

Covid-19: The Need for Consumer Outreach and Home Purchase/Financing Digitization

National Housing Survey

August 2020



Key Findings

In the wake of unprecedented labor market disruption due to the Covid-19 pandemic:

- Consumers' familiarity with mortgage and rent relief options was not widespread and was particularly low among populations with immediate financial and job concerns.
- Consumers' expected timelines until their next move did not change significantly from the historical trend for the population as a whole.
- Appetite among respondents remained modest for engaging in homebuying and mortgage activities digitally, as opposed to in-person. However, there were signs that such interest increased as the quarter progressed, particularly for mortgage applications.



Key Implications

- Consumer awareness campaigns and borrower and renter outreach should continue in order to help ensure those who suffer a financial hardship are aware of their options.
- Consumers' largely static mobility expectations suggest little sustained impact from the pandemic on the overall volume of housing activity; however, one consequence may be that more consumers adapt by looking for lower-cost housing than they may have pre-pandemic.
- The industry should continue to ramp up digitization efforts but not overestimate the pace of growth in demand for and usage of digital resources.



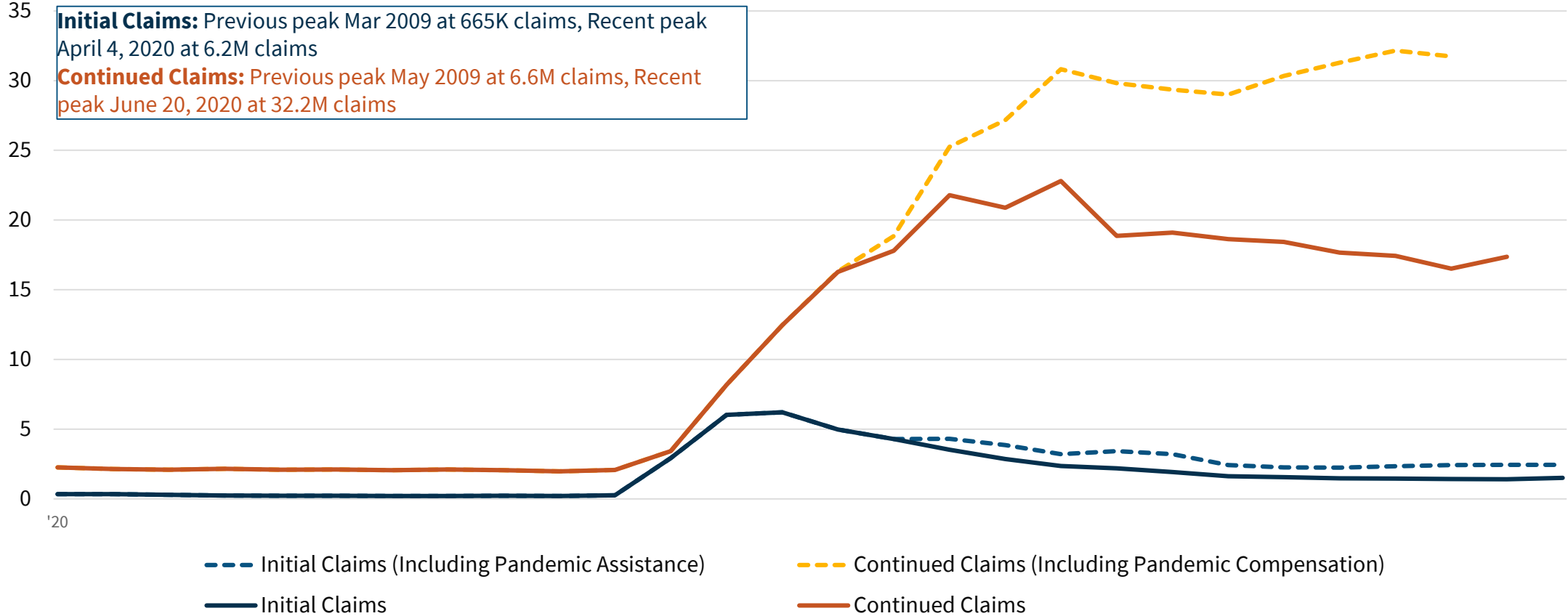


Economic Impact of Covid-19

Unemployment Insurance (UI) Claims at Historically High Levels

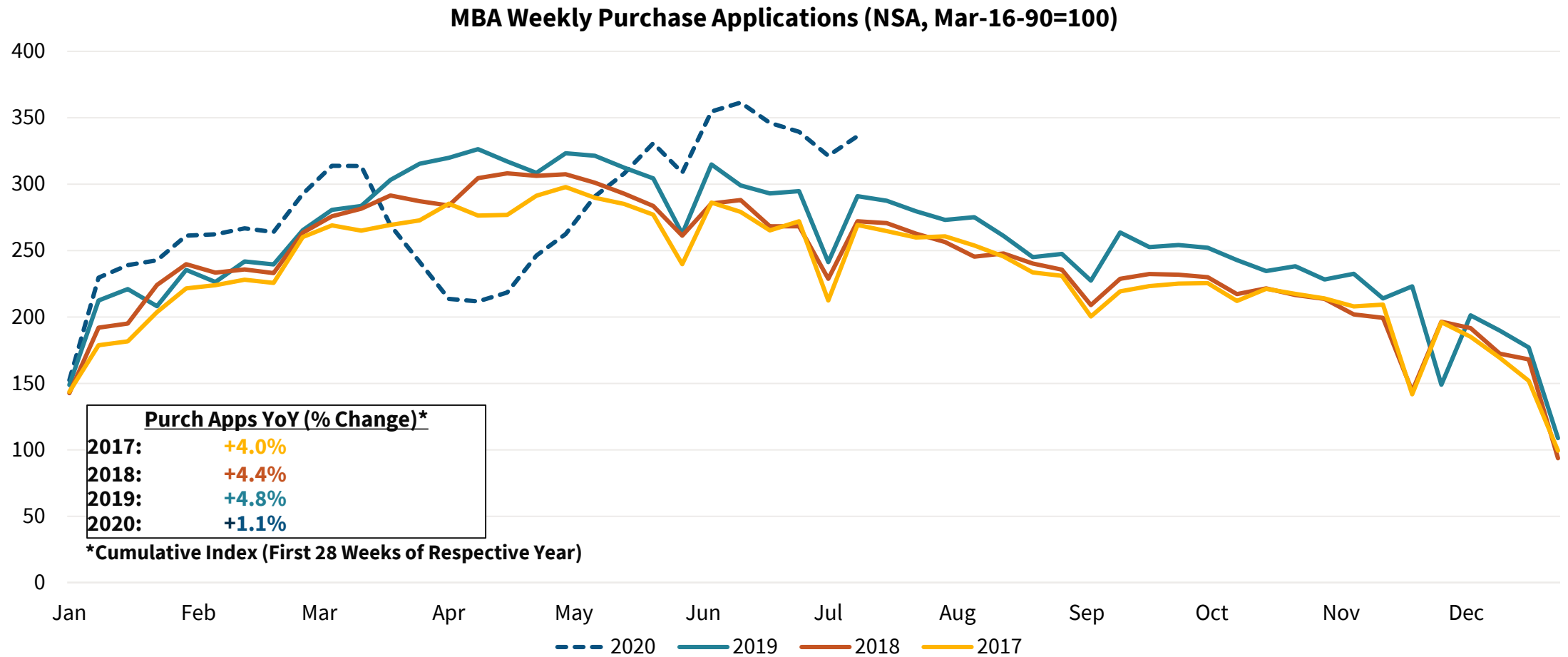
Claims Elevated With Pandemic Employment Assistance

Initial and Continuing UI Claims (Weekly, NSA, Millions)



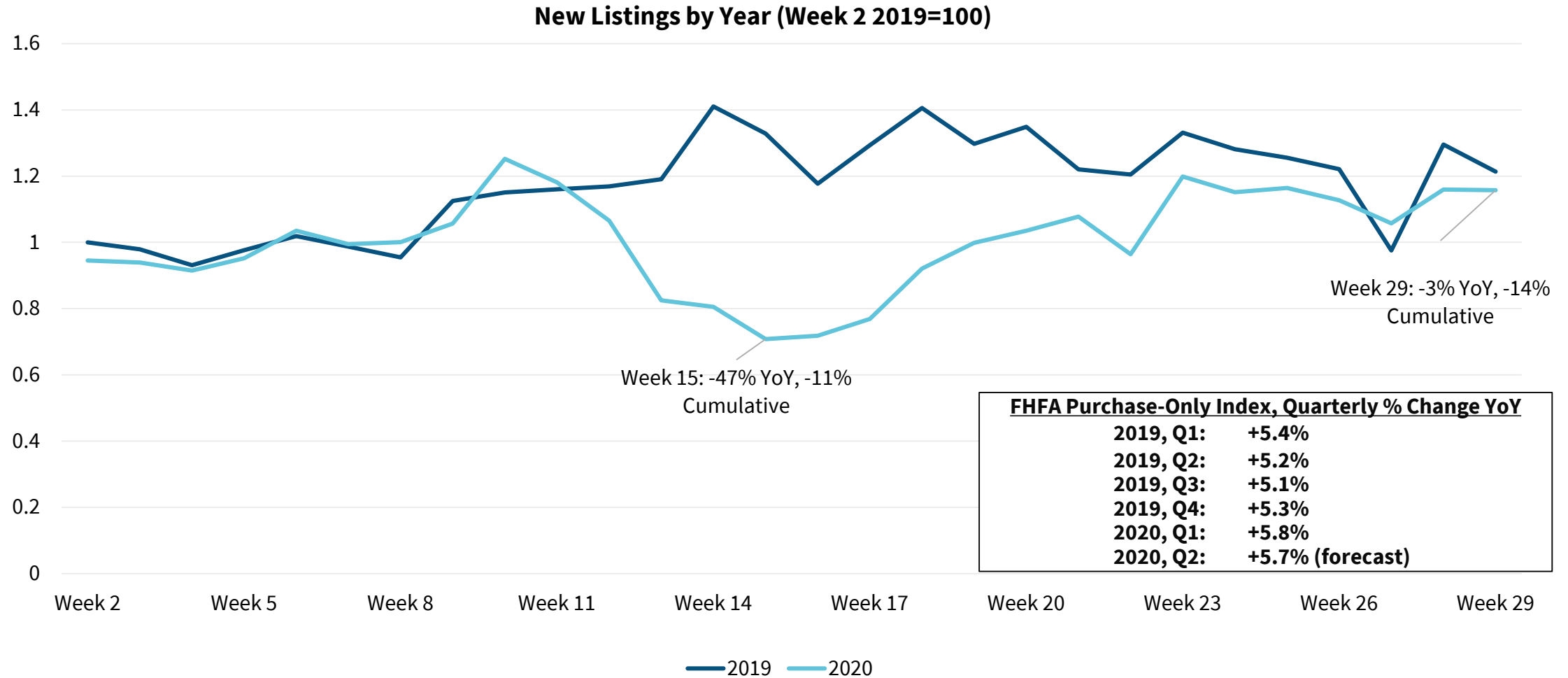
Recent Housing Demand Activity Showing Signs of Strength

