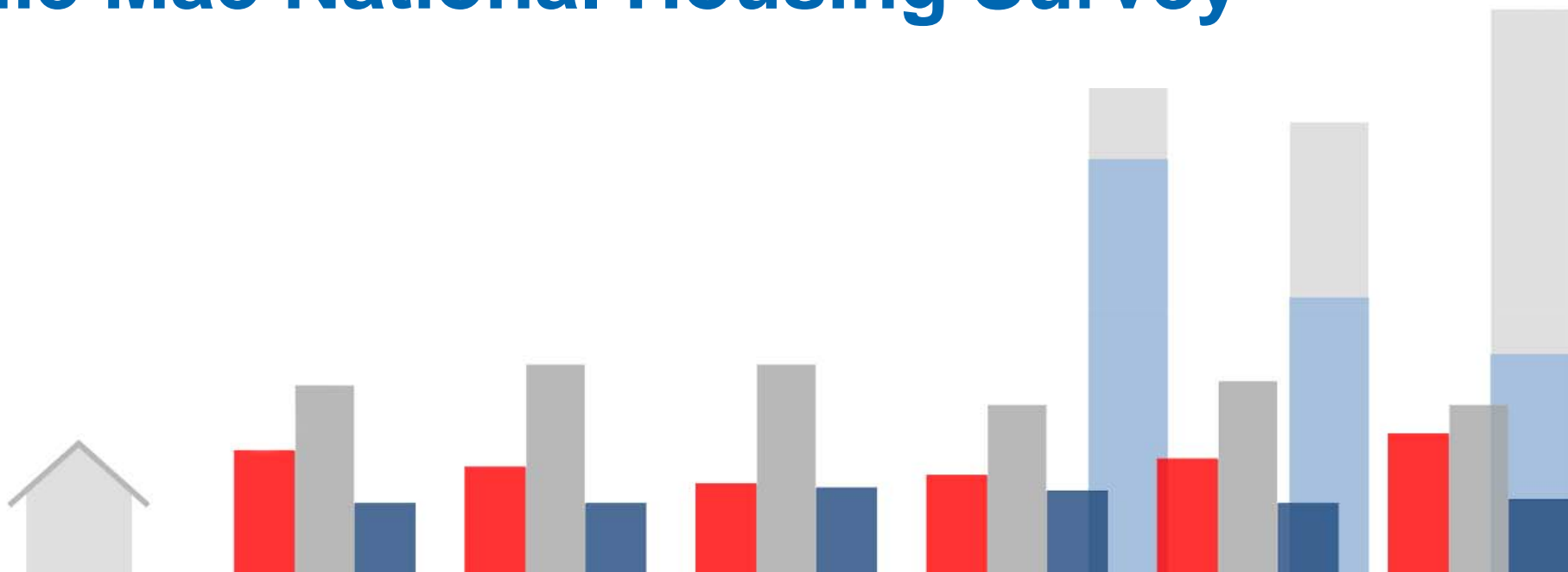


Fannie Mae National Housing Survey



Consumer attitudes: measure current and track change

- Attitudinal Questions
 - State of the country and the economy
 - Household finances
 - Homeownership as an investment and its role in life
 - Comparison of homeownership and renting
 - Knowledge and confidence about the mortgage shopping process
 - Financial and mortgage distress
 - Housing finance system

- Survey to be done on a regular basis

Headlines

- **Majority of Americans Believe Home Prices Have Bottomed**
 - 70% of the General Population believe it is a good time to buy a house, up by 6 percentage points since January 2010
 - Almost 8 in 10 Americans believe home prices either will increase or stay the same over the next year

- **Rents Expected to Increase More than Home Prices**
 - 39% think rental prices will increase over the next 12 months, while 46% think they will stay the same
 - On average, Americans expect home rents to increase by 3.6% over the next year, which is 2.7 percentage points higher than the expected rise in home prices

- **Americans Remain Cautious, with Many Preferring to Rent Now and Buy Later**
 - The number of Americans who would be more likely to rent rather than buy their next home if they were going to move increased from 30% in January 2010 to 33% in July 2010
 - 60% of renters (up by 6 percentage points since January 2010) would be more likely to rent if they were to move, even though 69 percent of renters think it makes more sense to buy a home

- **Mortgage Borrowers and Underwater Borrowers are Less Discouraged About Homeownership, While Delinquent Borrowers and Renters Are More Pessimistic**
 - 74% of Mortgage borrowers and 69% of Underwater borrowers are more likely to say owning a home is a safe investment than Delinquent borrowers (57% and Renters (54%)
 - 83% of Mortgage borrowers and 77% of Underwater Borrowers said they are more likely to buy in the future than rent
 - 37% of Renters and 52% of Delinquent borrowers said they are more likely to buy in the future

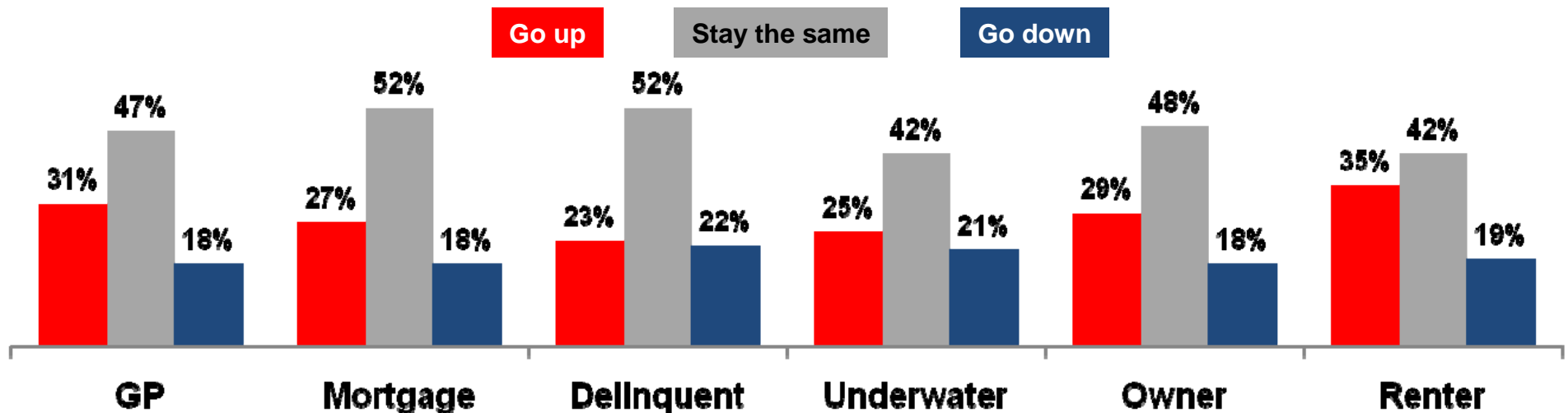
Majority of Americans Believe Home Prices Have Bottomed

- 70% of the General Population believe it is a good time to buy a house, up by 6 percentage points since January 2010
- Almost 8 in 10 Americans believe home prices either will increase or stay the same over the next year

Americans expect a slight rise in home prices over the next year

- 78% of Americans think home prices either will remain the same or will go up over the next twelve months – only 18% expect the prices to go down
 - Renters have the greatest proportion expecting prices to go up and also have the greatest average price gain as measured among those expecting home prices to change either up or down

During the next 12 months, do you think home prices in general will go up, go down, or stay the same as where they are now?



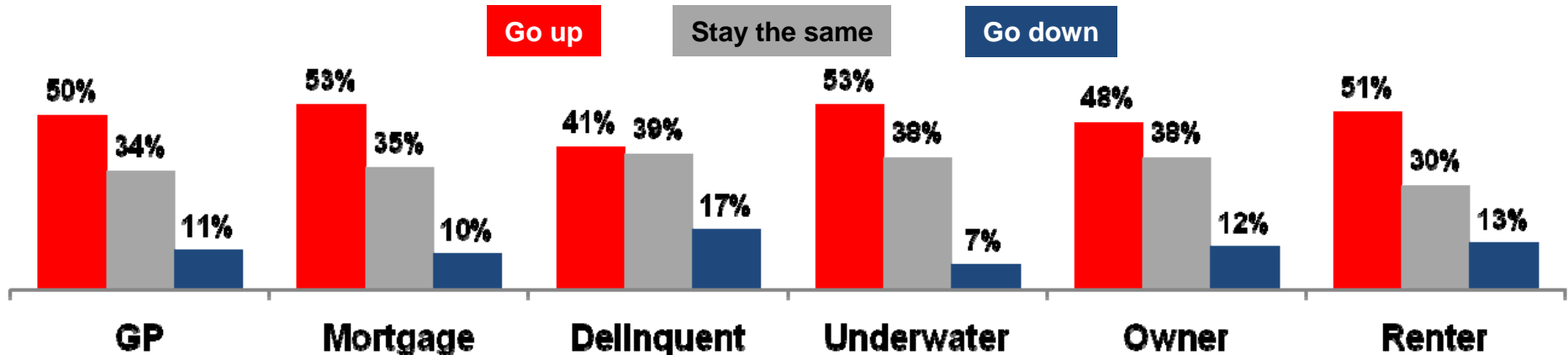
- Respondents who said home prices would go up or go down were asked to estimate by what percent. We calculated an overall average, excluding outliers beyond two standard deviations:

Overall home price change	GP %	Mortgage %	Delinquent %	Underwater %	Owner %	Renter %
	+0.9	+0.6	-0.1	-0.1	+0.1	+1.5

Americans expect home mortgage interest rates to go up rather than down over the next year by a ratio of 5 to 1

- Among the sub-groups, the highest percentages expecting mortgage interest rates to rise over the next 12 months are among Mortgage borrowers and Underwater borrowers
- Delinquent borrowers are more likely than other groups to think rates will remain the same or go down

Over the next year, do you think that home mortgage interest rates in general will go up a lot, will go up a little, will remain about the same, will go down a little, or will go down a lot?



Over the next year, do you think that home mortgage interest rates in general will go up a lot, will go up a little, will remain about the same, will go down a little, or will go down a lot?	GP %	Mortgage %	Delinquent %	Underwater %	Owner %	Renter %
TOTAL GO UP	50	53	41	53	48	51
Rates will go up a lot	8	6	9	7	10	10
Rates will go up a little	42	47	32	46	38	41
TOTAL GO DOWN	11	10	17	7	12	13
Rates will go down a little	10	9	14	6	11	12
Rates will go down a lot	1	1	3	1	1	1
RATES WILL REMAIN ABOUT THE SAME	34	35	39	38	38	30

Good time to buy, bad time to sell a house

- 70% of Americans think it is a *good* time to buy a house, up from 64% in January 2010, and 36% think now is a *very good* time to buy a house
 - More than three-quarters of Mortgage borrowers and Underwater borrowers think it is a *good* time to buy
- 83% of Americans think it is a *bad* time to sell a house
 - 91% of Delinquent borrowers think it is a *bad* time to sell a house, with 67% thinking it is a *very bad* time to do so

In general, do you think this is a very good time to BUY a house, a somewhat good time, a somewhat bad time, or a very bad time to buy a house?	GP %			Mortgage %			Delinquent %		Underwater %		Owner %			Renter %		
	Jul '10	Jan '10	2003	Jul '10	Jan '10	2003	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	2003	Jul '10	Jan '10	2003
GOOD TIME	70	64	66	82	71	75	73	70	76	66	68	62	62	59	58	56
BAD TIME	26	31	26	16	25	21	25	26	22	29	27	31	25	36	36	35

In general, do you think this is a very good time to SELL a house, a somewhat good time, a somewhat bad time, or a very bad time to sell a house?	GP %	Mortgage %	Delinquent %	Underwater %	Owner %	Renter %
	GOOD TIME	15	13	8	13	12
BAD TIME	83	86	91	85	83	78

Fewer Americans consider buying a home a safe investment than in January 2010 or 2003

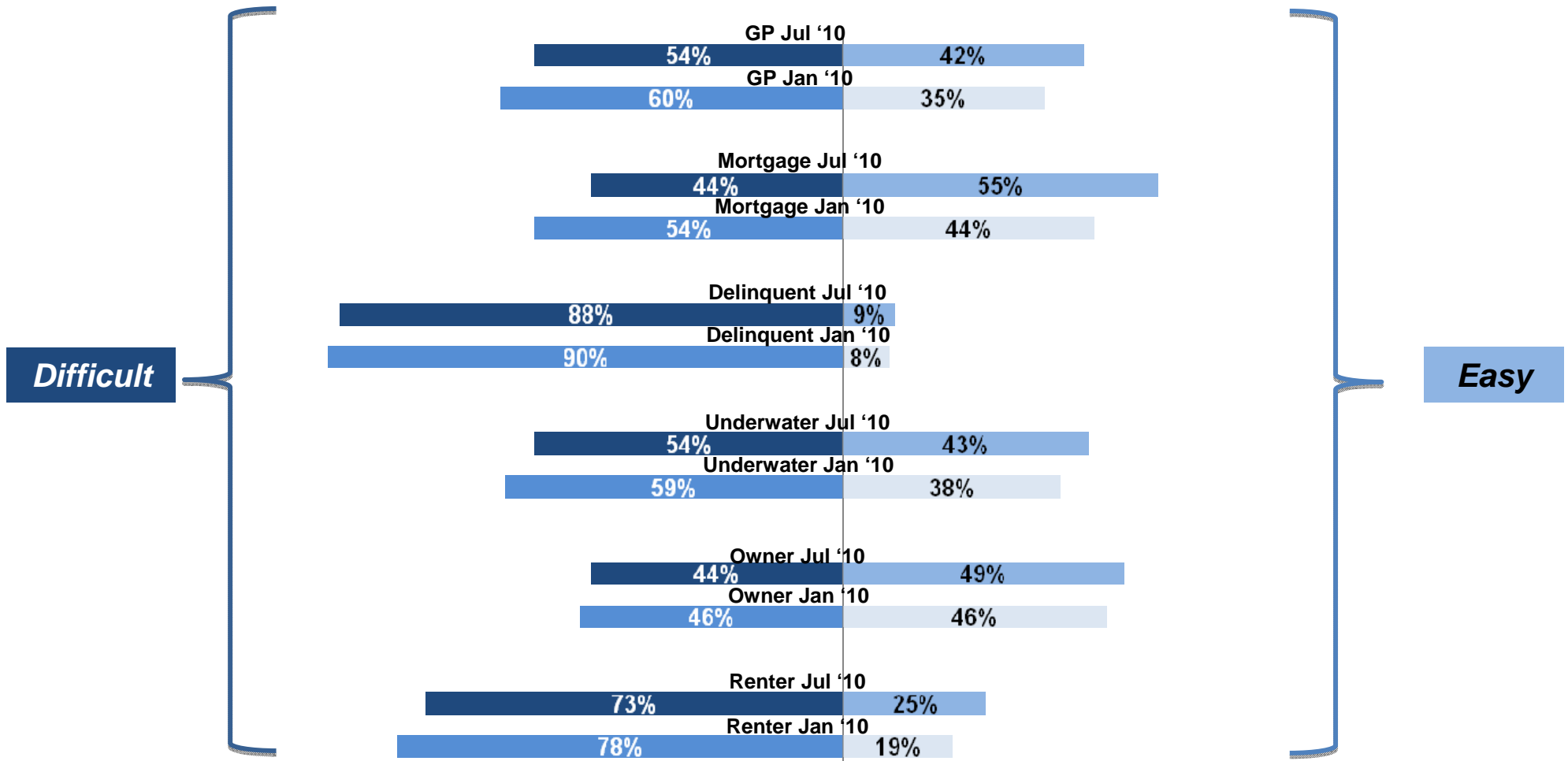
- Although 67% of Americans think buying a house is a safe investment, this is down 3 points from January 2010 and 16 points from 2003 – the largest declines among all tracked alternatives over both timeframes
- The perception that buying a home being is a safe investment has decreased among all sub-groups since January 2010, especially among Delinquent borrowers, Renters, and Underwater borrowers (down by 8, 7, and 6 points, respectively)
- Mortgage borrowers and Owners view purchasing a house as a safer investment than the General Population and the rest of the sub-groups

Do you think this investment is safe or risky?	GP %			Mortgage %		Delinquent %		Underwater %		Owner %		Renter %		
	Showing <i>Safe/Risky</i>	Jul '10	Jan '10	2003	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Putting money into a savings or money market account		76/20	74/20	79/16	82/16	79/16	70/27	73/23	79/20	76/20	73/22	73/22	70/25	71/23
Buying a home		67/30	70/27	83/15	74/23	76/21	57/40	65/31	69/27	75/23	72/24	73/21	54/43	61/37
Putting money into an IRA or 401(k) plan		62/30	63/30	69/22	66/28	67/31	59/36	56/37	61/34	69/30	63/30	61/29	60/33	63/31
Buying an insurance annuity		48/31	50/31	NA	51/27	49/32	42/35	48/32	51/31	48/33	50/31	48/33	45/32	50/28
Buying government or corporate bonds		48/41	50/39	NA	56/34	56/35	48/40	47/38	55/37	54/38	48/38	52/36	40/49	44/44
Investing in a mutual fund		45/39	46/41	53/33	51/35	48/41	42/46	45/41	53/34	50/37	47/41	44/42	38/44	44/41
Buying stocks		15/77	17/76	25/68	16/79	16/79	9/84	12/81	14/81	16/80	18/74	19/72	14/78	18/76

Most Americans think it would be difficult to get a home loan today

- However, this sentiment is waning: 42% of Americans think that it would be somewhat easy or very easy to get a home loan today, up 7 points since January 2010
- The vast majority of Delinquent borrowers continue to believe it would be difficult

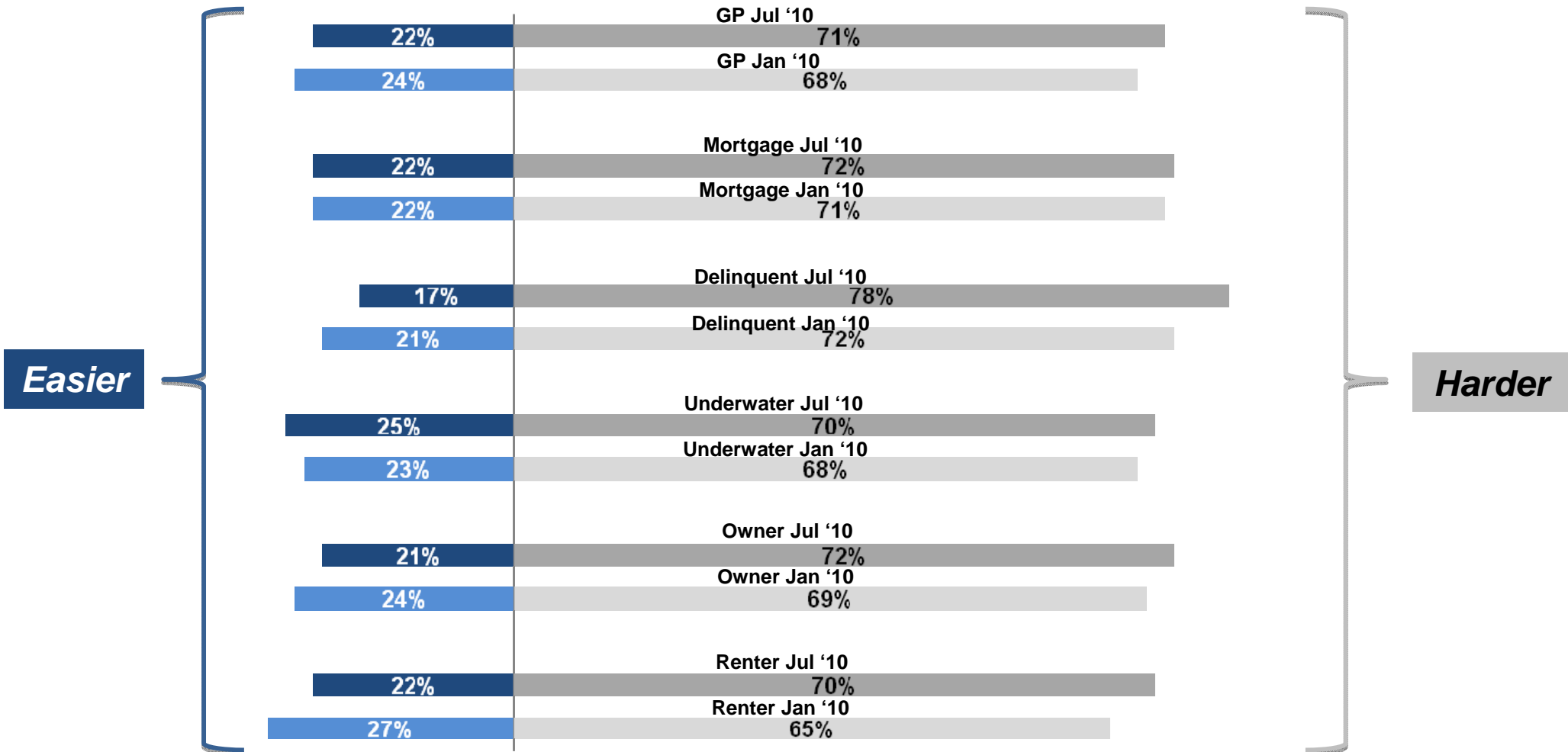
Do you think it would be very difficult, somewhat difficult, somewhat easy, or very easy for you to get a home loan today?



Americans believe that buying a home will be harder in the future

- 71% of Americans think buying a home will be harder for the next generation
- All segments shifted toward *Harder* since January 2010, with the largest changes being among Delinquent borrowers (up by 6 points) and Renters (up by 5 points)

Do you think it will be easier or harder for your children or the next generation in general to buy a home than it is today?



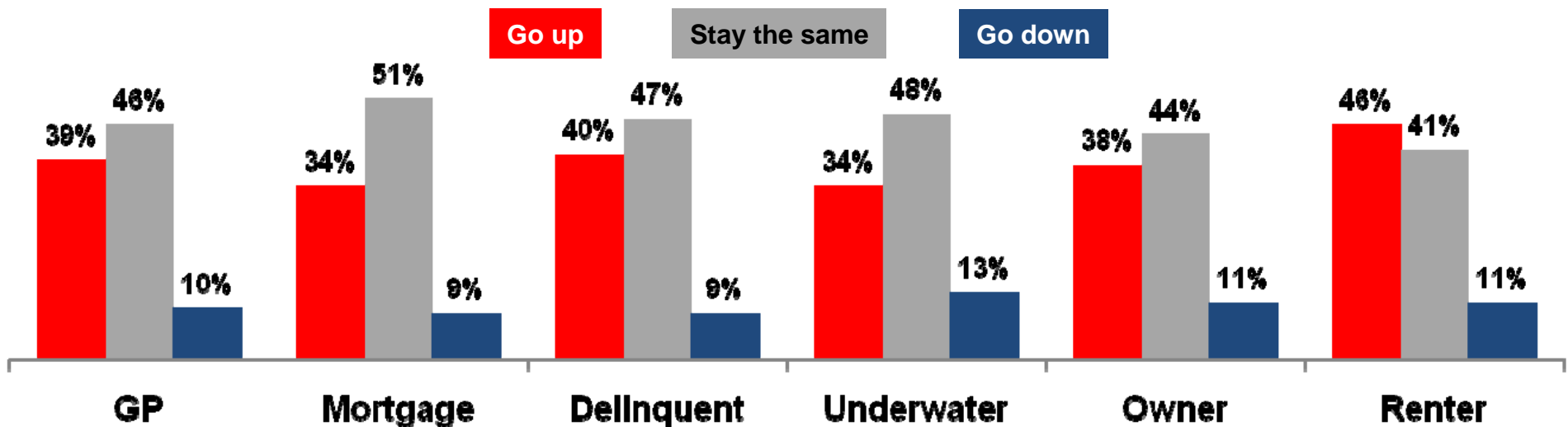
Rents Expected to Increase More than Home Prices

- 39% think rental prices will increase over the next 12 months, while 46% think they will stay the same
- On average, Americans expect home rents to increase by 3.6% over the next year, which is 2.7 percentage points higher than the expected rise in home prices

Americans expect home rental prices to rise more than home prices over the next year

- Over the next year, 39% of Americans expect home rental prices to go up and only 10% expect them to decrease – almost half of Renters expect rental prices to increase
 - Renters had the greatest average price change as measured among those expecting home rental prices to go either up or down, but all sub-groups had increases on this basis

During the next 12 months, do you think home rental prices in general will go up, go down, or stay the same as where they are now?



- Respondents who said home prices would go up or go down were asked to estimate by what percent. We calculated an overall average, excluding outliers beyond two standard deviations:

Overall rental price change	GP %	Mortgage %	Delinquent %	Underwater %	Owner %	Renter %
	+3.6	+2.6	+2.8	+2.3	+3.1	+5.1

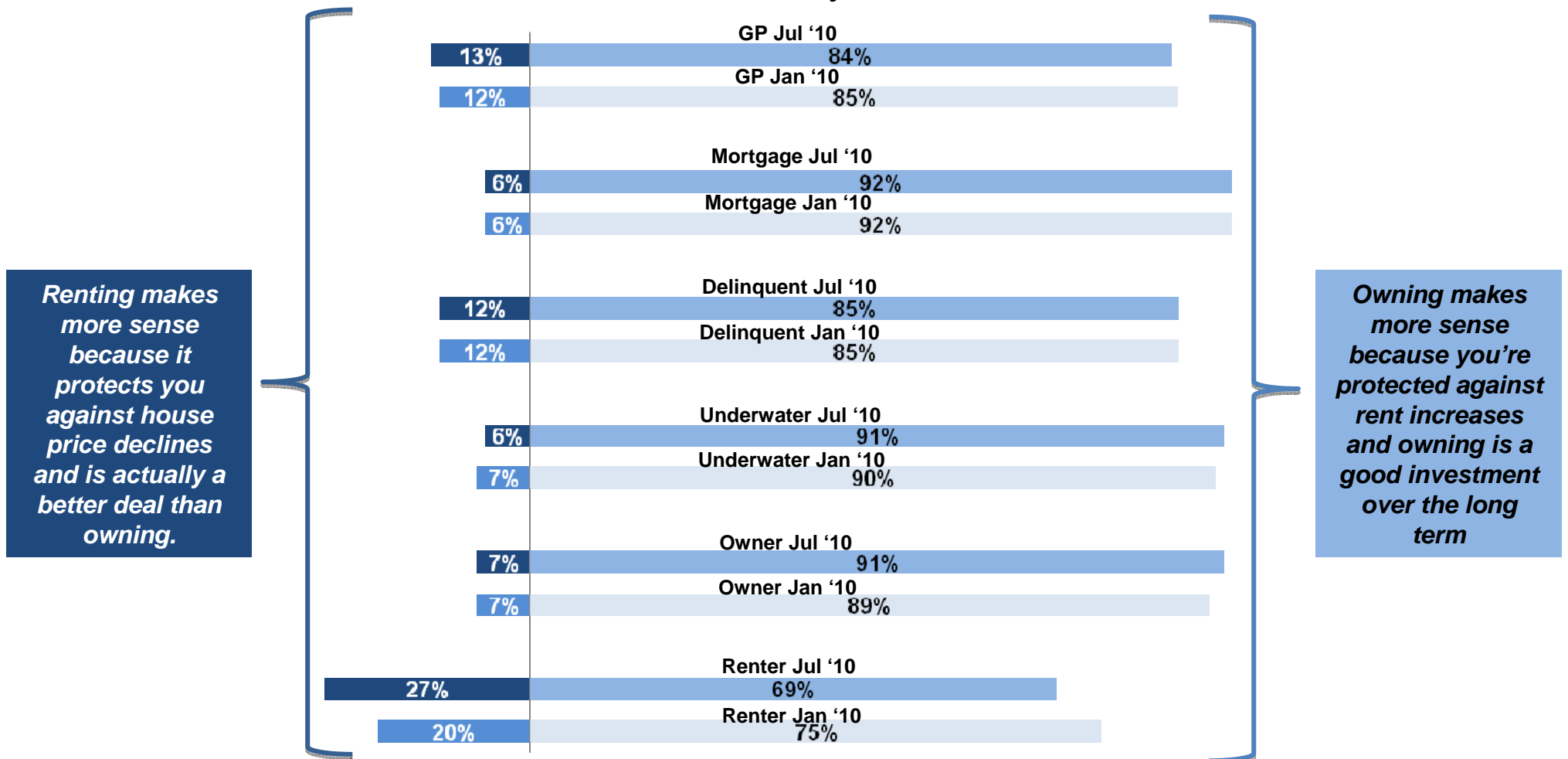
Americans Remain Cautious, with Many Preferring to Rent Now and Buy Later

- The number of Americans who would be more likely to rent rather than buy their next home if they were going to move increased from 30% in January 2010 to 33% in July 2010
- 60% of renters (up by 6 percentage points since January 2010) would be more likely to rent if they were to move, even though 69 % of renters think it makes more sense to buy a home

Owning makes more sense than renting

- Americans overwhelmingly believe that owning makes more sense than renting because of potential rent increases and value appreciation – consistent with January 2010
 - This is true of Renters as well, although there is a 6 point decrease since January 2010
 - Mortgage borrowers have a strong preference for owning, including Underwater borrowers

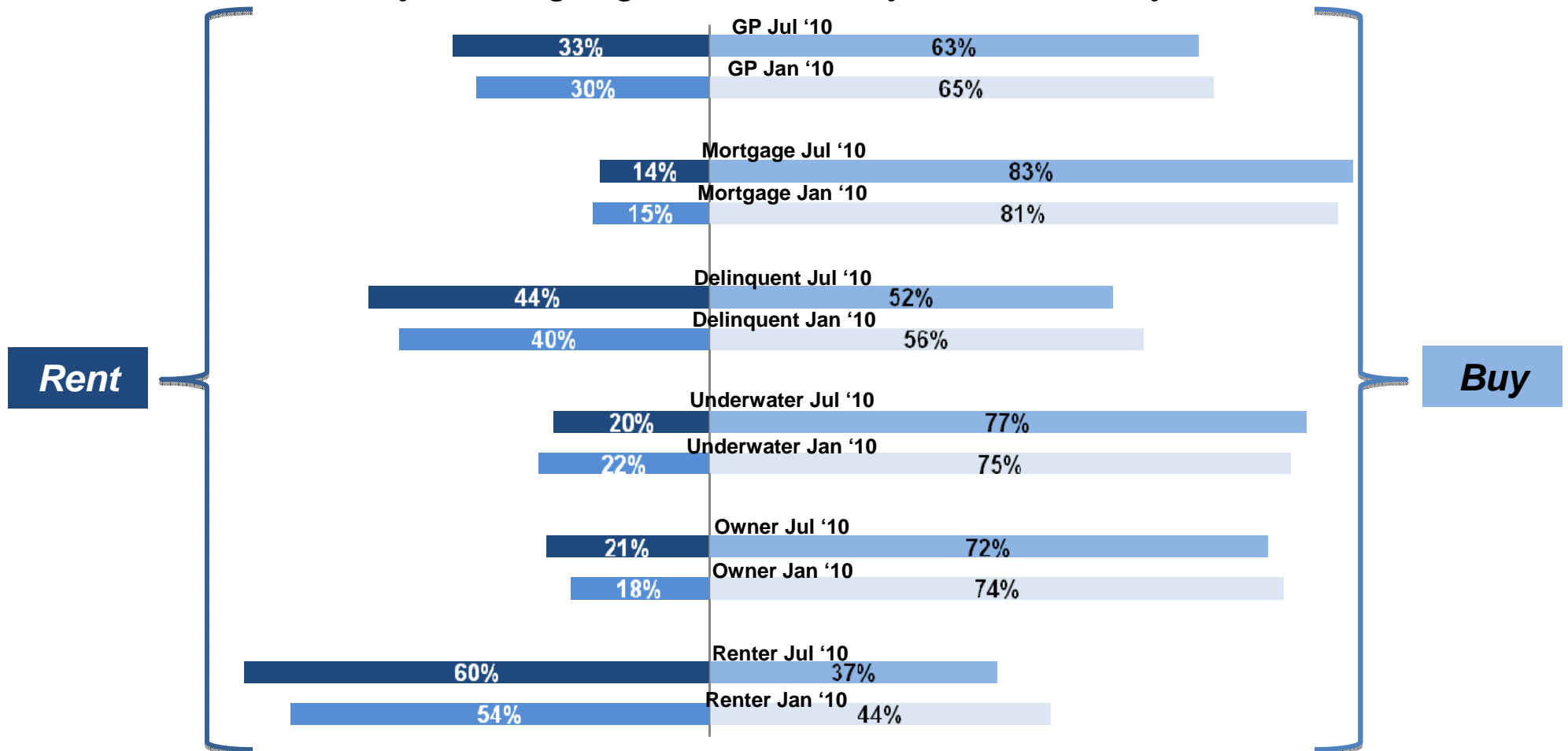
Which is closer to your view?



