Americans perceive Real Estate as less of a risk than in 2024.

National Survey | Summary
Conducted by Nanos, September 2025
Field: July 27th to 30th, 2025.
Submission 2025-2736 US Nanos Real Estate Tracking

Summary

The research gauged the opinions among Americans on the financial risk associated with buying and selling homes in a neighborhood, both currently and in the near future. It aims to understand whether residents view these real estate transactions as risky or not risky, and how their perceptions might shift over the next six months.

Risk Index Construction

All questions are asked on a scale with three points, risky, not risky and unsure. Scale points are risky=1; not risky=0 and unsure=0.5. This ensures that if everyone says that it is risky, the index would be 100.

Index value is the addition of all included sub-questions divided by the number of questions. All item indices go from 0 to 100 where 0 is not risky and 100 is risky.

Five indices:

Real Estate Index – based on all four questions.

Sell Index – based on the two selling questions

Buy Index – based on the two purchase questions

Current Index– based on the two current questions

Future Index – Based on the two future questions

Summary

Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th and 30th, 2025.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1,414 respondents would have a margin of error of ±2.6 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

KEY FINDINGS

1

AMERICANS ARE MORE LIKELY TO SAY BUYING A HOME IS RISKY THAN SELLING A HOME

Over two in five Americans say purchasing a home today (44%), and in the future (41%) is risky, compared to over one in three who say selling a house today (37%) and in the future (34%) is risky. Renters are more likely to say buying a home today is risky (53%) than homeowners (38%). Those aged over 55 were least likely to answer that buying a home is risky, both today (36%) and in the future (32%).

In terms of the risks associated to selling a home, Americans were more likely to see selling a home today as not risky (42%; 37% risky), while they remained split on selling a home in the future (38% not risky; 34% risky).

2

VIEWS OF BUYING AND SELLING HOMES AS NOT RISKY INCREASE

While views of buying and selling homes in a neighborhood both currently and in the near future as risky are steady compared to the previous waves, there is an increase in those who view buying a home today (35%; 27% in 2024), as well as selling a home today (42%; 38% in 2024), and in the future (38%; 35% in 2024) as not risky. Homeowners are most likely to say that purchasing a home today (44%) and in the future (40%) and selling a home today (50%) and in the future (47%) is not risky.

Of note, over one in five remains unsure about their views of buying and selling homes in a neighborhood both currently and in the near future.

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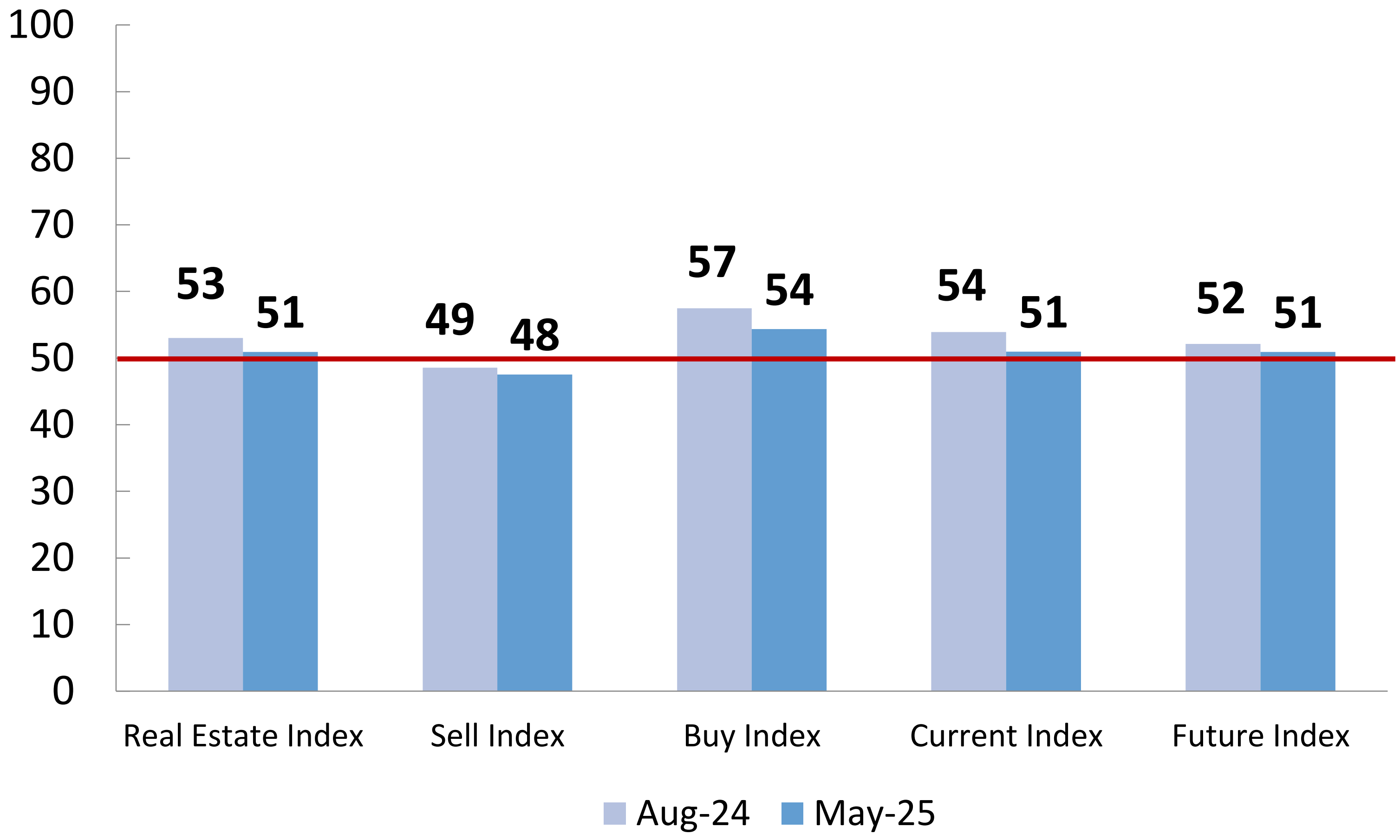
Nanos Research – United States Real Estate Risk Index

