

Q2 2021 Special Topic: Financial Education During the Homebuying and Rental Process

National Housing Survey



Executive Summary

- Before and after the homebuying process consumers say information about financial topics are most helpful. Before buying, they cited the price range of home they can afford and financing/mortgage options; after buying, they cited cost-effective home repair and refinancing options.
- To research the homebuying process, most consumers, and particularly renters, would prefer to take a class or thoroughly research everything in advance, although more homeowners indicated that they would rely on their lender to guide them.

Most Helpful Information

Homeowners

Before buying a home

-  **47%** Price range of home I can afford
-  **38%** Financing mortgage options
-  **36%** Home inspection or repair



After buying a home

-  **34%** Cost-effective home repair options
-  **34%** Refinancing options
-  **27%** Household budgeting techniques

Renters

Before buying a home

-  **57%** Price range of home I can afford
-  **49%** Financing mortgage options
-  **49%** Documents required during the mortgage process

Top Research Methods

Homeowners

Renters



Prefer to take a class or thoroughly research everything in advance

29%

50%^H



Prefer to rely on my lender or realtor to make recommendations and guide me

35%^R

26%



Prefer to get information “real time” when I need to make a decision

25%^R

18%

Renters, who are less experienced about the homebuying process, would prefer to do more thorough research before buying, in comparison to homeowners.

H/R: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level



Executive Summary

- “Human” sources are still the most influential during the mortgage process – including mortgage lenders, real estate agents, and family and friends, despite growth in the use of digital channels over the past few years.
- Renters indicate websites would be a top 3 source of influence for them during the mortgage process, perhaps an early indication that digital channels are becoming more convenient and credible for those who are newer to the mortgage process.

Sources Consulted and Most Influential During Mortgage Process

Mortgage Holders

(Consulted / Most influential)

Sources Consulted

Most Influential Source

1



62%
Mortgage
lenders



29%

2



62%
Real estate
agents



22%

3



38%
Family and
friends



23%

Renters

(Would consult / Would be most influential)

Sources Consulted

Most Influential Source



82%
Real estate
agents



24%



77%
Family and
Friends



22%



71%
Websites



12%





Detailed Findings and Insights

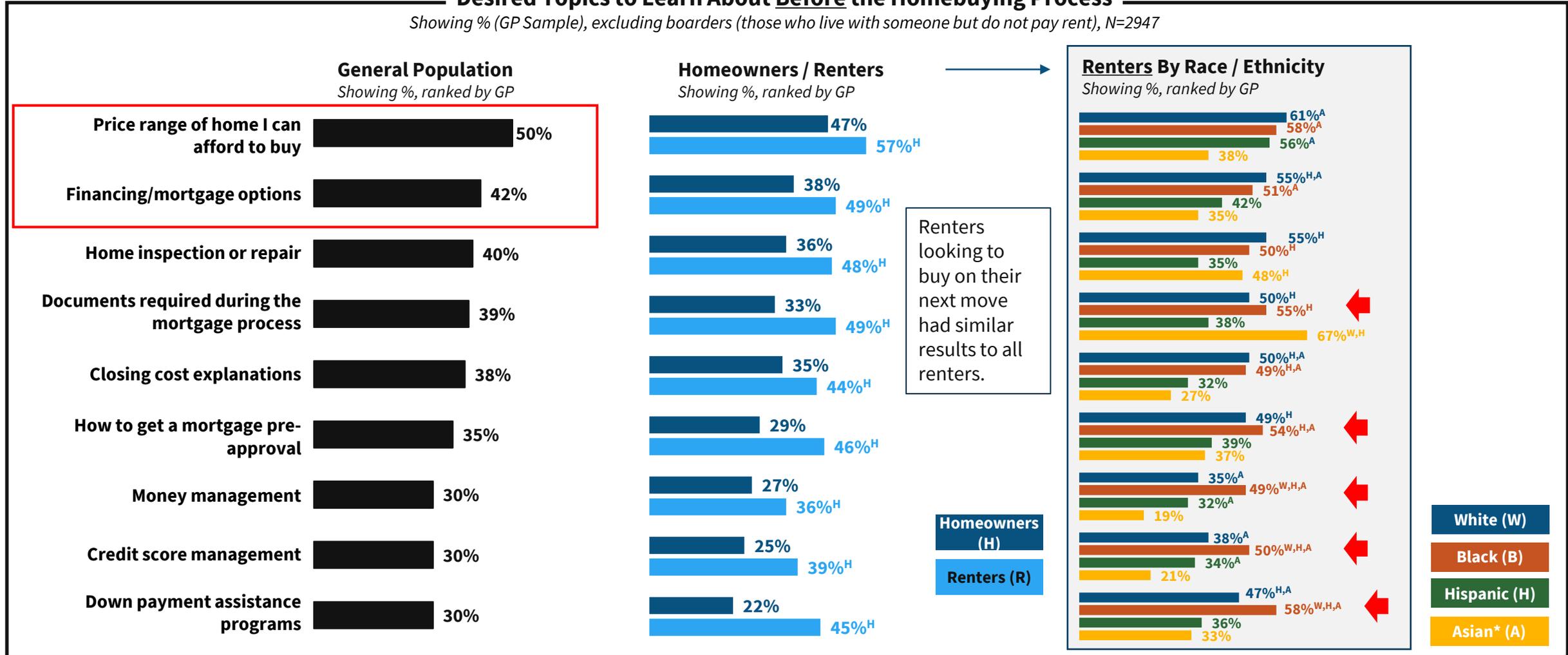


Before buying a home, most consumers want to learn about the financial aspects of the process, including the price range of home they can afford and financing/mortgage options.

- Renters have greater interest in obtaining more knowledge across many homebuying topic areas compared to homeowners.
- Black renters, in particular, are interested in learning about almost all aspects of the homebuying process.

Desired Topics to Learn About Before the Homebuying Process

Showing % (GP Sample), excluding boarders (those who live with someone but do not pay rent), N=2947



Q: IF OWNER: What type of information or education would have been (or was) most helpful to you BEFORE you started the home buying process? Please tell me all that apply. IF RENTER: If you were going to buy a home, what type of information or education do you expect would be most helpful to you BEFORE you started the home buying process? Please tell me all that apply.

* Small sample size; Renters (N=73), Owners (N=96)

H/R, W/B/H/A: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level

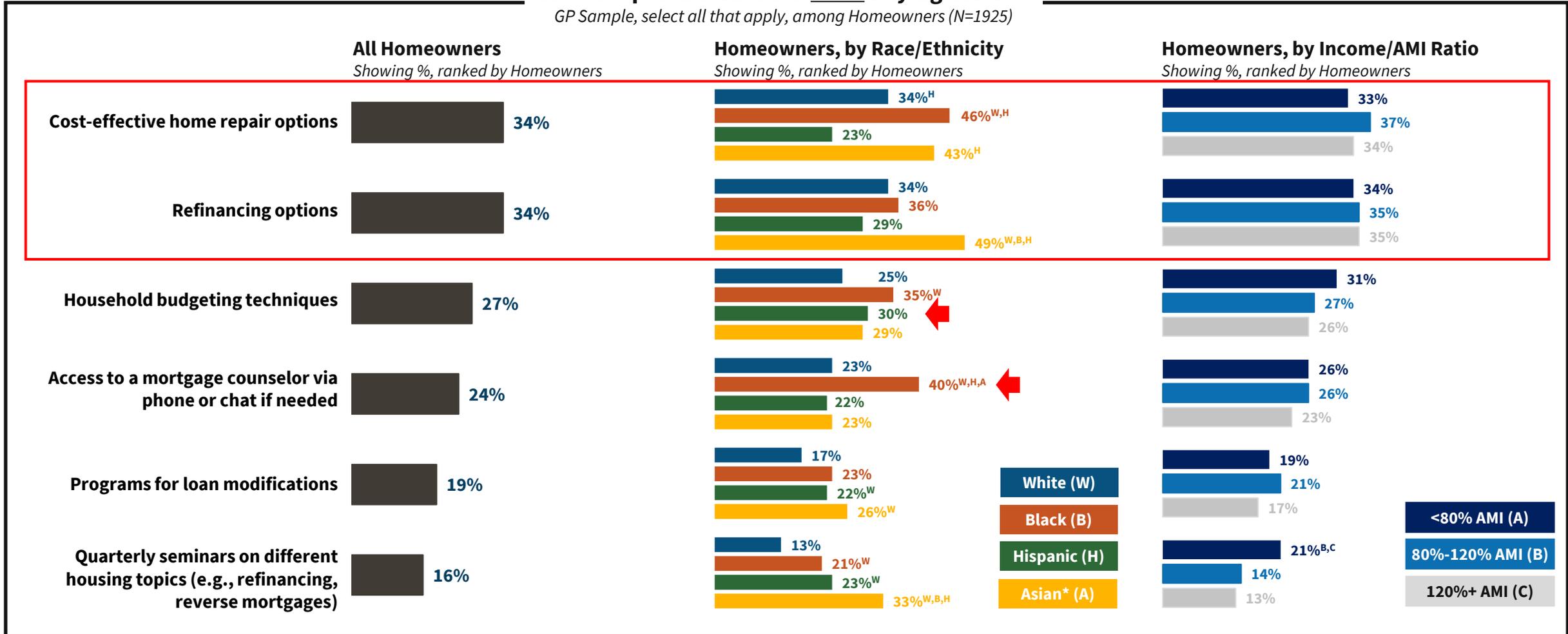


After buying a home, most consumers across race/ethnicity and income groups say information about home repair and refinancing options would be most helpful.