More Americans say they would rent their next home

- Consistent with the belief that owning is preferable to renting, almost 2 in 3 Americans say they would buy a house if they were going to move, but the number of potential renters has increased by 3 points since January 2010
 - Renters shifted the most, with 60% more likely to continue renting in the case of a move – up from 54% in January 2010

If you were going to move, would you be more likely to:



Education, safety most important considerations in home purchase

- Non-financial considerations, such as accessing good education and safety, continue to trump financial reasons for owning a home, although reasons for homeownership in general have degraded since January 2010 among Delinquent borrowers and Renters

Is this a major reason, minor reason, or not a reason at all to buy a home? <i>Showing Major reason</i>	Non-financial Reason				Financial Reason							
	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10
It means having a good place to raise children and provide them with a good education	79	80	82	80	75	83	83	75	80	82	74	78
You have a physical structure where you and your family feel safe	78	79	81	81	75	79	84	81	79	82	75	75
It allows you to have more space for your family	72	-	74	-	73	-	75	-	71	-	70	-
It gives you control over what you do with your living space, like renovations and updates	70	71	76	72	66	67	76	71	72	73	62	70
Paying rent is not a good investment	62	63	71	72	61	66	71	69	61	63	55	54
Buying a home provides a good financial opportunity	59	-	62	-	56	-	64	-	60	-	56	-
It allows you to live in a nicer home	59	-	61	-	56	-	64	-	60	-	58	-
Owning a home is a good way to build up wealth that can be passed along to my family	58	61	51	54	56	61	55	55	60	64	64	66
It is a good retirement investment	58	60	55	55	54	59	55	51	59	65	60	61
It allows you to live in a more convenient location that is closer to work, family, or friends	54	-	55	-	50	-	52	-	59	-	49	-
It allows you to select a community where people share your values	52	51	55	49	54	56	56	41	58	61	44	47
Owning a home provides tax benefits	45	47	48	51	51	58	48	50	44	45	44	45
Owning a home gives me something I can borrow against if I need it	33	35	28	30	34	41	30	30	36	39	35	37
It's a symbol of your success or achievement	31	-	25	-	34	-	36	-	32	-	35	-
It motivates you to become a better citizen and engage in important civic activities, such as voting, volunteering, and contributing to charities	29	30	26	25	31	36	30	26	37	39	25	28

Perceived barriers to buying a house

- Poor credit remains the top reason given by Renters for not buying a home, followed closely by purchase/upkeep affordability, and not a good time economically to buy a home
 - The importance of the top three reasons given for not buying changed materially as perceived barriers since January 2010 in the \$25k-\$50k income segment
 - Since January 2010, African-Americans increasingly believe it is cheaper to rent than to own (up 10 points) and desirable to rent for mobility flexibility (up 8 points)

IF RENTER OR BOARDER: Is this a major reason you have not bought a house, minor reason, or not a reason at all? <i>Showing major reason</i>	Renter % *N=900		Hispanic % N=233		African-American % N=200		<\$25k % N=458		\$25k-\$50k % N=296		\$50k-\$100k % N=184		\$100k+ % N=40	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
You don't have good enough credit for a mortgage	52	54	52	55	53	59	62	63	53	45	47	45	42	47
You don't think you can afford the purchase or upkeep of a home	50	47	46	43	43	42	59	55	54	41	39	39	38	35
You don't think it's a good time economically to buy a home	47	41	50	52	48	40	53	46	48	38	33	31	21	25
It is cheaper per month to rent than to buy	39	30	36	39	35	25	43	35	31	25	34	26	24	23
You don't think you will be in a certain area for an extended period of time	36	34	30	33	32	23	38	33	36	34	37	43	40	41
Purchasing a home makes you feel like you will have limited flexibility in your future choices.	28	23	27	28	26	22	28	27	27	19	26	20	23	27
You don't want to be concerned with doing the upkeep	26	21	26	29	20	16	26	24	23	18	20	19	16	20
You'd rather use the money for other investments than a home	26	21	28	23	20	16	27	25	30	18	25	16	26	23
The process of buying a home seems too complicated	24	25	34	44	19	22	29	29	19	26	11	15	8	11
You can live in a better neighborhood by renting	21	17	25	29	16	13	22	17	19	16	16	17	18	23

Majority of Renters believe owning a home would require great financial sacrifice

- 80% of Renters think they would have to make a financial sacrifice in order to own a home, with 55% thinking it would require *a great deal* of sacrifice
- Even for Renters in the \$50k to \$100k income bracket, 48% think that owning a home would require *a great deal* of financial sacrifice

IF RENTER OR BOARDER: How much financial sacrifice would you have to make to own your home?	Renter %	Hispanic %	African-American %	<25k %	25k-50k %	50k-100k %	100k+ %
TOTAL SACRIFICE	80	85	84	83	80	80	70
A great deal	55	61	59	66	53	48	36
Some	25	24	25	17	27	32	34
TOTAL NO SACRIFICE	18	13	15	13	16	20	30
Not very much	11	7	10	7	10	13	15
None at all	7	6	5	6	6	7	15

Majority of American homeowners are making financial sacrifice to own their home

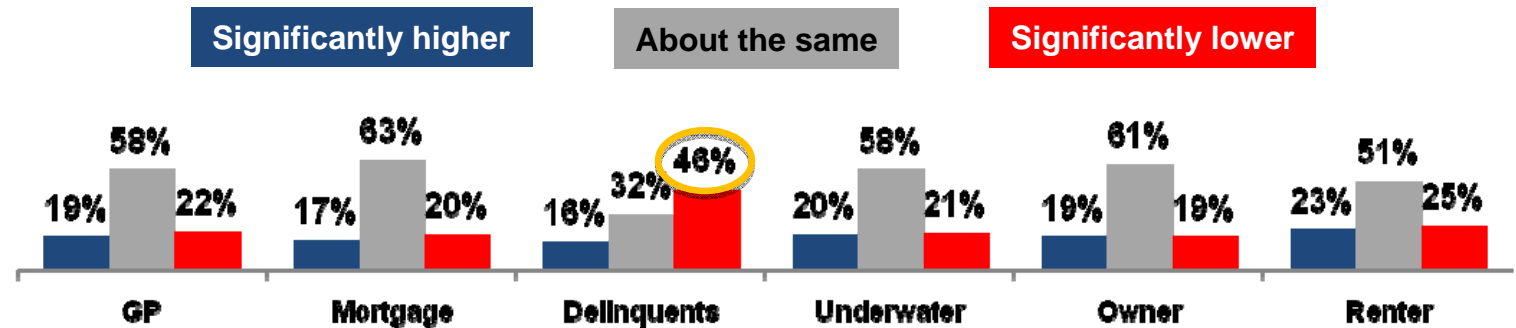
- While the percentage of Mortgage borrowers saying they are making a financial sacrifice to own their home is up slightly since January 2010, the proportion claiming to be making a *great deal* of financial sacrifice is down 4 points to 23%
- Since January 2010, fewer Underwater borrowers believe that homeownership requires a financial sacrifice, but more Delinquent borrowers believe so with 69% believing it entails a *great deal* of sacrifice

IF OWNER OR MORTGAGE BORROWER: How much financial sacrifice would you say you are making to own your home?	Mortgage %		Delinquent %		Underwater %		Owner %	
	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10
TOTAL SACRIFICE	67	65	90	87	67	71	44	47
A great deal	23	27	69	68	32	35	18	20
Some	44	38	21	19	35	36	26	27
TOTAL NO SACRIFICE	33	34	10	12	33	28	54	52
Not very much	22	22	6	7	21	15	22	22
None at all	11	12	4	5	12	13	32	30

Over last year, income was flat to down and expenses were flat to up for most Americans

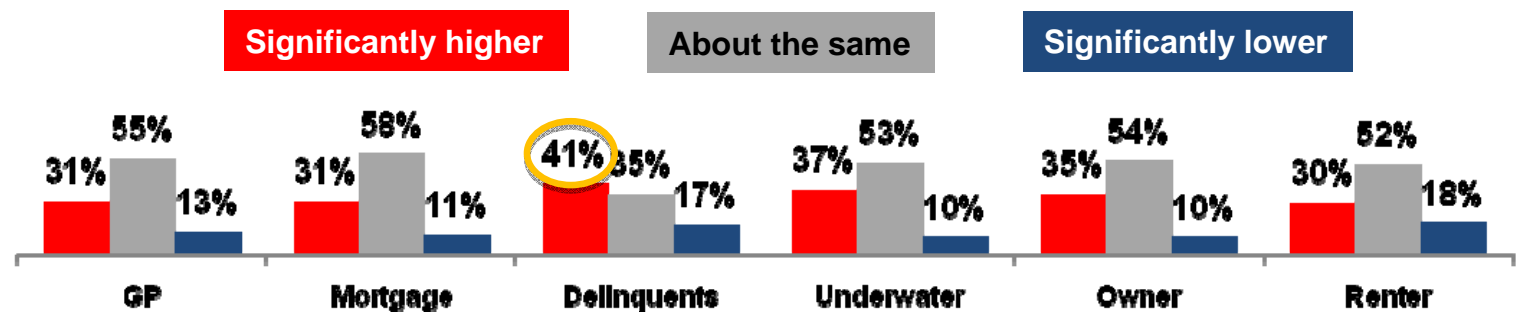
- Almost 6 in 10 Americans claim that their monthly household income has remained about the same
 - Roughly equal proportions say their income has declined as say it has increased
 - 46% of Delinquent borrowers say their income has declined significantly

How does your current monthly household income compare to what it was twelve months ago? Would you say it is:



- 3 in 10 Americans report that their monthly household expenses have increased significantly over the last year
 - Between 30% and 41% of each sub-group report significantly higher expenses

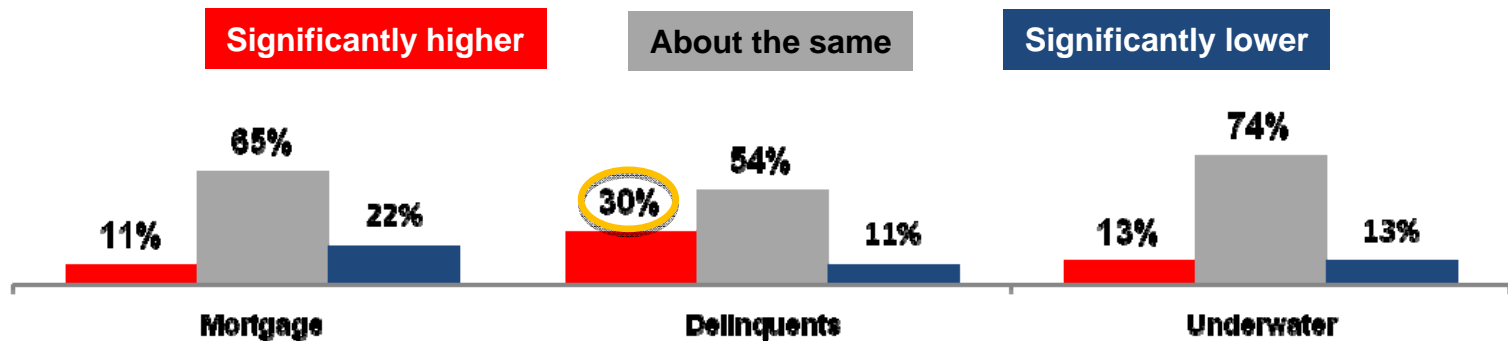
How do your current monthly household expenses compare to what they were twelve months ago? Would you say they are:



More Americans are reducing debt than increasing it, except for Delinquent borrowers

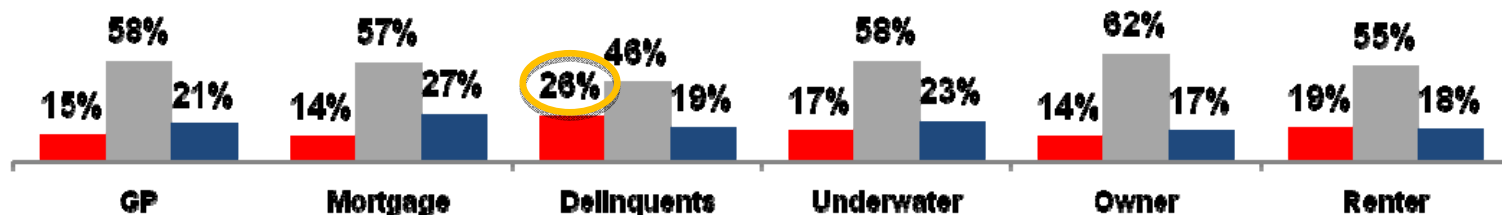
- 22% of Mortgage borrowers have reduced their mortgage debt significantly in the last year
 - However, 30% of Delinquent borrowers have increased mortgage debt significantly over the last year, almost three times as high as non-delinquent Mortgage borrowers

IF OWNER OR MORTGAGE BORROWER: How does the total amount of debt on your house, including first mortgage, second mortgage, and home equity line of credit debt, compare to what it was twelve months ago?
Would you say it is:



- Mortgage borrowers are making the most progress lowering non-home mortgage debt
 - 27% of Mortgage borrowers have reduced such debt significantly over the last year. Only 19% of Delinquent borrowers have done so
 - Furthermore, 26% of Delinquent borrowers (versus 14% of Mortgage borrowers) say their non-home mortgage debt has increased significantly

How does the total amount of your other household debt, for example credit cards, auto loans, student loans, and any other installment loans, but not including any debt on your house, compare to what it was twelve months ago?
Would you say it is:



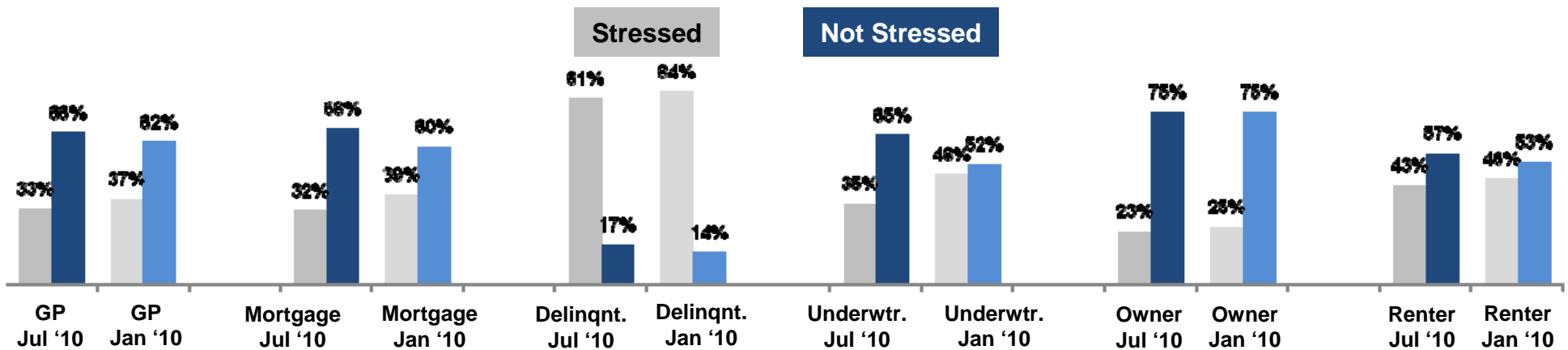
Mortgage Borrowers And Underwater Borrowers Are Less Discouraged About Homeownership, While Delinquent Borrowers And Renters Are More Pessimistic

- 74% of Mortgage borrowers and 69% of Underwater borrowers are more likely to say owning a home is a safe investment than Delinquent borrowers (57% and Renters (54%))
- 83% of Mortgage borrowers and 77% of Underwater Borrowers said they are more likely to buy in the future than rent
- 37% of Renters and 52% of Delinquent borrowers said they are more likely to buy in the future

Majority of Delinquent borrowers are *very stressed* about their debt

- The General Population and each sub-group had lower percentages feeling stressed about their ability to make debt payments than in January 2010, although 81% of Delinquent borrowers remain stressed in this regard
 - 53% of Delinquent borrowers are *very stressed* about their ability to make debt payments
- The greatest shift since January 2010 occurred among Underwater borrowers – those feeling stressed about ability to pay debts dropped 13 points overall to 35%, with those feeling *very stressed* falling by half to 10%

Are you very stressed, somewhat stressed, not very stressed, or not at all stressed about your ability to make payments on your debts?

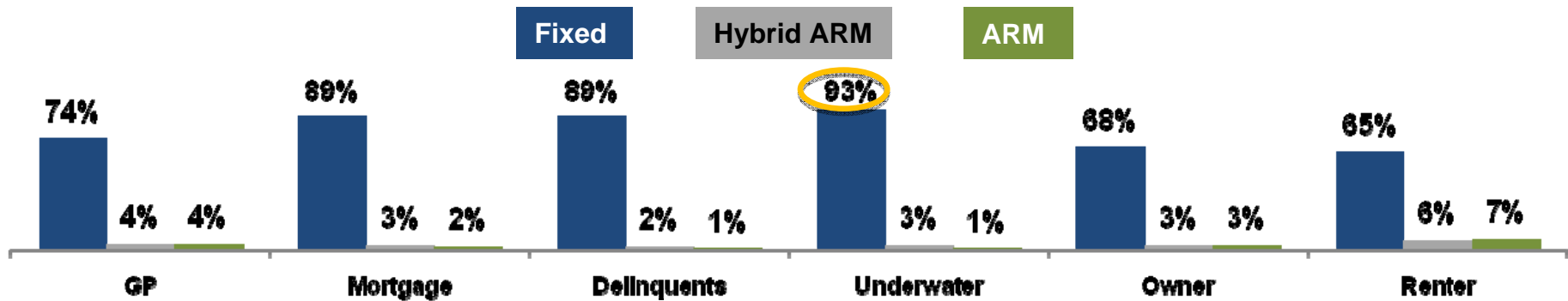


Are you very stressed, somewhat stressed, not very stressed, or not at all stressed about your ability to make payments on your debts?	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
TOTAL STRESSED	33	37	32	39	81	84	35	48	23	25	43	46
Very stressed	10	13	7	12	53	56	10	20	7	10	16	16
Somewhat stressed	23	24	25	27	28	28	25	28	16	15	27	30
TOTAL NOT STRESSED	66	62	68	60	17	14	65	52	75	75	57	53
Not very stressed	19	17	25	20	5	5	23	13	13	12	17	16
Not at all stressed	47	45	43	40	12	9	42	39	62	63	40	37

1 in 3 Delinquent borrowers are *not at all satisfied* with their current loan

- 74% of Americans would prefer getting a fixed-rate mortgage over floating-rate alternative
 - The number rises to 93% among Underwater borrowers
- 65% of Mortgage borrowers are *very satisfied* with their current mortgage's features, but only 22% of Delinquent borrowers feel the same about their current mortgages. Furthermore, 36% of Delinquent borrowers are *not at all satisfied* with the features of their current mortgage

Which of the following types of mortgage loans would you prefer to get?



IF MORTGAGE BORROWER: Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with the features of your current mortgage?	Mortgage %		Delinquent %		Underwater %	
	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10
TOTAL SATISFIED	92	89	51	47	91	84
Very satisfied	65	63	22	19	59	57
Somewhat satisfied	27	26	29	28	32	27
TOTAL NOT SATISFIED	7	9	48	51	8	16
Not very satisfied	4	4	12	18	3	6
Not at all satisfied	3	5	36	33	5	10

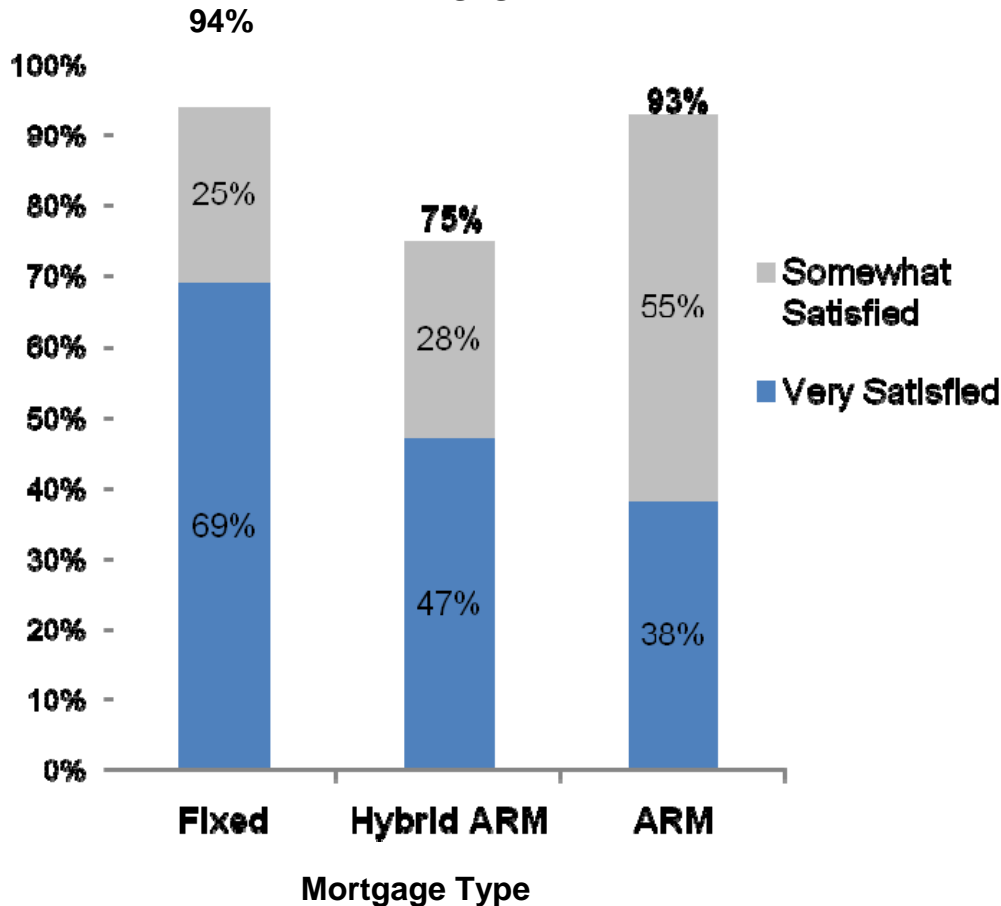
Hybrid ARM: A hybrid adjustable-rate mortgage or ARM, with fixed payments for a certain period, usually 2-7 years, before adjusting

ARM: An adjustable-rate mortgage or ARM, where the payment adjusts at least ~ every year

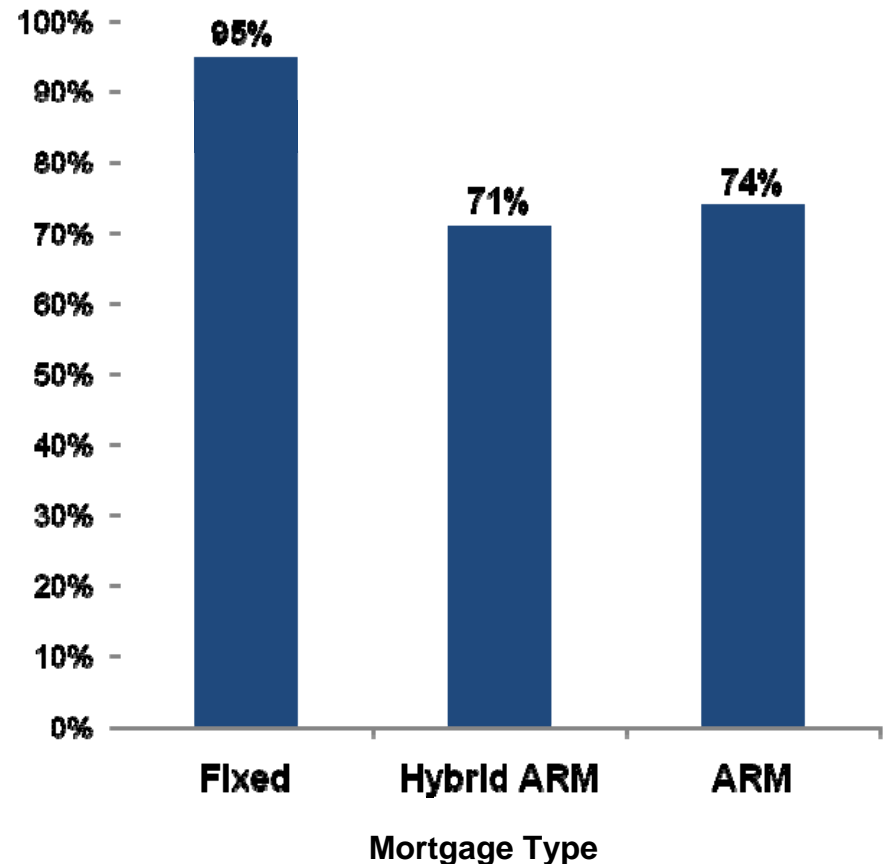
Hybrid and standard ARM borrowers less satisfied with their current mortgages

- Preponderance of Mortgage borrowers are satisfied with their current mortgages regardless of type
- Although 93% of ARM borrowers are satisfied with their current mortgage, only 74% believe they made a good decision

Percent of mortgage borrowers satisfied with the features of their mortgages



Percent of mortgage borrowers who believe they made a good decision at the time of origination

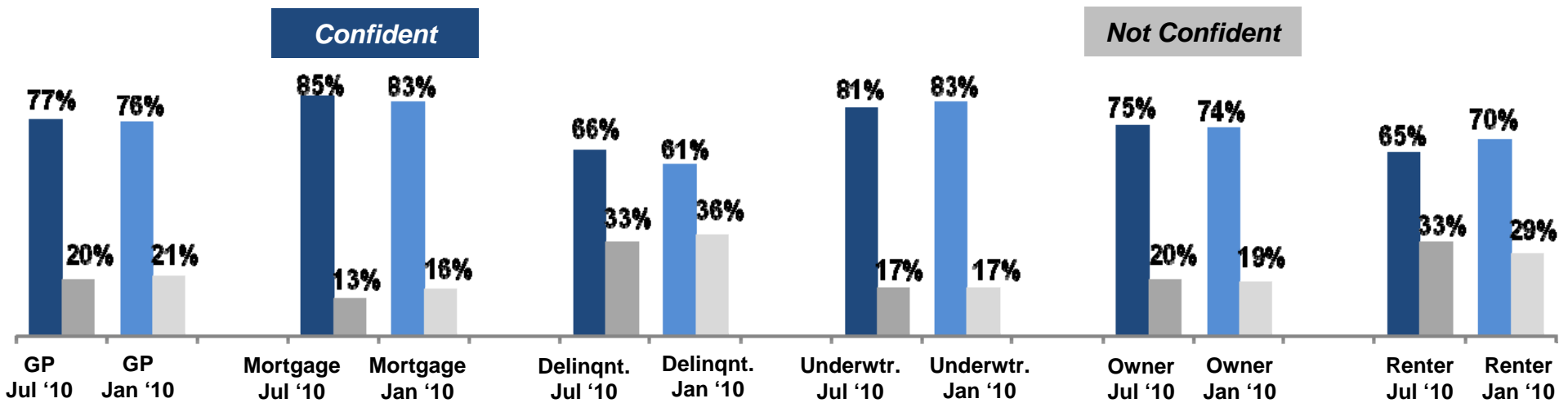


Hybrid ARM: A hybrid adjustable-rate mortgage or ARM, with fixed payments for a certain period, usually 2-7 years, before adjusting
ARM: An adjustable-rate mortgage or ARM, where the payment adjusts at least ~ every year

A majority of Americans are confident they would get the information needed to choose the right loan product

- However, less than half of the General Population and only about one-third of Delinquent borrowers are *very confident*, while 1 in 6 Delinquent borrowers are *not confident at all* in this regard
- Since January 2010, the total confidence among Renters has declined by 5 points. At the same time, the total confidence among Delinquent borrowers has increased by 5 points

If you were buying or refinancing your house today, how confident are you that you would get the information you need to choose the loan that is right for you?

