

1. In what year were you born?
— — — — [TERMINATE IF AFTER 1995]
 - 18-29 - 22%
 - 30-39 - 28%
 - 40-49 - 21%
 - 50-59 - 18%
 - 60-69 - 11%
 - 70+ - 1%

2. Are you:
 - Male - 47%
 - Female - 53%

3. Which best describes you:
 - Single - 25%
 - Married or living with partner - 61%
 - Divorced - 12%
 - Widowed - 2%

4. How many children under the age of 18 are currently living with you?
____ children living with me
 - 0 children living with me - 44%
 - 1 child living with me - 28%
 - 2 children living with me - 19%
 - 3+ children living with me- 9%

5. Do you plan to purchase a home to use as your primary residence within the next 12-18 months?
 - Yes - 100 %
 - No [TERMINATE]

6. Will you be getting a loan or mortgage from a bank or other commercial lender to buy your home?
 - Yes - 100 %
 - No [TERMINATE]

7. How far along in the home buying process are you?

- I've just started reviewing ideas, looking at homes, and exploring my options – 71%
- I've started the finance process (which might involve selecting a mortgage provider or broker, getting pre-qualified or pre-approved, etc.) – 22%
- I've made at least one offer on a home, even if it fell through – 4 %
- I have an offer in place, and we are hoping for the sale to close – 3%

8. Are you working with a real estate agent?

- Yes – 39%
- No, but I plan to – 44%
- No – 16%

9. Have you selected a specific bank or mortgage provider for your loan?

- Yes – 40%
- No – 60%

10. [IF YES] Are you (or were you) pre-qualified for your loan?

- Yes – 83%
- No – 17%

11. In what state are you shopping for a home?

[SHOW DROP DOWN. DIVIDE INTO FOUR REGIONS ACCORDING TO NAR, AND SET QUOTAS]

- Northeast - 17%
- Midwest - 23%
- South - 36%
- West - 25%

12. Which of the following best describes the area in which you plan to buy your home?

- City – 29%
- Suburb – 54%
- Rural area – 17%

13. Which of the following best describes your previous experience with home ownership?

- I have never owned a home before - 27%
- I have previously owned a home but I did not purchase it myself (i.e., I inherited it, my spouse purchased it, etc.) – 14%
- I have purchased a home before – 59%

14. [IF PURCHASED BEFORE] In what year did you last purchase a home to use as your primary residence?

— — — —

- Less than 5 years ago -14%

- 5-9 years ago - 32%
- 10-14 years ago - 24%
- 15-19 years ago - 14%
- 20-29 years ago - 11%
- 30+ years ago - 5%

15. Please indicate below your confidence level with the home buying process.

RANDOMIZE ROWS	Not At All Confident	Not Very Confident	Somewhat Confident	Very Confident
I will be able to afford the type of home I want	3%	13%	49%	35%
I will be able to secure an affordable rate on my home loan	2%	11%	54%	33%
I will understand the finance process and the terms of my home loan	1%	9%	52%	38%
I will have multiple home loan options to choose from	3%	14%	56%	28%
I will be making a good investment by buying a home	1%	5%	43%	52%
The financing process will be fast and run smoothly	4%	21%	54%	22%
I will find a trustworthy and reliable mortgage banker to work with	1%	9%	54%	36%
[IF YES OR PLAN TO IN Q8] I will find a trustworthy and reliable real estate agent to work with	1%	6%	51%	42%

16. Which of the following people and resources do you turn to for *help and information to assess whether purchasing your home will be a good investment?*

Select all that apply

- A real estate agent – 66%
- Family or friends – 56%
- A mortgage banker – 39%
- A financial advisor – 35%
- Media reports or expert advice about home buying – 19%
- Online financial tools or calculators – 37%
- None of the above – 6%

17. Which of the following people and resources do you turn to for *help and information to evaluate mortgage terms and compare offers?*

Select all that apply

- A real estate agent – 49%
- Family or friends – 40%
- A mortgage banker – 59%
- A financial advisor – 34%
- Media reports or expert advice about home buying – 12%
- Online financial tools or calculators – 35%
- None of the above – 3%

18. Which of the following people and resources do you turn to for *help and information to understand the financing process?*

Select all that apply

- A real estate agent - 42%
- Family or friends - 37%
- A mortgage banker - 59%
- A financial advisor - 38%
- Media reports or expert advice about home buying - 12%
- Online financial tools or calculators - 30%
- None of the above - 4%

19. Which of the following people and resources do you turn to for *help and information to determine your price range and mortgage payments*?

Select all that apply

- A real estate agent - 44%
- Family or friends - 28%
- A mortgage banker - 60%
- A financial advisor - 34%
- Media reports or expert advice about home buying - 11%
- Online financial tools or calculators - 35%
- None of the above - 4%

20. Have you determined or estimated the price range you are considering for homes you might buy?

- Yes - 84%
- No - 16%

21. [IF YES] Will it be a stretch for you to afford the high end of that price range, or not?