- A large percentage of Black homeowners would also find access to a mortgage counselor helpful.

Most Helpful Information After Buying a Home

GP Sample, select all that apply, among Homeowners (N=1925)



Q: After buying a home and taking out a mortgage, what information would be most helpful to you, as ongoing education or information? Please tell me all that apply.

W/B/H/A, A/B/C: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level

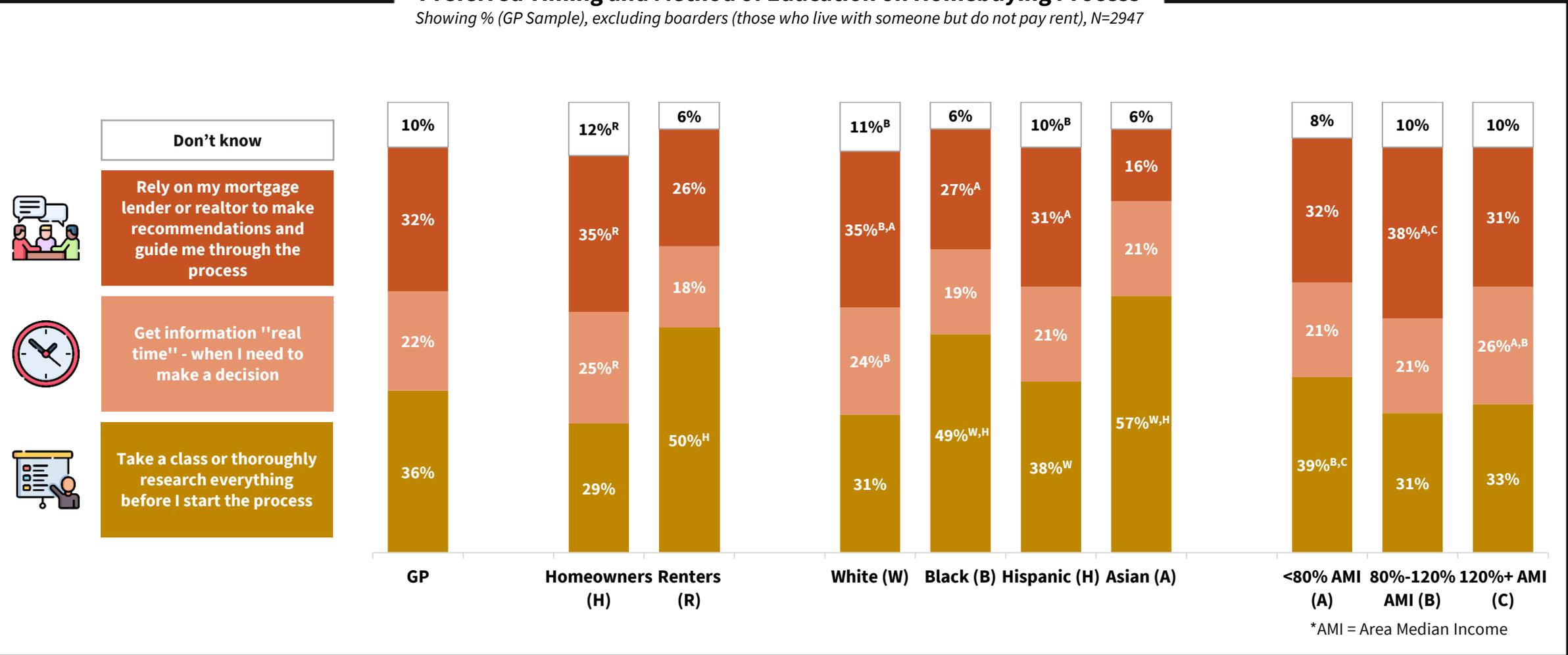


To educate themselves on the homebuying process, half of renters want to do thorough research or take a class, while current homeowners would rely more heavily on their lender or realtor.

- Black and Asian consumers, and those with lower incomes, are also more likely to prefer to take a class and research everything in advance.

Preferred Timing and Method of Education on Homebuying Process

Showing % (GP Sample), excluding boarders (those who live with someone but do not pay rent), N=2947



Q: IF OWNER: Prior to buying your home, how did you educate yourself on housing and mortgage options? IF RENTER: If you were going to buy a home, how would you educate yourself on housing and mortgage options?

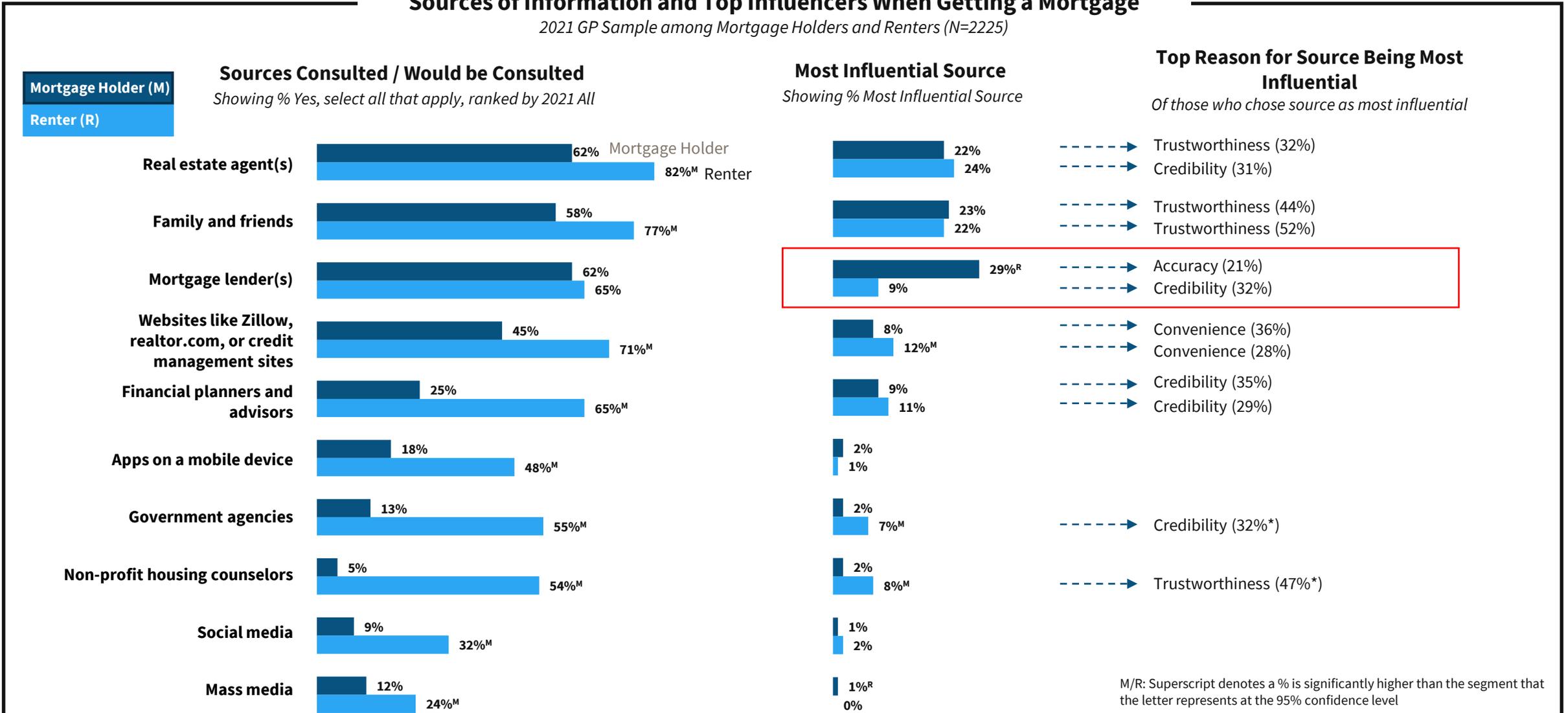


During the mortgage process, lenders are most influential for mortgage holders, while real estate agents and family and friends are most influential for renters.

- Mortgage holders indicate “accuracy” is a top reason for lenders being most influential.

Sources of Information and Top Influencers When Getting a Mortgage

2021 GP Sample among Mortgage Holders and Renters (N=2225)



M/R: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level

Q: IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? IF RENTER: If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...?

Q: IF MORTGAGE HOLDER: Which of the following sources of information was the most influential when you were researching and receiving advice about getting your current mortgage? IF RENTER: If you were going to buy a home, which of the following sources of information do you think would be the most influential when you are researching and receiving advice about getting a mortgage?

Q: IF MORTGAGE HOLDER: Why was/were [answer from q270a] the most influential source when researching and receiving advice about getting your current mortgage? IF RENTER: If you were going to buy a home, why do you think [answer from q270a] would be the most influential source when researching and receiving advice about getting a mortgage?