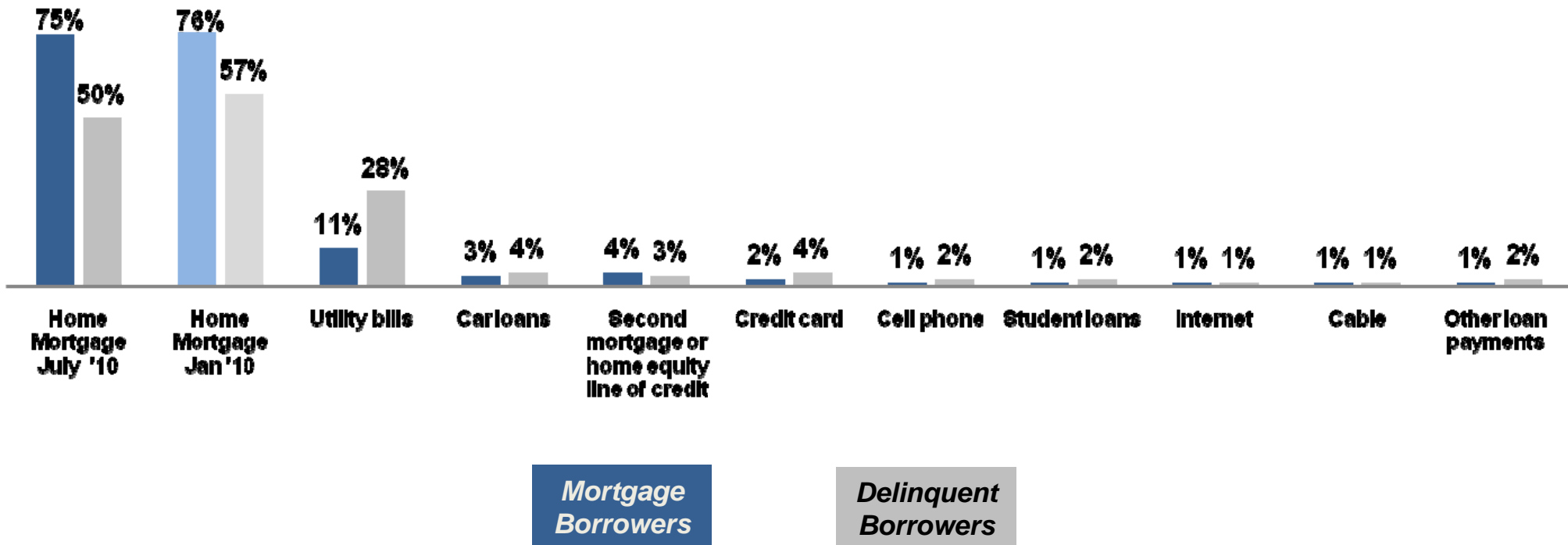


	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10
TOTAL CONFIDENT	77	76	85	83	66	61	81	83	75	74	65	70
Very confident	48	47	55	56	37	30	48	52	53	51	36	35
Somewhat confident	29	29	30	27	29	31	33	31	22	23	29	35
TOTAL NOT CONFIDENT	20	21	13	16	33	36	17	17	20	19	33	29
Not very confident	11	12	7	10	16	19	10	11	10	11	17	16
Not at all confident	9	9	6	6	17	17	7	6	10	8	16	13

Delinquent borrowers' views regarding priority of mortgage have shifted

- 75% of Mortgage borrowers consider their mortgage payment to be most important, in line with the January 2010 results
- 50% of Delinquent borrowers consider their mortgage payment to be most important, down meaningfully from 57% in January 2010. 28% of Delinquent borrowers consider paying their utility bills as most important – two and one-half times more than the incidence among all Mortgage borrowers

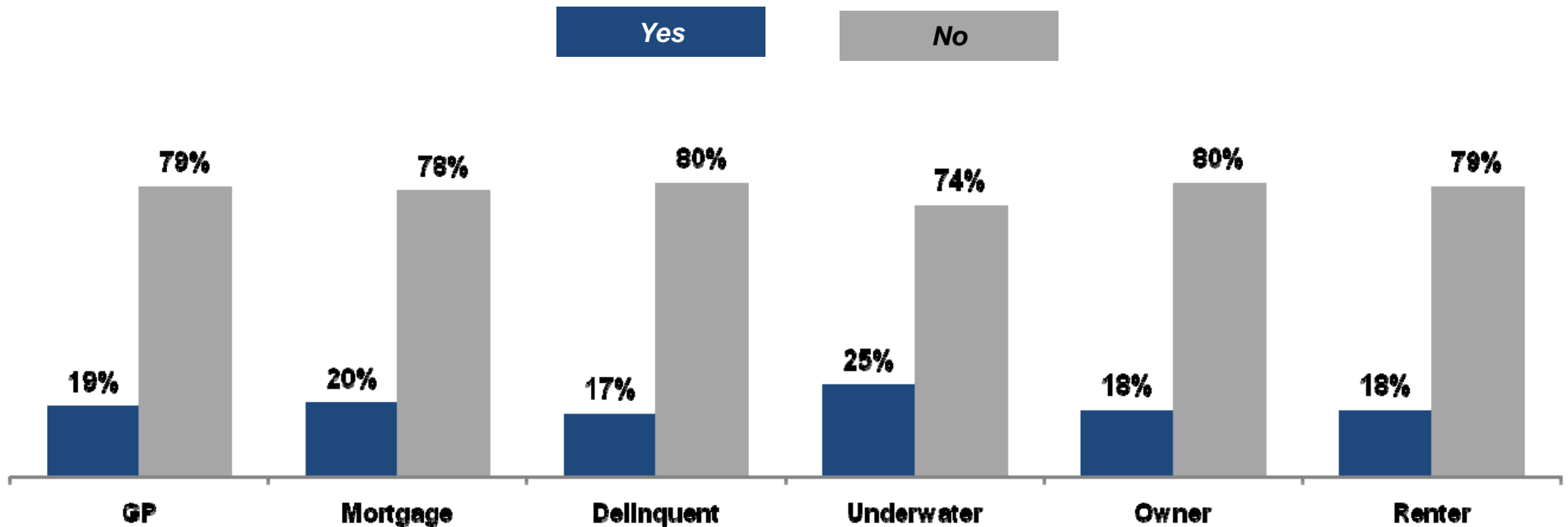
Of the following types of bills, which is the top one that you would most try to keep paying if you were running short of money?



Almost 2 in 10 Americans know a Strategic Defaulter

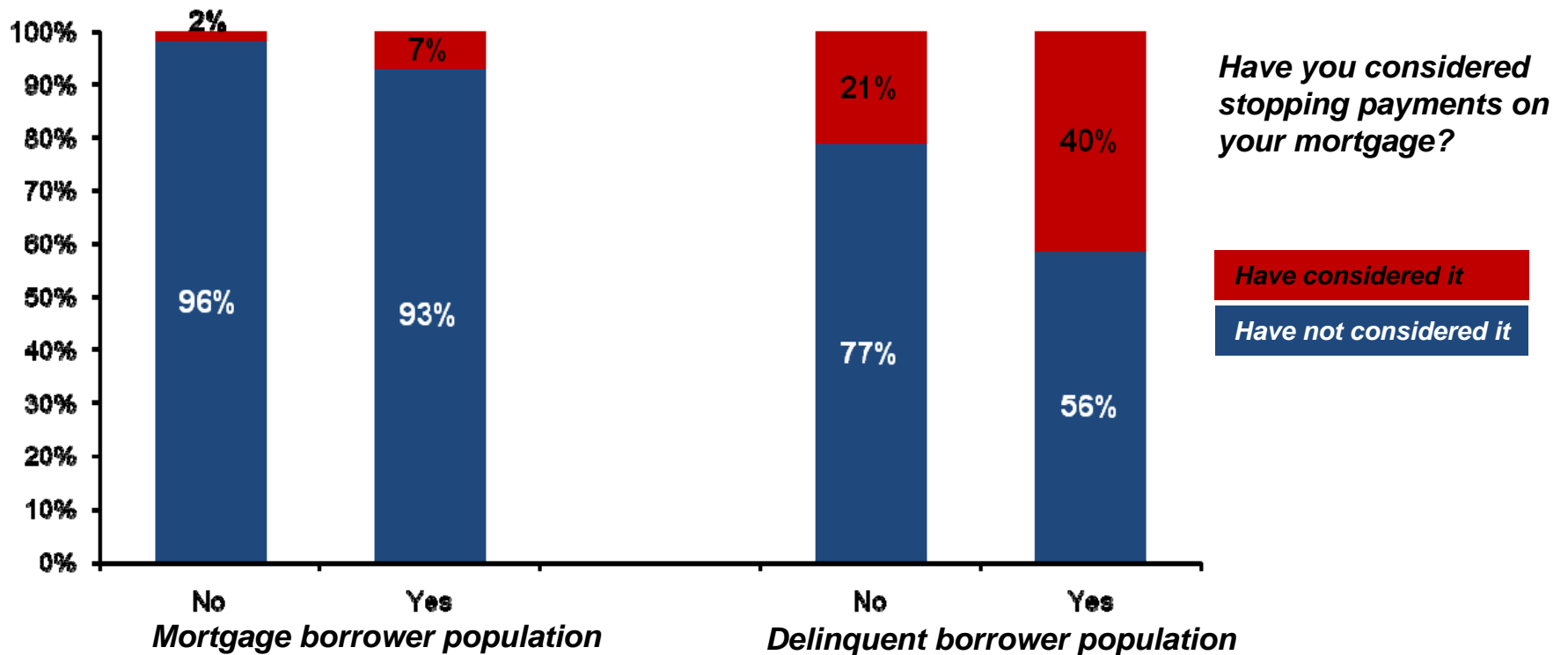
- The incidence of knowing someone who has stopped making monthly mortgage payments despite being able to afford them is very similar across surveyed populations, with the highest incidence being among Underwater borrowers

Do you know anyone who has stopped making their monthly mortgage payment, despite being able to afford it, because they no longer believe owning their home is a good investment?



Those who know defaulters are more likely to have considered defaulting themselves, especially among Delinquent borrowers

Views on consideration of stopping mortgage payments

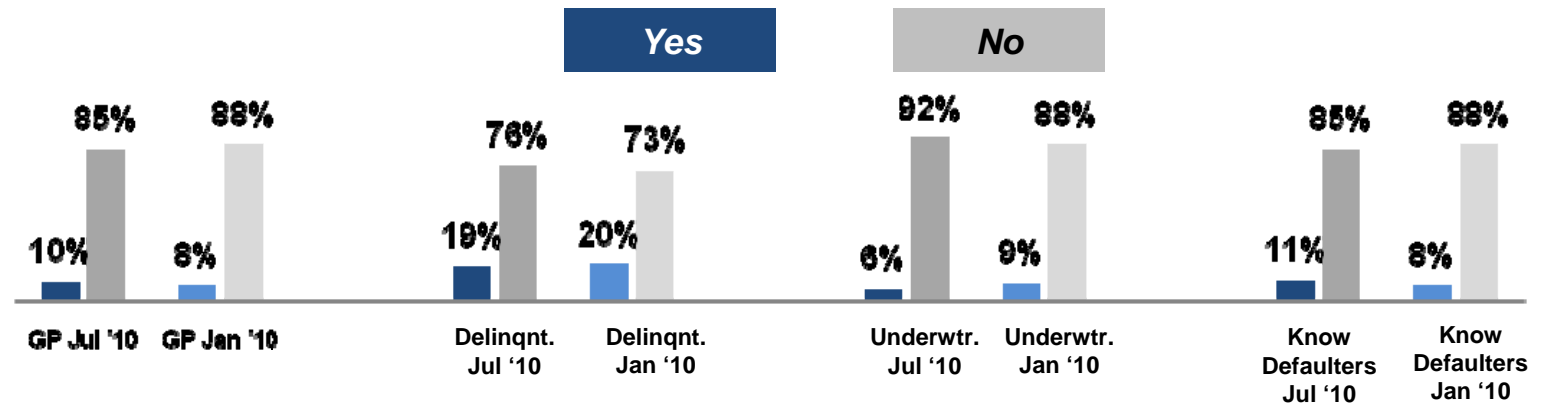


Knowledge of people in the area who have defaulted on their mortgage

Vast majority of Americans disapprove of borrowers stopping mortgage payments

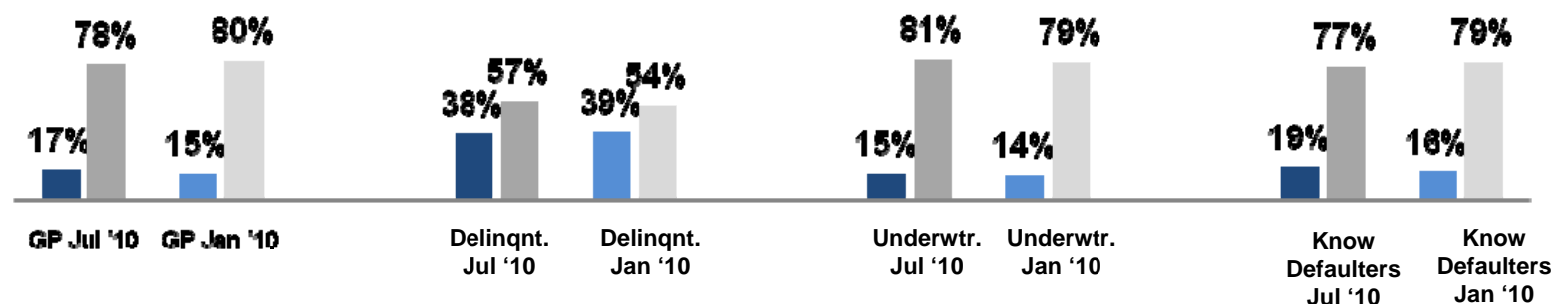
- Since January 2010, there has been a slight increase in those who believe it is acceptable to stop making payments if a borrower is underwater among the General Population and among those who know someone who has defaulted on a home loan
 - Delinquent borrowers have remained almost flat and Underwater borrowers declined in this regard

If a person's home is now worth less than what they owe on it, do you think it's okay for them to stop paying their mortgage?



- Since January 2010, there also has been a slight increase in those who think that financial distress makes stopping mortgage payments okay among the General Population and those who know someone who has defaulted on a home loan

If a person is facing financial distress, do you think it's okay for them to stop paying their mortgage?



ADDITIONAL FINDINGS

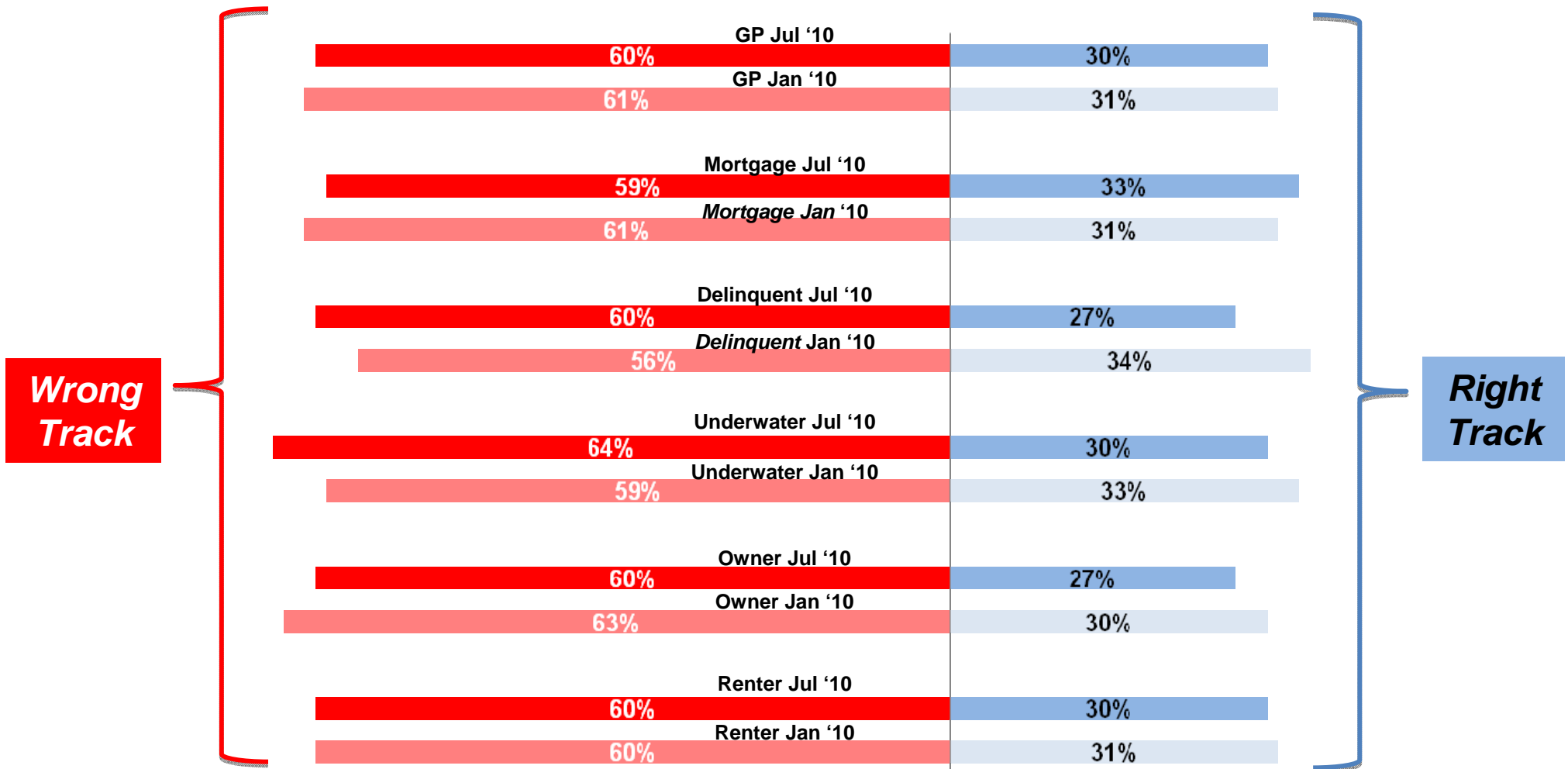
Additional findings

- Americans continue to be pessimistic about the direction of the country; Delinquent borrowers increasingly feel this way (7 points lower on “right direction” than in January 2010)
- Delinquent borrowers also are more likely to say that homeownership has been a negative experience for them (up 5 points since January)
- Americans are starting to feel it may be easier to get a home loan (up 7 points since January 2010) – most notably current Mortgage borrowers (up 11 points)
- Delinquent and Underwater borrowers increasingly say that it is the responsibility of the borrower, not the lender, if people take out mortgages they cannot afford
- Delinquent and Underwater borrowers also increasingly feel that if they were to stop paying their mortgages, their lenders would pursue their assets (up 7 and 9 points respectively since January 2010)
- Underwater Delinquent borrowers also are less likely than in January 2010 to say that they are underwater because of unforeseen changes in the housing market, and more likely to take responsibility for not having enough information or knowingly taking a risk when they bought their home

Economy is on the wrong track

- All sub-groups are pessimistic about the economy, especially Underwater borrowers
 - In contrast to the January 2010 study, Delinquent borrowers are less optimistic about the direction of the economy (down by 7 points)

In general do you think our economy is on the right track or is it off on the wrong track?



Americans remain optimistic about personal finances

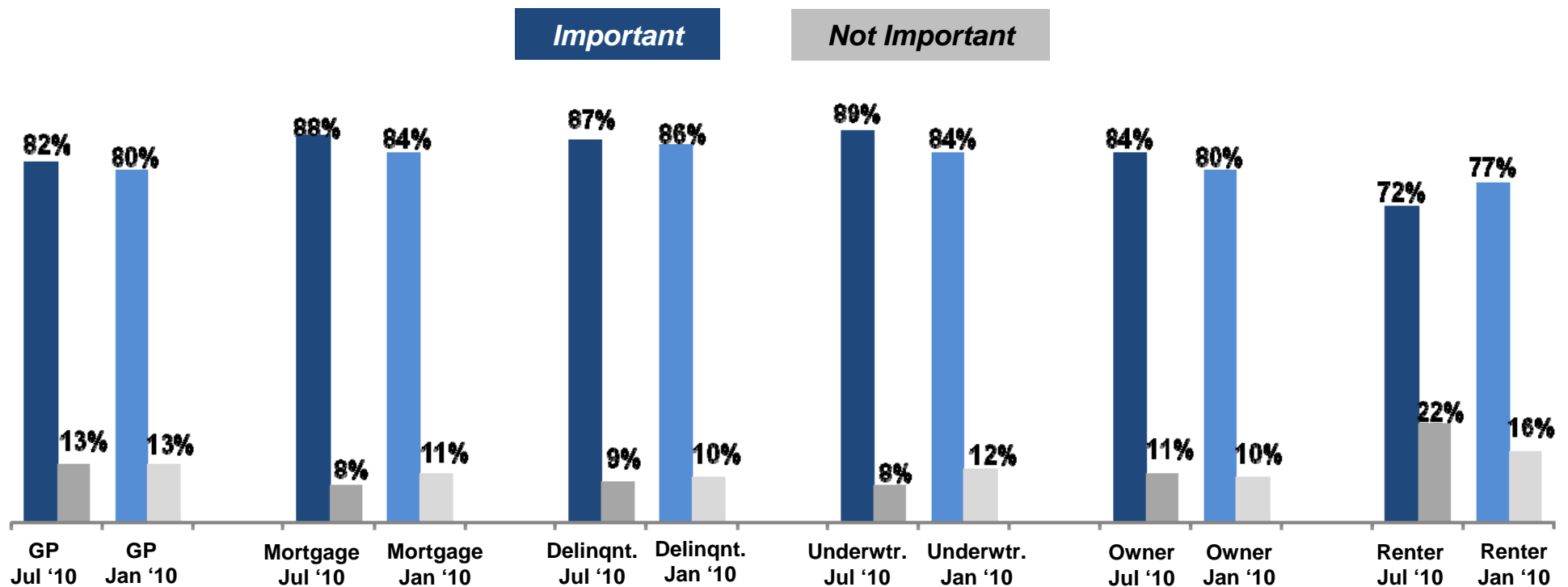
- Even though 6 in 10 Americans think the U.S. economy is on the wrong track, only 13% of Americans expect their personal financial situation to get worse in the next year (down by 4 points)
- Delinquent borrowers are less optimistic than they were in January 2010, but remain the most optimistic sub-group with 57% of Delinquent borrowers expecting their personal financial situation to get better over the next year
- Those who own their home outright, more than any other sub-group, expect their financial situation to remain about the same

Looking ahead one year, do you expect your family's financial situation to get much better, somewhat better, stay about the same, get somewhat worse, or get much worse?	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Better	44	44	45	41	57	63	41	42	31	30	52	56
Stay about the same	39	38	42	40	21	19	46	38	49	46	29	31
Worse	13	17	12	18	20	15	12	19	13	23	12	11

Americans continue linking homeownership to the overall economy

- 82% of Americans think that a high rate of homeownership is important to the overall economy – 2 points higher than in January 2010
- The biggest positive shift is among Underwater borrowers, of whom 89% (5 points up) perceive homeownership as an important factor for the overall economy
- Renters are the least likely to view homeownership as important to the overall economy and there has been a 5 point downward shift since January 2010

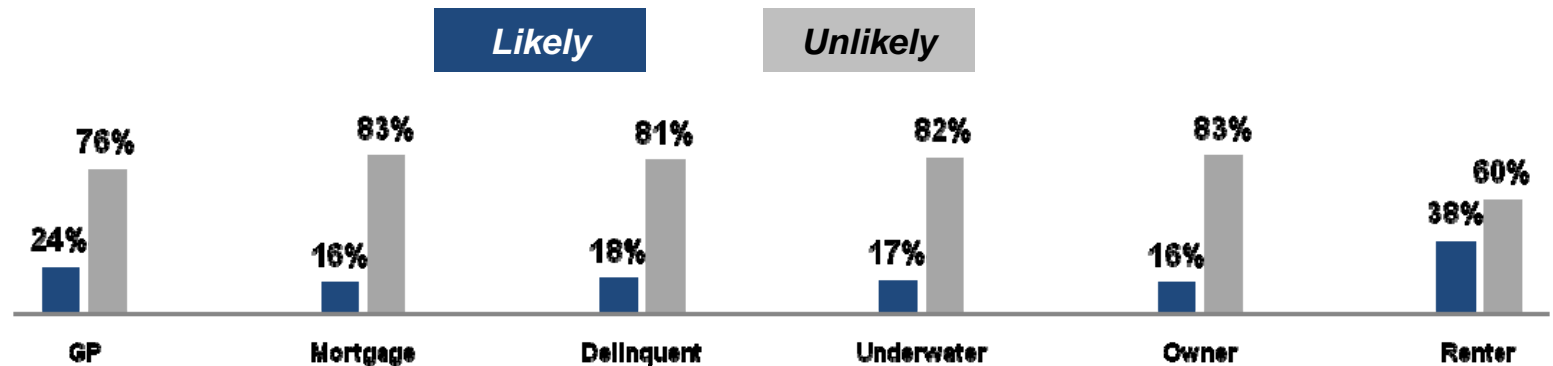
Is it very important, somewhat important, not very important, or not at all important to the overall economy that there is a high rate of homeownership?



More interest in buying than selling

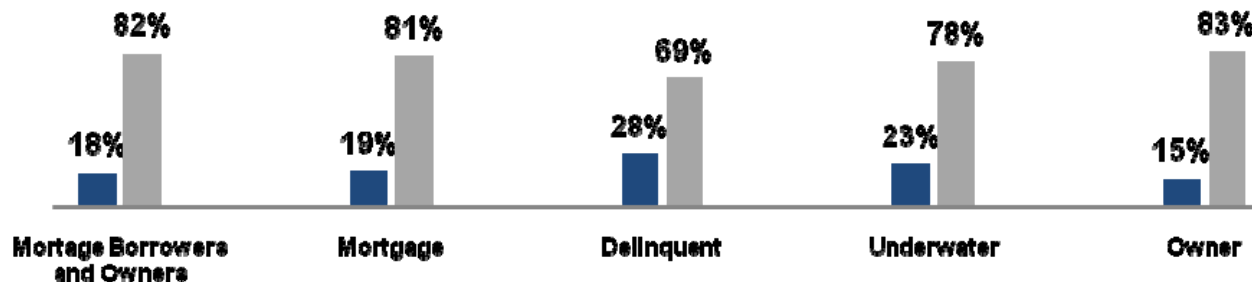
- Roughly 1 in 4 Americans expect to buy a home within the next 3 years
 - Renters are the most likely buyers within the next 3 years

How likely is it that you will BUY a house in the next three years?



