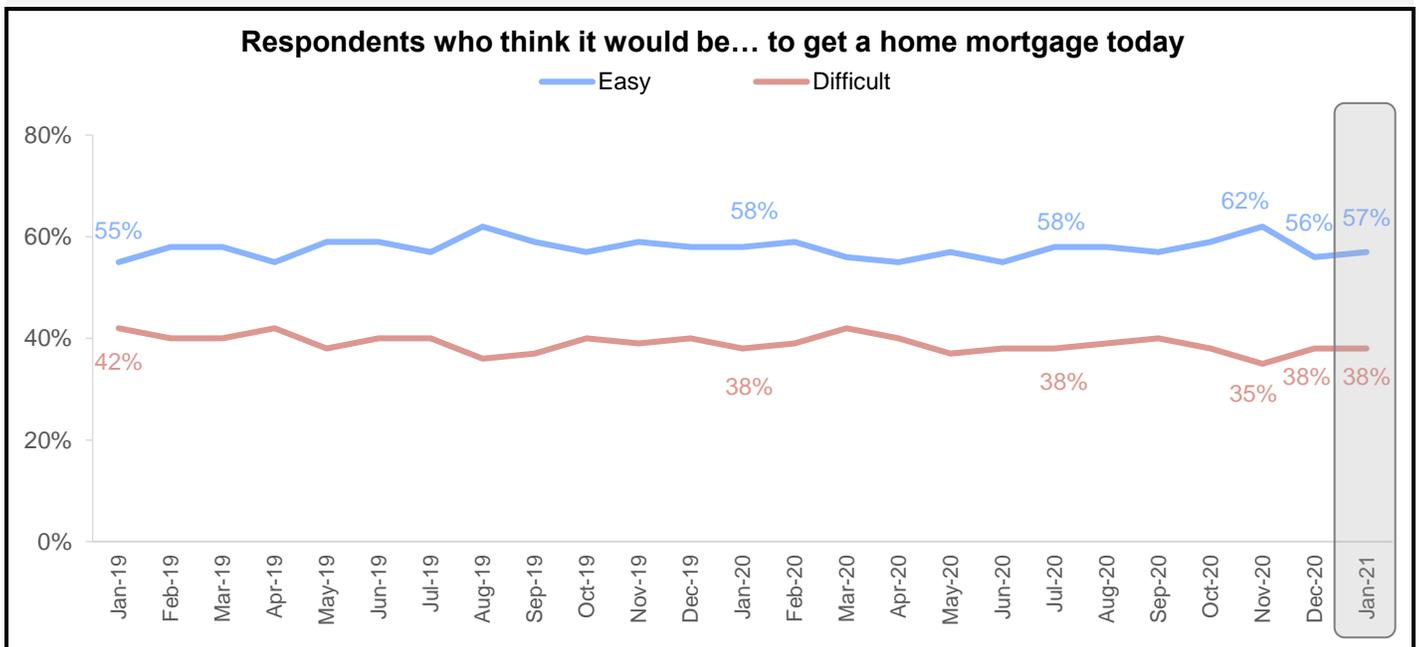


Additional National Housing Survey Key Indicators

The share of consumers who say they would buy a home if they were going to move rose 8 percentage points to 70%. The share who say they would rent fell 5 percentage points to 25%.



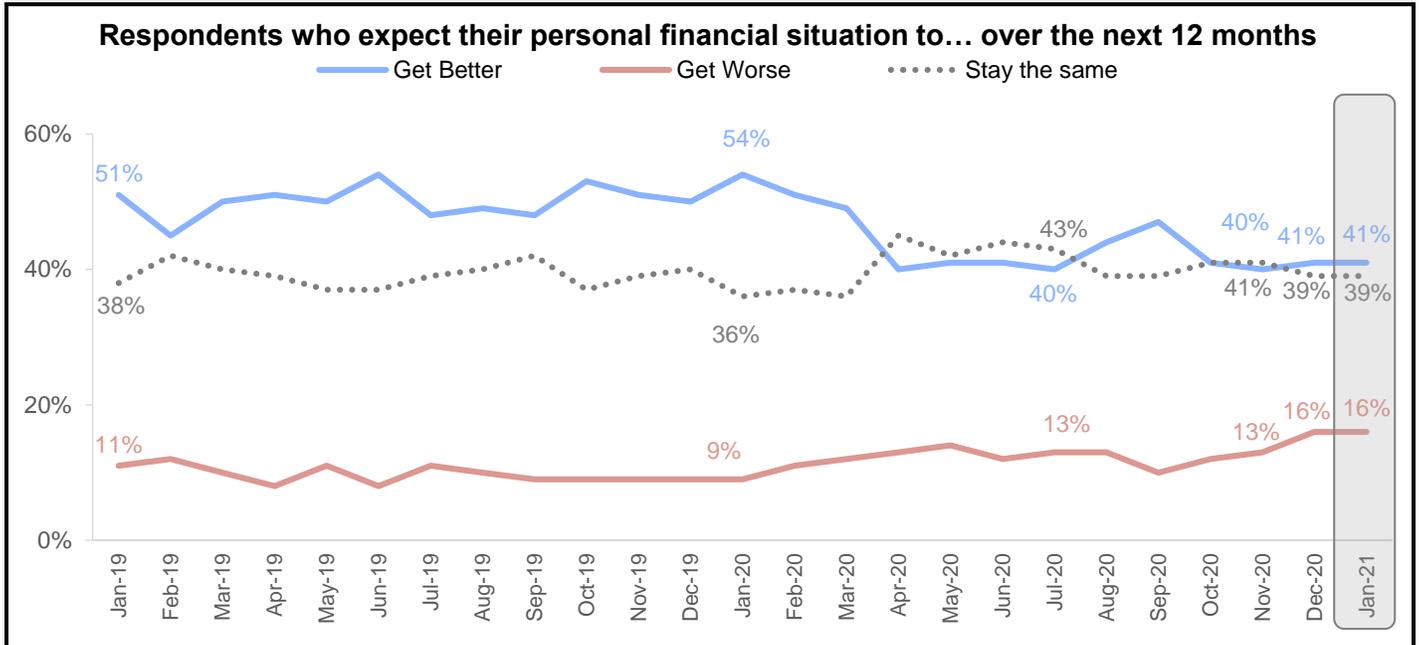
The share of consumers who say getting a mortgage would be easy rose 1 percentage point to 57%, while the share of those who say it would be difficult remained at 38%.