*Note low n-size

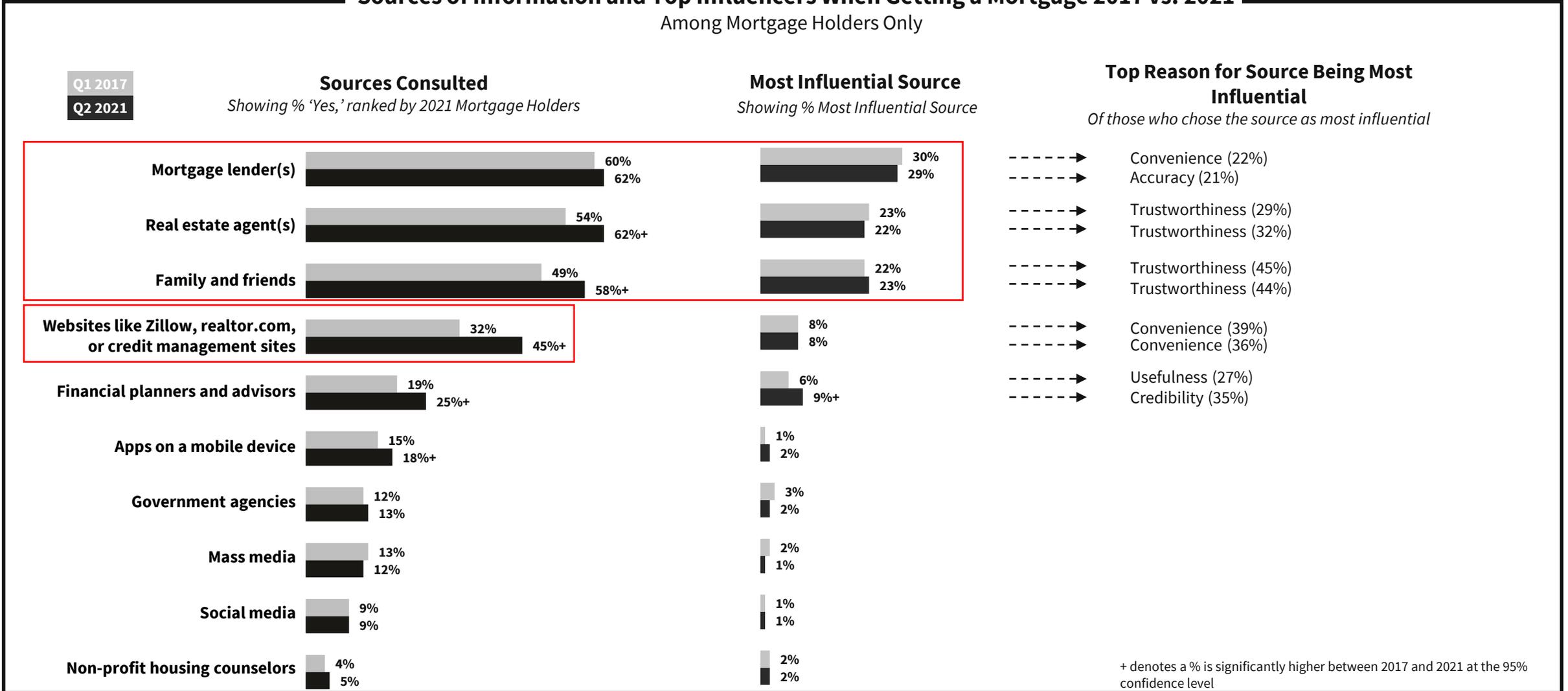


“Human” sources – including lenders, family and friends, and real estate agents – are still the most influential for mortgage holders, despite growth in other sources consulted, including websites.

- In general, mortgage holders have widened their range of sources consulted in 2021 vs. 2017, especially with websites and financial planners/advisors.

Sources of Information and Top Influencers When Getting a Mortgage 2017 vs. 2021

Among Mortgage Holders Only



Q1 2017 Q: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? Q2 2021 Q: IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...?

Q: IF MORTGAGE HOLDER: Which of the following sources of information was the most influential when you were researching and receiving advice about getting your current mortgage? Q: IF MORTGAGE HOLDER: Why was/were [answer from q270a] the most influential source when researching and receiving advice about getting your current mortgage?



Websites have grown substantially as an information source across all groups, and real estate agents have grown substantially as sources for Black consumers.

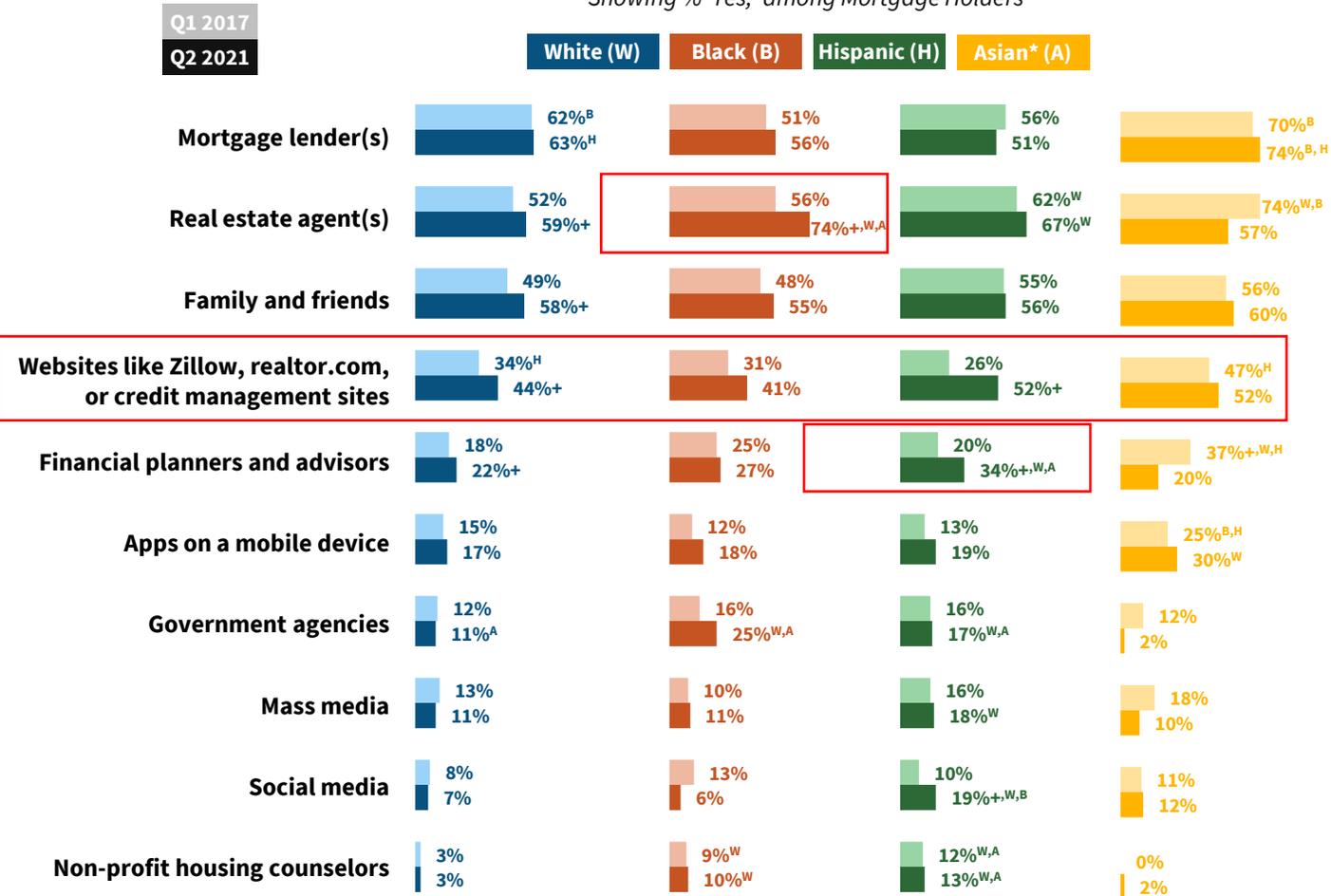
- Hispanic consumers also indicate financial planners and advisors are now a larger source of information than in 2017.

Sources of Information Consulted in the Mortgage Process – by Race and Income

GP Sample from Q1 2017 and Q2 2021, among Mortgage Holders

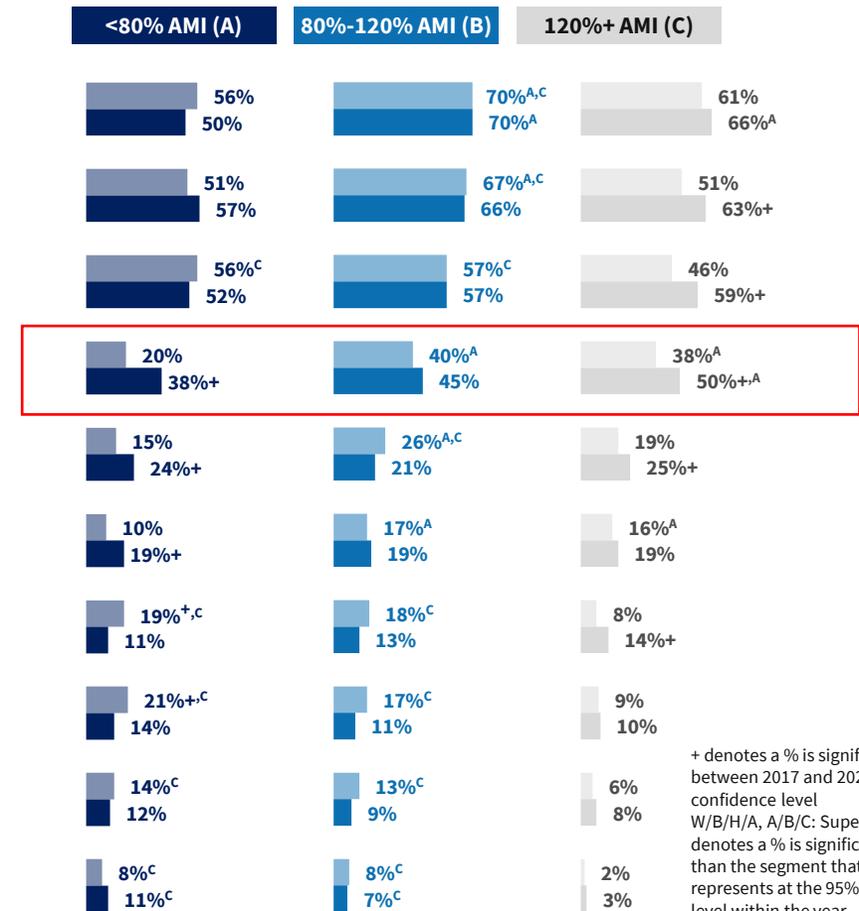
By Race/Ethnicity

Showing % 'Yes,' among Mortgage Holders



By Income/AMI Ratio

Showing % 'Yes,' among Mortgage Holders



+ denotes a % is significantly higher between 2017 and 2021 at the 95% confidence level
W/B/H/A, A/B/C: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Q1 2017 Q: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? Q2 2021 Q: IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage?

