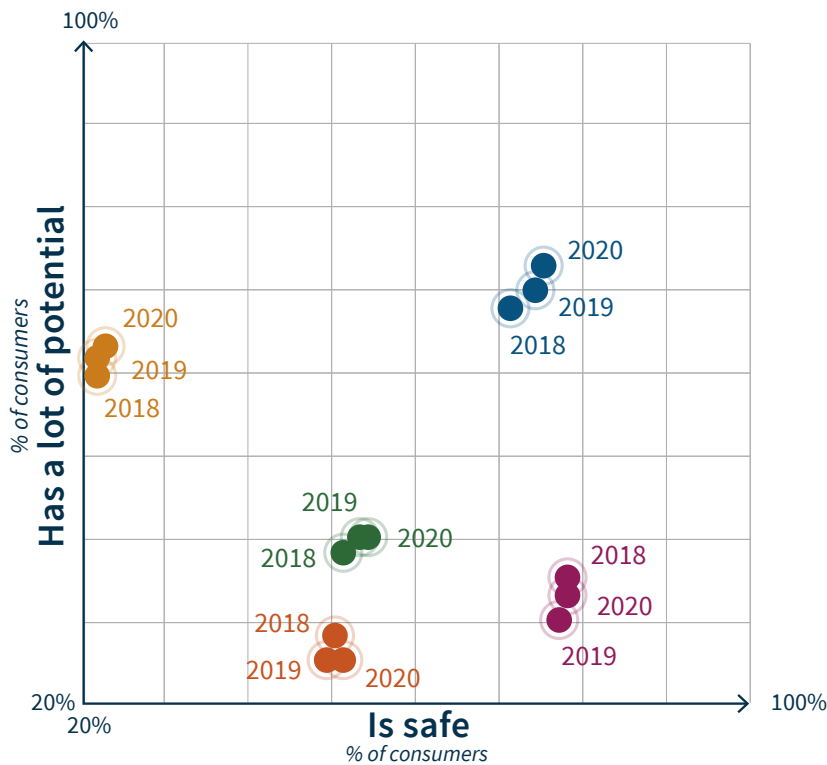


Consumers Continue to See Homes as a Safe, High Potential Investment

Using the National Housing Survey®, our Economic and Strategic Research (ESR) Group once again asked consumers about the safety and potential of different investment types, including homes, stocks, bonds, and savings accounts. The latest results were consistent with the ESR Group’s previous decade of research on the subject.

Consumers continue to see homeownership as an excellent investment: A majority believe buying a home combines the safety of a savings account with the potential of stocks.

Do you think this investment ...



Consumers reported their top lifestyle and financial benefits to homeownership vs. renting:

Top lifestyle benefits

- 91%** Having control over what you do with your living space
- 90%** Having a sense of privacy and security
- 89%** Having a good place for your family or to raise your children

Top financial benefits

- 88%** Saving for retirement
- 87%** Having the best investment plan



Showing % “Is safe” and “Has a lot of potential” among the general population, NHS Q4 2018 – 2020.

Hear more from our [research team](#), or read the [full findings of our Survey](#).

Led by Senior Vice President and Chief Economist Doug Duncan, our **Economic & Strategic Research (ESR) Group** studies current data, analyzes historical and emerging trends, and conducts surveys of consumer and mortgage lender groups to provide forecasts and analyses on the economy, housing, and mortgage markets.