



# Press Release

## Most Home Owners Say They Considered the Tax Implications of Owning a Home Before Deciding to Buy

### Similar Proportions Also Factored in Such Costs When Setting a Budget for How Much They Would Spend on a Home

**Washington, DC, May 17, 2018** — Findings from the latest Ipsos study on behalf of Zillow, the Zillow Metropolitan Housing Study, are now available. The study reveals that most home owners are conscious of the tax implications of purchasing/owning a home, with many keeping these in mind at the time of purchase (69%). Among all respondents (home owners and renters), one third believe that latest changes made to the nation's tax laws by Congress in December 2017 will make it more difficult to buy a home (34%) versus 24% who think these changes will make it easier. Two in five instead believe that the changes made to the nation's tax laws will make it neither easier nor more difficult to buy a home (42%).

- Residents of San Jose (46%), San Francisco (43%), New York (41%) and Seattle (40%) are among those most likely to believe the changes made to the nation's tax laws will make it more difficult for Americans to purchase homes. Renters (38%) also follow this trend, with a greater proportion feeling this way compared to those who already own a home (31%).

### About the Study

These are findings from an Ipsos poll conducted March 16 - 28, 2018 on behalf of Zillow. For the survey, a sample of roughly 10,265 adults from 20 U.S. core-based statistical area (CBSA) metropolitans (Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Los Angeles, Las Vegas, Miami, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Diego, San Francisco, San Jose, Seattle, Tampa, and Washington D.C.) age 18+ was surveyed online in English. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.1 percentage points for all respondents from the 20 U.S. metropolitans and approximately 5.0 percentage points for an individual U.S. metropolitan.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=10,064, DEFF=1.5, adjusted Confidence Interval=2.6) for the combines sample of 20 U.S. metropolitans and approximately (n=500, DEFF=1.5, Confidence Interval=6.5) for individual U.S. metropolitans. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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## About Ipsos

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With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999.

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