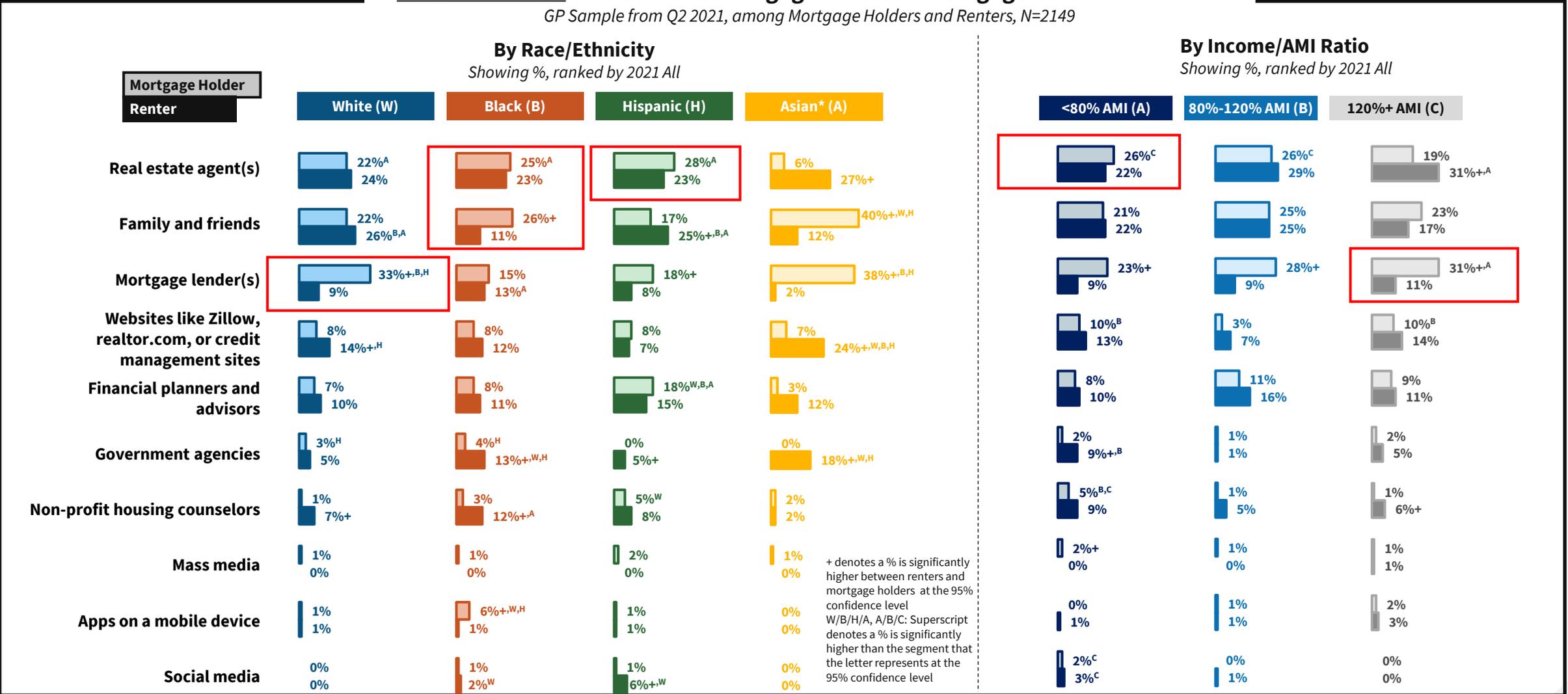


White and higher-income mortgage holder segments find lenders most influential, while Black, Hispanic, and lower-income mortgage holders find family and friends or real estate agents most influential.

- Most renters think real estate agents, family and friends, and websites would be most influential; lenders are less influential, most likely due to fewer relationships with lenders.

Most Influential Source in the Mortgage Process – Mortgage Holder vs. Renter

GP Sample from Q2 2021, among Mortgage Holders and Renters, N=2149



Q: IF MORTGAGE HOLDER: Which of the following sources of information was the most influential when you were researching and receiving advice about getting your current mortgage? IF RENTER: If you were going to buy a home, which of the following sources of information do you think would be the most influential when you are researching and receiving advice about getting a mortgage?

*Note low n-size (Mortgage Holders: n=61, Renters: n=73)

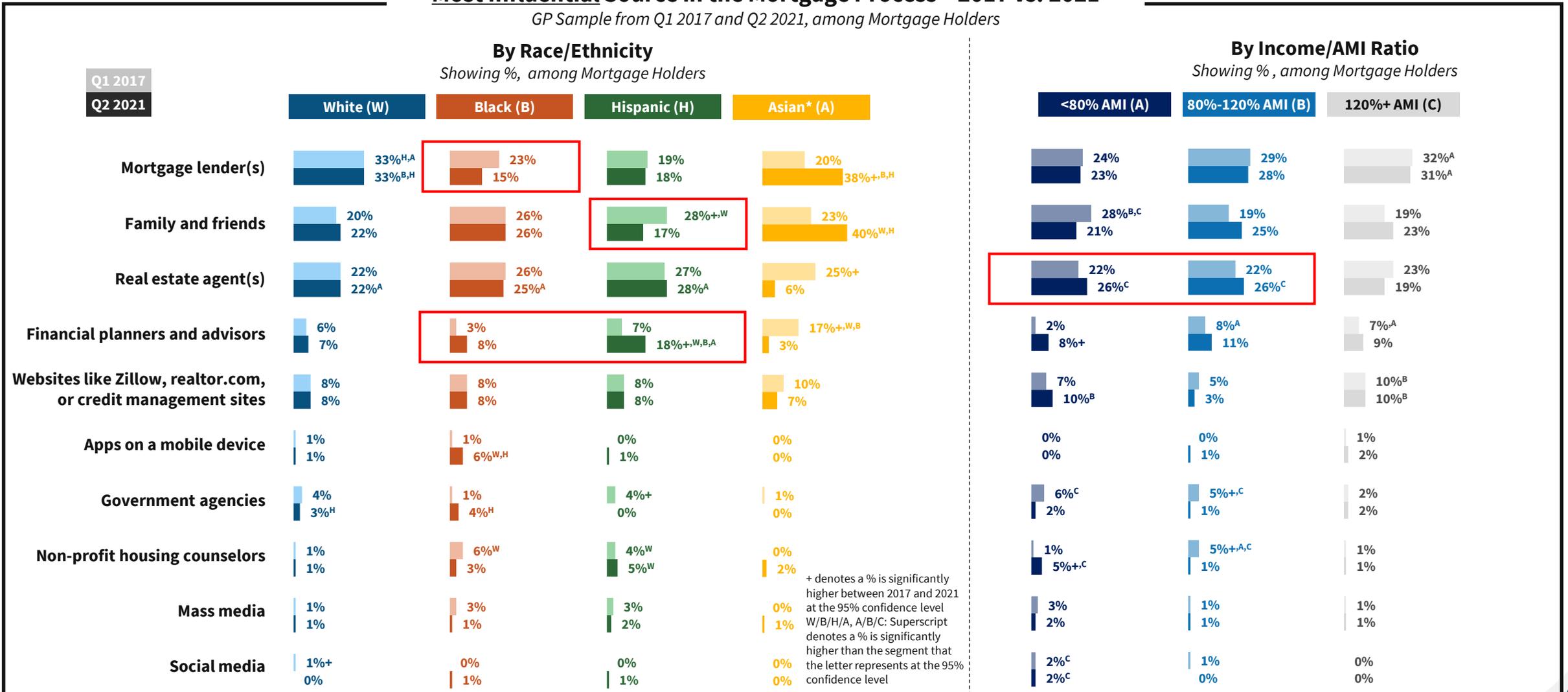


Among Black mortgage holders, the influence of mortgage lenders has decreased from 2017 to 2021, and the influence of family and friends has decreased among Hispanic mortgage holders.

- Financial planners and advisors have grown in influence among Black and Hispanic groups.
- Real estate agents have grown in influence among low-to-moderate-income groups.

Most Influential Source in the Mortgage Process – 2017 vs. 2021

GP Sample from Q1 2017 and Q2 2021, among Mortgage Holders



Q: IF MORTGAGE HOLDER: Which of the following sources of information was the most influential when you were researching and receiving advice about getting your current mortgage?

*Note low n-size (Q1 2017: n=51, Q2 2021: n=61)



Most top information sources are influential due to trustworthiness and credibility. However, lenders are most influential due to accuracy.

- Financial planners/advisors have grown in trustworthiness and credibility, and websites have grown in easy to understand.

Reasons Behind Most Influential Source - 2017 vs. 2021

Among Mortgage Holders

Showing sources chosen as most influential by more than 5% of respondents



Q: IF MORTGAGE HOLDER: Why was/were [answer from q270a] the most influential source when researching and receiving advice about getting your current mortgage?