- Yes, it would be a stretch — I would have a hard time affording it - 45%
- No, it would not be a stretch — the high end of the price range I am considering is very affordable - 55%

22. If you found a home that you *really wanted* but it was outside of your price range, or if it would be at the higher end of your price range and difficult for you, how likely is that you would do each of the following:

RANDOMIZE ROWS	Not At All Likely	Not Very Likely	Somewhat Likely	Very Likely
Take out a larger, less affordable mortgage	24%	37%	30%	10%
Take out a mortgage with a longer pay-back period (i.e., 30 years vs. 15 years)	8%	17%	51%	23%
Make big sacrifices in your lifestyle and spending in order to pay for it	12%	26%	45%	17%
Borrow additional money from a friend or family member	40%	29%	23%	8%

Put off the home purchase until you can afford it	12%	27%	43%	17%
---	-----	-----	-----	-----

23. What type of mortgage do you plan to get?

- 30-year fixed rate FHA mortgage - 21%
- 15-year fixed rate FHA mortgage - 10%
- 30-year fixed rate mortgage - 23%
- 20 year fixed rate mortgage - 12 %
- 15-year fixed rate mortgage - 12%
- 10 year fixed rate mortgage - 5%
- 7/1 adjustable rate mortgage - 1%
- 5/1 adjustable rate mortgage - 1%
- Jumbo mortgage - <1%
- I don't know - 14%

24. Have you determined how much your monthly mortgage payments will be?

- Yes - 52%
- No - 48%

25. Have you determined how much your down payment will be?

- Yes - 59%
- No - 41%

26. Do you know how much your monthly mortgage payment will be if you choose a more expensive or less expensive home?

- Yes - 52%
- No - 48%

27. Do you know the type of home you can afford?

- Yes - 87%
- No - 13%

28. Will the home you plan to buy most likely be:

- A short-term home until you can afford to buy your ideal home - 11%
- A long-term home, but probably not your last - 51%
- The last home you will buy - 32%
- Not sure - 6%

29. How long do you expect to live in the home you will buy?

___ years

- Less than 10 years - 17%
- 10-14 years - 21%
- 15-19 years - 13%

- 20-29 years - 22%
- 30+ years - 27%

30. Please indicate below the extent to which you agree or disagree with the following statements about the information available on home financing.

RANDOMIZE ROWS	Disagree Strongly	Disagree Somewhat	Agree Somewhat	Agree Strongly
I have found the information I need on home financing	3%	17%	57%	23%
I can trust the information available on home financing	1%	15%	64%	20%
I understand the information available on home financing	2%	11%	62%	25%
I am overwhelmed by the amount of information available on home financing	10%	27%	44%	19%
The information available is up to date with what is going on in the market	1%	11%	64%	24%

31. Which of the following steps, if any, have you been taking to save for a down payment on a new home?

RANDOMIZE ROWS

Select all that apply

- Cutting back on other savings – 19%
- Eating fewer meals at restaurants – 46%
- Going out less often to movies or other events – 41%
- Cutting back on cable TV or other entertainment subscriptions – 25%
- Cutting back on cell phone plans or downgrading to less expensive devices – 20%
- Driving less or not driving at all – 21%
- Taking fewer vacations – 44%
- Shopping less often for new clothes or other discretionary items – 47%
- Cutting back on hobbies – 30%
- Cutting back on credit card debt – 46%
- Cutting back on spa treatments or other luxury items -30%
- Putting off other large, non-essential purchases (such as a TV, computer, car, etc.) – 42%
- None of the above – 16%

32. Which of the following steps, if any, do you think you **will be taking after you own a new home** in order to afford your monthly mortgage payment?

SHOW ROWS IN SAME ORDER

Select all that apply

- Cutting back on other savings – 19%
- Eating fewer meals at restaurants – 40%
- Going out less often to movies or other events – 34%
- Cutting back on cable TV or other entertainment subscriptions – 21%

- Cutting back on cell phone plans or downgrading to less expensive devices – 18%
- Driving less or not driving at all – 16%
- Taking fewer vacations – 39%
- Shopping less often for new clothes or other discretionary items – 37%
- Cutting back on hobbies – 24%
- Cutting back on credit card debt – 38%
- Cutting back on spa treatments or other luxury items – 27%
- Putting off other large, non-essential purchases (such as a TV, computer, car, etc.) – 32%
- None of the above – 21%

33. Please think back to the first time that you started seriously thinking about buying a home (for which you are now shopping). How long were you thinking about it before actually starting the process?

_____ years and/or _____ months

- Less than 6 months - 11%
- 6-11 months - 15%
- 12 months to less than 2 years - 33%
- 2 years to less than 3 years - 22%
- 3 or more years - 20%

34. What changed that made you finally start the process?

RANDOMIZE ROWS

Select all that apply

- More homes became available for sale on the market – 16%
- The homes for sale on the market became more affordable – 20%
- Mortgage rates and lending options became more affordable – 18%
- Mortgage rates started rising, so I wanted to catch them while they were still low – 13%
- I achieved enough savings for a down payment – 17%
- I achieved enough financial stability to make it possible – 22%
- I received a promotion or raise at my job – 9%
- I moved to a new city – 12%
- I got a new job – 12%
- I have a new child or will soon have a new child – 8%
- I improved my credit score to qualify for a better mortgage – 20%
- My family circumstances changed so that I really needed a new home – 22%
- I need to downsize – 10%
- I need to a bigger home – 25%
- I want to live in a better neighborhood – 24%
- I want to live in a better school district – 9%
- Other changes – 14%

35. Which of these ranges includes your total household income for 2013 (before taxes)?

- Less than \$25,000 – 5%
- \$25,000 to \$49,999 – 24%
- \$50,000 to \$74,999 – 28%
- \$75,000 to \$99,999 – 19%

- \$100,000 to \$149,999 - 14%
- \$150,000 to \$199,999 - 5%
- \$200,000 or more - 3%