- About 1 in 5 Mortgage Borrowers and Owners expect to sell their home in the next three years
 - Delinquent and Underwater borrowers are the most likely sellers

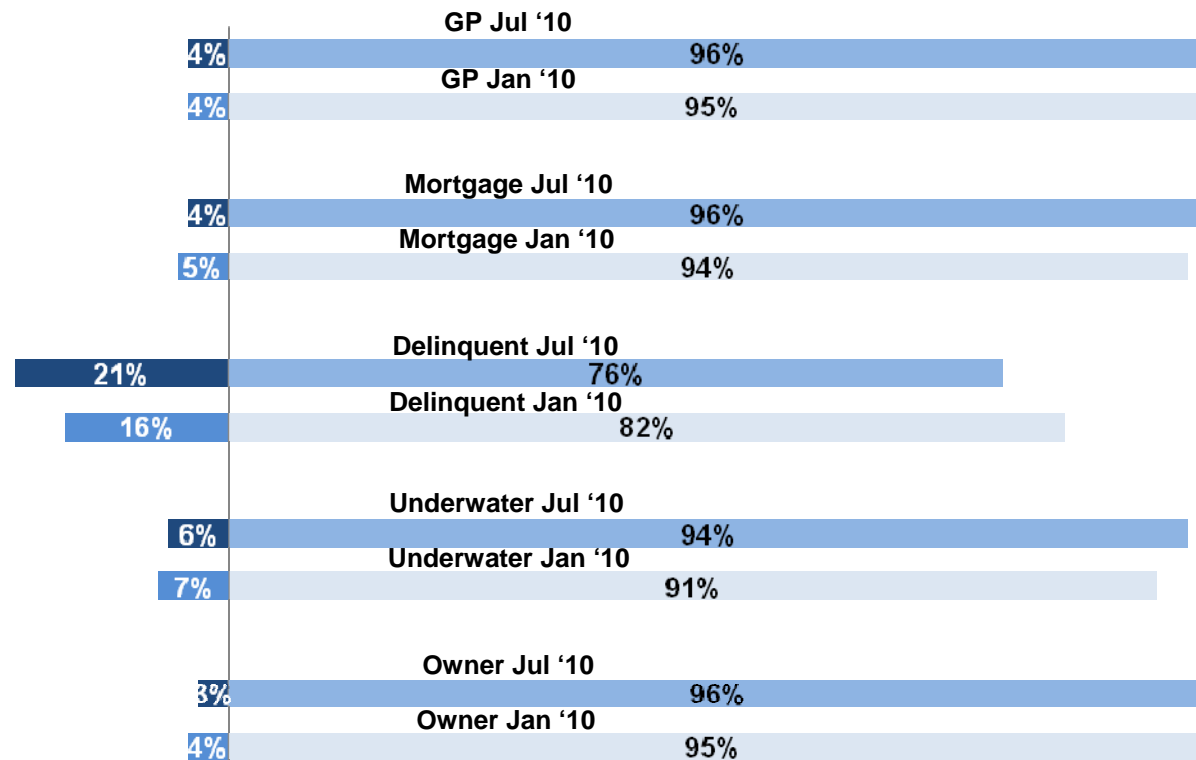
IF OWNER OR MORTGAGE BORROWER: How likely is that you will SELL your home in the next three years?



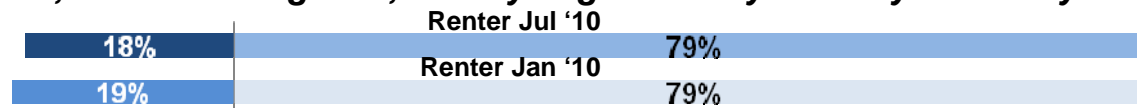
Positive experience with owning, renting

- Even though the renting experience is not perceived as positively as the homeownership experience, the vast majority of Renters continue viewing renting as a positive experience
- In comparison to January 2010, Delinquent borrowers are less positive about their homeownership experience (6 points down)

IF OWNER OR MORTGAGE BORROWER: Has homeownership been very positive for you and your family, somewhat positive, somewhat negative, or very negative for you and your family?



IF RENTER: Has renting been very positive for you and your family, somewhat positive, somewhat negative, or very negative for you and your family?



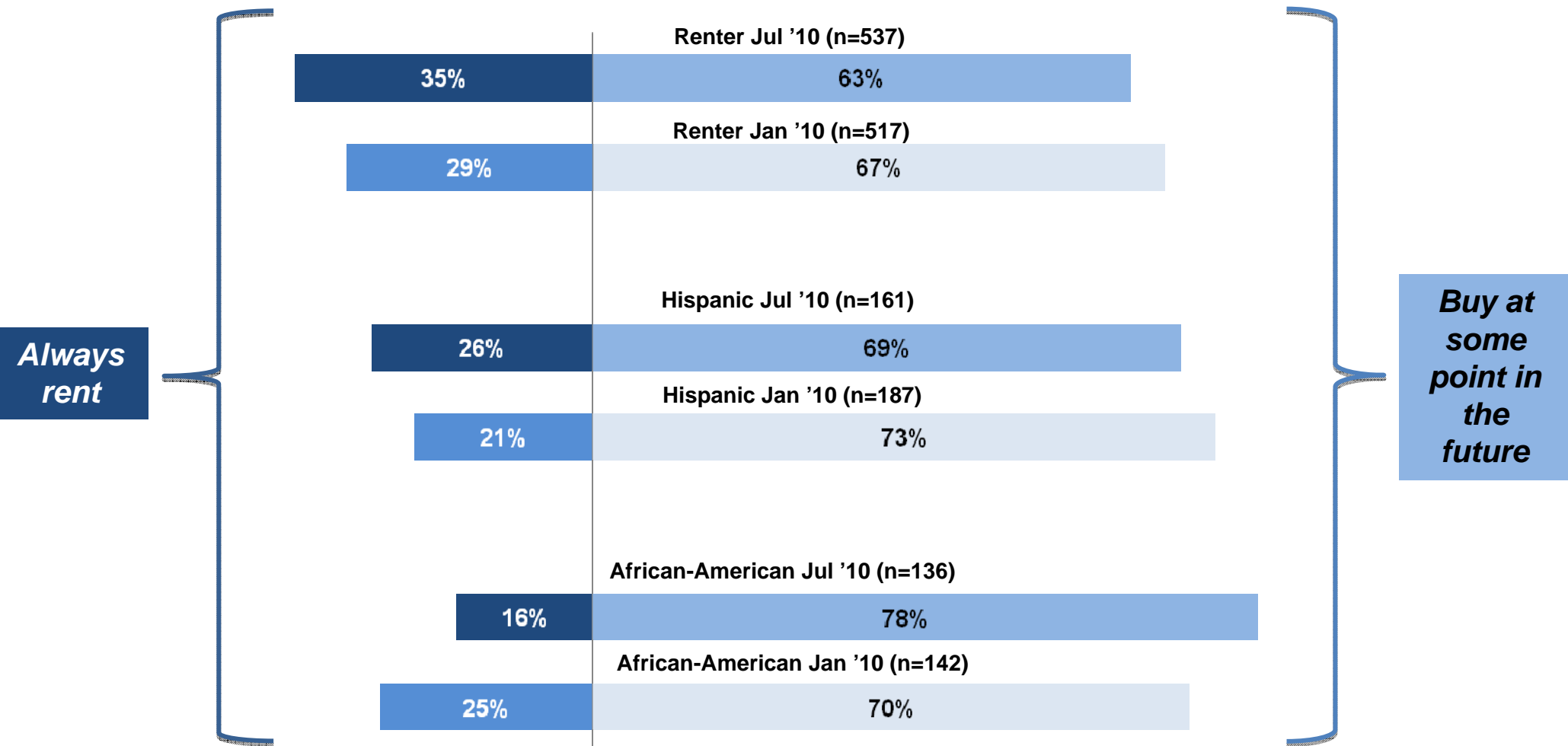
Negative

Positive

Most renters have long-term ownership aspirations

- Of those who answered that they would rent if they were going to move, majority want to buy at some point in the future, especially African-Americans (8 points up since January 2010).

IF "RENT" ON WHETHER YOU'D RENT OR BUY: In the future, are you more likely to:



Renters are delaying their home purchasing plans the most

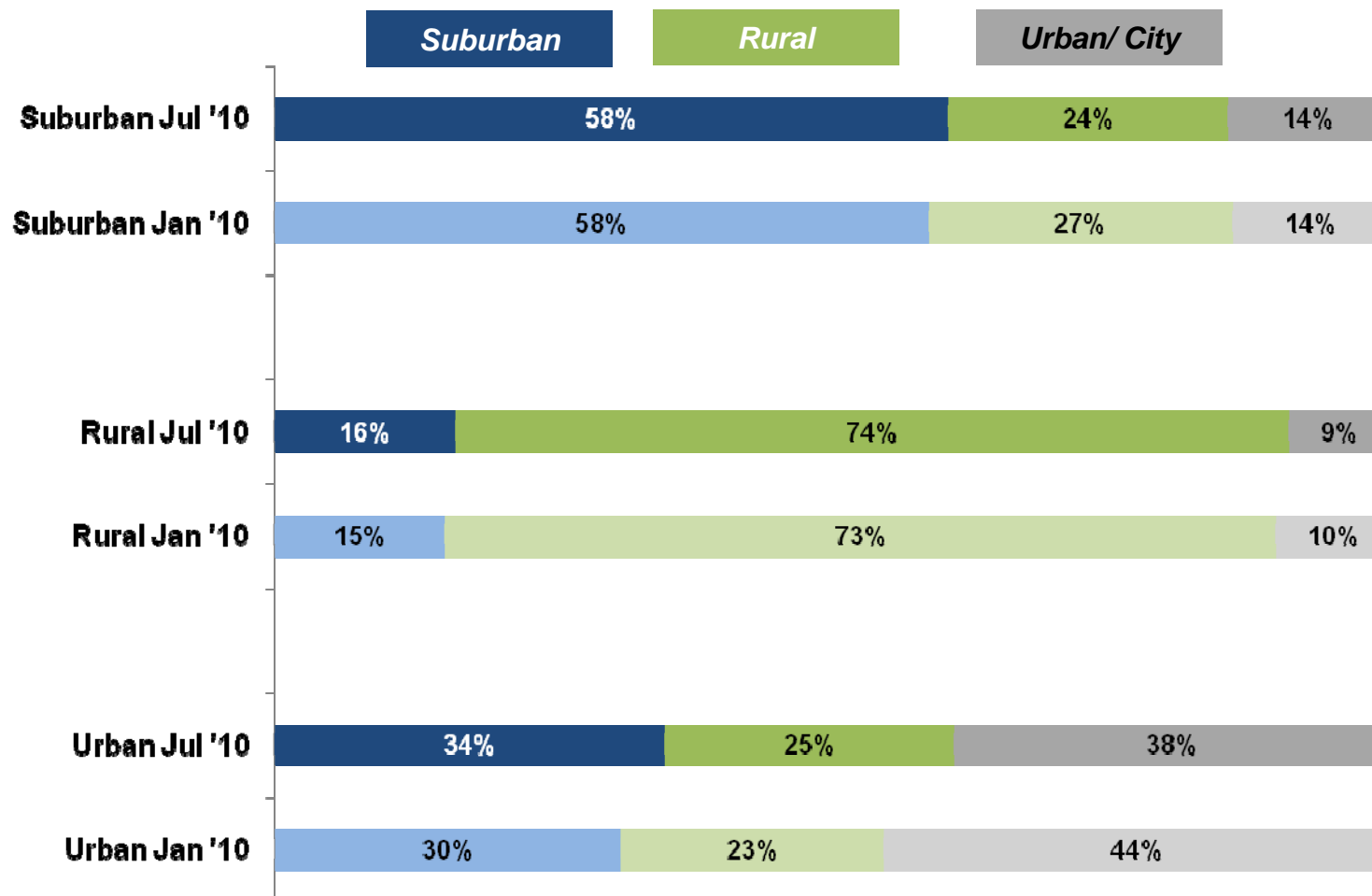
- 21% of Renters say that they have decided to delay their home purchasing plans over the past year – 9 points higher than among the General Population

Have your plans to purchase a home changed in the last year?	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10	July '10	Jan '10
Yes - you will probably purchase a home later than you had once planned	12	13	9	8	15	22	13	10	5	6	21	23
Yes - you will probably purchase a home sooner than you had once planned	6	8	4	7	4	5	4	6	4	5	10	13
No - nothing has changed your plans about when you will purchase	37	43	37	44	28	39	41	47	36	44	39	41
No - you never did and still don't plan to purchase a new home	43	34	49	39	50	31	41	36	54	43	29	21

Most Americans are unlikely to move to a different type of area

- Americans prefer their current habitat to others, especially those who live in rural areas, of whom 74% would remain in a rural area if they were to move
- The biggest shift is possible among those who currently reside in urban areas – 34% of them (up by 4 points) would be more likely to move to a suburban area

If you were buying a house today, would you be more likely to move to?

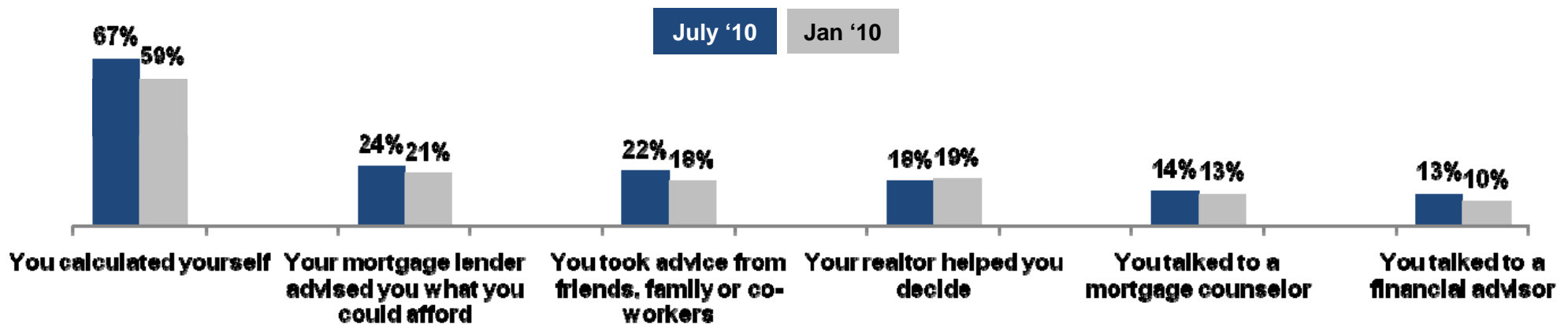


Most calculated how much to spend on home themselves

- This percentage has increased 8 points since the January 2010 survey
- Delinquent borrowers are the least likely to have calculated themselves and are the most likely to have received advice from their mortgage lender and/or their realtor

IF HAVE MORTGAGE: How did you decide how much to spend on your home?

Showing % Mortgage

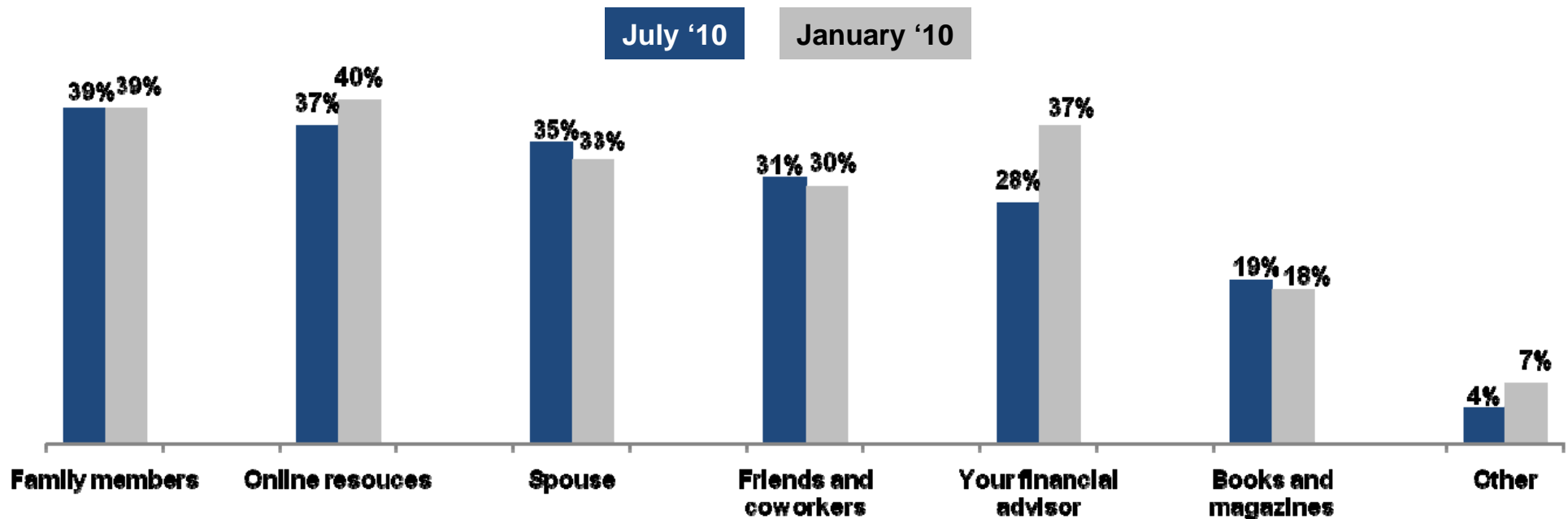


IF HAVE A MORTGAGE: How did you decide how much to spend on your home?	Mortgage %		Delinquent %		Underwater %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
You calculated it yourself	67	59	54	57	67	56
Your mortgage lender advised you what you could afford	24	21	32	33	25	22
You took advice from friends, family or co-workers	22	18	23	18	18	20
Your realtor helped you decide	18	19	28	25	18	21
You talked to a mortgage counselor	14	13	15	13	19	17
You talked to a financial advisor	13	10	11	10	11	11

Family, online resources, and spouse the most sought out consultants on homeownership

- Since January 2010 there has been a relatively sharp decline (9 points down) in those saying they seek information from financial advisors
- The rest of potential resources have remained relatively consistent the six month period since the last study

When you're looking for information on homeownership and financing, what resources do you consult? MULTIPLE RESPONSES PERMITTED
 Showing %GP



Since the time of purchase, 2 in 3 Mortgage borrowers have seen their home value increase over time

- Delinquent borrowers have the largest percentage (43%) whose home value has declined

IF OWNER OR MORTGAGE BORROWER: Thinking about the value of your home today compared to what you paid for the home, would you say your home is worth:

IF OWNER OR MORTGAGE BORROWER: Thinking about the value of your home today compared to what you paid for the home, would you say your home is worth:	Mortgage %		Delinquent %		Underwater %		Owner %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
At least 20% more than what you paid for it	42	46	33	30	46	42	50	58
About 5-20% more than what you paid for it	22	18	11	10	20	19	20	16
About the same as you paid for it	17	17	10	12	13	11	11	10
About 5-20% less than what you paid for it	11	9	15	15	11	14	6	6
At least 20% less than what you paid for it	7	8	28	30	9	12	9	5
Don't know	2	2	3	3	1	2	4	5

Yet almost 3 in 10 Mortgage borrowers never or almost never check the value of their home

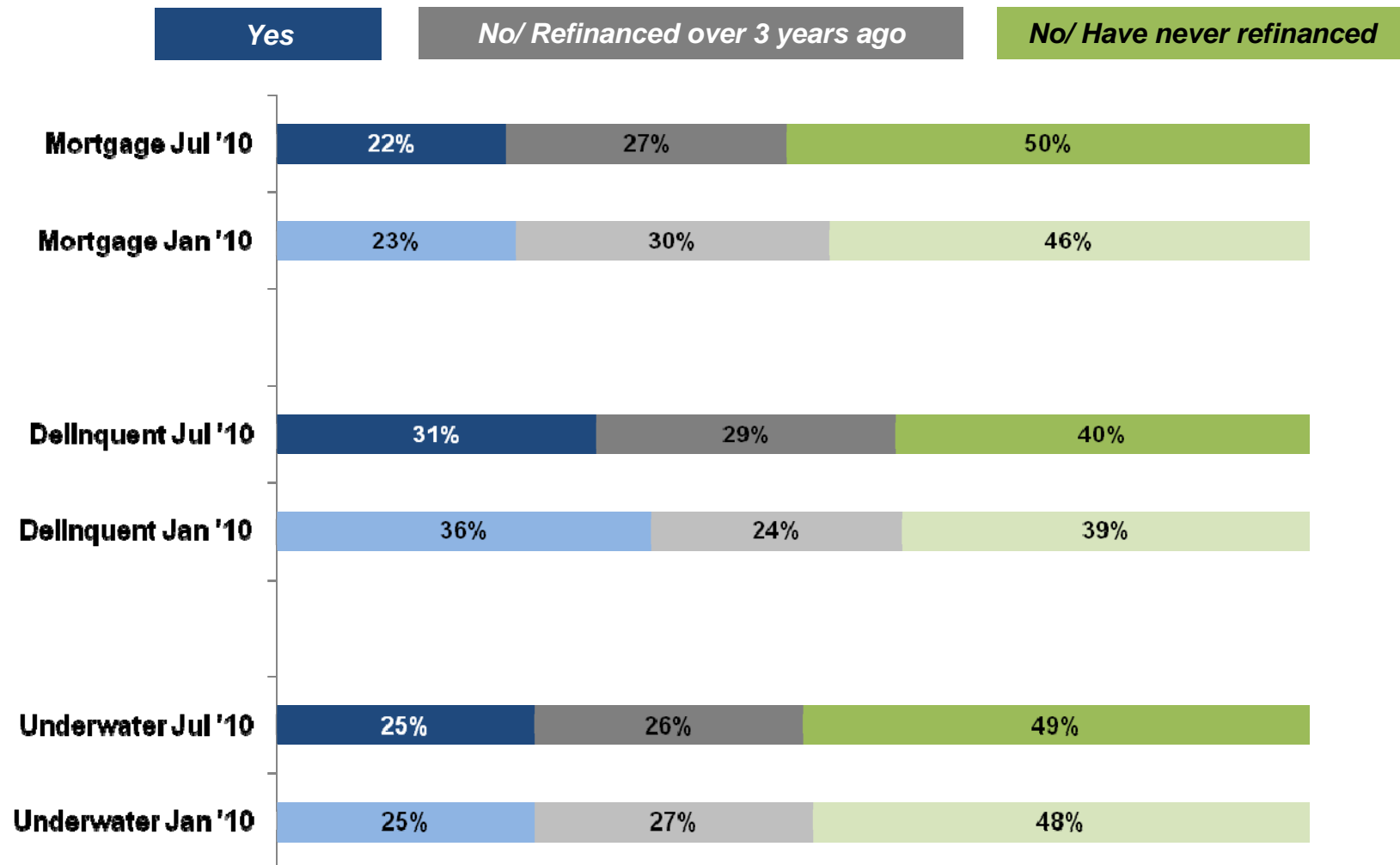
- The July 2010 numbers are consistent with the January 2010 study – almost 6 in 10 homeowners check their home value once every few years or never at all
- Only 1 in 10 check the value every few months or more often

IF OWNERS AND MORTGAGE BORROWERS: About how often do you check the value of your home?	Mortgage %		Delinquent %		Underwater %		Owner %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Never or almost never	27	28	31	21	29	27	41	41
Once every few years	27	25	23	23	25	24	26	24
Once or twice a year	32	31	30	31	32	30	23	27
Every few months	7	8	9	13	8	11	6	3
Every month or more	5	5	6	10	6	6	3	2
Don't know	1	2	1	2	1	2	2	2

Half of Mortgage borrowers have never refinanced their home

- Delinquent borrowers remain the most likely sub-audience to have refinanced in the past 3 years (31% have done so)

IF HAVE A MORTGAGE: Have you refinanced your mortgage in the past three years?

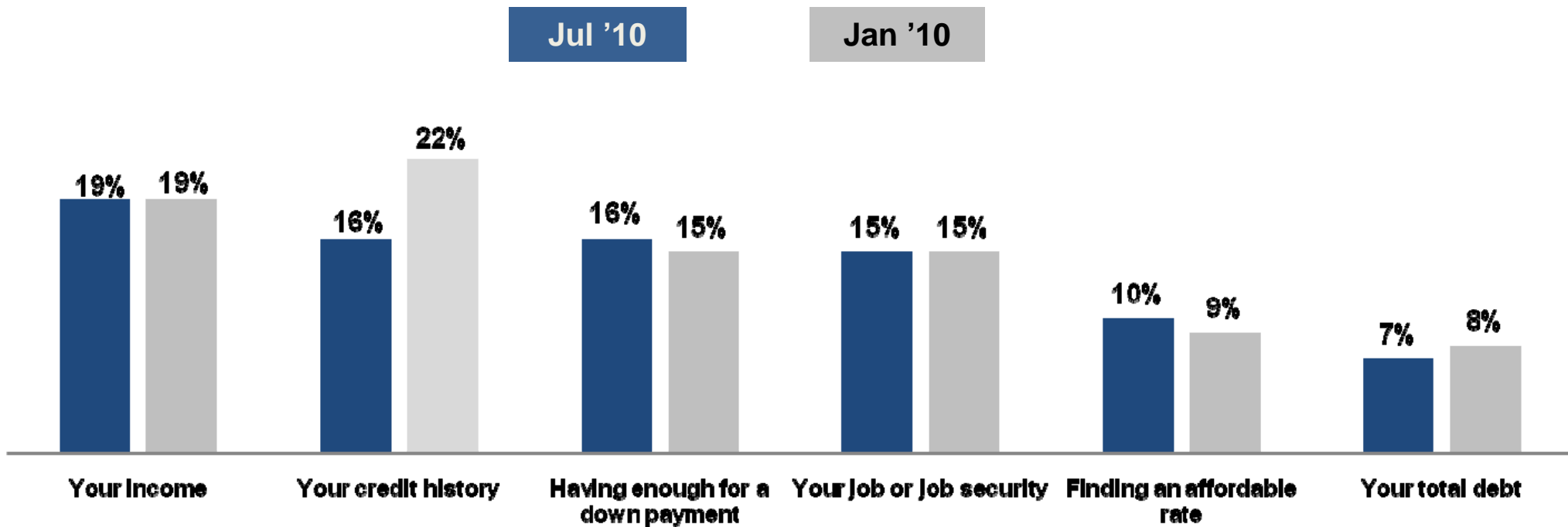


Barriers to getting a home loan

- Among those who do not think that getting a home loan would be *very easy*, income and credit history continue to be perceived as the biggest obstacles to getting a home loan
 - However, the number of those citing credit history as their biggest obstacle has decreased by 6 points since January 2010

IF NOT VERY EASY: Which of the following is the biggest obstacle to you getting a home loan?