+ denotes a % is significantly higher between 2017 and 2021 at the 95% confidence level.

Note low n-size (Q1 2017: n=90 for Websites; n=70 for financial planners)





Renter Education

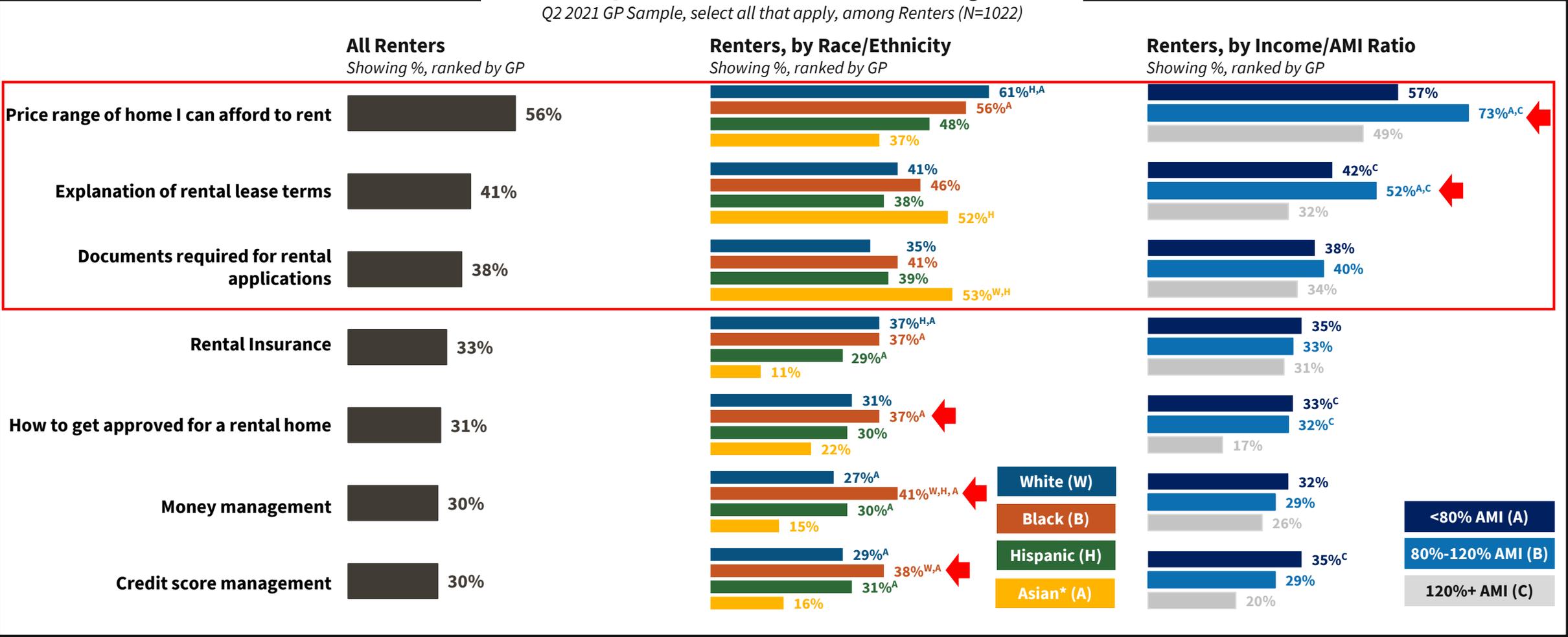


Before finding a rental home, consumers want to learn about what they can afford, what the terms of the rental lease mean, and what documents they need to apply for a rental.

- Generally, most groups have the same priorities; however Black renters are also more interested in other aspects of renting, including money management, credit score management, and how to get approved.

Desired Topics to Learn About Before Renting a Home

Q2 2021 GP Sample, select all that apply, among Renters (N=1022)



Q: What type of information or education would be most helpful to you BEFORE you decide to rent a home? Please tell me all that apply.

W/B/H/A, A/B/C: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level

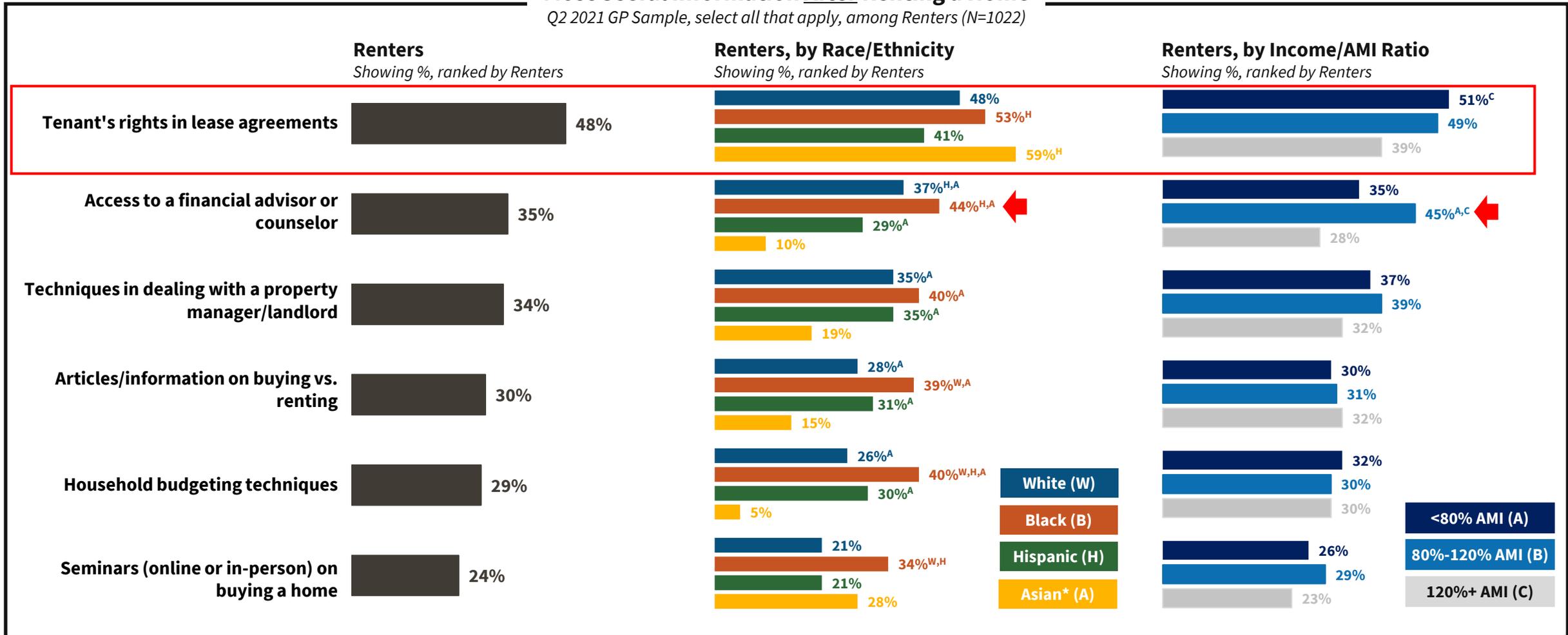


After renting a home, understanding tenants' rights is the most useful information to have across all renter groups.

- Black and moderate-income renters also indicate a particular interest in having access to a financial advisor or counselor.

Most Useful Information After Renting a Home

Q2 2021 GP Sample, select all that apply, among Renters (N=1022)



Q: After renting a home, what information would be most helpful to you, as ongoing education or information? Please tell me all that apply.

W/B/H/A, A/B/C: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level





Appendix

A Note on April-June 2021 Survey Collection

Due to the spread of the coronavirus (COVID-19), PSB's in-house phone room closed partially due to a shelter in place order in Denver, CO. Because of this PSB has partnered with ReconMR (our previous vendor partner Opinion Access has merged with ReconMR) and Dynata to conduct the NHS interviews on our behalf. PSB continues to process and analyze the data and complete all regular deliverables.

While ReconMR and Dynata have call centers based in in Florida, Texas, and Utah, they also have a very extensive remote workforce that can conduct interviews from their homes. This ensures our continued work on the NHS even if their call centers are forced to close or if a portion of the work force gets sick.

PSB trained all interviewers to ensure interviewing is consistent with PSB's procedures. We also are monitoring interviews for quality control. This minimized any noise in the data from using different interviewers. PSB also regularly reviews the results of the interviews as they are completed to ensure everything is fielding properly.

There were no changes in the sample composition, as PSB provided our vendor partners with the survey sample and dialing procedures. The sample quotas and targets remained unchanged from previous months and the data was weighted by PSB in the same way as past months to be representative of the US population.

Research Methodology: Q2 2021 GP Sample

- Each month, beginning in June 2010, approximately 1,000 live (not automated) telephone interviews with Americans age 18 and older via landline and cell phone are conducted by PSB, in coordination with Fannie Mae. For the sample to accurately represent the U.S. population, 70% of calls are made to cell phones. The margin of error for the total sample is $\pm 3.1\%$ at the 95% confidence level and larger for sub-groups. Most of the data collection occurs during the first two weeks of each month.
- The General Population data presented in this study has been weighted to make it reflective of the U.S. Census American Community Survey demographic statistics in terms of gender, age, race/ethnicity, income, education, housing tenure, and the Centers for Disease Control (CDC) National Health Interview Survey (NHIS) phone type statistics.
- Respondents can volunteer a “don’t know” response on each question, which is why, in some cases, the total responses may not add up to 100%.

