

Views on Investors & Corporations Buying Housing

National Public
Opinion Research
Results Overview



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Methods

Opinion research data for this study was gathered through a combination of 1,144 live telephone interviews and online surveys conducted with U.S. adults 18 years of age and older who had valid residential landline or cellular telephone numbers, using a representative national sample.

The overall estimated margin of sampling error is +/- 2.89 percent, based on a confidence level of 95 percent, although it varies for each individual question. This means that if this study were repeated, 95 times out of 100 the results would be within plus or minus 2.89 percent of those provided herein.

The interviews & surveys were completed during the period of January 22, 2026 through January 27, 2026.

Some adjustments were made to weight the results toward estimates of demographic and geographic characteristics of the U.S. adult population in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages.

Like all polls, opinion research data for this study is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias.

Due to computational rounding, not all results add up to 100 percent.

Permission is granted for distribution to share this information with any interested parties.

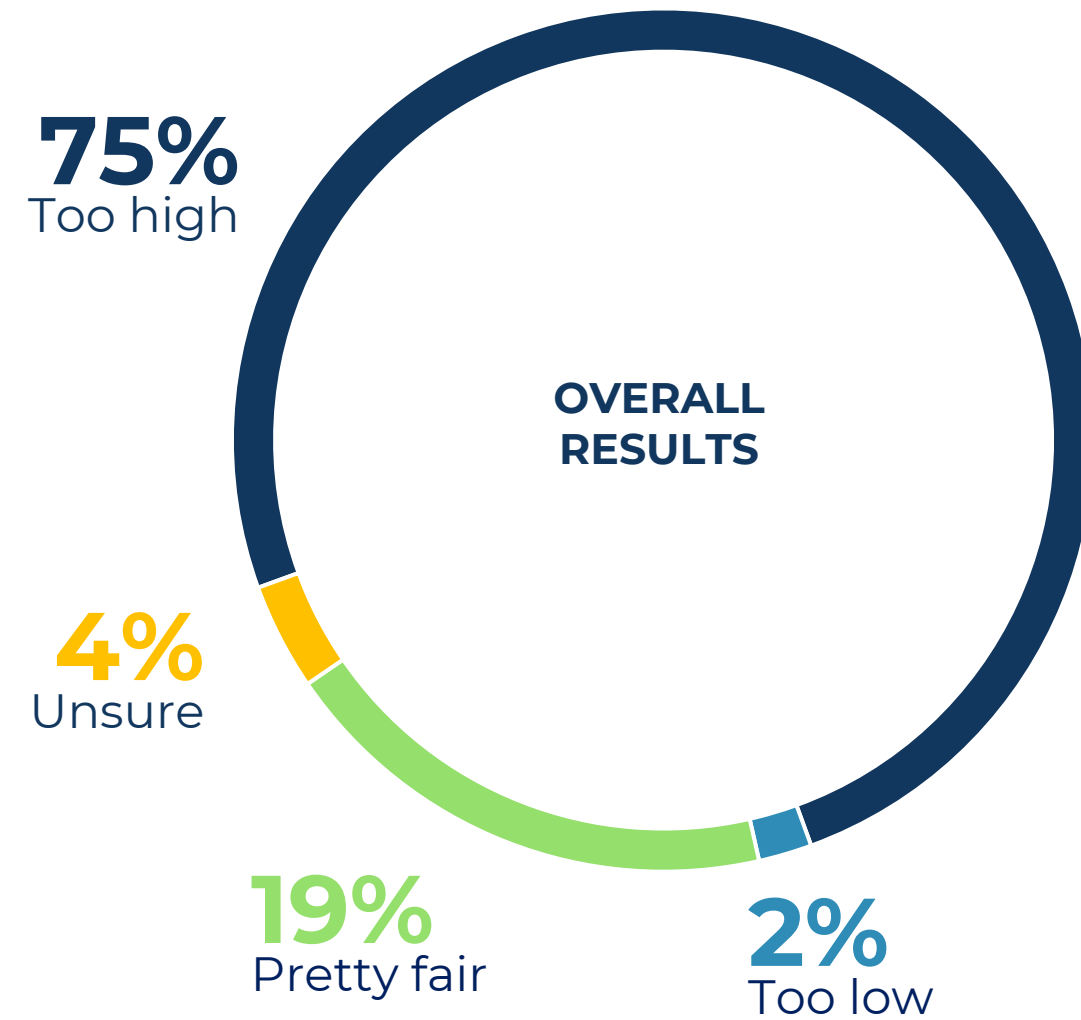


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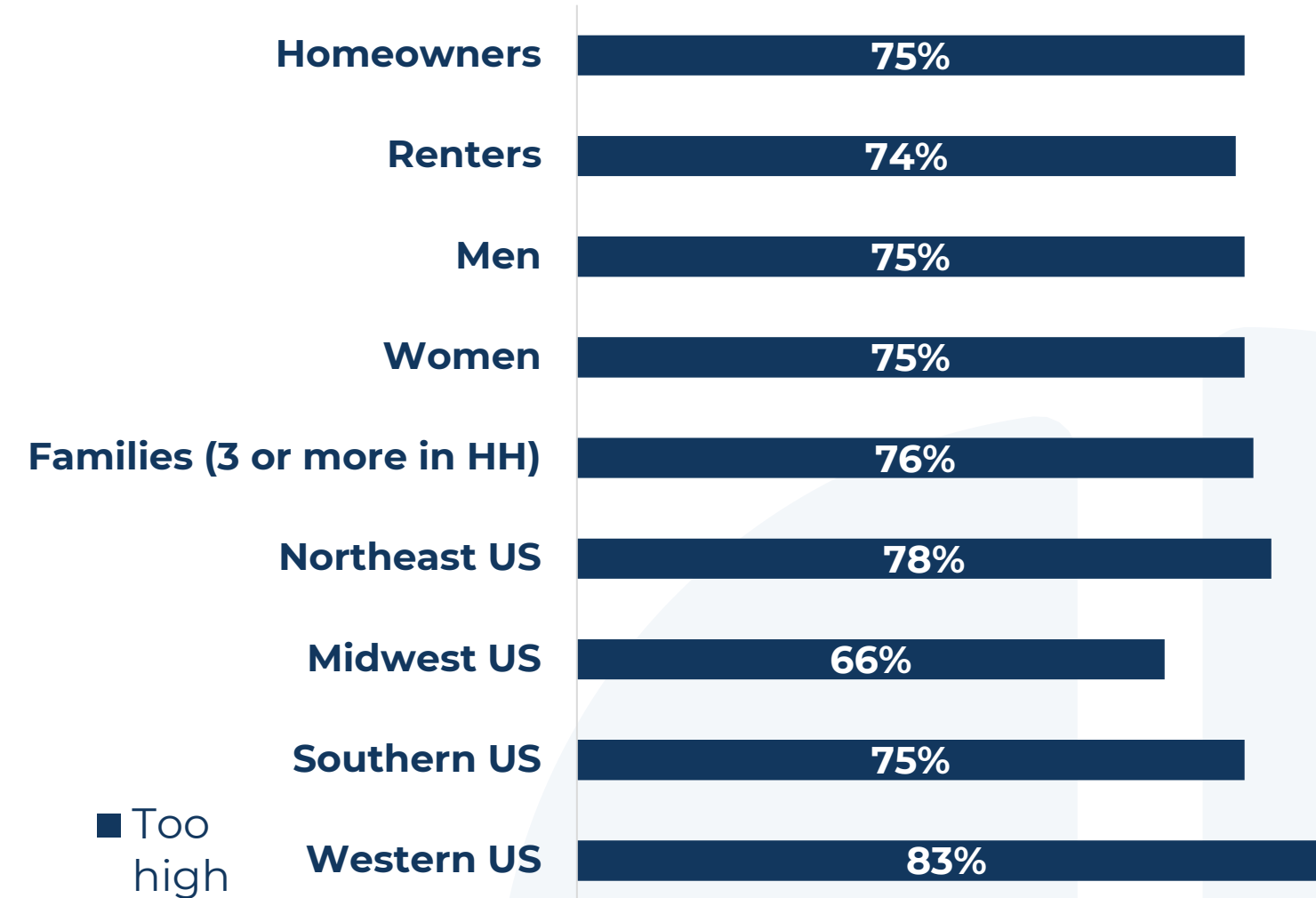