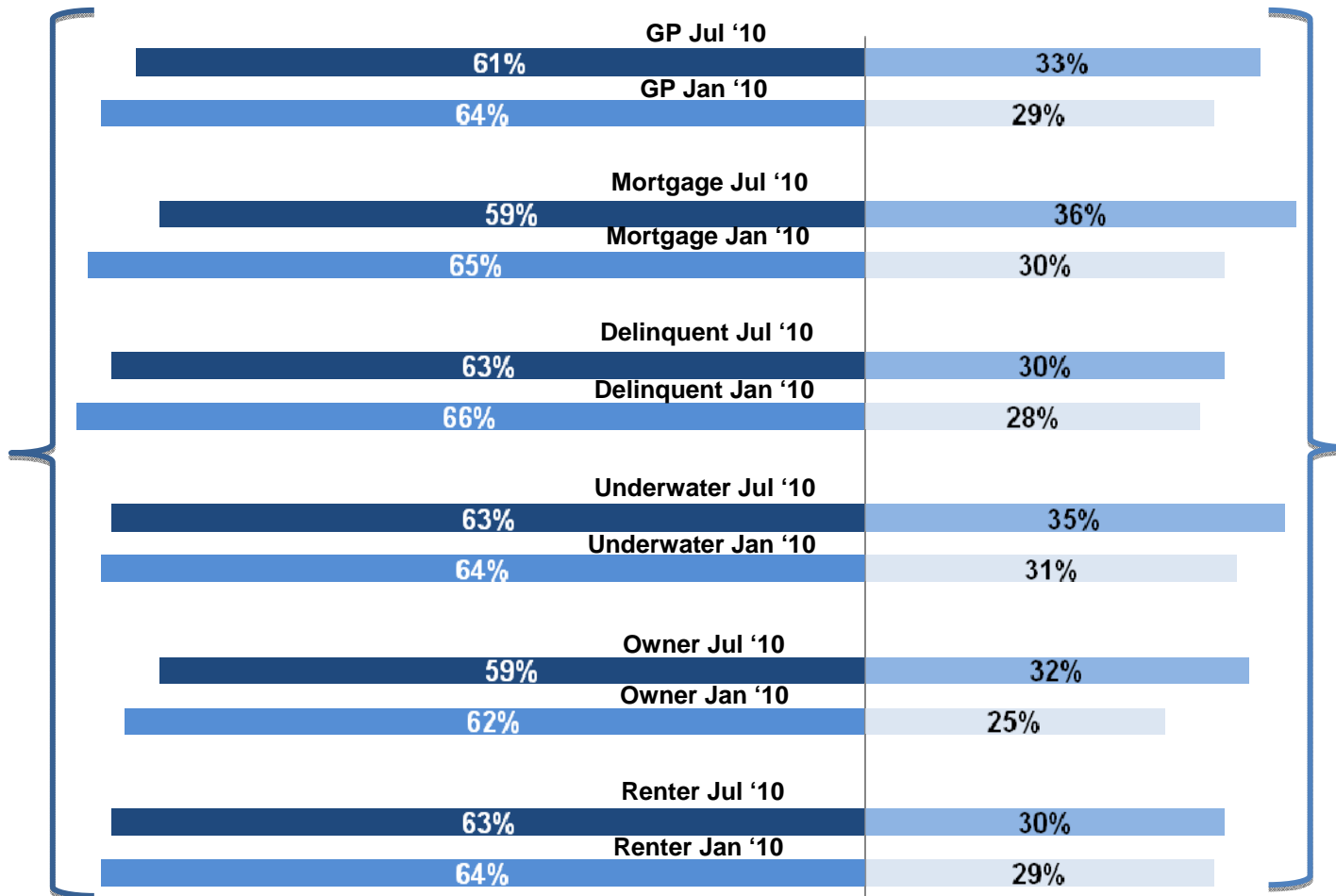
Showing % GP



Most still think that many different mortgage products is a good thing

- Most think that having many different mortgage products is a good thing because it allows homeowners to find a mortgage that suits their needs.
- However, there is a slight shift toward the opposing view – up by 4 points among the General Population and 6 points up among Mortgage borrowers

Which is closer to your view regarding different types of home mortgage choices?



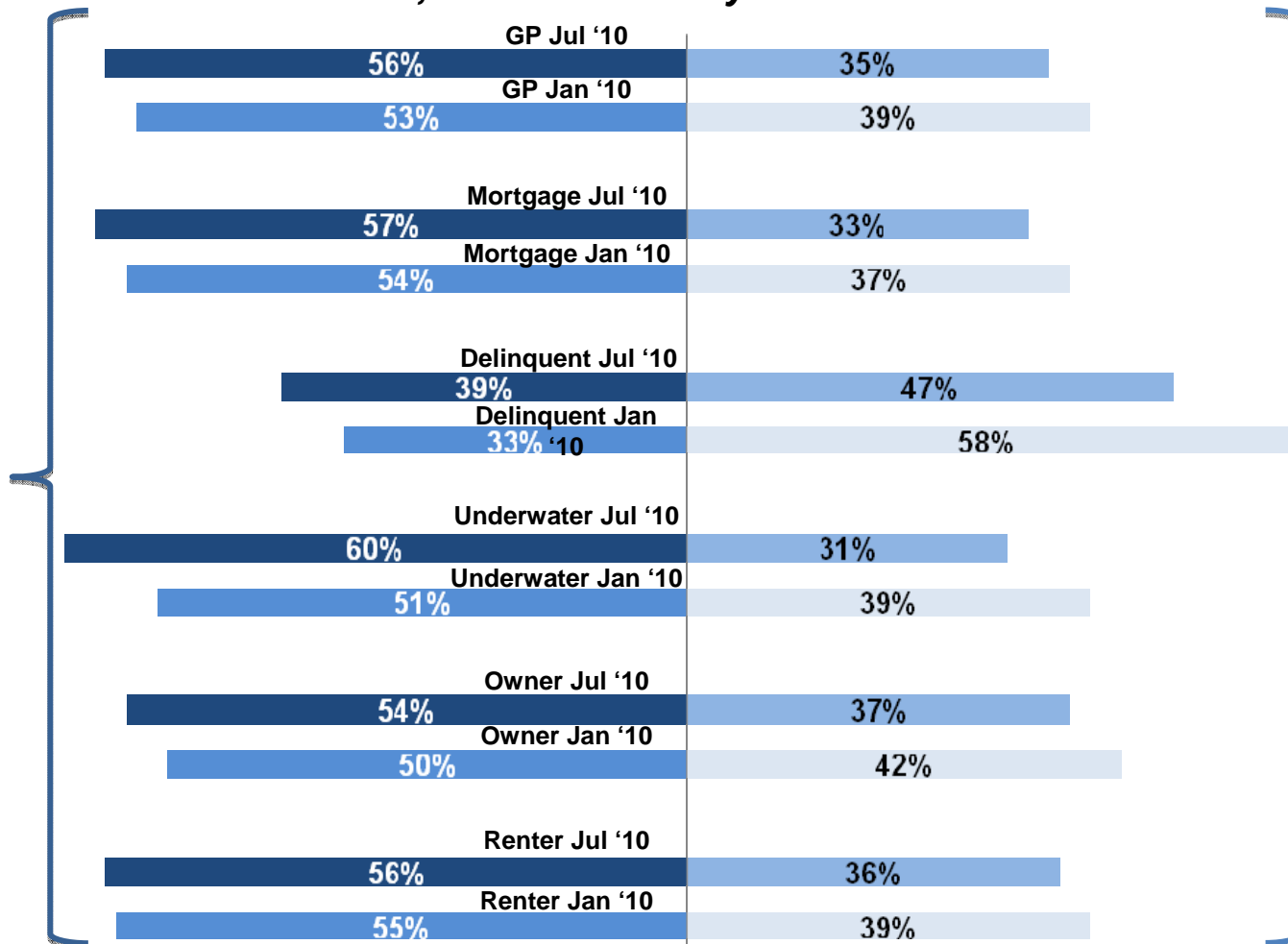
Having lots of choices means people can find just the one that suits their need

More choices just raises the likelihood that people will be too overwhelmed to find a plan that meets their needs

Americans continue to blame homeowners, not the mortgage company, for unaffordable home loans

- The numbers of those blaming homeowners rather than the mortgage company have increased among all sub-groups, especially Underwater borrowers (up by 9 points)

When people get home loans that are more than they can afford, whose fault do you think it is:



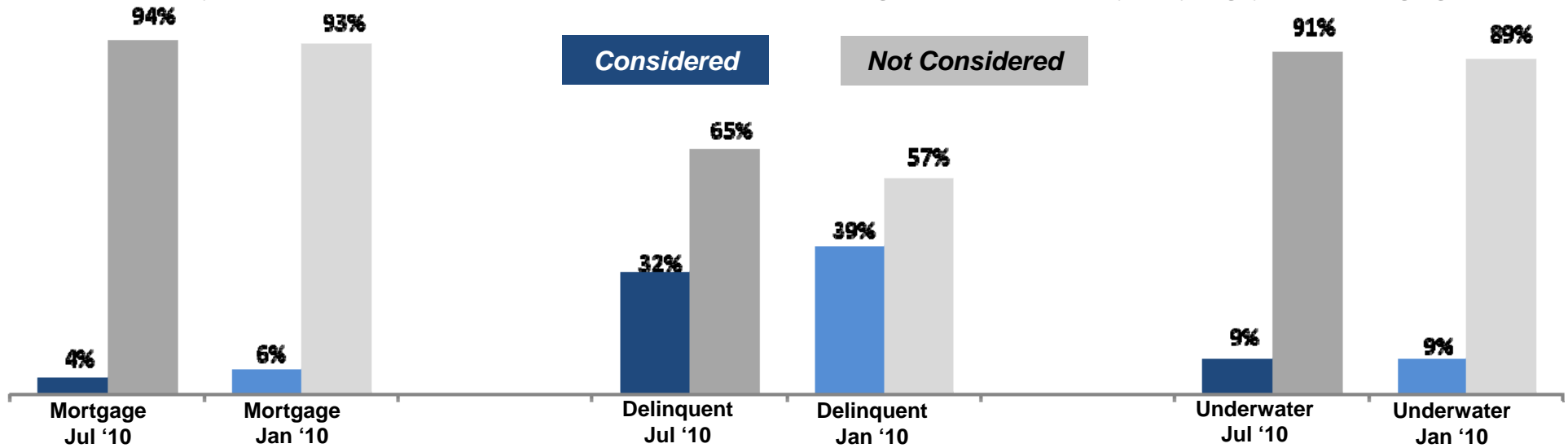
The person taking out the mortgage, because it's their own responsibility to know if they can pay their bills or not

The mortgage company, because they know better what people can afford and should help guide people

Little real consideration of stopping mortgage payments

- Even less Mortgage borrowers than in January 2010 have considered defaulting on their home mortgage, especially among Delinquent borrowers (down by 7 points)

IF MORTGAGE BORROWER: Have you seriously considered, somewhat considered, not seriously considered, or not considered at all stopping or incompletely paying your mortgage?



IF MORTGAGE BORROWER: Have you seriously considered, somewhat considered, not seriously considered, or not considered at all stopping or incompletely paying your mortgage?	Mortgage %		Delinquent %		Underwater %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
TOTAL CONSIDERED	4	6	32	39	9	9
Considered it seriously	2	3	21	25	4	5
Considered it somewhat	2	3	11	14	5	4
TOTAL NOT CONSIDERED	94	93	65	57	91	89
Not seriously considered it	2	3	8	6	3	4
Not considered it at all	92	90	57	51	88	85

6 in 10 Americans do not consider financial distress a sound reason to stop paying one's mortgage

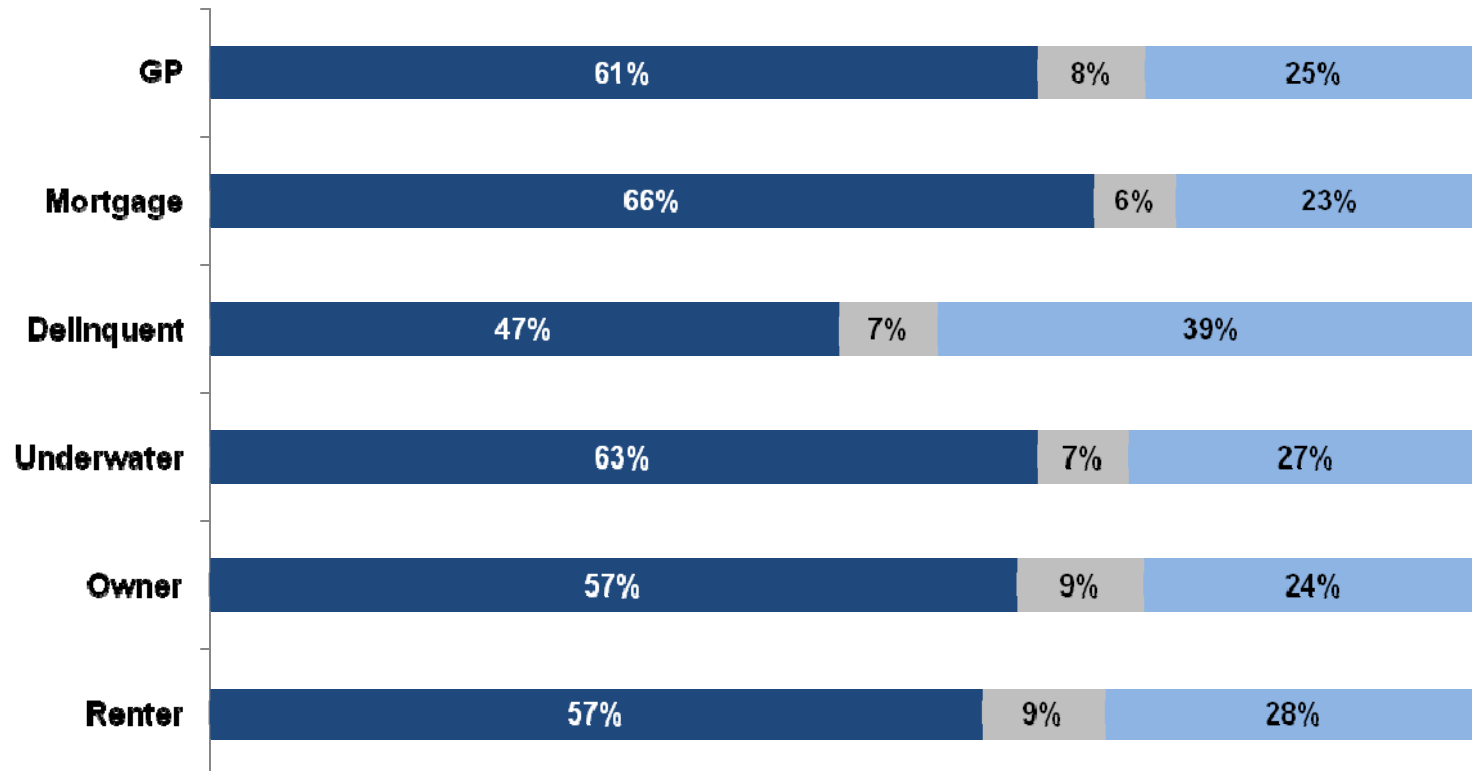
- Delinquent borrowers are the only sub-group of which less than 50% think that it is wrong to stop paying one's mortgage even if one is facing financial distress – 39% of them think it is fine to stop paying their mortgage in such a situation

Which is closer to your view?

It is wrong to stop paying your mortgage, even if you're facing financial distress

It is fine to stop paying your mortgage whenever it makes the most economic sense to you

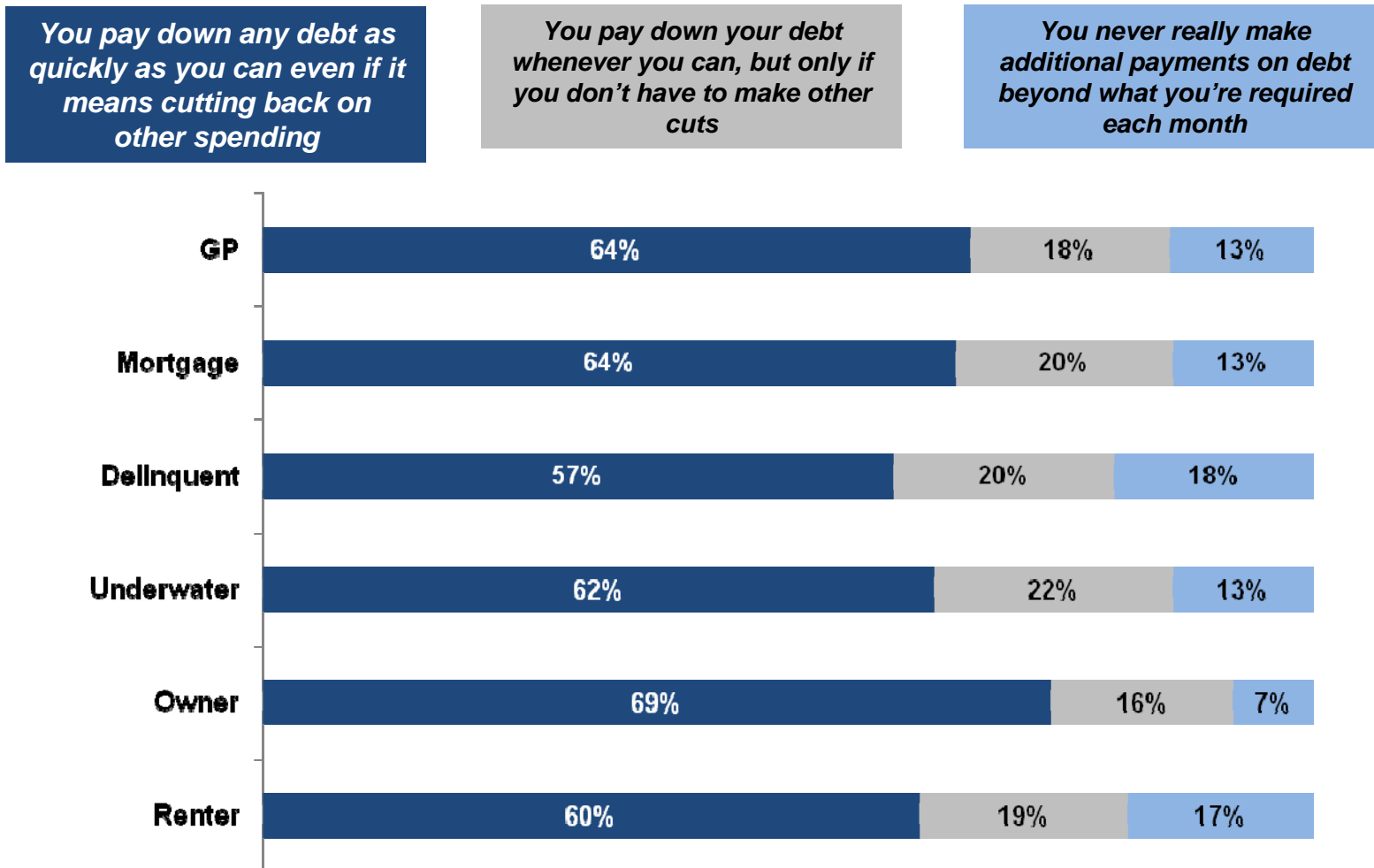
It is fine to stop paying your mortgage, but only if you're facing financial distress



2 in 3 Americans pay down any debt as quickly as possible

- Outright homeowners are especially favorable toward the view that it's best to pay down any debt as soon as possible even if that results in cutting back on other spending
- Delinquent borrowers are less likely to cut back on other spending in order to pay off their debt

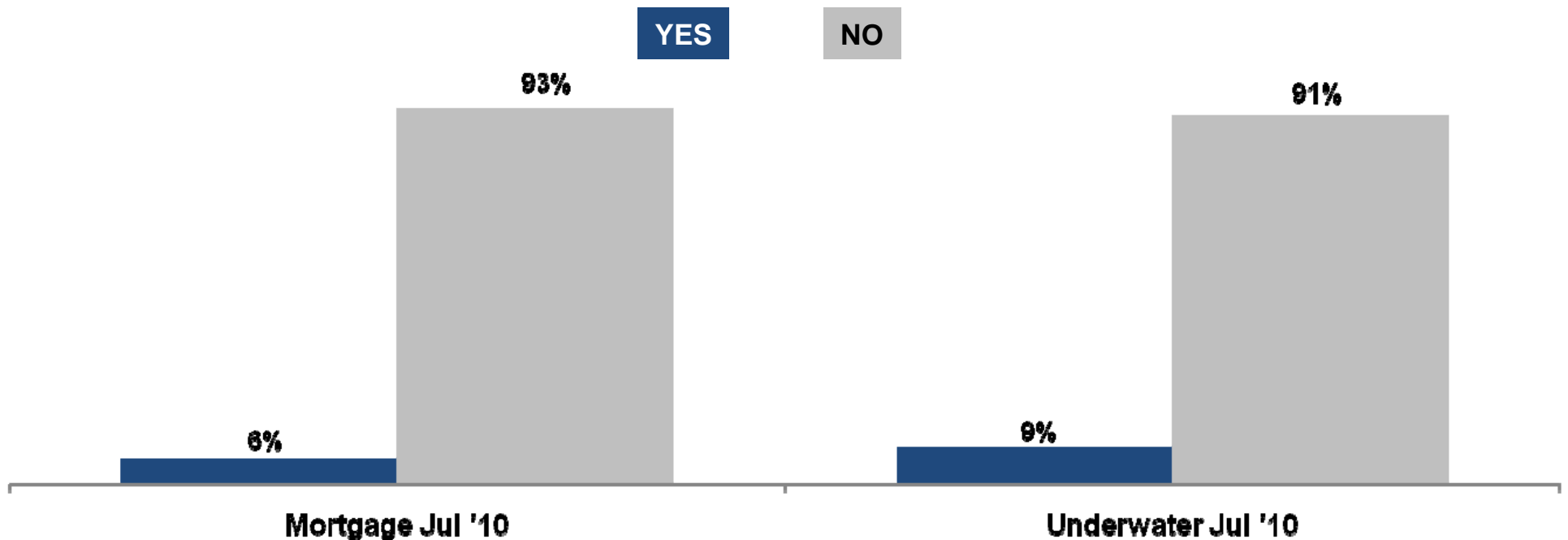
Which is closer to the way you make payments on your debt?



9 in 10 mortgage owners have never gone at least 60 days without making a mortgage payment

- Underwater borrowers closely resemble the rest of the mortgage population in that 9 in 10 report not having gone delinquent by 60 or more days in the past three years

IF MORTGAGE BORROWER: In the past three years, have you ever gone at least 60 days without making a payment on your mortgage?

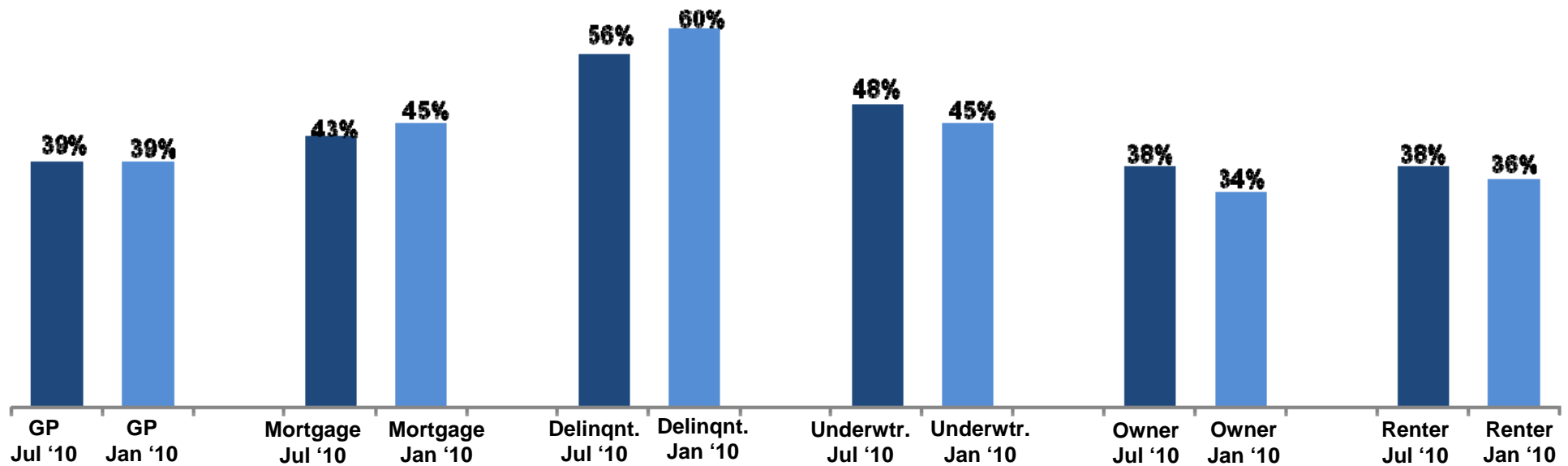


4 in 10 know of people who have defaulted on their mortgage

- Delinquent borrowers remain the most likely to know of people in their area who have defaulted on their home mortgage; however, there is a slight downward shift (5 points down)

Do you know of people in your area or neighborhood who have defaulted on their mortgage?

Showing % Yes



2 in 3 think that if they became delinquent, foreclosed within a year

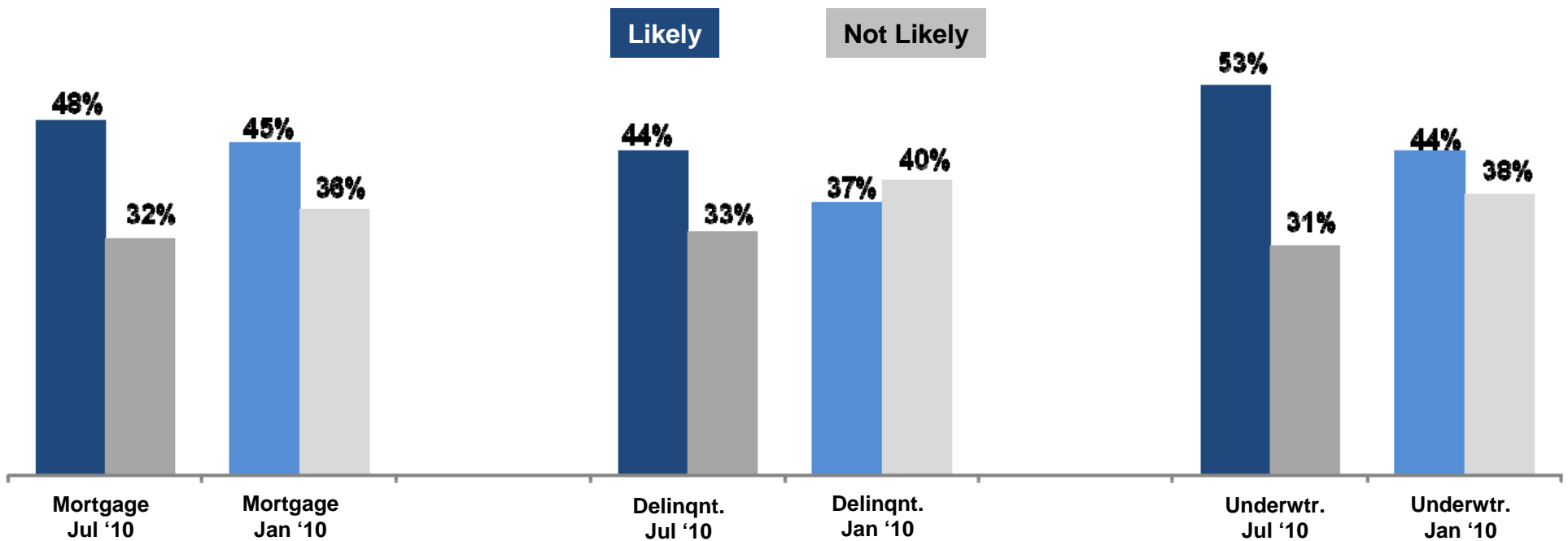
- However, 23% of Mortgage borrowers do not know how long it would take before they would be foreclosed on if they were delinquent
- Furthermore, 27% of Delinquent borrowers are unable to answer the question – there has been no positive movement toward more information during the last six months

IF MORTGAGE BORROWER: If you were delinquent on your home mortgage, how long do you think it would be before you were foreclosed on?	Mortgage %		Delinquent %		Underwater %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Less than a month	3	2	2	2	5	2
1-5 months	36	38	31	30	38	39
6-12 months	27	29	30	32	24	31
More than 12 months	7	6	9	8	11	7
Never	4	4	1	1	6	5
Don't know	23	20	27	26	17	17

Nearly half think their lender would pursue other assets if they stopped paying their mortgage

- Underwater borrowers are more likely than all Mortgage borrowers or Delinquent borrowers to think their lender would pursue other assets than they were in January 2010
 - Since January 2010, the number thinking their lender would pursue other assets has increased by 9 points among Underwater borrowers and by 7 points among Delinquent borrowers

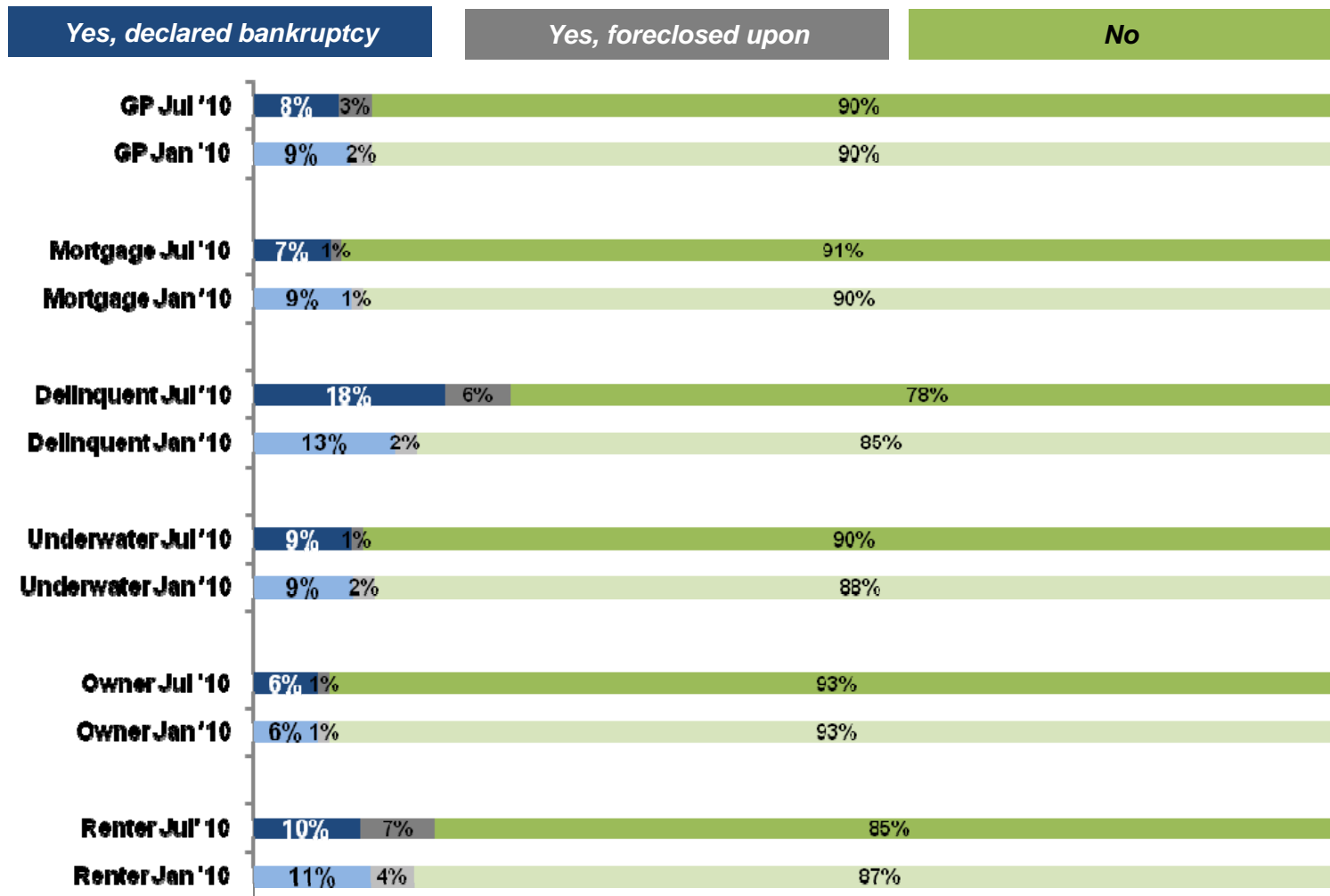
IF MORTGAGE BORROWER: If you were to stop paying your mortgage, how likely is it that your lender would pursue your other assets in addition to just your home?