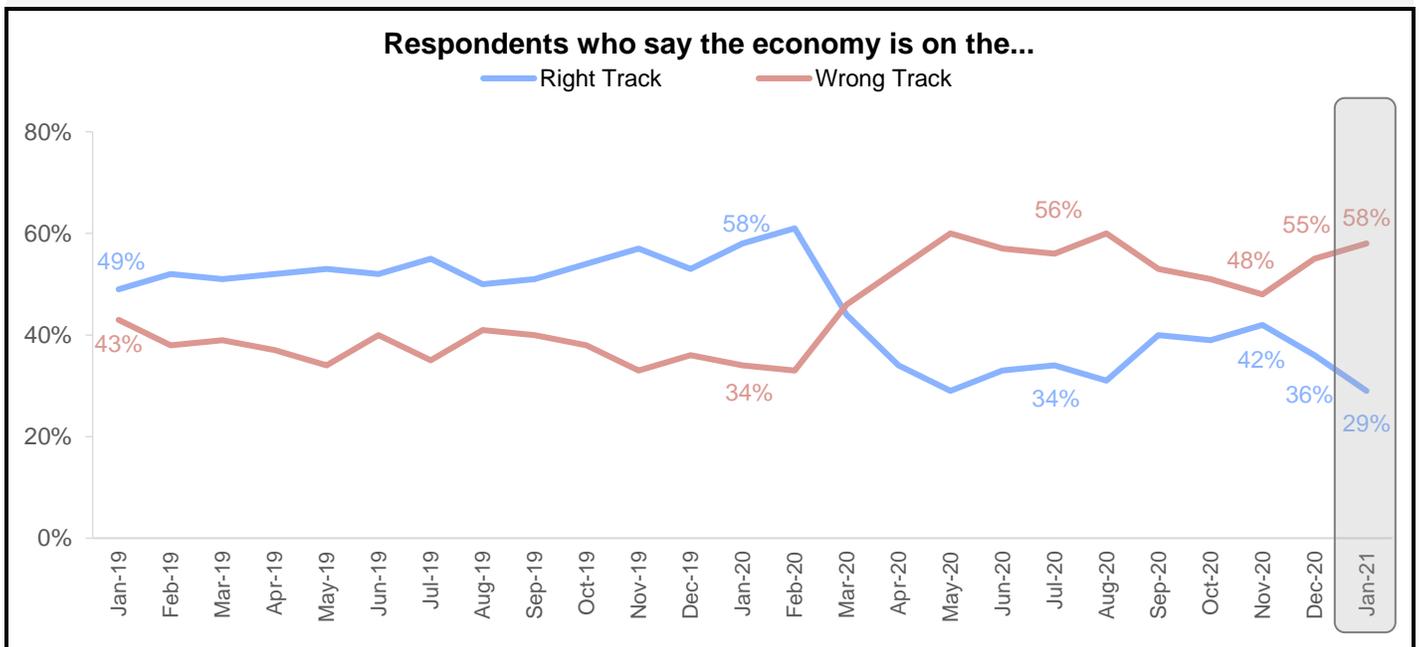


Additional National Housing Survey Key Indicators

There was no change in personal financial outlook in January. The share of consumers who expect their personal financial situation to get better remained at 41%, the share who expect it to stay the same remained at 39%, and the share who expect it to get worse remained at 16%.



Continuing last month's trends, the share of consumers who say the economy is on the right track fell 7 percentage points to 29% and the share who say it is on the wrong track rose by 3 percentage points to 58%.





The National Housing Survey®

January 2021

APPENDIX

About the Survey

The National Housing Survey® polled a nationally representative sample of 1,002 household financial decision makers (margin of error ±3.1%) aged 18 and older between January 2, 2021 and January 20, 2021. Most of the data collection occurred during the first two weeks of this period.