Housing Costs



With three-quarters of Americans saying costs are too high, concerns about being able to afford housing are an extant issue weighing heavily on the minds of the broad socio-economic spectrum of the American public. Attainability is the lens through which housing and growth policies and decisions are being viewed at this time

SELECT SUB-GROUP RESULTS



Generally speaking, do you think the cost of housing in your area is too high, mostly pretty fair or too low?

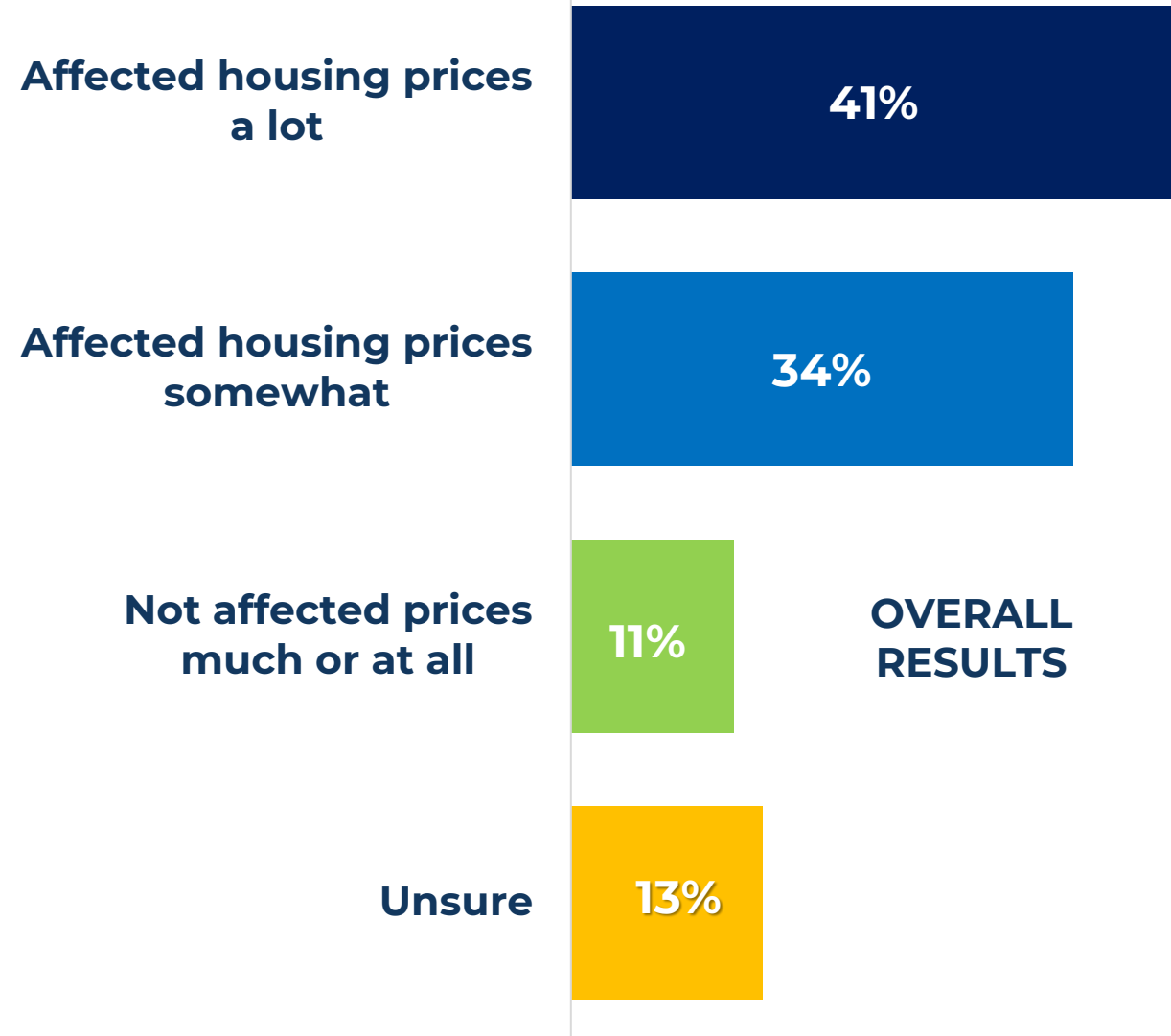


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Investor Buying



OVERALL RESULTS

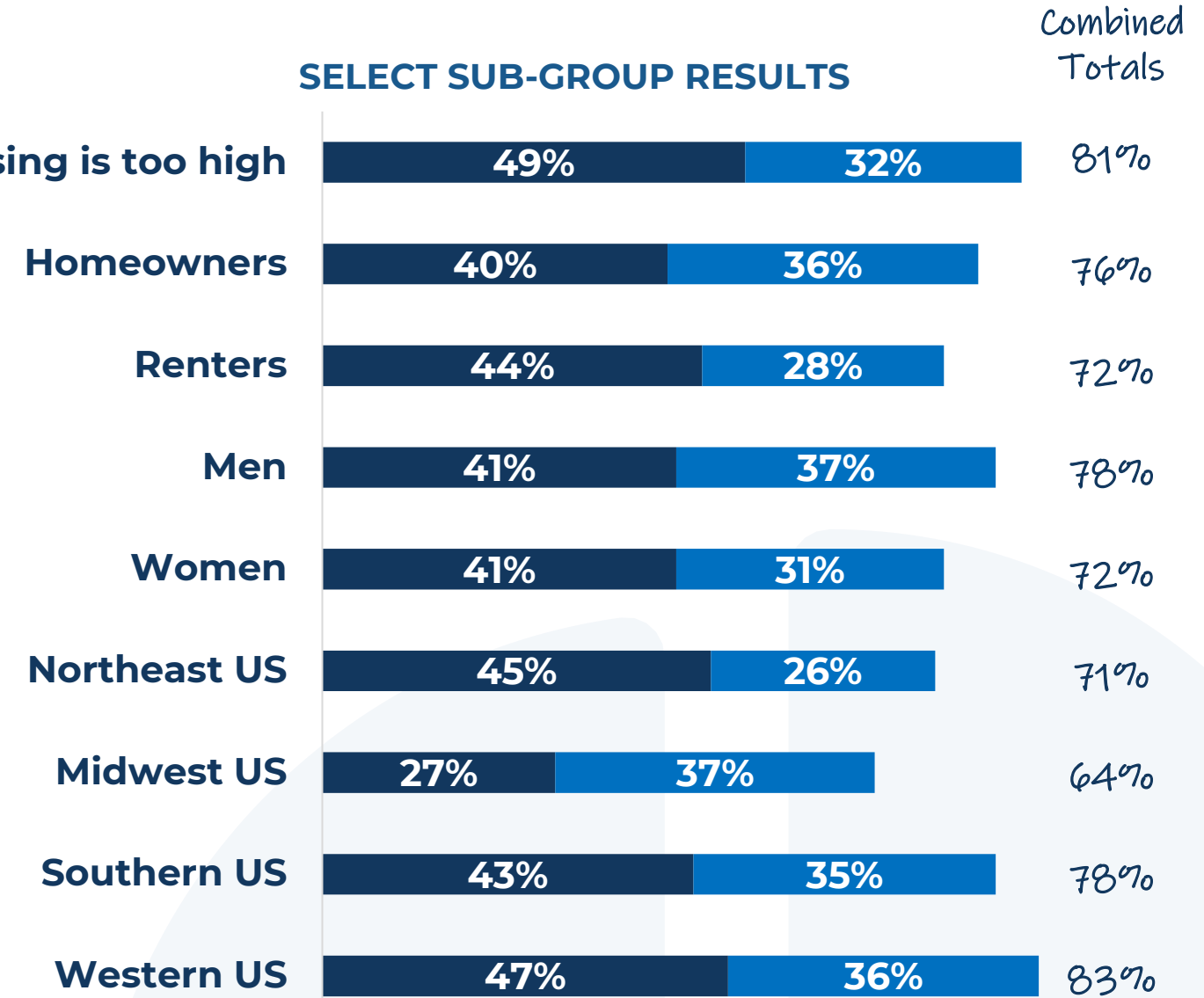
Feel cost of housing is too high

75% combined total think investor buying has affected housing prices

- Affected housing prices a lot
- Affected housing prices somewhat

While interest rates and local government policies – e.g. zoning regulations – are viewed as likely culprits, investor buying has emerged as a contributing factor that has exacerbated the problem of housing costs & attainability, and become, frankly, an easy and unsympathetic target for policymakers seeking solutions

SELECT SUB-GROUP RESULTS



Looking at a specific aspect, how much do you think that homebuying by investors and corporations as investments to rent or re-sell to prospective homebuyers has caused the cost of housing to increase in your area?