	Sample Size	Margin of Error
General Population (GP), including:	3,007	$\pm 1.79\%$
Mortgage Holders	1,203	$\pm 2.83\%$
Owners	1,925	$\pm 2.23\%$
Renters	1,022	$\pm 3.07\%$

Research Methodology – Sample Sizes by Demographic Groups (GP Sample)

Q2 2021 Sample	Sample Size	Margin of Error
<i>By Income</i>		
<80% AMI	999	±3.10%
80%-120% AMI	431	±4.72%
120%+ AMI	1099	±2.96%
<i>By Race</i>		
White, non-Hispanic	1,777	±2.32%
Hispanic	580	±4.07%
Black, non-Hispanic	358	±5.18%
Asian, non-Hispanic	181	±7.28%
<i>By Age</i>		
18-34	902	±3.26%
35-44	511	±4.34%
45-64	962	±3.16%
65+	627	±3.91%

*AMI ratio status for NHS respondents was determined by matching zip code to AMI, and using the mid point of a respondent's income category in Q142 as a proxy for income. Those who answered with "don't know" for income or zip code, or where AMI data was not available for a zip code were not able to be coded.

Preferred Timing/Method of Education

IF OWNER: Prior to buying your home, how did you educate yourself on housing and mortgage options?
IF RENTER: If you were going to buy a home, how would you educate yourself on housing and mortgage options?
Among Owners and Renters (excluding Boarders – those who live with someone else and do not pay for housing)

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2947	1203	1925	1022	1759	562	347	170	975	422	1088	859	504	956	623
Take a class or thoroughly research everything before I start the process	36%	30%	29%	50%	31%	38%	49%	57%	39%	31%	33%	49%	37%	31%	25%
Get information "real time" - when I need to make a decision	22%	23%	25%	18%	24%	21%	19%	21%	21%	21%	26%	19%	25%	24%	22%
Rely on my mortgage lender or realtor to make recommendations and guide me through the process	32%	40%	35%	26%	35%	31%	27%	16%	32%	38%	31%	27%	30%	34%	35%
Don't know	10%	7%	12%	6%	11%	10%	6%	6%	8%	10%	10%	5%	8%	10%	17%



Helpful Information Before Starting the Homebuying Process

IF OWNER: What type of information or education would have been (or was) most helpful to you BEFORE you started the home buying process? Please tell me all that apply.

IF RENTER: If you were going to buy a home, what type of information or education do you expect would be most helpful to you BEFORE you started the home buying process? Please tell me all that apply.

Among Owners and Renters (excluding Boarders – those who live with someone else and do not pay for housing)

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2947	1203	1925	1022	1759	562	347	170	975	422	1088	859	504	956	623
Price range of home I can afford to buy	50%	51%	47%	57%	51%	46%	56%	48%	53%	45%	51%	54%	55%	49%	44%
Financing/mortgage options	42%	44%	38%	49%	43%	37%	47%	45%	42%	45%	43%	46%	47%	42%	33%
Home inspection or repair	40%	40%	36%	48%	41%	33%	45%	51%	41%	43%	41%	46%	46%	39%	30%
Documents required during the mortgage process	39%	39%	33%	49%	37%	33%	49%	54%	40%	36%	39%	47%	45%	35%	27%
Closing cost explanations	38%	41%	35%	44%	39%	29%	48%	35%	38%	38%	39%	42%	46%	37%	29%
How to get a mortgage pre-approval	35%	33%	29%	46%	33%	33%	46%	39%	39%	35%	32%	41%	39%	34%	26%
Money management	30%	27%	27%	36%	27%	31%	42%	31%	31%	29%	29%	35%	35%	29%	22%
Credit score management	30%	26%	25%	39%	27%	30%	47%	24%	36%	30%	24%	38%	30%	29%	20%
Down payment assistance programs	30%	25%	22%	45%	27%	28%	48%	32%	35%	30%	25%	37%	40%	27%	19%
Other	8%	8%	7%	8%	8%	7%	9%	6%	7%	11%	7%	7%	7%	8%	9%
None	6%	5%	8%	2%	7%	5%	3%	1%	4%	8%	5%	3%	4%	5%	13%
Don't know	4%	2%	4%	5%	4%	6%	3%	1%	3%	2%	4%	3%	2%	4%	7%



Sources Consulted for Advice about the Mortgage Process

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...?

Showing % 'Yes,' Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Real estate agent(s)	71%	62%	62%	82%	67%	71%	83%	76%	77%	74%	67%	83%	79%	62%	53%
Family and friends	66%	58%	57%	77%	66%	68%	62%	68%	68%	64%	65%	81%	65%	59%	51%
Mortgage lender(s)	63%	62%	62%	65%	64%	58%	64%	65%	62%	69%	67%	65%	65%	64%	57%
Websites like Zillow, realtor.com, or credit management sites	57%	45%	45%	71%	53%	60%	62%	64%	60%	58%	55%	78%	61%	46%	28%
Financial planners and advisors	43%	25%	25%	65%	35%	54%	58%	44%	55%	42%	33%	58%	41%	37%	29%
Apps on a mobile device	32%	18%	19%	48%	27%	39%	35%	44%	39%	33%	28%	48%	35%	22%	16%
Government agencies	32%	13%	13%	55%	25%	35%	53%	37%	41%	31%	24%	43%	28%	27%	25%
Non-profit housing counselors	28%	5%	6%	54%	21%	38%	46%	21%	48%	19%	13%	39%	26%	21%	22%
Social media	20%	9%	10%	32%	13%	31%	18%	46%	26%	17%	14%	30%	15%	14%	14%
Mass media	17%	12%	12%	24%	12%	28%	21%	21%	21%	17%	14%	21%	16%	16%	14%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Sources Consulted – Mortgage Lenders and Real Estate Agents

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Mortgage lender(s)**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	63%	62%	62%	65%	64%	58%	64%	65%	62%	69%	67%	65%	65%	64%	57%
No	34%	37%	37%	29%	34%	36%	33%	34%	35%	29%	31%	31%	33%	33%	40%
Don't know	3%	1%	1%	5%	2%	6%	3%	1%	2%	2%	2%	4%	2%	3%	2%

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Real estate agent(s)**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
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Yes	71%	62%	62%	82%	67%	71%	83%	76%	77%	74%	67%	83%	79%	62%	53%
No	28%	38%	38%	17%	32%	27%	16%	24%	22%	26%	33%	15%	21%	38%	45%
Don't know	1%	0%	0%	2%	1%	2%	1%	0%	1%	0%	0%	1%	0%	0%	2%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Sources Consulted – Mass Media and Family and Friends

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Mass media**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	17%	12%	12%	24%	12%	28%	21%	21%	21%	17%	14%	21%	16%	16%	14%
No	80%	88%	88%	72%	86%	69%	75%	79%	77%	80%	86%	78%	81%	82%	82%
Don't know	2%	1%	1%	4%	2%	4%	4%	0%	2%	2%	1%	2%	2%	2%	3%

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Family and friends**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	66%	58%	57%	77%	66%	68%	62%	68%	68%	64%	65%	81%	65%	59%	51%
No	33%	42%	43%	22%	33%	31%	36%	32%	31%	35%	35%	18%	34%	40%	48%
Don't know	1%	0%	0%	1%	0%	0%	2%	0%	1%	0%	0%	0%	1%	1%	0%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Sources Consulted – Websites and Apps

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Websites like Zillow, realtor.com, or credit management sites**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	57%	45%	45%	71%	53%	60%	62%	64%	60%	58%	55%	78%	61%	46%	28%
No	42%	54%	54%	27%	46%	36%	37%	36%	38%	42%	44%	20%	38%	53%	70%
Don't know	1%	1%	1%	2%	1%	3%	2%	0%	2%	0%	0%	2%	1%	2%	2%

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Apps on a mobile device**
Among Mortgage Holders and Renters

*	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	32%	18%	19%	48%	27%	39%	35%	44%	39%	33%	28%	48%	35%	22%	16%
No	66%	81%	81%	48%	71%	58%	62%	55%	59%	66%	71%	50%	64%	76%	81%
Don't know	2%	1%	1%	4%	2%	3%	3%	1%	2%	0%	1%	2%	2%	2%	3%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Sources Consulted – Financial Planners/Advisors and Government Agencies

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Financial planners and advisors**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	43%	25%	25%	65%	35%	54%	58%	44%	55%	42%	33%	58%	41%	37%	29%
No	55%	74%	73%	33%	63%	45%	40%	55%	43%	57%	66%	40%	56%	62%	70%
Don't know	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Government agencies**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	32%	13%	13%	55%	25%	35%	53%	37%	41%	31%	24%	43%	28%	27%	25%
No	66%	87%	86%	42%	73%	62%	46%	63%	56%	67%	76%	54%	70%	72%	73%
Don't know	2%	0%	0%	4%	2%	3%	1%	0%	2%	2%	0%	3%	2%	1%	2%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Sources Consulted – Non-profit Housing Counselors and Social Media

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Non-profit housing counselors**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	28%	5%	6%	54%	21%	38%	46%	21%	48%	19%	13%	39%	26%	21%	22%
No	69%	94%	93%	40%	78%	58%	51%	66%	49%	76%	86%	57%	71%	78%	73%
Don't know	3%	1%	1%	5%	1%	3%	3%	13%	3%	5%	1%	4%	3%	1%	5%