A rise of Delinquent borrowers having declared bankruptcy and/or been foreclosed upon

- While in January 2010 85% of Delinquent borrowers said they have not declared bankruptcy or been foreclosed upon, by July 2010 the number has decreased by 7 points to 78%

Have you ever declared bankruptcy or been foreclosed upon? MULTIPLE RESPONSES PERMITTED



Most think it would take at least 3 years for their credit score to recover if they defaulted on mortgage

- Delinquent borrowers and Underwater borrowers are more optimistic than the General Population and the rest of the sub-groups – 20% of Delinquent borrowers and 21% of Underwater borrowers think it would take 1-3 years (versus 14% of GP)

If you default on a mortgage, how long do you think it would take before your credit score would recover to it's previous level?

If you default on a mortgage, how long do you think it would take before your credit score would recover to it's previous level?	GP %		Mortgage %		Delinquent %		Underwater %		Owner %		Renter %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Less than a year	6	4	6	4	7	5	7	6	4	4	8	4
1-3 years	14	12	15	14	20	24	21	16	10	9	16	13
3-5 years	17	17	20	18	17	18	17	15	14	13	16	19
5-10 years	32	35	33	39	24	25	32	41	33	34	31	33
10+ years	11	12	10	10	7	6	8	9	11	14	12	13
Wouldn't really hurt it	1	1	1	1	1	1	2	1	2	2	0	2

Housing market change led to underwater status for most borrowers

- However, Underwater Delinquent borrowers are increasingly likely to assume responsibility themselves rather than blaming it on unforeseen changes in the housing market

IF MORTGAGE BORROWER: Thinking about the total amount you owe on your mortgage compared to the value of your home today, would you say the total amount you owe on your mortgage is:	Mortgage %		Delinquent %		Underwater %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
At least 20% more than the value of your home	16	19	33	37	56	64
About 5-20% more than the value of your home	13	11	15	14	44	36
About the same as the value of your home	15	15	17	12	0	0
About 5-20% less than the value of your home	18	16	11	11	0	0
At least 20% less than the value of your home	33	32	20	19	0	0
Don't know	6	7	4	6	0	0

IF MORE THAN THE VALUE OF YOUR HOME: Is that because...

You did not have enough information about your mortgage when you got it

You had enough information but voluntarily took a risk

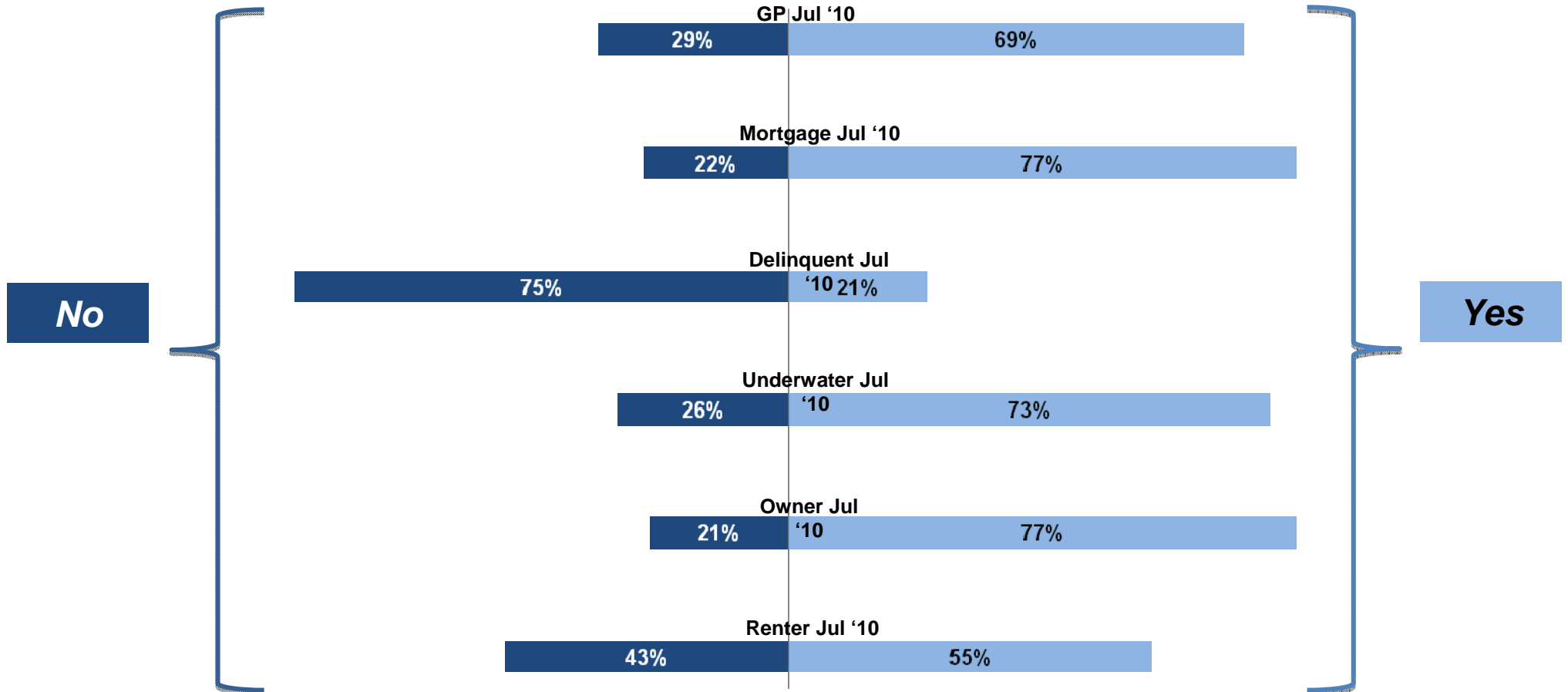
The housing market changed in a way you could not have predicted



7 in 10 Delinquent borrowers do not think their household income is sufficient for the expenses

- Overall, most Americans perceive their income to be sufficient enough to cover their expenses
- 1 in 5 Delinquent borrowers say their income is sufficient, yet still remain delinquent on their home mortgage

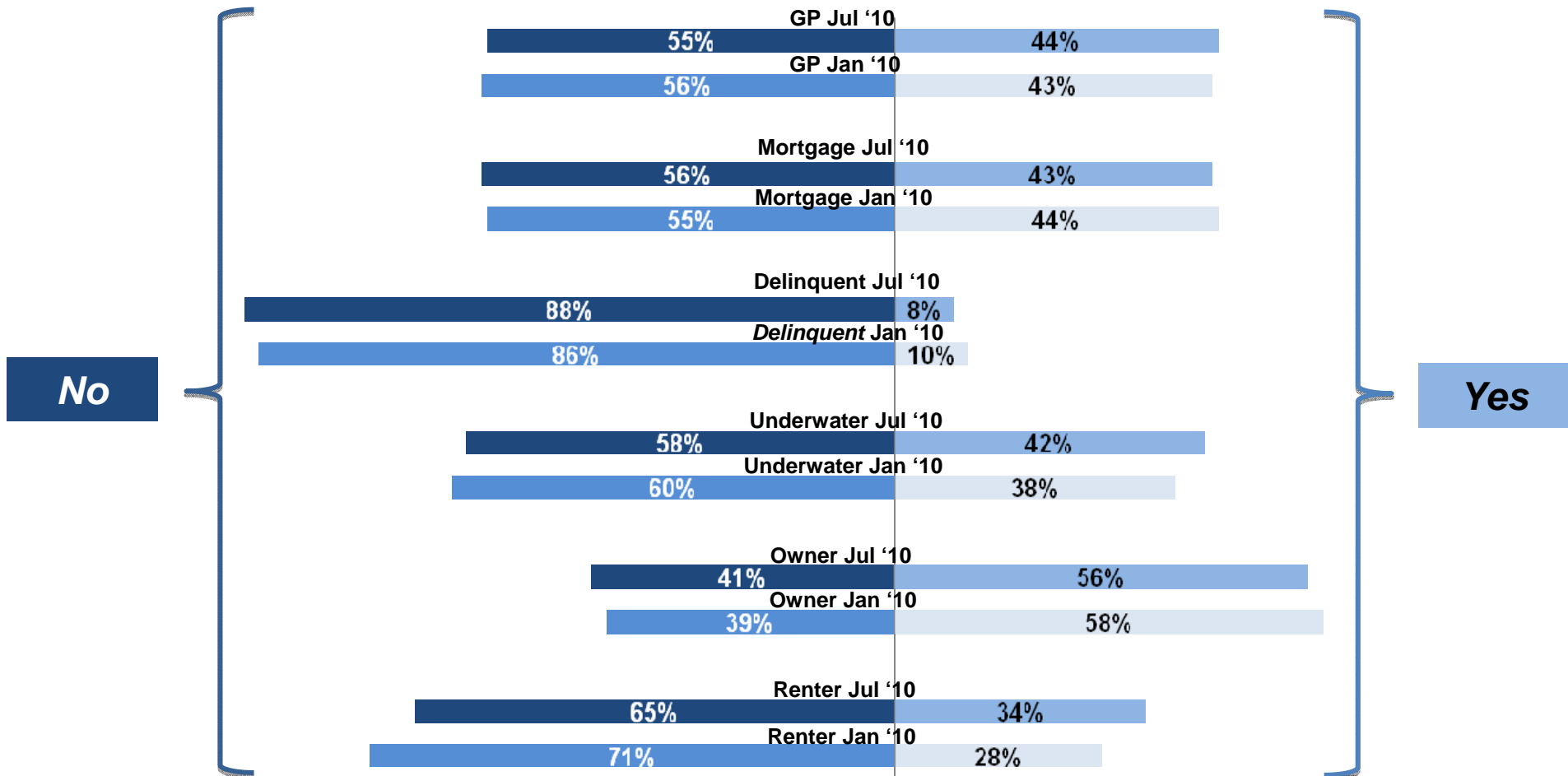
Do you feel that your current household income is sufficient for the amount of expenses you have, including any payments on debt and mortgages?



A strong minority of Americans continue perceiving their savings as insufficient

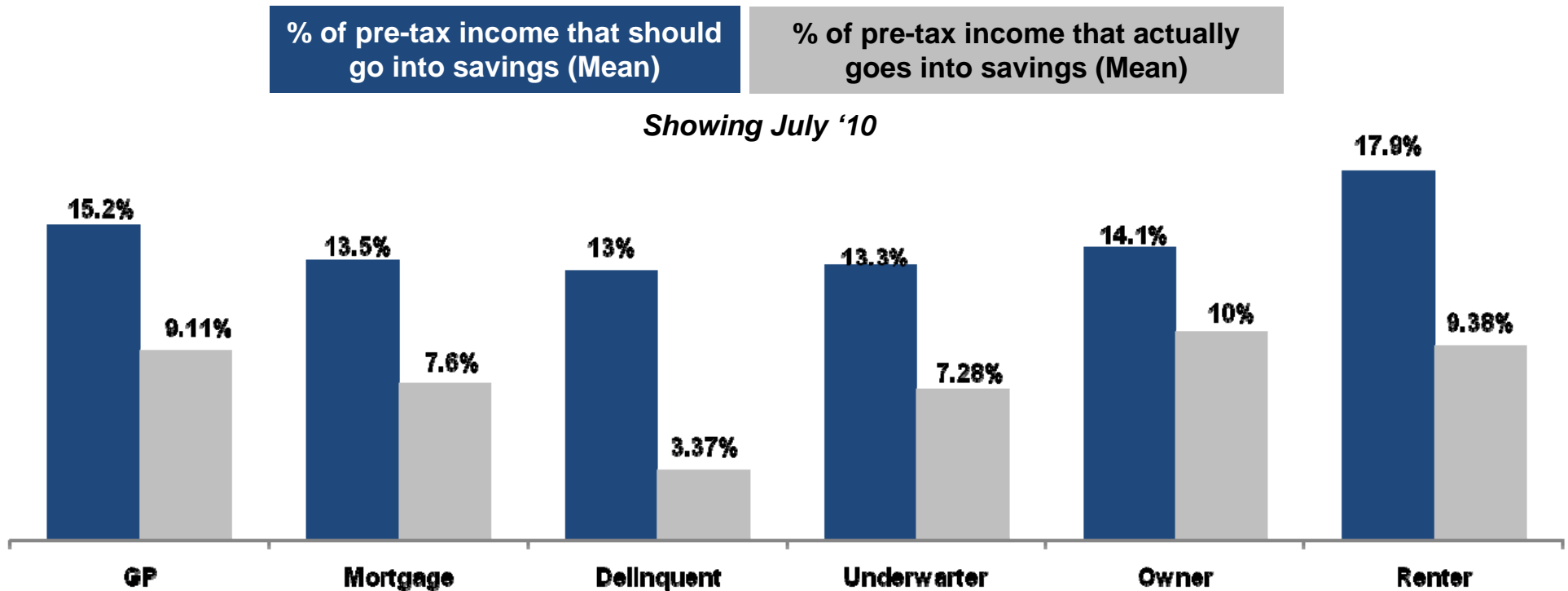
- The July 2010 numbers are consistent with the January 2010 study, Renters being the only exception
 - The number of Renters perceiving their savings as insufficient has increased by 6 points since January 2010

Do you feel you have sufficient savings?



On average, Americans say that 15% of income should go to savings, but report to save 9% of their pre-tax income

- At roughly 18%, Renters have the highest number of what should go into savings; however, their actual savings, at roughly 9%, are in line with the General Population
- Delinquent borrowers, with 3.37% actually going into savings, are reporting to be saving the least among all sub-groups

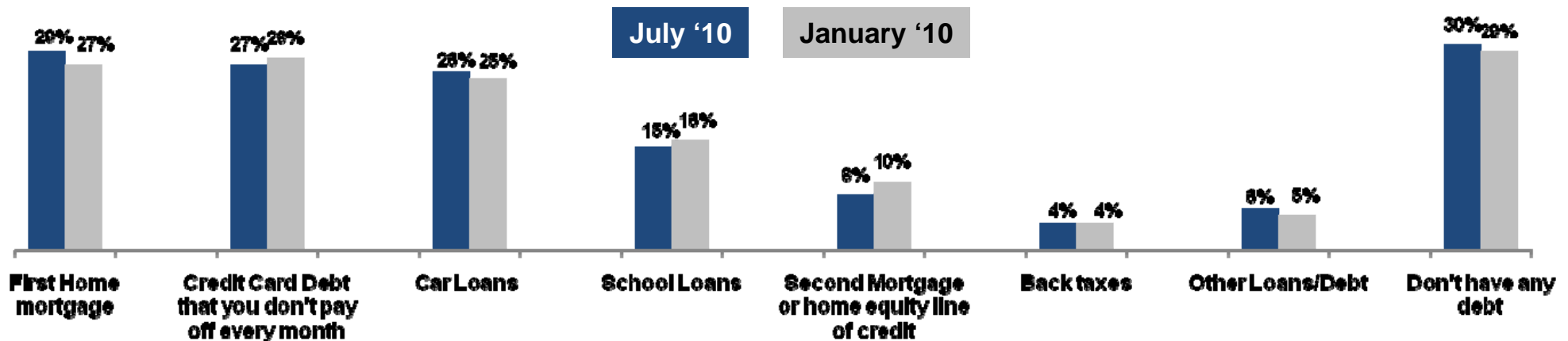


Home mortgage, credit card, and car loan debt remain the most common types of debt among Americans

- Delinquent borrowers are particularly likely to have credit card debt, but appear to be making an improvement – in January 2010 59% of them reported to have credit card debt versus 49% in July 2010

Which if any of the following types of debt do you currently have? Multiple responses permitted

Showing %GP

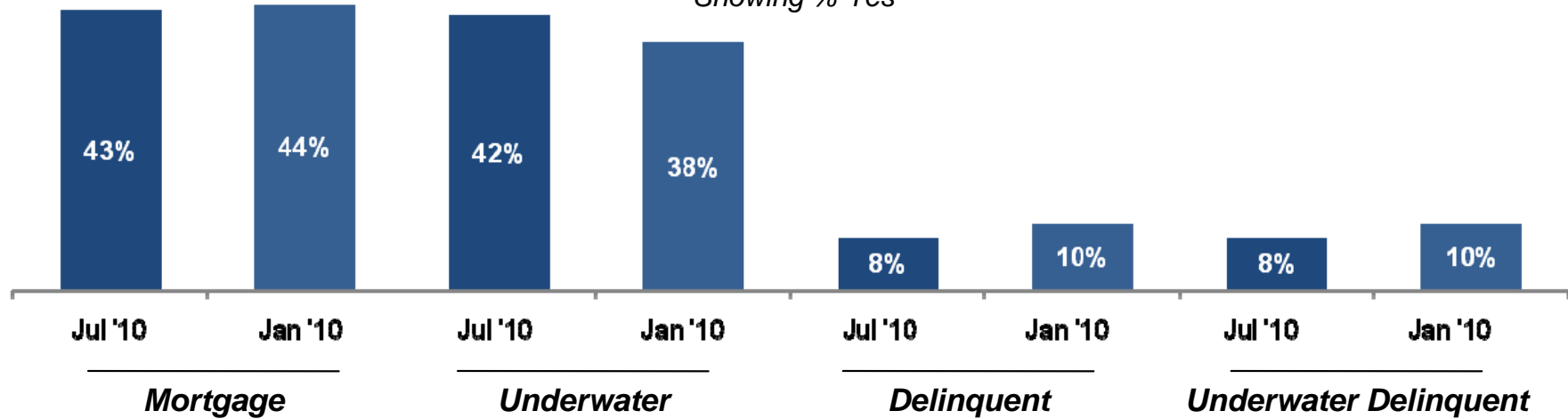


Which if any of the following types of debt do you currently have?	GP %		Mortgage %		Delinquent %		Underwater %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
First Home mortgage	29	27	71	65	82	74	69	60
Credit Card Debt that you don't pay off every month	27	28	37	34	49	59	40	35
Car Loans	26	25	41	36	39	39	44	38
School Loans	15	16	14	16	20	16	17	18
Second mortgage or home equity line of credit	8	10	15	19	25	28	20	17
Other Loans/Debt	6	5	3	3	4	4	4	5
Back taxes	4	4	5	5	13	12	7	7
Don't have any debt	30	29	7	7	3	3	6	11

Underwater borrowers respond more like the general mortgage population than Delinquent borrowers

Do you feel you have sufficient savings?

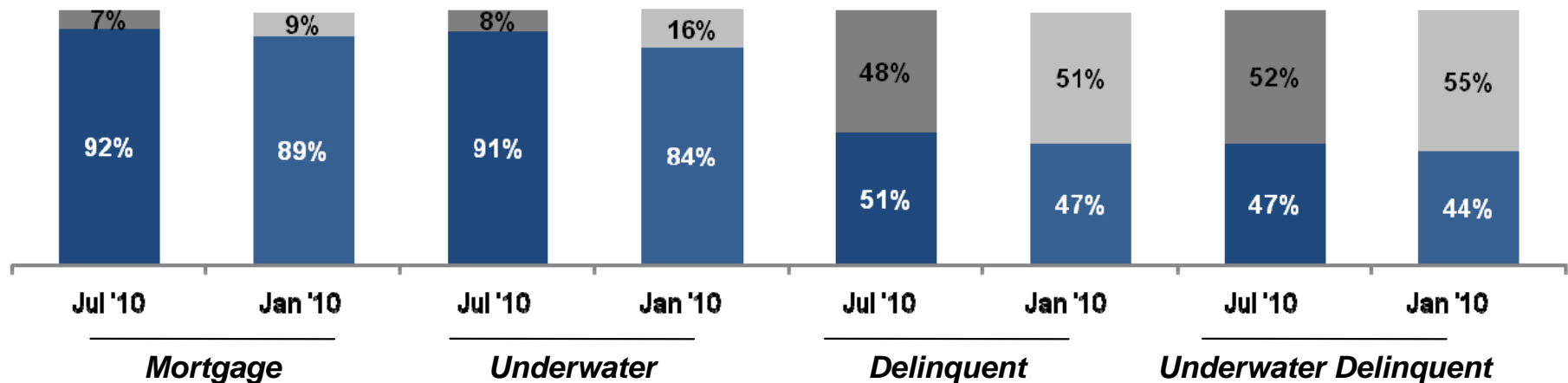
Showing % Yes



Are you satisfied with your current mortgage?

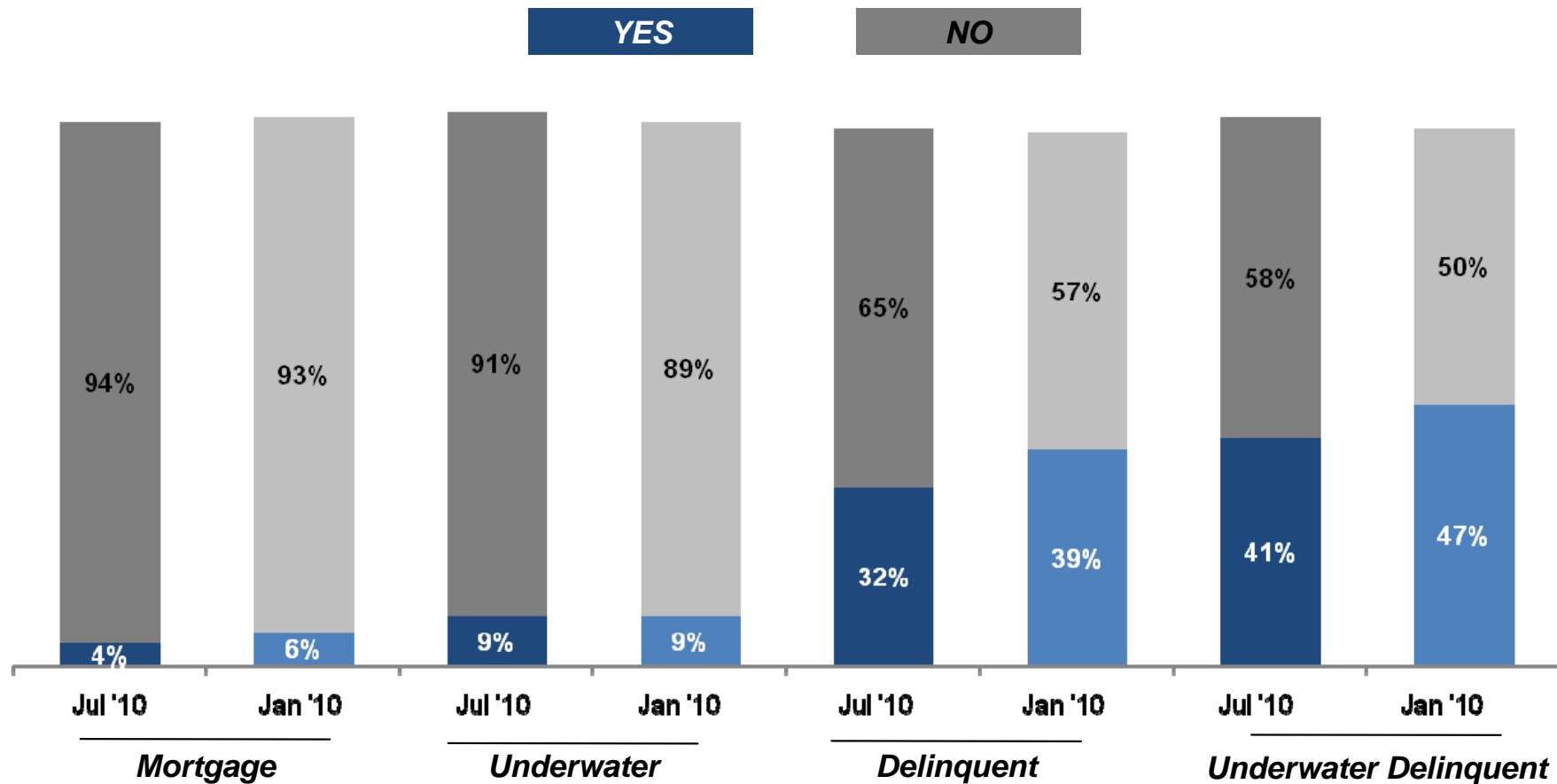
Satisfied

Unsatisfied



Underwater borrowers respond more like the general mortgage population than Delinquent borrowers

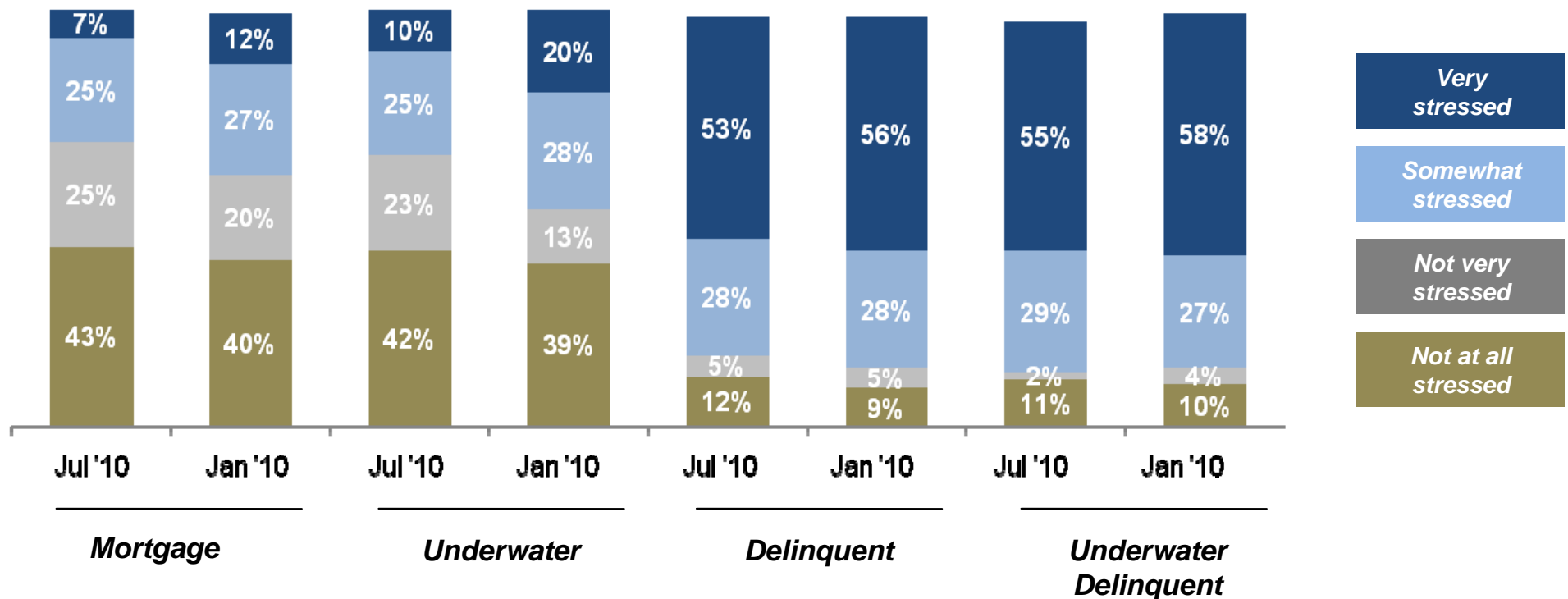
Have you considered stopping your mortgage payments?