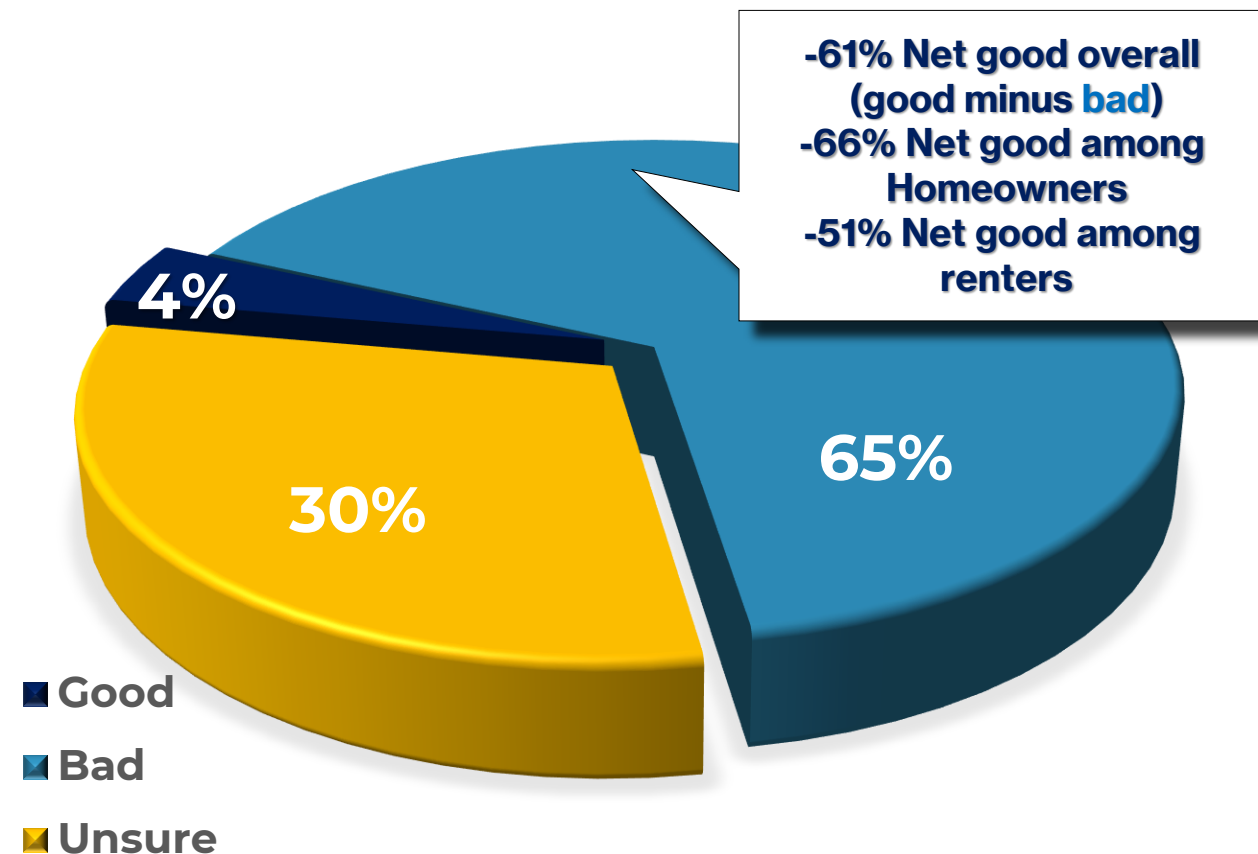
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