IF MORTGAGE HOLDER: When you were researching and receiving advice about getting your current mortgage, which of the following sources of information did you consult before getting the mortgage? Did you use...? **IF RENTER:** If you were going to buy a home and were researching and receiving advice about getting a mortgage, which of the following sources of information would you consult before getting the mortgage? Would you use...? **Social media**
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2248	1203	1226	1022	1288	442	297	141	775	322	837	745	432	748	320
Yes	20%	9%	10%	32%	13%	31%	18%	46%	26%	17%	14%	30%	15%	14%	14%
No	79%	91%	90%	66%	86%	68%	78%	54%	73%	82%	86%	69%	84%	84%	85%
Don't know	1%	0%	0%	2%	1%	1%	4%	0%	1%	1%	0%	1%	2%	1%	1%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Most Influential Source for Advice about the Mortgage Process

IF MORTGAGE HOLDER: Which of the following sources of information was the most influential when you were researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, which of the following sources of information do you think would be the most influential when you are researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2172	1139	1161	1010	1240	425	294	135	752	321	804	739	414	726	290
Real estate agent(s)	23%	22%	22%	24%	23%	25%	23%	17%	23%	28%	22%	24%	27%	19%	23%
Family and friends	22%	23%	23%	22%	24%	21%	16%	25%	21%	25%	22%	26%	20%	19%	24%
Mortgage lender(s)	19%	29%	29%	9%	24%	11%	14%	18%	12%	20%	27%	11%	21%	27%	21%
Websites like Zillow, realtor.com, or credit management sites	10%	8%	8%	12%	10%	8%	10%	16%	13%	5%	11%	13%	10%	10%	6%
Financial planners and advisors	10%	9%	9%	11%	8%	16%	10%	8%	9%	13%	9%	12%	8%	10%	7%
Government agencies	5%	2%	2%	7%	3%	3%	10%	10%	7%	1%	3%	5%	3%	4%	9%
Non-profit housing counselors	5%	2%	2%	8%	3%	6%	9%	2%	8%	3%	2%	4%	6%	4%	4%
Mass media	1%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	0%	1%	1%	1%
Apps on a mobile device	1%	2%	2%	1%	1%	1%	3%	0%	1%	1%	2%	1%	1%	1%	2%
Social media	1%	1%	1%	2%	0%	4%	2%	0%	3%	0%	0%	2%	0%	1%	2%
Don't know	3%	2%	2%	4%	2%	4%	4%	3%	2%	4%	2%	2%	2%	3%	3%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Overall

IF MORTGAGE HOLDER: Why was/were [response from q270a] the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think [response from q270a] would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	2112	1116	1137	975	1214	407	284	131	736	310	788	721	406	702	280
Trustworthiness	25%	25%	26%	25%	26%	24%	23%	26%	25%	27%	25%	23%	29%	27%	24%
Credibility	23%	20%	20%	27%	23%	19%	20%	38%	25%	22%	22%	29%	16%	21%	25%
Convenience	13%	15%	15%	11%	14%	15%	11%	7%	13%	14%	16%	11%	13%	16%	13%
Easy to understand	12%	14%	14%	10%	11%	17%	15%	2%	12%	11%	12%	11%	12%	13%	15%
Accuracy	11%	11%	11%	11%	11%	9%	13%	17%	12%	10%	12%	11%	14%	11%	9%
Usefulness	10%	9%	9%	12%	9%	11%	14%	10%	9%	12%	10%	12%	12%	8%	9%
Don't know	4%	5%	5%	3%	4%	5%	5%	0%	4%	5%	4%	3%	4%	5%	6%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Mortgage Lenders

IF MORTGAGE HOLDER: Why was/were Mortgage lender(s) the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Mortgage lender(s) would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Mortgage lender(s)

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	422	331	334	89	298	49	41	25	94	64	214	78	87	196	59
Credibility	21%	17%	18%	32%	21%	15%	27%	21%	31%	23%	17%	28%	12%	17%	37%
Accuracy	20%	21%	21%	20%	20%	14%	17%	45%	18%	13%	22%	29%	28%	17%	13%
Convenience	14%	16%	17%	3%	17%	11%	0%	13%	10%	15%	17%	1%	14%	19%	10%
Easy to understand	14%	15%	15%	11%	15%	27%	6%	0%	11%	24%	14%	22%	11%	13%	16%
Trustworthiness	14%	14%	14%	13%	14%	16%	11%	16%	11%	12%	15%	3%	18%	18%	9%
Usefulness	13%	12%	12%	15%	11%	16%	26%	5%	16%	9%	12%	15%	15%	13%	8%
Don't know	4%	3%	3%	6%	3%	2%	13%	0%	4%	4%	3%	3%	2%	4%	9%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Real Estate Agent(s)

IF MORTGAGE HOLDER: Why was/were Real estate agent(s) the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Real estate agent(s) would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Real estate agents

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	497	251	258	239	280	106	69	23	171	89	174	178	113	139	66
Credibility	26%	23%	22%	31%	30%	15%	20%	45%	25%	28%	26%	38%	20%	20%	19%
Trustworthiness	26%	32%	31%	21%	25%	26%	33%	22%	26%	24%	25%	14%	32%	35%	32%
Easy to understand	12%	14%	15%	9%	9%	21%	13%	8%	12%	10%	12%	11%	11%	13%	14%
Convenience	11%	10%	11%	11%	11%	15%	7%	0%	14%	7%	13%	12%	9%	12%	9%
Usefulness	10%	9%	9%	12%	10%	12%	12%	0%	9%	19%	7%	8%	15%	9%	11%
Accuracy	9%	5%	5%	14%	9%	4%	13%	25%	8%	9%	10%	11%	9%	6%	9%
Don't know	6%	8%	8%	3%	6%	8%	1%	0%	6%	3%	7%	7%	4%	5%	7%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Mass Media

IF MORTGAGE HOLDER: Why was/were Mass media the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Mass media would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Mass media

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	14	12	12	1	8	3	1	1	3	2	7	1	3	7	2
Convenience	64%	69%	69%	0%	54%	74%	60%	100%	84%	100%	41%	0%	63%	65%	92%
Credibility	13%	5%	5%	100%	23%	0%	0%	0%	0%	0%	25%	100%	0%	10%	0%
Trustworthiness	9%	9%	9%	0%	6%	26%	0%	0%	0%	0%	17%	0%	0%	17%	0%
Accuracy	9%	10%	10%	0%	16%	0%	0%	0%	0%	0%	17%	0%	37%	0%	0%
Usefulness	4%	4%	4%	0%	0%	0%	40%	0%	16%	0%	0%	0%	0%	8%	0%
Easy to understand	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Family and Friends

IF MORTGAGE HOLDER: Why was/were Family and friends the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Family and friends would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Family and friends

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	484	259	264	220	296	91	47	33	159	81	176	192	85	137	69
Trustworthiness	48%	44%	44%	52%	51%	38%	31%	59%	53%	47%	47%	50%	48%	47%	42%
Credibility	24%	23%	22%	26%	23%	29%	21%	28%	28%	18%	24%	21%	22%	31%	21%
Easy to understand	8%	9%	9%	8%	6%	11%	26%	0%	6%	6%	8%	9%	10%	3%	14%
Convenience	7%	7%	7%	6%	7%	9%	6%	3%	5%	10%	7%	8%	7%	6%	4%
Accuracy	7%	8%	8%	5%	7%	5%	13%	0%	6%	8%	6%	6%	5%	7%	11%
Usefulness	2%	3%	4%	1%	1%	4%	0%	10%	1%	4%	4%	4%	3%	1%	2%
Don't know	4%	6%	6%	2%	4%	5%	4%	0%	1%	6%	4%	2%	6%	4%	6%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Websites

IF MORTGAGE HOLDER: Why was/were Websites like Zillow, realtor.com, or credit management sites the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Websites like Zillow, realtor.com, or credit management sites would be the most influential source when researching and receiving advice about getting a mortgage?

Among Mortgage Holders and Renters, filtered by q270a = Websites like Zillow, realtor.com, or credit management sites

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	224	94	98	126	127	34	30	22	97	16	85	93	40	74	17
Convenience	31%	36%	35%	28%	31%	40%	25%	15%	23%	60%	35%	32%	25%	33%	32%
Usefulness	19%	12%	12%	25%	17%	8%	21%	41%	15%	5%	20%	27%	17%	11%	13%
Easy to understand	19%	28%	27%	13%	24%	7%	26%	0%	21%	5%	23%	10%	30%	21%	32%
Credibility	15%	2%	3%	24%	13%	14%	14%	33%	24%	14%	7%	22%	12%	9%	8%
Trustworthiness	6%	10%	12%	2%	7%	7%	10%	0%	7%	0%	6%	4%	0%	12%	10%
Accuracy	5%	3%	3%	7%	3%	9%	5%	11%	7%	8%	4%	2%	13%	6%	0%
Don't know	5%	9%	8%	2%	5%	15%	0%	0%	4%	7%	5%	4%	3%	7%	6%

**Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters*



Reason Behind Most Influential Source – Apps

IF MORTGAGE HOLDER: Why was/were Apps on a mobile device the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Apps on a mobile device would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Apps on a mobile device

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	27	18	18	10	15	3	8	0	5	3	16	7	5	10	5
Convenience	73%	75%	75%	68%	88%	0%	85%	0%	51%	93%	80%	91%	100%	43%	78%
Easy to understand	17%	17%	17%	18%	0%	97%	15%	0%	47%	0%	7%	0%	0%	38%	17%
Credibility	4%	4%	4%	3%	2%	0%	0%	0%	0%	0%	6%	9%	0%	3%	0%
Accuracy	2%	3%	3%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%
Trustworthiness	1%	1%	1%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	5%
Usefulness	0%	0%	0%	0%	0%	3%	0%	0%	2%	0%	0%	0%	0%	1%	0%
Don't know	4%	0%	0%	11%	7%	0%	0%	0%	0%	0%	7%	0%	0%	10%	0%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Financial Planners and Advisors

