Consumers Continue to See Homes as a Safe, High Potential Investment

Using the National Housing Survey®, our Economic and Strategic Research (ESR) Group once again asked consumers about the safety and potential of different investment types, including homes, stocks, bonds, and savings accounts. The latest results were consistent with the ESR Group’s previous decade of research on the subject.

Consumers continue to see homeownership as an excellent investment: A majority believe buying a home combines the safety of a savings account with the potential of stocks.

Consumers reported their top lifestyle and financial benefits to homeownership vs. renting:

**Top lifestyle benefits**
- **91%** Having control over what you do with your living space
- **90%** Having a sense of privacy and security
- **89%** Having a good place for your family or to raise your children

**Top financial benefits**
- **88%** Saving for retirement
- **87%** Having the best investment plan

Hear more from our research team, or read the full findings of our Survey.

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