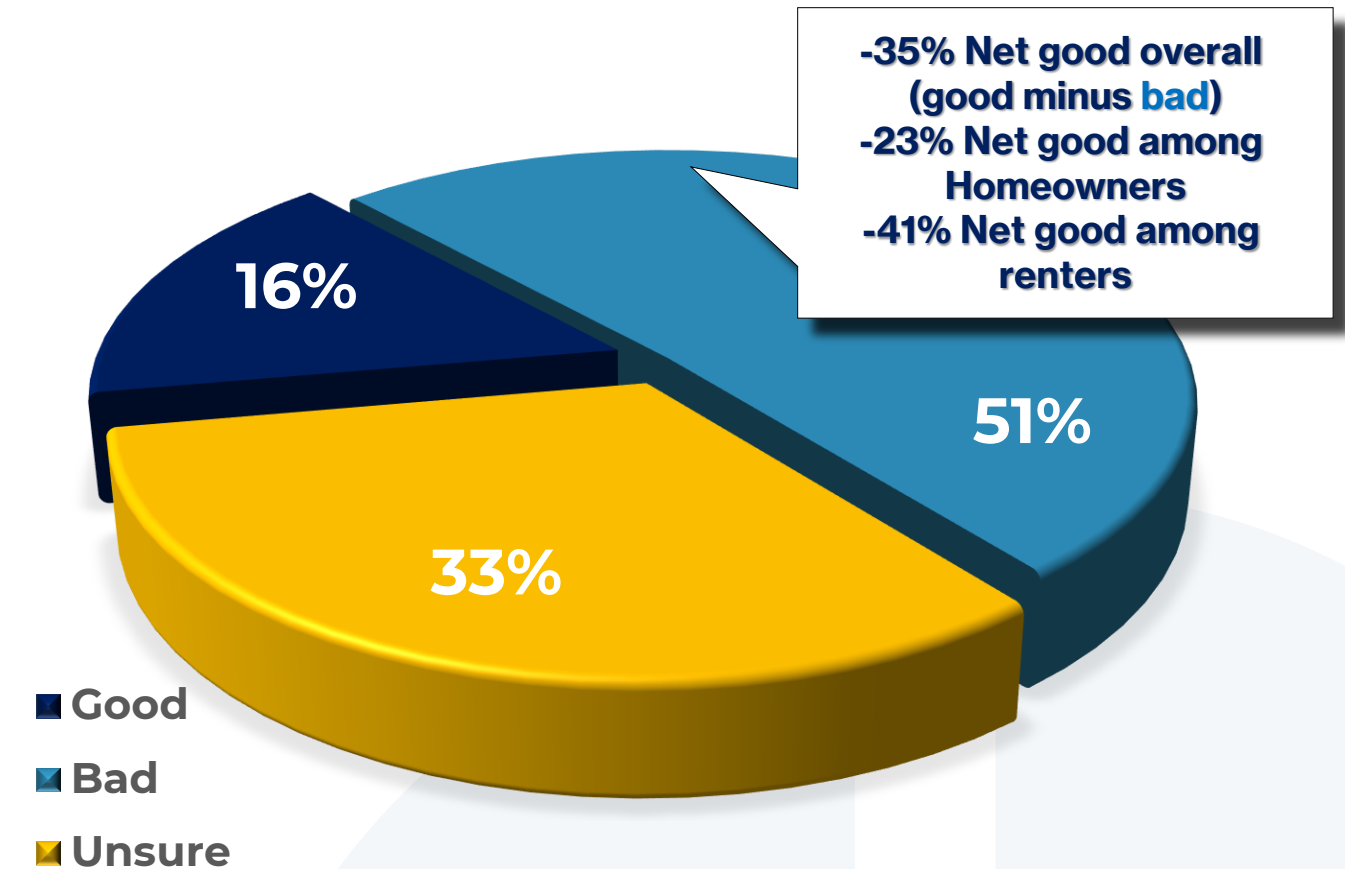
Effect of Investor Buying

