

***Mortgage Lender Sentiment Survey* FAQ**

July 2014

Q1. What is this survey about?

The *Mortgage Lender Sentiment Survey* conducted by Fannie Mae is a quarterly online attitudinal survey among senior executives of Fannie Mae's lending institution partners to provide benchmarking insights into lenders' current activities and market expectations.

Q2. What does this survey measure?

Survey questions are organized into two sections:

- Regular tracking questions about changes in and expectations for consumer mortgage demand, lenders' credit standards, post mortgage origination execution strategy, profit margin outlook, and the 30-year, fixed-rate mortgage interest rate outlook
- Special topic questions that change each quarter to cover industry challenges, opportunities, and emerging topics

Q3. What is the value of this survey?

Industry insights and benchmarking are critical in any industry, especially one that is as fragmented as the mortgage industry. The *Mortgage Lender Sentiment Survey* will provide insights and benchmarks to help mortgage industry professionals understand industry market trends and assess their own business practices. This survey will also serve as an opportunity for lenders to voice their perspectives or challenges facing the industry and to be shared with key audiences and decision makers.

Q4. What is the survey methodology?

The *Mortgage Lender Sentiment Survey* is a quarterly online survey among Fannie Mae's lender partners at the senior or executive level such as CEOs and CFOs. Each quarter, a random sample of senior executives is selected. Selected contacts then receive an email from Fannie Mae with the survey URL link to participate in the study. Survey participation is absolutely voluntary.

Q5. How well representative is this study's sample?

This study leverages Fannie Mae's total lender partners/institutions, across depository institutions and mortgage banks, ranging from larger lenders to smaller. While we cannot guarantee that our sample well-represents the whole mortgage industry, we hope that, with Fannie Mae's large and broad lender customer base, this research will provide insights about mortgage industry trends.

Q6. What is the quarterly schedule for the survey?

The survey schedule for 2014 is March (Q1), May (Q2), August (Q3), and November (Q4).

Q7. Is the survey participation confidential?

Yes. Fannie Mae will not publish respondent names or any personal information or their affiliated institutions in connection with this survey. Responses to the survey questions will be collected, aggregated, and analyzed to identify important topics, trends, and issues surrounding the mortgage industry. The survey does not ask for any identifying information. In addition, to ensure response confidentiality, Fannie Mae has hired a global research company, Penn Schoen Berland, to manage the study (e.g., online survey programming, data collection, analysis, & reporting). Fannie Mae personnel do not have access to the identified individual lender data.

Q8. When are the results published?

Each quarter, responses to the survey questions are collected, aggregated, and analyzed to identify important topics, trends, and issues surrounding the mortgage industry. Fannie Mae begins publishing the results in late July 2014, after the first two quarters' data have been collected to allow for more meaningful trending analyses and results. Moving forward, the quarterly results will be published about one month after each quarter's data collection. Public releases can be found on the [Mortgage Lender Sentiment Survey web page](#) on fanniemae.com.

Q9. Who at Fannie Mae could I contact to learn more about this research?

All inquiries about the details of this research program should be directed to Steve Deggendorf, Director, Economic and Strategic Research at Fannie Mae, steven_e_deggendorf@fanniemae.com