IF MORTGAGE HOLDER: Why was/were Financial planners and advisors the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Financial planners and advisors would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Financial planners and advisors

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	215	100	102	113	101	66	29	11	70	41	76	88	33	74	20
Credibility	31%	35%	34%	29%	33%	33%	24%	17%	34%	24%	35%	34%	16%	34%	39%
Trustworthiness	19%	27%	27%	13%	21%	11%	23%	50%	11%	24%	29%	15%	32%	20%	15%
Accuracy	15%	12%	12%	18%	14%	11%	19%	24%	22%	13%	12%	15%	13%	16%	15%
Usefulness	12%	3%	3%	19%	14%	14%	6%	0%	8%	22%	4%	19%	13%	2%	14%
Convenience	10%	10%	10%	10%	7%	13%	16%	9%	9%	9%	6%	9%	11%	11%	12%
Easy to understand	9%	10%	11%	7%	8%	13%	8%	0%	13%	2%	12%	9%	12%	9%	5%
Don't know	3%	2%	3%	4%	2%	4%	5%	0%	3%	6%	1%	0%	2%	9%	0%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Government Agencies

IF MORTGAGE HOLDER: Why was/were Government agencies the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Government agencies would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Government agencies

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	101	26	26	75	43	13	28	14	54	4	22	37	12	27	25
Credibility	32%	31%	31%	32%	29%	0%	22%	100%	20%	23%	36%	52%	4%	12%	38%
Trustworthiness	16%	11%	11%	17%	9%	30%	25%	0%	17%	33%	14%	7%	30%	20%	16%
Accuracy	15%	17%	17%	15%	19%	35%	11%	0%	21%	0%	4%	24%	31%	10%	1%
Usefulness	11%	15%	16%	10%	14%	11%	12%	0%	7%	37%	27%	6%	16%	14%	14%
Easy to understand	11%	16%	16%	9%	13%	5%	11%	0%	12%	0%	15%	0%	15%	21%	14%
Convenience	10%	8%	8%	11%	11%	17%	11%	0%	15%	0%	5%	0%	4%	21%	15%
Don't know	5%	2%	2%	6%	5%	1%	8%	0%	7%	6%	0%	10%	0%	2%	2%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Non-Profit Housing Counselors

IF MORTGAGE HOLDER: Why was/were Non-profit housing counselors the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Non-profit housing counselors would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Non-profit housing counselors

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	102	18	19	83	40	27	26	3	61	8	16	32	26	31	12
Trustworthiness	41%	9%	14%	47%	43%	50%	26%	0%	35%	39%	39%	63%	39%	28%	17%
Credibility	18%	15%	14%	19%	12%	13%	21%	100%	14%	29%	26%	24%	8%	16%	31%
Usefulness	13%	25%	24%	11%	10%	9%	27%	0%	16%	0%	23%	13%	19%	11%	8%
Accuracy	9%	29%	28%	4%	4%	17%	9%	0%	13%	0%	5%	0%	6%	18%	14%
Convenience	8%	17%	16%	6%	12%	7%	4%	0%	11%	12%	0%	0%	10%	8%	23%
Easy to understand	7%	4%	4%	7%	7%	3%	13%	0%	3%	19%	7%	0%	0%	19%	7%
Don't know	5%	0%	0%	6%	12%	0%	0%	0%	8%	0%	0%	0%	18%	0%	0%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Reason Behind Most Influential Source – Social Media

IF MORTGAGE HOLDER: Why was/were Social media the most influential source when researching and receiving advice about getting your current mortgage? **IF RENTER:** If you were going to buy a home, why do you think Social media would be the most influential source when researching and receiving advice about getting a mortgage?
Among Mortgage Holders and Renters, filtered by q270a = Social media

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS*	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	26	6	6	20	5	16	4	0	22	1	2	14	2	5	5
Easy to understand	45%	29%	27%	50%	37%	62%	0%	0%	48%	0%	0%	51%	0%	56%	34%
Usefulness	21%	25%	24%	20%	26%	19%	15%	0%	14%	60%	90%	29%	0%	4%	24%
Accuracy	17%	0%	0%	22%	0%	11%	61%	0%	20%	0%	0%	20%	0%	36%	0%
Convenience	9%	18%	17%	7%	21%	8%	0%	0%	9%	40%	0%	0%	100%	0%	8%
Trustworthiness	2%	0%	8%	0%	10%	0%	0%	0%	2%	0%	0%	0%	0%	0%	9%
Credibility	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	27%	25%	0%	6%	0%	24%	0%	6%	0%	10%	0%	0%	4%	25%

*Asked among a small subset of outright owners in April 2021 before being cut and asked only among mortgage holders and renters



Helpful Information After Buying a Home

After buying a home and taking out a mortgage, what information would be most helpful to you, as ongoing education or information? Please tell me all that apply.
Among Homeowners

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	1925	1203	1925	0	1299	309	160	96	434	289	911	341	330	736	514
Cost-effective home repair options	34%	38%	34%	0%	34%	23%	46%	43%	33%	37%	34%	38%	43%	33%	25%
Refinancing options	34%	39%	34%	0%	34%	29%	36%	49%	34%	35%	35%	35%	40%	37%	26%
Household budgeting techniques	27%	26%	27%	0%	25%	30%	35%	29%	31%	27%	26%	38%	29%	26%	19%
Access to a mortgage counselor via phone or chat if needed	24%	27%	24%	0%	23%	22%	40%	23%	26%	26%	23%	28%	26%	23%	21%
Programs for loan modifications	19%	20%	19%	0%	17%	22%	23%	26%	19%	21%	17%	23%	23%	19%	14%
Quarterly seminars on different housing topics (e.g., refinancing, reverse mortgages)	16%	17%	16%	0%	13%	23%	21%	33%	21%	14%	13%	22%	16%	15%	14%
Other	5%	5%	5%	0%	6%	6%	8%	0%	7%	5%	5%	4%	5%	5%	8%
None	17%	16%	17%	0%	19%	14%	9%	16%	14%	11%	19%	10%	16%	17%	23%
Don't know	6%	3%	6%	0%	5%	7%	4%	2%	6%	8%	4%	4%	4%	3%	11%



Helpful Information Before Renting a Home

What type of information or education would be most helpful to you BEFORE you decide to rent a home? Please tell me all that apply.
Among Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	1022	0	0	1022	460	254	187	73	541	133	177	519	174	220	109
Price range of home I can afford to rent	56%	0%	0%	56%	61%	48%	56%	37%	57%	73%	49%	52%	65%	54%	63%
Explanation of rental lease terms	41%	0%	0%	41%	41%	38%	46%	52%	42%	52%	32%	46%	40%	33%	39%
Documents required for rental applications	38%	0%	0%	38%	35%	39%	41%	53%	38%	40%	34%	43%	36%	29%	37%
Rental Insurance	33%	0%	0%	33%	37%	29%	37%	11%	35%	33%	31%	33%	36%	28%	35%
How to get approved for a rental home	31%	0%	0%	31%	31%	30%	37%	22%	33%	32%	17%	31%	31%	27%	36%
Money management	30%	0%	0%	30%	27%	30%	41%	15%	32%	29%	26%	31%	24%	30%	36%
Credit score management	30%	0%	0%	30%	29%	31%	38%	16%	35%	29%	20%	32%	24%	28%	39%
Other	7%	0%	0%	7%	8%	8%	5%	7%	7%	7%	6%	7%	6%	10%	6%
None	6%	0%	0%	6%	8%	5%	7%	0%	7%	3%	11%	6%	8%	6%	8%
Don't know	3%	0%	0%	3%	3%	4%	3%	0%	2%	2%	3%	1%	3%	4%	6%



Helpful Information After Renting a Home

After renting a home, what information would be most helpful to you, as ongoing education or information? Please tell me all that apply.
Among Renters

GP Sample	GP	OWNERSHIP STATUS			RACE				AMI STATUS			AGE			
		MORTGAGE HOLDERS	ALL OWNERS	RENTER	WHITE	HISPANIC	BLACK	ASIAN	<80% AMI	80%-120% AMI	120%+ AMI	18-34	35-44	45-64	65+
N=	1022	0	0	1022	460	254	187	73	541	133	177	519	174	220	109
Tenant's rights in lease agreements	48%	0%	0%	48%	48%	41%	53%	59%	51%	49%	39%	51%	45%	43%	50%
Access to a financial advisor or counselor	35%	0%	0%	35%	37%	29%	44%	10%	35%	45%	28%	35%	46%	29%	26%
Techniques in dealing with a property manager/landlord	34%	0%	0%	34%	35%	35%	40%	19%	37%	39%	32%	35%	35%	30%	39%
Articles/information on buying vs. renting	30%	0%	0%	30%	28%	31%	39%	15%	30%	31%	32%	32%	38%	24%	22%
Household budgeting techniques	29%	0%	0%	29%	26%	30%	40%	5%	32%	30%	30%	32%	28%	27%	21%
Seminars (online or in-person) on buying a home	24%	0%	0%	24%	21%	21%	34%	28%	26%	29%	23%	26%	25%	22%	19%
Other	6%	0%	0%	6%	7%	7%	4%	8%	4%	8%	5%	7%	1%	9%	5%
None	5%	0%	0%	5%	5%	2%	4%	7%	4%	8%	7%	3%	3%	7%	10%
Don't know	6%	0%	0%	6%	5%	7%	9%	6%	4%	7%	3%	5%	7%	8%	9%