SPLIT
SAMPLE
TESTING *



Overall, has homebuying by investors and corporations as investments generally been good or bad for home buyers who are trying to buy homes they can afford?

Investor buying is viewed as decidedly bad for buyers, who likely see investors as unwelcome competition, but even homeowners who could benefit when they sell their homes appeared squeamish about the idea, suggesting that there may be more than practical economics affecting views of this trend



Overall, has homebuying by investors and corporations as investments generally been good or bad for home sellers who are seeking the best prices for their homes?

* **SPLIT SAMPLE TESTING EXPLAINED:** Respondents were randomly assigned to receive one of the two different versions of the question about the same concept, in order to test for differences based on the wording of the questions or the scope of inquiry.



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Investor Buying Closely Examined

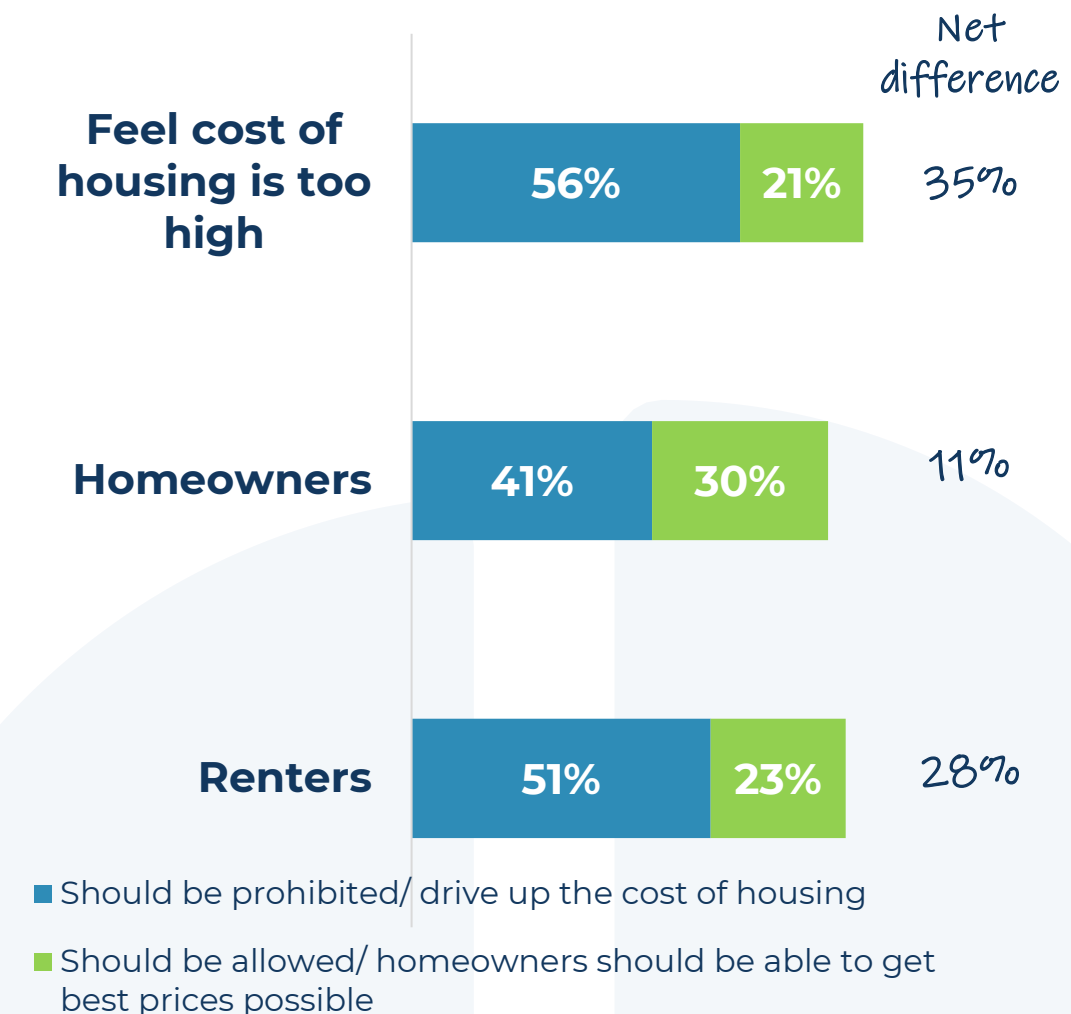
The juxtaposition of perfunctory policy implications did little to change views of investor buying among the lion's share of the public, but homeowners expressed some ambivalence, which suggests that a sharper contrast between the two disparate outcomes could create more politically-charged polarization as debate about the practice of investor buying unfolds