The Nanos Research Real Estate Risk Indices are diffusion indices comprised of the views of 1,414 Americans. The index captures perceived risk levels associated with buying and selling real estate now and in six months. A score of 50 on the diffusion index indicates that positive and negative views are a wash while scores above or below 50 suggest net positive or net negative views in terms of the real estate risk perception of Americans. The higher the Real Estate Risk Index score, the greater the risk perception.



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United States Real Estate Risk Index Data Summary

The higher the Real Estate Risk Index score, the greater the risk perception.

		Real Estate Index	Sell Index	Buy Index	Current Index	Future Index
United States		50.94	47.55	54.34	50.96	50.92
Real Estate Risk Index by Demographic						
Region	Northeast	50.55	45.98	55.11	50.92	50.17
	South	51.52	48.72	54.33	51.32	51.73
	Midwest	46.72	42.77	50.67	46.02	47.42
	West	54.03	51.06	57.00	54.78	53.27
Age	18 to 34	57.72	55.13	60.30	57.30	58.14
	35 to 54	52.62	48.88	56.36	53.40	51.85
	55 plus	43.91	40.16	47.66	43.62	44.20
Income						
	Under $20,000	58.13	57.71	58.56	58.53	57.74
	$20,000 to just under $40,000	56.88	52.82	60.95	56.12	57.65
	$40,000 to just under $60,000	50.45	45.26	55.65	50.80	50.11
	$60,000 to just under $80,000	48.34	46.06	50.63	49.72	46.96
	$80,000 to just under $100,000	43.35	36.11	50.60	42.97	43.74
	$100,000 to just under $120,000	48.48	46.99	49.97	48.14	48.81
	$120,000 to just under $150,000	39.91	37.20	42.62	41.23	38.60
	$150,000 and above	40.30	37.23	43.37	39.66	40.95
Home						
	Own	44.88	41.88	47.88	44.51	45.25
	Rent	59.27	55.56	62.97	59.82	58.71

