

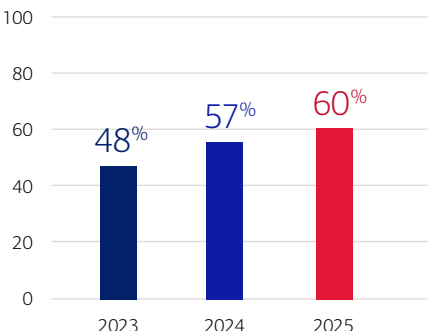
2025 Homebuyer Insights Report

Mixed Market Signals Leave Homebuyers Uncertain

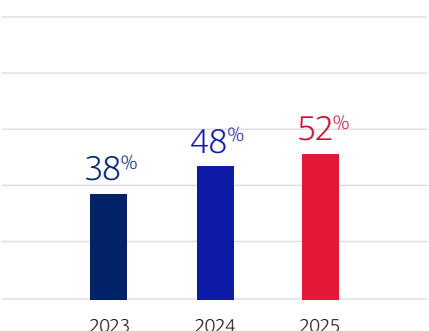
Uncertainty about the housing market is at its highest point in three years, but many buyers are cautiously optimistic about market improvements.



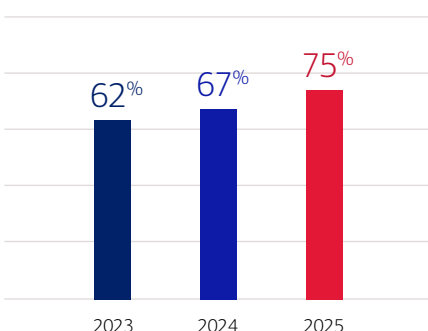
Current homeowners and prospective buyers who say they can't tell whether it's a good time to buy a home or not:



Prospective homebuyers who believe the homebuying market is better now than it was a year ago:



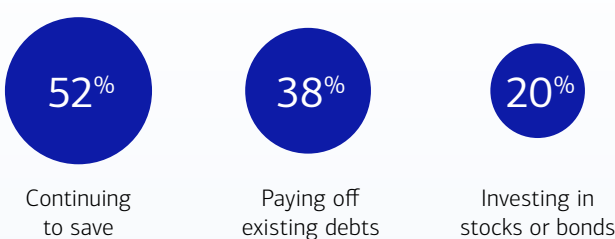
Prospective homebuyers who say they expect prices and interest rates to fall and are waiting until then to buy a new home:



Of those who have delayed purchasing a home, prospective buyers identified the top three factors that would make them more comfortable purchasing a home sooner:



While they delay their purchases, prospective buyers identified the top three actions they are taking with the funds they had saved for a home:

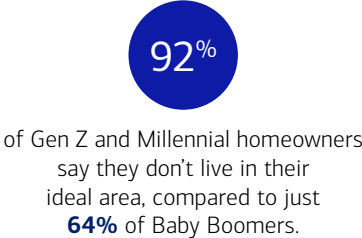
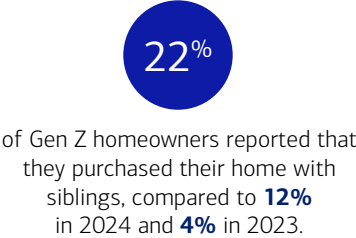


“The uncertainty among homebuyers is real, but so is their resilience. Buyers are navigating a complex environment with rising costs, fluctuating rates, and mixed signals, but many are still planning ahead. They may be waiting for the right moment, but they're not standing still. **They're building credit, saving for down payments, and paying attention to the market so they can buy when the time is right for them.**”

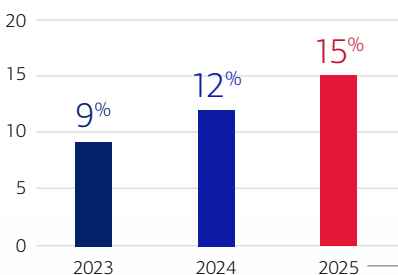
MATT VERNON
Head of Consumer Lending

Gen Z and Millennials Sacrifice to Achieve

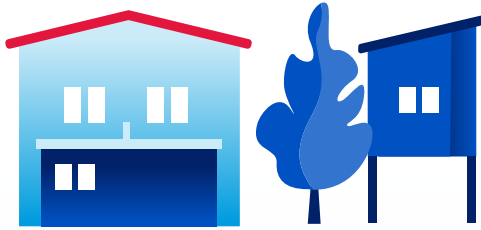
Despite financial hurdles, the dream of homeownership remains a powerful motivator for Gen Z and Millennials, who are making sacrifices in the present to prioritize the long-term financial security a home can provide. **In 2025:**



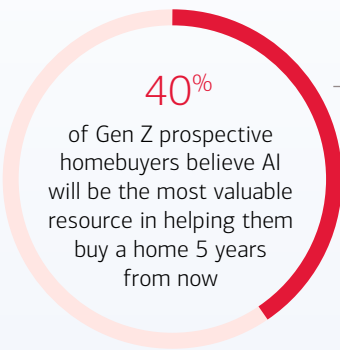
Prospective homebuyers who plan to pay for their down payment with a loan from parents or family:



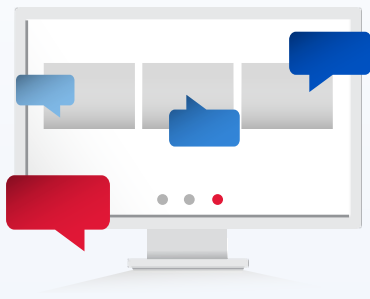
21% of Gen Z prospective homebuyers plan to **rely on family loans** for a down payment



Gen Z sees AI emerging as a tool to help navigate some of the challenges of buying a home:

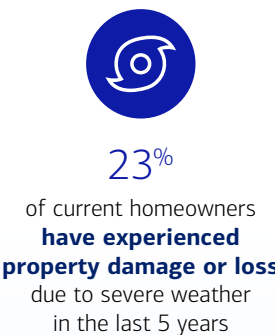
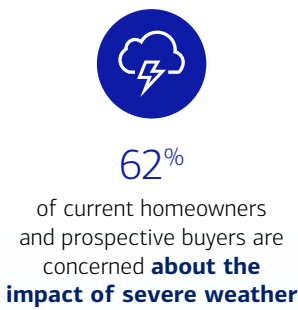


Compared to:
31% of millennials
30% of Gen X
21% of Baby Boomers



Severe Weather is Top of Mind for Homebuyers

Current homeowners and prospective buyers alike are paying close attention to the risks of severe weather as they plan for the future or prepare their current homes.



“Severe weather is a growing reality that's influencing homeownership decisions across the country. Prospective buyers and homeowners alike are **factoring weather considerations into where they live, how much they're willing to spend, and what steps they need to take to protect their investment.**”

MATT VERNON
Head of Consumer Lending



Methodology: Sparks Research conducted a national online survey on behalf of Bank of America between March 20 and April 22, 2025. A total of 2,000 surveys (1000 homeowners / 1000 renters) were completed with adults 18 years old or older who make or share in household financial decisions and who currently own a home/previously owned a home or plan to own a home in the future. The margin of error is +/- 2.2 percent at the 95 percent confidence level. Select questions allowed respondents to choose more than one answer, resulting in responses that may equate to more than 100 percent.

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