51% Some people say investors and corporations should be prohibited from buying housing for investments to rent or re-sell to prospective homebuyers because they drive up the cost of homes by competing with home buyers who cannot afford to outbid them...

22% Other people say that investors and corporations should be allowed to buy housing for investments because homeowners should be free to sell to whomever they want to get the best prices possible when they sell their homes....

27% Unsure

SELECT SUB-GROUP RESULTS



Looking more closely at investors and corporations buying housing as investments to rent or re-sell to prospective homebuyers, which opinion comes closest to yours?



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About Paul Fallon & Fallon Research



Fallon Research & Communications, Inc. is led by **Paul Fallon**, who is a public opinion researcher & political

pollster for home builder associations, REALTOR® organizations, public school districts, teacher & labor unions, architecture & engineering firms, levy & bond issue committees, interest groups, PACs, public agencies and trade associations. He also conducts voter, member and citizen satisfaction studies for governments, industry & labor groups and political campaigns.

Fallon Research & Communications, Inc. conducts telephone interviews, digital surveys, mixed-mode studies and online and in-person focus group testing and also performs other forms of data-gathering. The company provides specialty services, such as ad testing and bilingual Spanish-language interviewing.

Among his areas of specialization, Paul works extensively in the fields of land use, housing, housing finance and zoning referenda & entitlement matters.

Prior to starting Fallon Research, Paul completed a 3-year stint as the director of public opinion research for the National Association of Home Builders in Washington, D.C. He was responsible for opinion research and political polling for a highly successful ballot issue management program that resulted in numerous successes in campaigns at the state, county and local level. Although based in Florida & Ohio, the company has worked in 42 different U.S. states.

He is a member of the National Association of Home Builders through his local chapter in Florida.

Paul can be reached at 614-341-7005 or Paul@FallonResearch.com.



Questions?

Contact Fallon Research at:
(800) 676-3996 • **fallonresearch.com**
Florida (813) 283-2665
Ohio (614) 341-7005
Washington, DC (202) 263-7292

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