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Daily Insights

More Americans favor buying a home over renting

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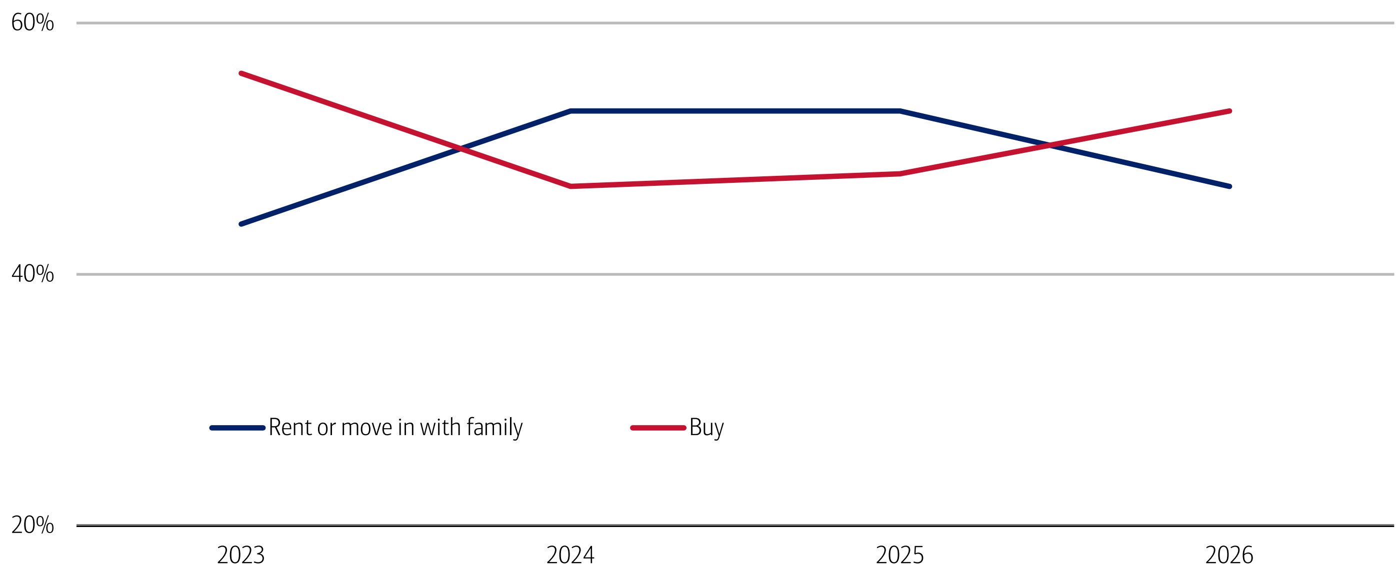
According to the 2026 Homebuyer Insights Report, more than half of respondents say it's better to buy a home than to rent or move in with family

% of respondents who think it's better to buy a home versus rent or move in with family



Source: 2026 Bank of America Homebuyer Insights Report

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For the first time since 2023, more consumers say it's better to buy a home in the current market. According to the latest Bank of America Homebuyer Insights Report, 53% of respondents now favor buying over renting or moving in with family (47%).

Even as attitudes shift, prospective buyers increasingly cite affordability as the top barrier to homeownership, with 58% pointing to expensive home prices (versus 46% in 2025) and 47% pointing to high interest rates (versus 40% in 2025). Still, intent to purchase a home is rising with 90% of respondents noting that a home is a strong investment, up from 79% last year.

Methodology

Sparks Research conducted a national online survey on behalf of Bank of America from April 13 to May 10, 2026. A total of 2,000 surveys (1,000 homeowners / 1,000 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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Disclosures

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