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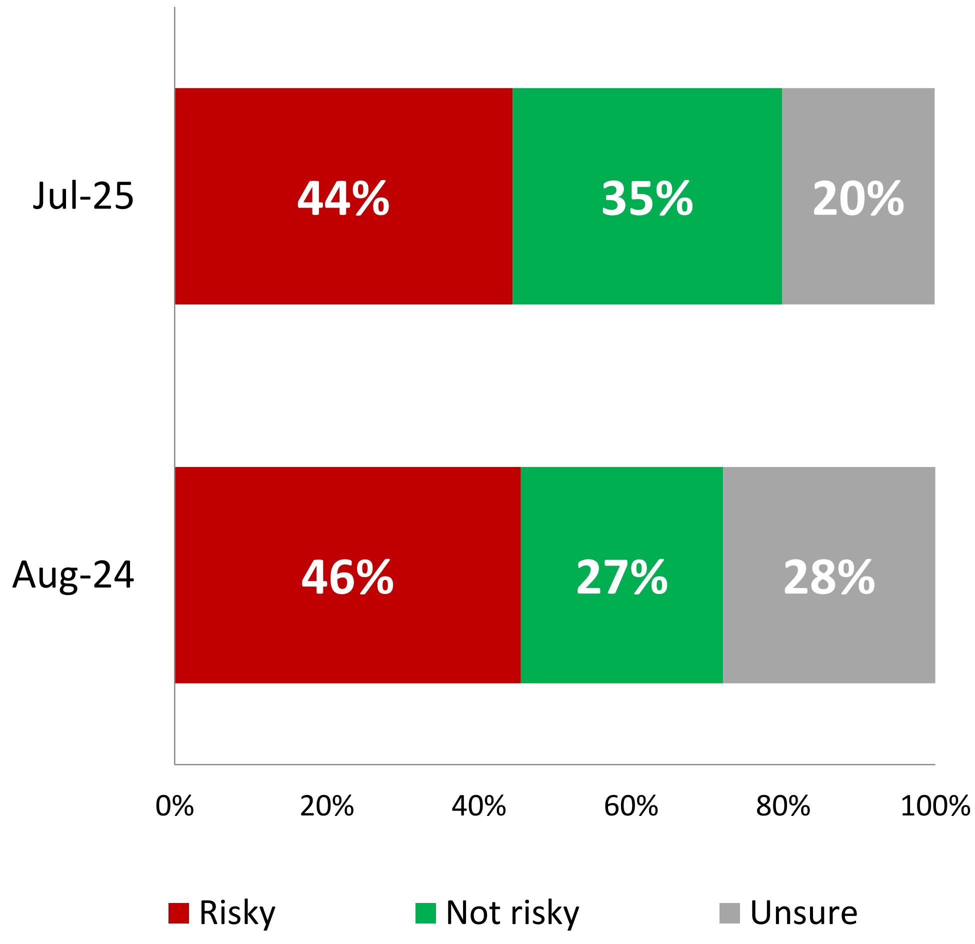
Financial risk of purchasing a home today



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Risky

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	Renters (n=519)	Owners (n=845)
44.2%	43.3%	40.6%	49.9%	52.7%	38.2%

Men (n=635)	Women (n=776)	18 to 34 (n=226)	35 to 54 (n=492)	55 plus (n=696)
41.3%	47.5%	51.4%	47.7%	35.9%

Not risky

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	Renters (n=519)	Owners (n=845)
32.3%	36.0%	39.9%	33.2%	24.4%	43.8%

Men (n=635)	Women (n=776)	18 to 34 (n=226)	35 to 54 (n=492)	55 plus (n=696)
40.3%	30.9%	33.1%	32.0%	40.6%

Q – Is purchasing a home today in your neighborhood a risky or not risky financial decision?

Source: Nanos conducted an online representative survey of 1,414 Americans, 18 years of age or older, between July 27th and 30th, 2025.

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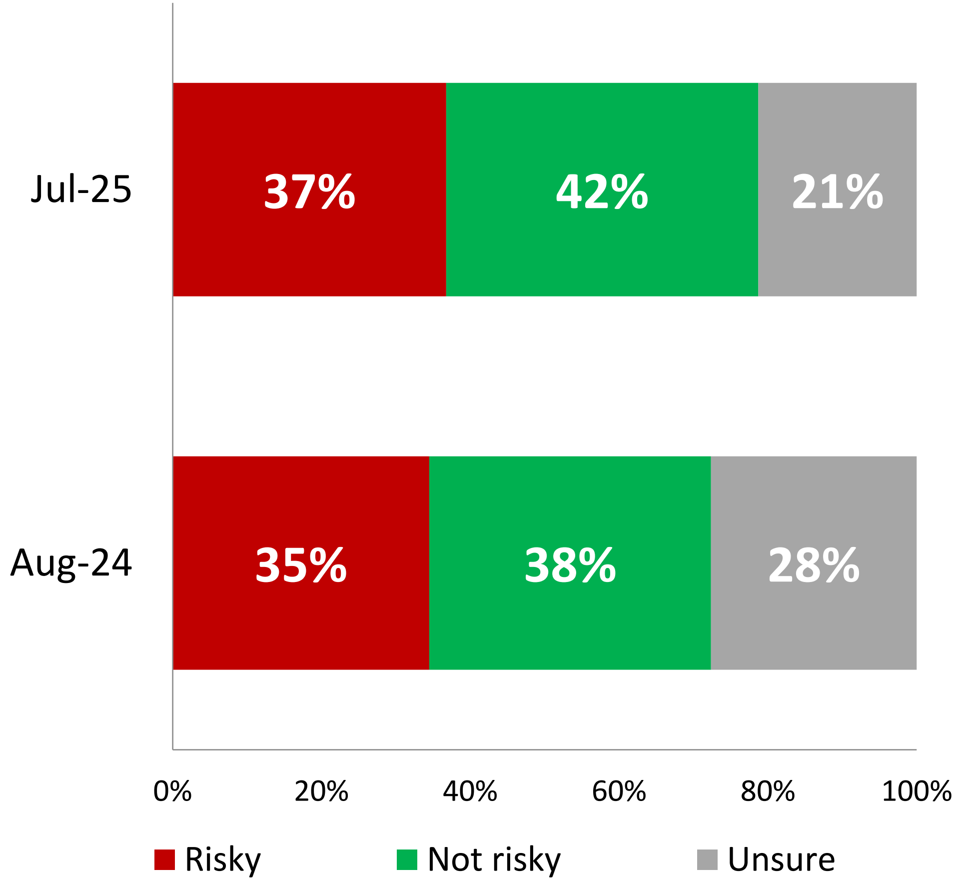
Financial risk of selling a home today