Underwater borrowers respond more like the general mortgage population than Delinquent borrowers

- Even in regard to the level of stress about ability to make debt payments, Underwater borrowers are becoming much more in line with Mortgage borrowers than Delinquent borrowers

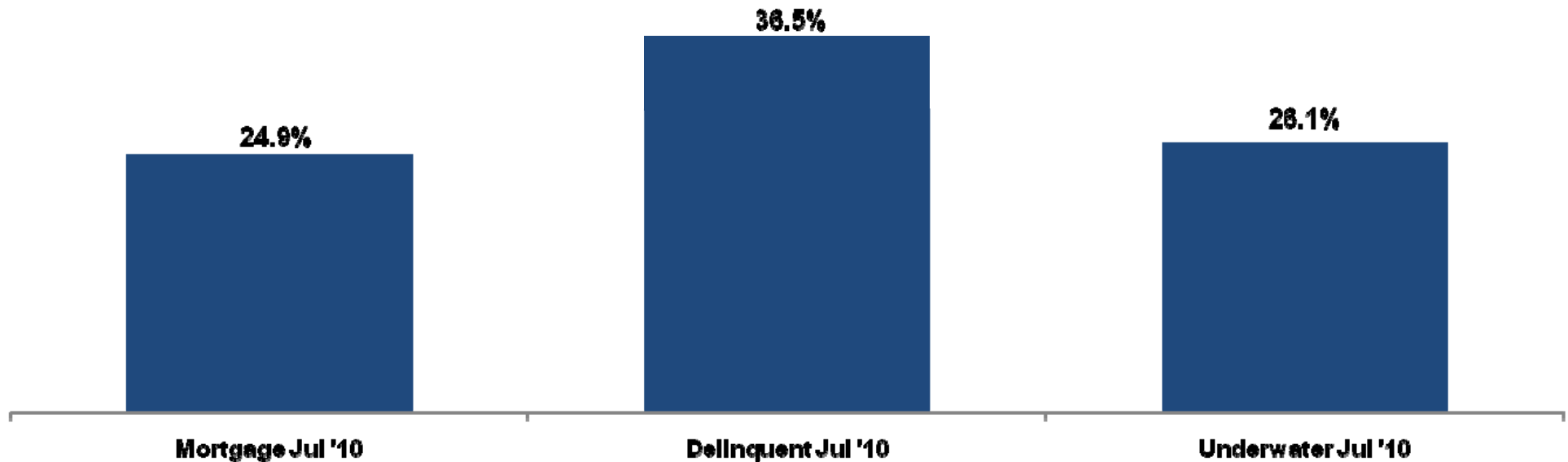
Are you very stressed, somewhat stressed, not very stressed, or not at all stressed about your ability to make payments on your debts?



Delinquent borrowers pay the highest portion of income toward home mortgage

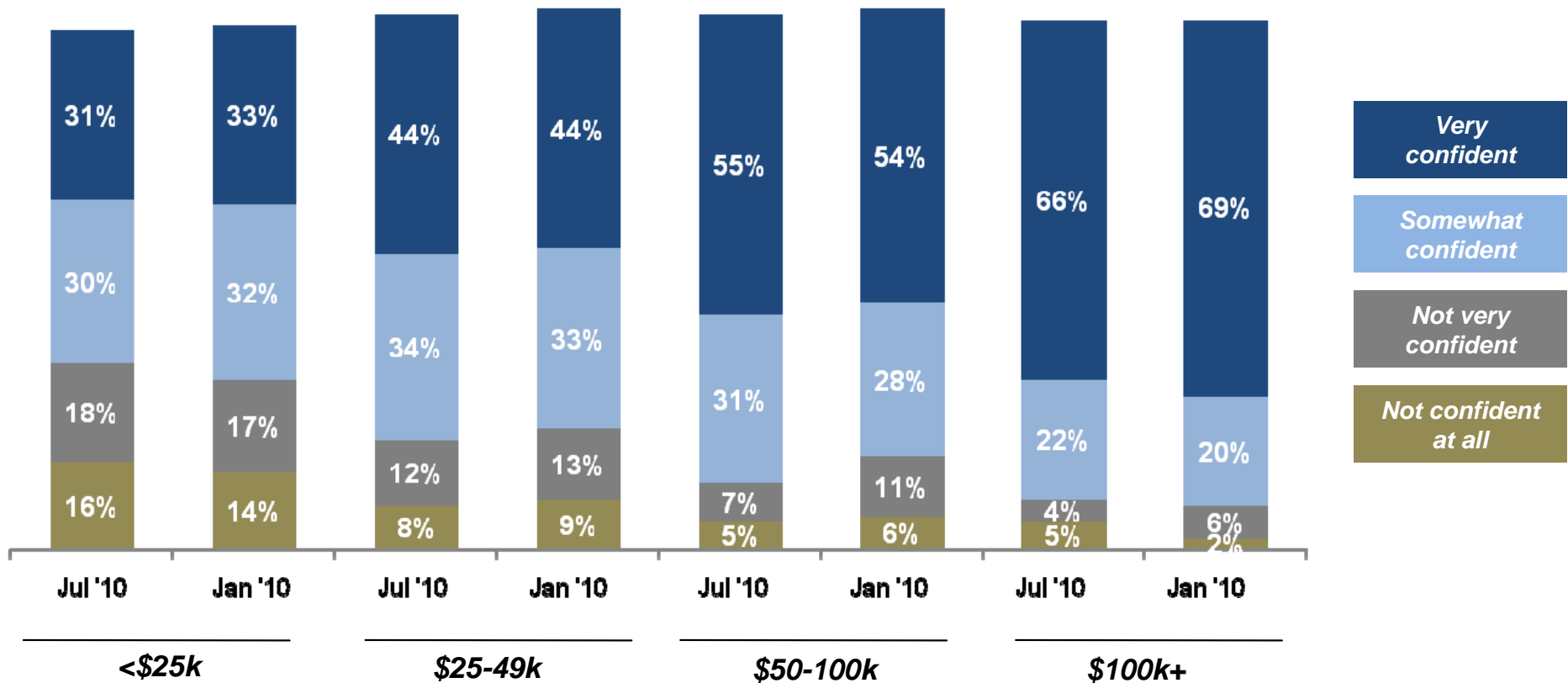
- The reported mean of Delinquent borrowers is 11.6 points higher than that of all Mortgage borrowers and 10.4 points higher the mean reported by Underwater borrowers
- Underwater borrowers report paying only a slightly greater percentage than the Mortgage population as a whole, helping explain their comparable stress levels about paying their mortgage

IF MORTGAGE BORROWER: What percent of your total income goes into your first home mortgage payments each month? Showing Mean



Those with higher income are more confident they would get needed information to buy or refinance

- Even though most Americans are confident they would receive the necessary information to choose the right mortgage, the level of confidence increases proportionally with the annual income
- The July 2010 numbers are consistent with those from January 2010, indicating a clear correlation between income and confidence on receiving the necessary information



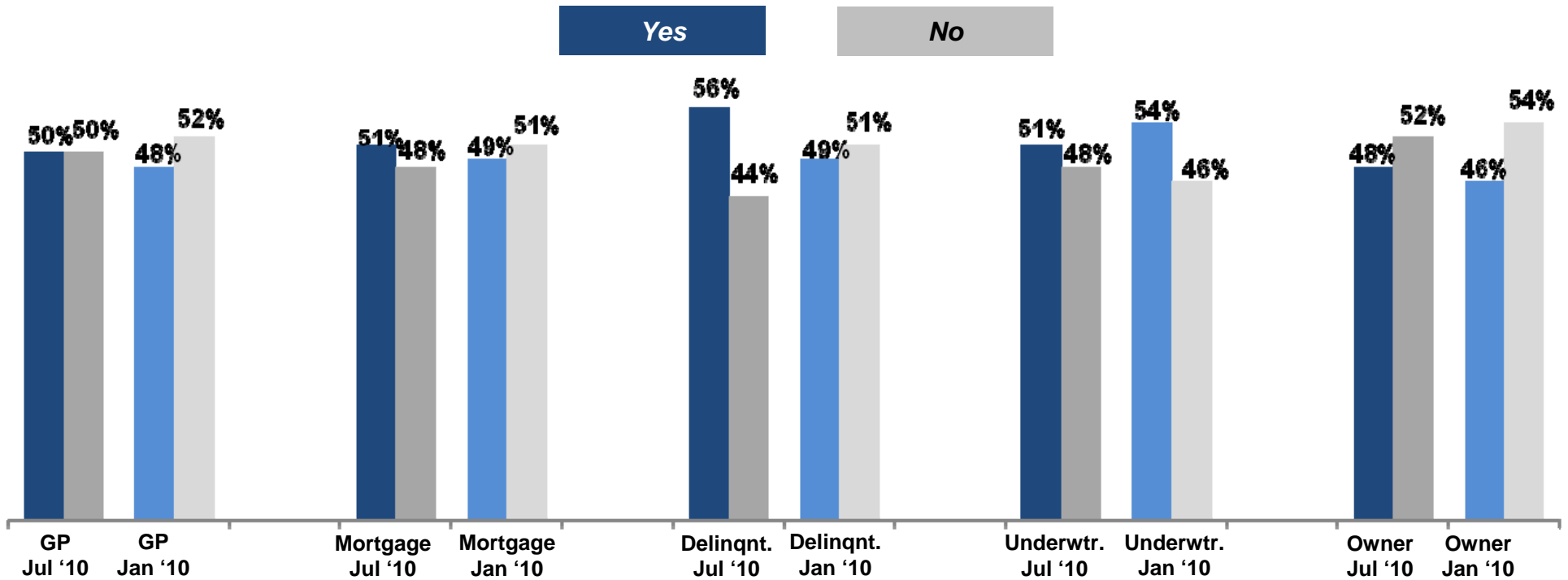
APPENDIX

OWNERSHIP DEMOGRAPHICS

Half of homeowners are living in their first home

- That is especially true among Delinquent borrowers, of whom 56% say it is their first home they have owned

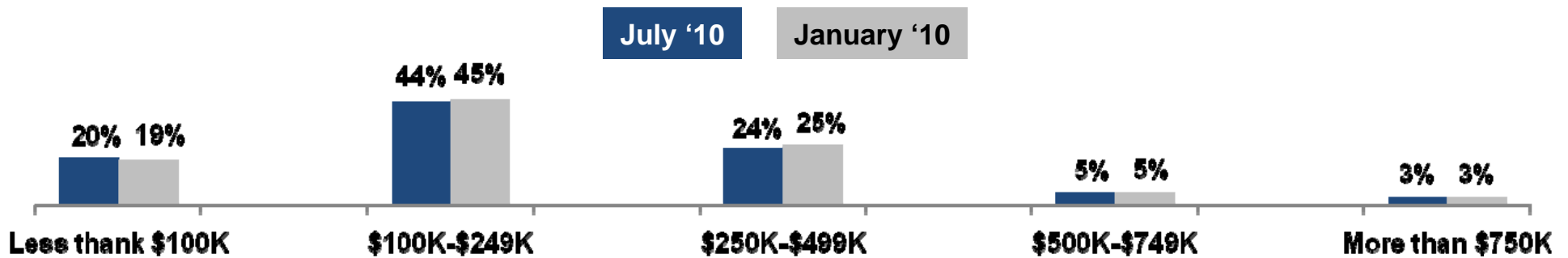
IF OWNER OR MORTGAGE BORROWER: Is this the first home you've owned



Most respondents own homes worth between \$100k and \$250k

- Almost 1 in 10 Delinquent borrowers own a home that is valued at more than \$500k, yet 5 in 10 Delinquent borrowers (9 points up) live in a home worth approximately between \$100k and \$250k

OWNERS AND MORTGAGE BORROWER:
Which of the following best describes the value of your home?
 Showing % Mortgage Borrowers and Owners

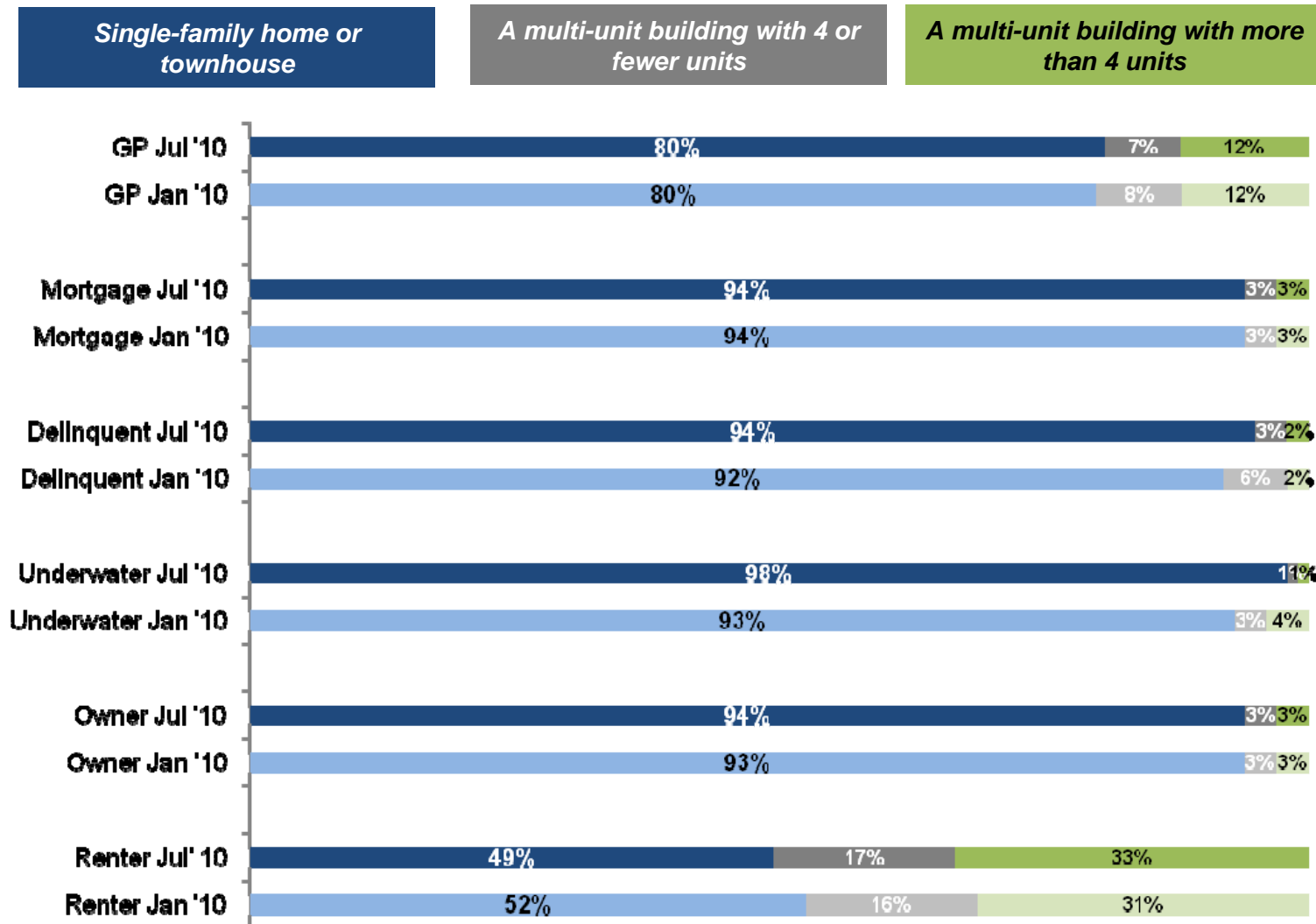


OWNERS AND MORTGAGE BORROWERS: Which of the following best describes the value of your home?	Mortgage %		Delinquent %		Underwater %		Owner %	
	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10	Jul '10	Jan '10
Less than \$100,000	17	16	12	7	15	18	25	23
\$100,000-\$249,000	49	47	50	41	49	48	37	42
\$250,000-\$499,999	24	27	30	36	28	28	24	22
\$500,000-\$749,999	5	6	6	11	5	3	6	4
More than \$750,000	3	2	2	5	4	1	3	4

Most Americans live in a single-family home

- Renters are the most likely to reside in a multi-unit building with more than 4 units

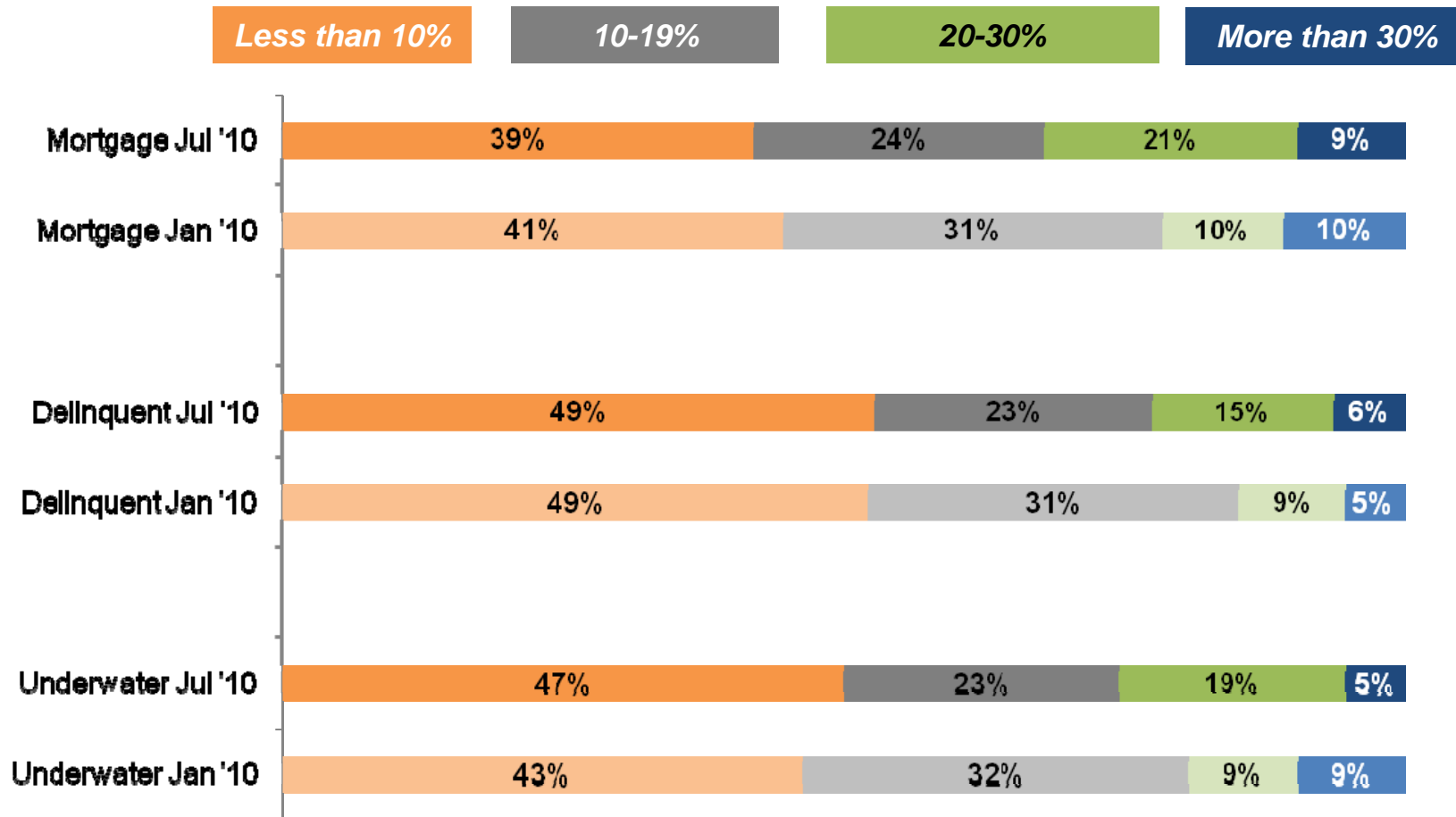
Do you currently live in a...?



Most paid less than 20% down when purchasing home

- This is especially true among Delinquent borrowers, of whom 49% (same as in January 2010) say they paid less than 10% down

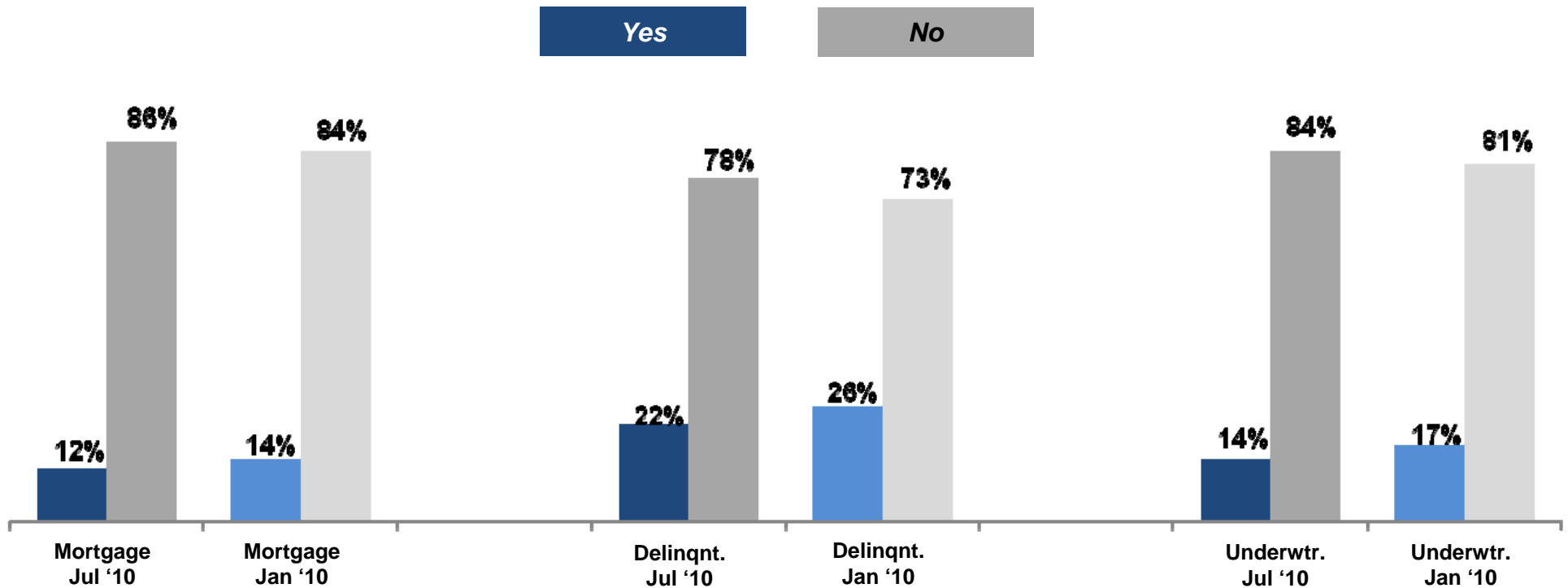
IF HAVE A MORTGAGE: What percent of the home value did you pay as a down payment when you purchased your home?



Most did not get a second mortgage/home equity loan when purchasing home

- Delinquent borrowers more likely to have gotten a second mortgage or home equity loan, yet the number has decreased slightly since January 2010 (down by 4 points)

IF HAVE A MORTGAGE: When you got your home mortgage, did you also get a second mortgage or home equity line of credit at the same time?



APPENDIX

FINDINGS FOR KEY DEMOGRAPHIC GROUPS

Profile of African-Americans

HEADLINE	KEY DIFFERENTIATORS
More optimistic about the U.S. economy and personal finances	Almost 1 in 2 African-Americans (48%) think the U.S. economy is on the right track compared to just 30% of the General Population (GP). Also, 71% expect their personal finances to get better over the next year (44% of GP) with 32% saying <i>much better</i> (only 14% GP say the same).
Less likely to view the current housing market as a good time to buy a house	While 70% of all Americans think this is a good time to buy a house, the number among African-Americans goes down by 10 points to 60%. In fact, 36% of the group think this is a bad time to buy real estate (26% GP).
Building up wealth and tax benefits major reasons to buy a home	While only 58% of all Americans think that the possibility of building up wealth by owning a home is a major reason to purchase a home, this number is 17 points higher (75%) among African-Americans. Also, 53% of African-Americans think that tax benefits of homeownership is a major reason to buy, in comparison to 45% among GP.
Expect a rise in home rental prices over the next year	While 39% of GP think that home rental prices will go up over the next year and 46% of GP think prices will remain about the same, 55% of African-Americans expect to see home rental prices rising in the next year and only 37% expect them to remain about the same.
Difficult to get a home mortgage with credit history as the biggest obstacle	65% of African-Americans think that it would be difficult to get a home mortgage today and only 10% say it would be <i>very easy</i> – among GP, 54% say it would be difficult and 18% say it would be <i>very easy</i> . When asked what would be the biggest obstacle to them getting a home mortgage, 26% of African-Americans cite credit history, while only 16% of GP cite the same reason.
Checking the value of their home once or twice a year	Only 23% of African-American homeowners (in comparison to 33% GP) say they <i>never or almost never</i> check the value of their home – 40% of African-Americans say they do so <i>once or twice a year</i> (28% of GP).
More likely to be among Delinquent mortgage borrowers	While African-Americans comprise 11% of all respondents, 23% of Delinquent mortgage borrowers identify themselves as African-American.
More likely to buy in the next three years	39% say they are likely to buy a house in the next three years, while saying the same among GP is 15 points lower at 24%.
More likely to think their income is insufficient for the expenses	While 29% of all Americans believe that their household income is insufficient for the amount of expenses they have, including any payments on debt and mortgages, 42% of African-Americans say the same.
Homeownership is a symbol of success	44% of African-Americans think the perception that owning a home is a symbol of one's success or achievement and hence is a <i>major reason</i> to buy a home, while only 31% of GP say the same.

Profile of Hispanics

HEADLINE	KEY DIFFERENTIATORS
More optimistic about year ahead	58% of Hispanics expect their financial situation to get better over the next year, while the number among all Americans is 14 points lower at 44%.
Perspective buyers in the next three years	While 24% of all Americans say they are likely to buy in the next three years, 37% of Hispanics expect to buy in the same period of time.
More likely to expect home rental prices to decline over the next year	24% of Hispanics expect home rental prices to decline over the next 12 months; only 10% of the General Population (GP) think the same.
Difficult to get a home mortgage with income and job security being the biggest obstacles	72% of Hispanics think that getting a home mortgage today would be difficult (35% say <i>very difficult</i> – in comparison to 25% of GP), while among all Americans this number is 18 points lower at 54%. 23% of Hispanics (19% of GP) say their income would be the biggest obstacle in getting a home mortgage and 22% cite their job or job security as the biggest obstacle (15% GP).
Tax benefits, a good retirement investment are major factors to buy a home	54% of Hispanics think that the tax benefits due to owning a home are a <i>major reason</i> to buy. Among GP this number is 9 points lower at 45%. Also, 70% of Hispanics cite the perception that a house being a good retirement investment is a major reason to buy (58% of GP).
More likely to be making a great financial sacrifice to own	Among Hispanic homeowners, 37% say they are making a <i>great deal</i> of financial sacrifice to own their home, while the number among all Americans is 16 points lower at 21%.
Less likely to have lowered their home mortgage debt over the past year	While 24% of all Americans say that their mortgage debt is significantly lower in comparison to what it was 12 months ago, only 12% of Hispanics say the same – they are more likely to say that their debt has remained about the same (70% versus 63% GP).
More likely to say that their income is insufficient for the amount of expenses they have	39% of Hispanics do not agree with the statement that their household income is sufficient for the amount of expenses they have. Among GP this number is 10 points lower at 29%.
Buying a home is a financial opportunity and a way to build up wealth	70% of Hispanics – in comparison to 59% of GP – think that the financial opportunity that buying a home avails is a <i>major reason</i> to buy. Also, 76% of Hispanics (58% of GP) think that the wealth built up by owning a home is a <i>major reason</i> to buy a home.