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 Buy <i>Very or Somewhat Good Time To Buy – Very or Somewhat Bad Time To Buy</i>	Q12
Net Good Time to Sell <i>Very or Somewhat Good Time To Sell – Very or Somewhat Bad Time To Sell</i>	Q13
Net Home Prices Will Go Up (next 12 months) <i>Home Prices Will Go Up – Home Prices Will Go Down</i>	Q15
Net Mortgage Rates Will Go Down (next 12 months) <i>Mortgage Rates Will Go Down – Mortgage Rates Will Go Up</i>	Q20B
Net Confident About Not Losing Job (next 12 months) <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 Income is Significantly Higher (past 12 months) <i>Income is Significantly Higher – Income is Significantly Lower</i>	Q116
$HPSI = \frac{Q12 + Q13 + Q15 + Q20B + Q112B + Q116}{6} + 63.5$	
<small>* 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 Index of Consumer Sentiment and the Consumer Confidence Index</small>	

Time Series Data: <https://www.fanniemae.com/media/document/xlsx/nhs-monthly-indicator-data-020821>

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

January 2020	93.0
February 2020	92.5
March 2020	80.8
April 2020	63.0
May 2020	67.5
June 2020	76.5
July 2020	74.2
August 2020	77.5
September 2020	81.0
October 2020	81.7
November 2020	80.0
December 2020	74.0
January 2021	77.7

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
January 2020	59	30	29
February 2020	59	32	27
March 2020	56	36	20
April 2020	48	46	2
May 2020	52	39	13
June 2020	61	27	34
July 2020	53	38	15
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



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
January 2020	66	21	45
February 2020	67	22	45
March 2020	52	36	16
April 2020	29	65	-36
May 2020	32	62	-30
June 2020	41	48	-7
July 2020	45	48	-3
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

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
January 2020	48	7	38	41
February 2020	47	8	38	39
March 2020	39	22	32	17
April 2020	23	34	36	-11
May 2020	26	35	30	-9
June 2020	34	25	31	9
July 2020	35	23	34	12
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



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

	% Go Up	% Go Down	% Stay the Same	Net % Rates Will Go Down
January 2020	33	7	48	-26
February 2020	38	8	46	-30
March 2020	39	20	33	-19
April 2020	33	23	35	-10
May 2020	25	25	43	0
June 2020	32	17	42	-15
July 2020	35	16	42	-19
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

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

	% Concerned	% Not Concerned	Net % Not Concerned
January 2020	14	86	72
February 2020	13	85	72
March 2020	23	77	54
April 2020	23	76	53
May 2020	24	75	51
June 2020	26	74	48
July 2020	23	76	53
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



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

	% Significantly Higher	% Significantly Lower	% About the Same	Net % Higher
January 2020	27	11	61	16
February 2020	32	11	56	21
March 2020	27	11	61	16
April 2020	20	21	58	-1
May 2020	18	19	61	-1
June 2020	25	16	58	9
July 2020	22	16	62	6
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

Average home/rental price change expectation

	% Home Price Change	% Rental Price Change
January 2020	2.5	4.6
February 2020	2.8	5.1
March 2020	0.7	3.5
April 2020	-2.0	1.7
May 2020	-1.1	2.1
June 2020	-0.4	2.2
July 2020	0.4	3.0
August 2020	-0.8	4.2
September 2020	2.2	3.4
October 2020	0.5	3.2
November 2020	2.4	4.2
December 2020	2.1	4.0
January 2021	1.5	3.7



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

	% Go Up	% Go Down	% Stay the Same
January 2020	60	3	32
February 2020	60	3	32
March 2020	52	7	36
April 2020	29	14	49
May 2020	34	13	47
June 2020	43	13	35
July 2020	45	11	40
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

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

	% Buy	% Rent
January 2020	64	32
February 2020	67	30
March 2020	66	30
April 2020	65	29
May 2020	66	28
June 2020	69	26
July 2020	70	26
August 2020	69	26
September 2020	71	24
October 2020	69	27
November 2020	67	29
December 2020	62	30
January 2021	70	25



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

	% Difficult	% Easy
January 2020	38	58
February 2020	39	59
March 2020	42	56
April 2020	40	55
May 2020	37	57
June 2020	38	55
July 2020	38	58
August 2020	39	58
September 2020	40	57
October 2020	38	59
November 2020	35	62
December 2020	38	56
January 2021	38	57

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

	% Get Better	% Get Worse	% Stay the Same
January 2020	54	9	36
February 2020	51	11	37
March 2020	49	12	36
April 2020	40	13	45
May 2020	41	14	42
June 2020	41	12	44
July 2020	40	13	43
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



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

	% Right Track	% Wrong Track
January 2020	58	34
February 2020	61	33
March 2020	44	46
April 2020	34	53
May 2020	29	60
June 2020	33	57
July 2020	34	56
August 2020	31	60
September 2020	40	53
October 2020	39	51
November 2020	42	48
December 2020	36	55
January 2021	29	58