Q – Is selling a home today in your neighborhood a risky or not risky financial decision?



Risky

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	Renters (n=519)	Owners (n=845)
34.0%	**37.8%**	**31.7%**	**41.7%**	**41.8%**	**33.8%**

Men (n=635)	Women (n=776)	18 to 34 (n=226)	35 to 54 (n=492)	55 plus (n=696)
35.4%	**38.1%**	**45.6%**	**37.6%**	**28.9%**

Not risky

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	Renters (n=519)	Owners (n=845)
42.3%	**39.8%**	**48.3%**	**39.3%**	**30.8%**	**50.2%**

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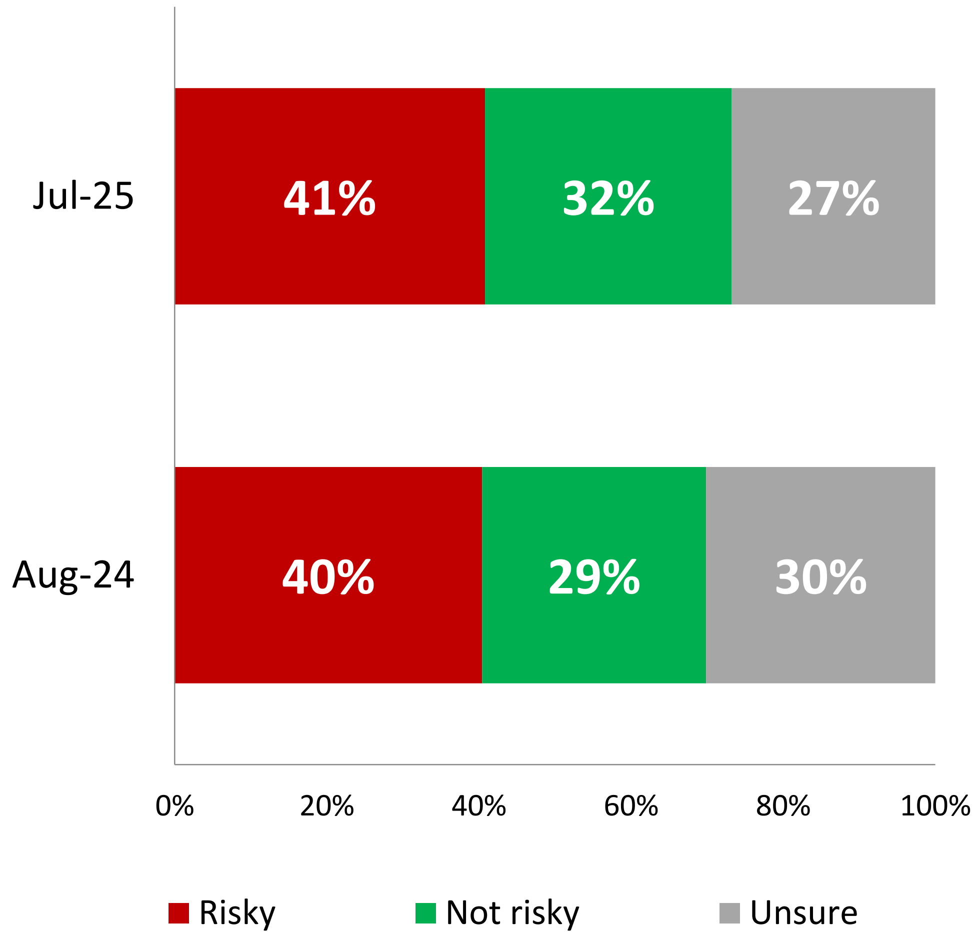
Financial risk of purchasing a home in the future



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Risky

Northeast (n=249)	South (n=578)	Midwest (n=298)	West (n=289)	Renters (n=519)	Owners (n=845)
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38.3%	26.9%	28.1%	31.8%	36.5%

Q – Will purchasing a home in your neighbourhood in six months be a risky or not risky financial decision?