Profile of Delinquent mortgage borrowers in comparison to all Mortgage borrowers

HEADLINE	KEY DIFFERENTIATORS
More likely to consider this a very bad time to sell a house	While 50% of all Mortgage borrowers think this is a <i>very bad time</i> to sell one's home, the number rises to 67% among Delinquent borrowers.
Less likely to expect a rise in home mortgage interest rates over the next year	41% of Delinquent borrowers expect home mortgage interest rates to go up over the next twelve months. This number is 12 points higher (53%) among Mortgage borrowers.
Much more likely to think it would be <i>very difficult</i> to get a home mortgage today	60% of Delinquent borrowers think it would be <i>very difficult</i> for them to get a home mortgage today. The number among Mortgage borrowers is 44 points lower (16%).
Much more likely to view their credit history as the biggest obstacle to getting a home mortgage	Only 11% of all Mortgage borrowers perceive their credit history as potentially the biggest obstacle if they were going to try getting a home mortgage. Among Delinquent borrowers, the number goes up by 32 points to 43% perceiving it as the biggest obstacle.
Much more likely to view homeownership as a great financial sacrifice	69% of Delinquent borrowers say they are making a <i>great deal</i> of financial sacrifice to own their home. The number among Mortgage borrowers is 46 points lower at 23%.
Less likely to view buying a home as a safe financial investment	74% of all Mortgage borrowers view buying a home as a safe investment and 49% view it as a safe investment with a lot of potential. Among Delinquent borrowers, only 57% perceive buying a home as a safe investment and only 38% view it as a safe investment with a lot of potential.
More likely to think it's okay to stop paying home mortgage if facing financial distress	38% of Delinquent borrowers think it's okay to stop paying one's home mortgage under financial distress, while among all Mortgage borrowers, only 16% think it's okay to do so.
Much more likely to be <i>very stressed</i> about their ability to make payments on their debts	While only 7% of all Mortgage borrowers are <i>very stressed</i> about their ability to make payments on their debts, the number rises 46 points to 53% among Delinquent borrowers.

Profile of Underwater mortgage borrowers in comparison to all Mortgage borrowers

HEADLINE	KEY DIFFERENTIATORS
Less optimistic about prospects of getting a home mortgage today	While 44% of Mortgage borrowers say it would be difficult to get a home mortgage today, the number goes up to 54% among Underwater borrowers.
More likely to make a great deal of financial sacrifice to own	32% of Underwater borrowers perceive their homeownership as a <i>great deal</i> of financial sacrifice. Among all Mortgage borrowers, the number of respondents saying so is at 23%.
Less likely to have lowered the total amount of debt on their home in the last 12 months	While 22% of all Mortgage borrowers claim to have lowered their home mortgage debt significantly over the last year, the number goes down by 9 points to 13% among Underwater borrowers.
More likely to consider this moment as a very bad time to sell a house	6 in 10 Underwater borrowers think that this is a <i>very bad time</i> to sell one's house. Among all Mortgage borrowers, the number goes down by 10 points to 50%.
More likely to consider owning a home a symbol of one's success or achievement	While only 25% of all Mortgage borrowers think of homeownership as a symbol of one's success or achievement and hence is a <i>major reason</i> to buy a house, 36% of Underwater borrowers think so.
Less likely to have paid a significant portion of the mortgage as a down payment	Almost 1 in 2 Underwater borrowers (47%) say they paid less than 10% of the home value as a down payment. Among all Mortgage borrowers, the number goes down by 8 points to 39%.
Less confident in the access of available information to help one choose the right loan	While 55% of all Mortgage borrowers are <i>very confident</i> they would get the needed information to buy or refinance, the number of Underwater borrowers is 7 points lower (48%).
More likely to rent if were going to move	20% of Underwater borrowers say they would rent rather than buy if they were going to move – 6 points higher than among all Mortgage borrowers (14%).

Profile of Delinquent Borrowers, whose current home value is at least 5% less than what they owe on their home (Underwater)

HEADLINE	KEY DIFFERENTIATORS
More optimistic about their personal financial situation	While only 44% of all Mortgage borrowers and 47% of Underwater borrowers expect their personal financial situation to improve over the next year, 64% of Underwater Delinquent borrowers expect their finances to get better.
Less likely to think that home mortgage interest rates will go up over the next year	44% of Underwater Delinquent borrowers think that home mortgage interest rates will go up over the next year – versus 53% of all Mortgage borrowers and 53% of Underwater borrowers.
Less likely to have lowered the total amount of debt on their home in the last 12 months	While 22% of all Mortgage borrowers claim to have lowered their home mortgage debt significantly over the last year, the number goes down by 9 points to 13% among Underwater borrowers.
Much more likely to think it would be difficult to get a home mortgage	90% of Underwater Delinquent borrowers think it would be difficult for them to get a home mortgage today. Meanwhile, only 44% of all Mortgage borrowers and 54% of Underwater borrowers think so.
Credit history the biggest obstacle to getting a home mortgage	While only 11% of all Mortgage borrowers and 13% of Underwater borrowers cite their credit history as the biggest obstacle to them getting a home mortgage, 44% of Underwater Delinquent borrowers perceive their credit history as the biggest obstacle.
Making a <i>great deal</i> of financial sacrifice to own their home	70% of Underwater Delinquent borrowers say they are making a <i>great deal</i> of financial sacrifice to own their home. The number is significantly lower among all Mortgage borrowers and Underwater borrowers – 23% and 32% respectively.
More likely to have refinanced their mortgage in the past three years	34% of Underwater Delinquent borrowers say they have refinanced their home mortgage in the past three years – versus 22% of all Mortgage borrowers and 25% of Underwater borrowers.
More likely to have a hybrid ARM	11% of Underwater Delinquent borrowers say they have a hybrid adjustable rate mortgage (ARM) with fixed payments for a certain period, usually 2-7 years, before adjusting. Only 4% of all Mortgage borrowers have this type of mortgage; and 7% of Underwater borrowers have this type of mortgage.

Profile of Mortgage Borrowers who have a Second Mortgage/HELOC

HEADLINE	KEY DIFFERENTIATORS
More likely to know defaulters	While 43% of all Mortgage borrowers know of people in their area or neighborhood who have defaulted on their home mortgage, among Second Mortgage/Home Equity Line of Credit (HELOC) borrowers the number goes up by 8 points to 51%.
More likely to know a Strategic Defaulter	27% of Second Mortgage/HELOC borrowers know someone who has defaulted on their home mortgage despite being able to afford the payments. In comparison, 19% of General Population and 20% of all Mortgage Borrowers are able to say the same.
More likely to think strategic default is okay	While only 8% of all Mortgage borrowers think it is okay to stop paying one's mortgage if one is underwater, among Second Mortgage/HELOC borrowers the number goes up by 6 points to 14%
More likely to be underwater than the rest of Mortgage borrowers	29% of all Mortgage borrowers report their mortgage exceeding the current value of their home by at least 5%. The number of Underwater borrowers among Second Mortgage/HELOC borrowers is 8 points higher at 37%.
More likely to have a hybrid ARM	While only 4% of all Mortgage borrowers say their mortgage is a hybrid ARM, 8% of those with a Second Mortgage/HELOC have a hybrid ARM.
More likely to be stressed about their debt	40% of borrowers who have a Second Mortgage/HELOC say they are stressed about their ability to make payments on their debts, while 32% of all Mortgage borrowers and 33% of all Americans are stressed.
Less likely to consider their savings as sufficient	43% of all Mortgage borrowers and 44% of all Americans feel they have sufficient savings. Among those borrowers with a Second Mortgage/HELOC, only 36% feel the same way.
More likely to consider their second mortgage or HELOC as the most important bill to pay	15% of those having a Second Mortgage/HELOC consider their Second Mortgage/HELOC the most important bill to pay (versus 4% among all Mortgage borrowers). Furthermore, only 58% of those with a Second Mortgage/HELOC consider their first mortgage the top priority (75% among all Mortgage borrowers).
More likely to consider a home as an asset to borrow against as a major reason to buy a home	Only 28% of all Mortgage borrowers think that the possibility of using their home as something they can borrow against if needed is a <i>major reason</i> to buy. This number among those with a Second Mortgage/HELOC is 11 points higher at 39%.

Profile of Renters

HEADLINE	KEY DIFFERENTIATORS
More optimistic about their personal finances	54% of Renters expect their personal financial situation to get better over the next year, while among General Population (GP) 44% expect the same.
More difficult to get a home mortgage; credit history being the biggest obstacle	While 54% of all Americans think it would be difficult for them to get a home mortgage today, the number goes up by 19 points to 73% among Renters. 26% of Renters cite their credit history as the biggest obstacle to them getting a home mortgage, in comparison to 16% among GP.
A high rate of homeownership not as important to the overall economy	42% of Renters say that a high rate of homeownership is <i>very important</i> to the overall economy – 11 points lower than among GP at 53%.
More likely to view buying a home as a risky investment	While 30% of all Americans do think that buying a home is a risky investment, 43% of Renters view it as a risky investment.
More likely to be stressed about their debt	43% of Renters say they are stressed about their ability to make payments on their debts, in comparison to 33% of GP.
Less likely to have sufficient savings	While 44% of all Americans feel they have sufficient savings, the number among Renters is 10 points lower at 34%.
Ownership plans more likely to have changed in the last year	21% of Renters say that their plans to purchase a home have changed in the last year and that they will probably purchase a home later than they had once planned. The number among all Americans is 9 points lower at 12%.
More likely to consider their income insufficient for the expenses they have	While 69% of all Americans feel their income is sufficient for their expenses and 29% think it is insufficient, 43% of Renters think their income is insufficient and 55% think it is sufficient.
More likely to be single	46% of Renters report being single, while among GP the number of single individuals is 19 points lower at 27%.

Key Differentiators among Americans earning less than \$50k a year and those making more than \$50k

HEADLINE	KEY DIFFERENTIATORS
Those making more money are more likely to view this as a good time to buy	While 59% of those Americans whose household income is lower than \$50k think this is a good time to buy a house, the number is 24 points higher (83%) among \$50k+.
Getting a home mortgage a difficult process for lower-income Americans	66% of those with lower income say it would be difficult for them to get a home mortgage today. Among those Americans earning more than \$50K a year, the number is 24 points lower at 42%.
Different obstacles to getting a home mortgage	While lower-income Americans cite their income (27% versus 10% among \$50k+) and credit history (22% versus 11% among \$50k+) as the biggest obstacles, those with higher incomes cite not having enough for a down payment (21% versus 12% among <\$50k) as the biggest obstacle.
Americans with higher incomes more likely to consider homeownership an important factor to the overall economy	Among those earning less than \$50k, 78% think a high rate of homeownership is important to the overall economy – 9 points lower (87%) than among those making \$50k+.
Lower-income Americans more likely to perceive buying a home as a risky investment	38% of those Americans making less than \$50k a year think that buying a home is a risky investment. Meanwhile, among those earning above \$50k, the number is 16 points lower at 22%.
Americans with lower incomes more likely to be stressed about their debt	While 25% of those with an annual income higher than \$50k report to be stressed about their ability to make payments on their debts, among those below \$50k the number goes up to 41%.
Lower-income Americans more likely to have seen their financial situation deteriorate over the past year	28% of Americans who earn less than \$50k say their income is significantly lower right now than it was a year ago and 36% report their expenses to be higher. Among those making more than \$50k, only 16% say their income is significantly lower and 27% say their expenses are significantly higher now than they were a year ago.
Lower-income Americans more optimistic about their financial situation	While 41% of those making more than \$50k expect their financial situation to get better over the next year, the number among those with lower income is 7 points higher at 48%.

Key Differentiators Based on Age

HEADLINE	KEY DIFFERENTIATORS
Younger Americans much more optimistic about their personal finances	60% of younger Americans (age 18-39) expect their personal financial situation to improve over the next year – versus 41% among middle age (age 40-59) and 25% among older Americans (age 60+).
Younger Americans more pessimistic about the ease of getting a home mortgage	While 51% of middle age Americans and 49% of seniors say it would be difficult for them to get a home mortgage today, 61% of younger Americans think so.
Different obstacles to getting a home mortgage	Credit history is cited most often among younger Americans as the biggest obstacle to getting a home mortgage (22%). Middle-age Americans cite their job or job security as the biggest obstacle (17%), while older Americans cite their income (26%).
Middle-age Americans are the least likely to think their savings are sufficient	While 56% of older Americans and 42% of younger Americans consider their savings to be sufficient, only 37% of middle-age Americans think that of their own savings.
Younger Americans are the least likely to consider their income to be sufficient for the amount of expenses they have	65% of younger Americans think their income is sufficient for the expenses (including any payments on debt and mortgages). The number is 4 points higher (69%) among middle-age Americans and 11 points higher (76%) among older respondents.
Younger Americans are more likely to have seen a significant increase of income over the past year	While 12% of older Americans and 17% of middle-age Americans say their current income is significantly higher than it was a year ago, 25% of younger Americans say so.
Monthly household expenses increasing significantly for the seniors	38% of older Americans say that their expenses are significantly higher than they were a year ago – versus 31% of middle-age Americans and 28% of younger Americans.
Older Americans are the least likely to know defaulters and strategic defaulters	32% of seniors say they know of someone in their area or neighborhood who has defaulted (versus 42% among younger and middle-age Americans). At the same time, only 13% of older Americans know someone who has stopped making their monthly mortgage payment, despite being able to afford it, because that someone no longer believes that owning his/her home is a good investment – versus 19% among middle-age Americans and 22% among younger Americans.

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
ECONOMY <i>Right track / Wrong track</i>	July '10	30/60	36/52	48/42	30/59	29/59	32/60	35/59
	Jan '10	31/61	33/57	48/43	28/63	30/62	34/60	32/60
PERSONAL FINANCES IN THE NEXT YEAR <i>Get better / Stay the same / Get worse</i>	July '10	44/40/15	58/32/9	71/19/9	48/33/16	48/35/16	40/47/13	44/44/11
	Jan '10	44/38/17	63/24/12	73/18/8	49/33/18	44/36/17	40/44/15	40/44/15
BUYING A HOUSE <i>Good time / Bad time</i>	July '10	70/26	60/37	60/36	49/43	68/28	81/16	86/13
	Jan '10	64/31	59/36	61/37	54/41	65/31	72/24	78/20
BUYING A HOUSE IN THE NEXT 3 YEARS <i>Likely / Unlikely</i>	July '10	24/76	37/62	39/60	24/74	26/74	21/78	22/77
SELLING A HOUSE <i>Good time / Bad time</i>	July '10	15/83	15/82	24/71	17/77	15/82	12/87	11/88
SELLING A HOUSE IN THE NEXT 3 YEARS <i>Likely / Unlikely</i>	July '10	18/82	24/75	19/81	16/82	17/81	17/83	23/77

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
HOME PRICES <i>Will go up / remain the same / will go down</i>	July '10	31/47/18	37/33/25	37/43/15	36/40/18	33/46/18	29/51/17	27/54/17
	Jan '10	37/36/23	43/33/21	41/28/28	43/29/23	34/39/25	35/41/23	36/41/21
IF UP, BY WHAT % (Mean)	July '10	9.59	9.47	12.2	12.2	11.1	7.7	7.31
IF DOWN, BY WHAT % (Mean)	July '10	11.6	10.5	15.3	12.9	11.6	9.89	13
OVERALL HOME PRICE CHANGE %	July '10	+0.88	+0.5	+1.56	+2.07	+1.58	+0.55	-0.24
HOME RENTAL PRICES <i>Will go up / remain the same / will go down</i>	July '10	39/46/10	40/33/24	55/37/6	46/37/11	43/45/8	36/51/9	32/52/10
	Jan '10	41/39/13	43/34/15	47/31/19	44/32/16	41/38/13	38/46/13	42/46/9
IF UP, BY WHAT % (Mean)	July '10	11.3	11.5	13.6	14	11.1	9.35	9.9
IF DOWN, BY WHAT % (Mean)	July '10	8.43	6.11	10.8	9.23	6.96	9	8.5
OVERALL HOME RENTAL PRICE CHANGE %	July '10	+3.56	+3.13	+6.83	+5.42	+4.22	+2.56	+2.32
INTEREST RATES <i>Will go up / remain the same / will go down</i>	July '10	50/34/11	54/29/13	51/31/15	49/31/13	50/35/12	53/37/9	50/37/12
	Jan '10	41/39/13	43/34/15	47/31/19	44/32/16	41/38/13	38/46/13	42/46/9

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
MORTGAGE ACCESSABILITY TODAY <i>Difficult/ Easy</i>	July '10	54/42	72/25	65/33	74/22	58/38	47/52	32/67
	Jan '10	60/35	76/20	73/23	79/17	63/34	51/45	43/55
HOMEOWNERSHIP EXPERIENCE <i>Positive/ Negative</i>	July '10	96/4	93/7	91/8	89/11	96/2	97/3	98/2
	Jan '10	95/4	91/8	91/8	90/10	94/5	97/2	96/3
RENTING EXPERIENCE <i>Positive/ Negative</i>	July '10	79/18	72/21	79/18	77/20	81/16	76/19	95/5
	Jan '10	79/19	80/19	80/19	78/20	76/21	82/15	84/14
FINANCIAL SACRIFICE TO OWN A HOME (OWNERS OR MORTGAGE BORROWERS) <i>Sacrificing/ Not Sacrificing</i>	July '10	57/43	68/32	60/39	54/45	66/33	53/47	55/44
	Jan '10	54/44	66/33	57/41	53/44	55/43	55/44	56/43
POTENTIAL FINANCIAL SACRIFICE TO OWN A HOME (NON-OWNERS) <i>Sacrifice/ No Sacrifice</i>	July '10	80/16	85/13	84/15	83/13	80/16	80/20	70/30

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
HOMEOWNERSHIP ACCESSABILITY (TODAY versus PAST) <i>Easier/ Harder</i>	July '10	33/63	27/69	30/68	27/69	33/63	33/63	40/56
	Jan '10	35/60	32/63	34/63	30/67	33/63	40/54	43/51
HOMEOWNERSHIP ACCESSABILITY (FUTURE versus TODAY) <i>Easier/ Harder</i>	July '10	22/71	31/64	30/65	22/72	25/68	22/73	18/76
	Jan '10	24/68	29/64	33/61	29/65	25/69	22/71	21/72
CONFIDENCE IN RECEIVING THE NEEDED INFORMATION TO GET THE RIGHT LOAN <i>Confident/ Not Confident</i>	July '10	77/20	66/31	73/25	61/34	78/20	86/12	88/9
	Jan '10	76/21	60/36	74/25	65/31	77/22	82/17	89/8
BUYING A HOME: INVESTMENT <i>Safe/ Risky</i>	July '10	67/30	59/39	59/36	55/40	63/36	74/24	80/18
	Jan '10	70/27	64/33	63/34	61/36	70/27	78/20	80/17
SATISFACTION WITH CURRENT MORTGAGE <i>Satisfied/ Not Satisfied</i>	July '10	92/7	89/11	79/21	85/13	88/12	94/6	96/3
	Jan '10	89/9	72/28	82/17	76/22	87/12	92/8	93/7

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
OKAY TO STOP PAYING MORTGAGE IF UNDERWATER <i>Yes/ No</i>	July '10	10/85	14/81	11/85	12/82	11/83	8/90	10/87
	Jan '10	8/88	12/81	8/89	12/84	6/90	6/90	6/91
OKAY TO STOP PAYING MORTGAGE IF FACING FINANCIAL DISTRESS <i>Yes/ No</i>	July '10	17/78	19/76	16/81	18/77	15/81	17/79	20/77
	Jan '10	15/80	22/73	11/85	16/78	12/84	15/80	17/78
KNOW DEFAULTERS IN THEIR NEIGHBORHOOD <i>Yes/ No</i>	July '10	39/58	45/52	30/68	35/62	40/57	45/53	43/56
	Jan '10	39/59	49/50	29/69	34/63	40/58	43/55	45/53
KNOW STRATEGIC DEFAULTERS <i>Yes/ No</i>	July '10	19/79	31/67	14/84	16/80	19/79	22/77	22/75
CONSIDERED STOPPING OR INCOMPLETELY PAYING MORTGAGE <i>Yes/ No</i>	July '10	4/94	8/89	8/89	8/89	5/94	5/94	2/98
	Jan '10	6/93	16/81	9/89	16/80	6/93	3/98	6/93
STRESS ABOUT DEBT <i>Stressed/ Not Stressed</i>	July '10	33/66	39/60	41/57	45/53	37/62	27/73	22/77
	Jan '10	37/62	47/52	44/56	49/51	39/60	34/65	22/78

Demographic Profiles

	Wave	GP %	Hispanic %	African-Americans %	<\$25k %	\$25k-\$50k %	\$50k-\$100k %	\$100k+ %
SUFFICIENT INCOME <i>Yes/ No</i>	July '10	69/29	60/39	56/42	49/49	67/32	80/18	85/14
SUFFICIENT SAVINGS <i>Yes/ No</i>	July '10	44/55	36/64	37/62	31/67	41/58	48/51	58/41
	Jan '10	43/56	27/72	33/66	31/68	37/62	47/52	63/36
% OF PRE-TAX INCOME THAT SHOULD GO INTO SAVINGS (MEAN)	July '10	15.2	16.6	18.6	16.7	14.9	14.4	14.8
% OF PRE-TAX INCOME THAT ACTUALLY GOES INTO SAVINGS (MEAN)	July '10	9.11	10.8	9.92	7.68	7.98	9.64	11.7

Which of the following best describes the type of mortgage you have?	GP %		Hispanic %		African-Americans %		<\$25k %		\$25k-\$50k %		\$50k-\$100k %		\$100k+ %	
	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010
A fixed-rate mortgage with fixed payments for the life of the loan	88	72	83	73	91	79	78	66	86	71	93	78	87	71
A hybrid adjustable rate mortgage or ARM, with fixed payments for a certain period, usually 2-7 years, before adjusting	4	5	5	10	5	5	8	9	5	6	2	4	5	6
An adjustable rate mortgage or ARM, where the payment adjusts at least ~ every year	4	4	9	4	1	4	11	9	5	4	3	2	3	3
An interest-only mortgage	1	NA	0	NA	1	NA	0	NA	0	NA	1	NA	1	NA
A negative amortization mortgage where the outstanding balance can grow	0	NA	1	NA	0	NA	0	NA	0	NA	0	NA	0	NA
Some other type of mortgage	1	14	1	9	1	9	1	11	2	14	0	14	1	17
Don't know	2	3	1	3	1	1	2	4	3	3	1	2	2	2

Demographic Profiles

Of the following types of bills, which is the top one that you would most try to keep paying if you were running short of money?	GP %		Hispanic %		African-Americans %		<\$25k %		\$25k-\$50k %		\$50k-\$100k %		\$100k+ %	
	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010
First home mortgage	50	55	44	49	48	54	35	42	51	55	59	64	63	69
Utility bills	23	23	19	20	30	27	30	32	21	24	19	18	15	15
Car loans	5	6	7	9	5	5	6	6	6	6	5	6	3	4
Credit card	5	5	8	5	2	3	7	6	5	5	3	4	5	3
Second mortgage or home equity line of credit (HELOC)	4	NA	4	NA	2	NA	4	NA	4	NA	4	NA	4	NA
Student loans	3	2	6	4	4	3	5	3	3	2	2	2	2	1
Cell phone	2	2	4	3	3	1	3	3	3	2	2	1	2	1
Internet	1	1	0	2	1	1	1	0	2	0	1	1	1	1
Cable	1	1	1	3	1	1	1	1	1	1	1	1	1	1
Other loan payments	3	2	3	2	3	3	4	3	3	2	2	1	2	1
Don't know	3	3	3	4	2	1	4	3	1	2	3	2	2	4

Which of the following is or would be the biggest obstacle to you getting a home mortgage?	GP %		Hispanic %		African-Americans %		<\$25k %		\$25k-\$50k %		\$50k-\$100k %		\$100k+ %	
	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010
Your income	19	19	23	20	19	19	36	31	18	19	12	12	6	7
Your credit history	16	22	20	26	26	35	22	27	22	26	13	20	8	13
Having enough for a down payment	16	15	16	13	12	11	9	11	16	15	22	17	18	21
Your job or job security	15	15	22	23	15	11	16	15	16	14	14	14	14	14
Finding an affordable rate	10	9	10	7	12	8	6	5	10	8	12	13	15	15
Your total debt	7	8	4	7	7	11	5	5	5	8	10	11	9	13
Don't know	16	12	5	5	9	5	7	5	12	10	18	13	30	17

Demographic Profiles

Non-financial Reason

Financial Reason

Is this a major reason, minor reason, or not a reason at all to buy a home <i>Showing Major reason</i>	GP %		Hispanic %		African-Americans %		<\$25k %		\$25k-\$50k %		\$50k-\$100k %		\$100k+ %	
	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010
It means having a good place to raise children and provide them with a good education	79	80	83	88	80	82	79	80	78	80	81	79	81	83
You have a physical structure where you and your family feel safe	78	79	83	83	81	80	78	79	81	81	80	80	75	74
It allows you to have more space for your family	72	-	78	-	77	-	71	-	74	-	73	-	71	-
It gives you control over what you do with your living space, like renovations and updates	70	70	71	70	71	67	66	74	71	74	73	74	74	69
Paying rent is not a good investment	62	63	63	61	56	58	54	53	60	65	68	70	72	71
Buying a home provides a good financial opportunity	59	-	70	-	65	-	59	-	62	-	57	-	64	
It allows you to live in a nicer home	59	-	70	-	64	-	60	-	59	-	60	-	56	
Owning a home is a good way to build up wealth that can be passed along to my family	58	61	76	74	75	75	63	66	61	64	58	58	48	52
It is a good retirement investment	58	60	70	67	62	67	62	61	58	65	60	60	47	55
It allows you to live in a more convenient location that is closer to work, family, or friends	54	-	61	-	47	-	59	-	56	-	51	-	49	
It allows you to select a community where people share your values	52	51	55	55	50	50	50	52	53	53	54	50	51	49
Owning a home provides tax benefits	45	47	54	51	53	50	43	42	42	46	48	50	56	54
Owning a home gives me something I can borrow against if I need it	33	35	48	47	39	44	42	42	33	37	31	30	23	28
It's a symbol of your success or achievement	31	-	51	-	44	-	42	-	33	-	24	-	19	
It motivates you to become a better citizen and engage in important civic activities, such as voting, volunteering, and contributing to charities	29	30	45	45	31	37	34	33	31	32	26	28	20	22

Demographic Profiles

Do you think this investment is safe or risky? Showing <i>Safe/Risky</i>	GP %			Hispanic %		African-Americans %		<\$25k %		\$25k-\$50k %		\$50k-\$100k %		\$100k+ %	
	July 2010	Jan 2010	2003	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010	July 2010	Jan 2010
Putting money into a savings or money market account	76/20	74/20	79/16	69/28	69/25	64/30	68/30	64/29	65/29	73/23	75/21	83/14	82/17	88/12	88/11
Buying a home	67/30	70/27	83/15	59/39	64/33	59/36	63/34	55/40	61/36	63/36	70/27	74/24	78/20	80/18	80/17
Putting money into an IRA or 401(k) plan	62/30	63/30	69/22	58/35	59/34	55/38	64/33	52/36	60/33	62/33	61/34	68/29	65/31	76/20	74/24
Buying an insurance annuity	48/31	50/31	NA	47/37	46/34	48/34	53/34	41/36	47/33	49/32	51/29	53/26	51/31	55/24	56/29
Buying government or corporate bonds	48/41	50/39	NA	40/47	46/41	44/45	47/43	39/47	39/48	43/46	48/41	55/37	56/34	65/27	65/28
Investing in a mutual fund	45/39	46/41	53/33	40/47	37/47	43/42	50/41	36/43	36/47	42/44	43/43	54/36	55/35	55/37	59/36
Buying stocks	15/77	17/76	25/68	16/75	18/73	17/76	24/69	14/74	17/73	16/79	17/78	16/79	16/80	18/79	18/80

Research Methodology

- From June 12, 2010 to July 14, 2010, Penn Schoen Berland conducted 3,399 telephone interviews among the following audiences:

Sample 1 (General Population)	Sample Size	Margin of Error
General Population (GP), including:	3,001	±1.79%
Owner	870	±3.32%
• Own home outright		
Mortgage Borrowers	1,020	±3.07%
• Have a home mortgage		
Renter	900	±3.27%
• Rent home		
Underwater Borrowers	289	±5.76%
• Report owing at least 5% more on their mortgage than their house is worth		
Hispanic	492	±4.42%
African-American	330	±5.39%
INCOME BREAKS (General Population Sample)		
\$25,000 or less annual income	750	±3.58%
\$25,000 - \$50,000 annual income	690	±3.73%
\$50,000 - \$100,000 annual income	780	±3.51%
More than \$100,000 annual income	390	±4.96%
Sample 2 (Oversample)		
National Delinquents	398	±4.91%
• Mortgage borrowers who have not made a full mortgage payment for at least 61 days		
Underwater Delinquents	189	±7.13%
• Report owing at least 5% more on their mortgage than their house is worth and have not made a full mortgage payment for at least 61 days		

- Similar studies were conducted in January 2010 and in December 2003 and are used as a baseline periodically throughout this report
- Note that on each question, respondents had the option to answer "don't know" (volunteered), which is why, in some cases, the total % may not equal 100
- The data presented in this study has been weighted to make it as reflective of the U.S. Census demographic statistics as possible