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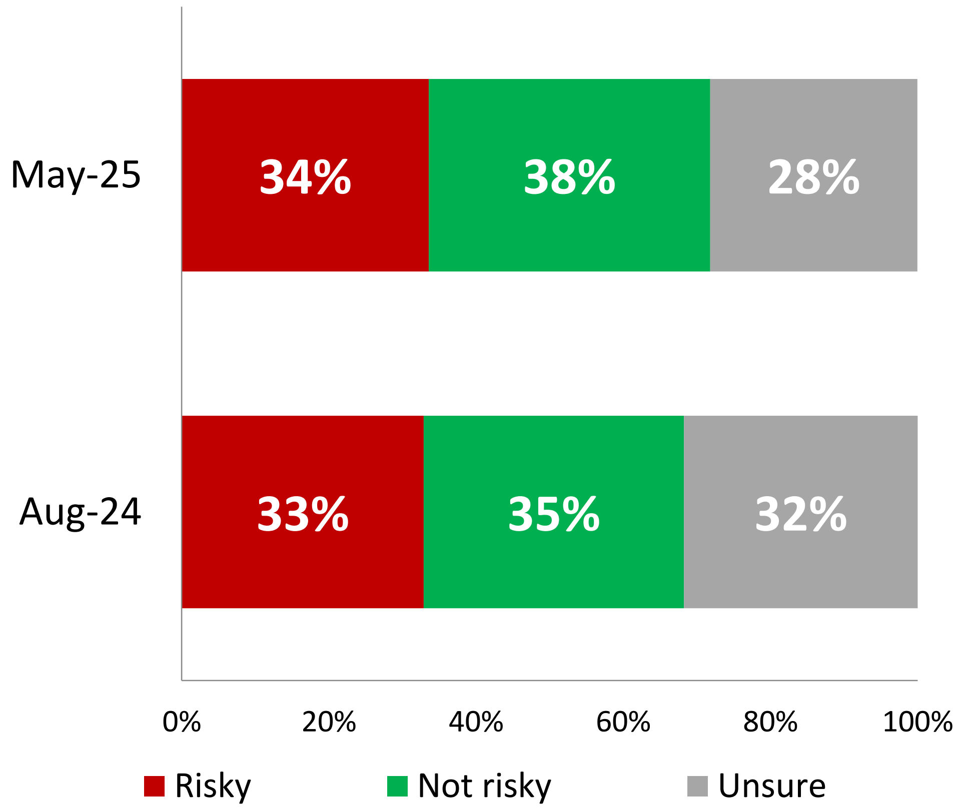
Financial risk of selling a home in the future

Q – Will selling a home in your neighbourhood in six months be a risky or not risky financial decision?



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Men (n=635)	Women (n=776)	18 to 34 (n=226)	35 to 54 (n=492)	55 plus (n=696)	
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Source: Nanos conducted an online panel survey of 1,414 Americans, 18 years of age or older, between July 27th and 30th, 2025.

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METHODOLOGY

Nanos conducted a representative non-probability online survey of 1,414 Americans, 18 years of age or older, between July 27th and 30th, 2025. The sample is geographically stratified to be representative of America.

A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of 1,414 respondents would have a margin of error of ±2.6 percentage points, 19 times out of 20.

The research was commissioned and conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,414 Americans
Source of Sample	QuestMindshare
Type of Sample	Representative non-probability
Margin of Error (for a comparative probability sample)	For comparison purposes, a probability sample of 1,414 respondents would have a margin of error of ±2.6 percentage points, 19 times out of 20.
Mode of Survey	Online survey
Sampling Method Base	Non-probability
Demographics (Captured)	America; Men and Women; 18 years or older. Zip code was used to validate geography.
Demographics (Other)	Age, gender, region and home ownership.
Field Dates	July 27th to 30th, 2025.
Language of Survey	The survey was conducted in English.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2020) and the sample is geographically stratified to ensure a distribution across all regions of the United States. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2020) and the sample is geographically stratified to be representative of the United States.
Estimated Response Rate	Not applicable
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Data Tables	By region, age and gender By home ownership and renting

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Any questions?

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