Spring Buying Season Likely Pushed Into Early Summer



New Listings Have Levelled Off in Recent Weeks

Strong Listings Activity Helped Reverse the Decline Seen in April and May Due to the Coronavirus



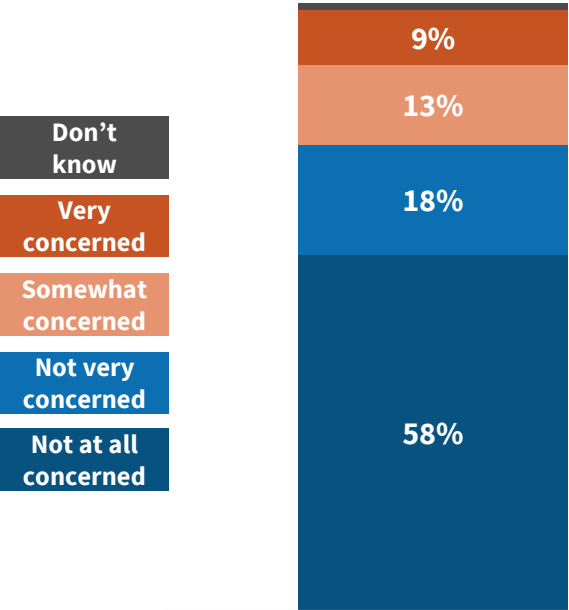


Familiarity with Mortgage and Rent Relief Options

Roughly one-fifth of consumers are concerned about imminent financial distress, but most are unfamiliar with mortgage or rent relief options.

Concern Over Ability to Pay Bills this Month

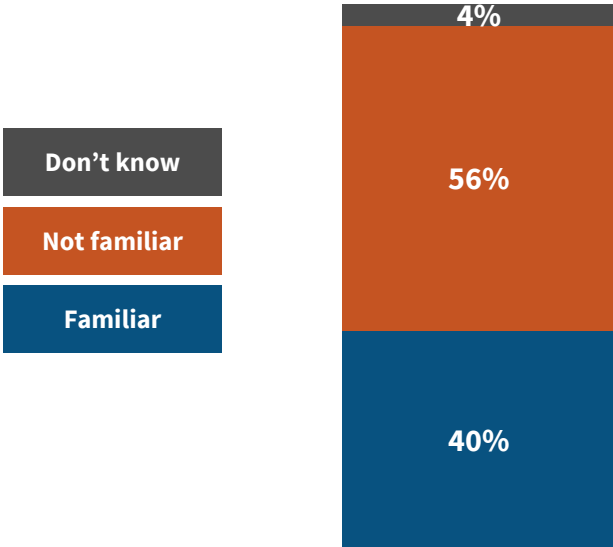
Among the General Population



Q2 2020

Familiarity with Mortgage/Rent Relief Options

Among the General Population



Q2 2020



32% of those concerned about paying their bills are familiar with relief options compared to **43%** of those who aren't concerned about paying their bills

5.7% of Fannie Mae single-family mortgages are in **forbearance***

Q: How concerned are you about your ability to pay your bills this month?

Q: Are you familiar with any programs that allow homeowners or renters facing financial hardship due to the coronavirus to lower or delay their mortgage or rent payments?

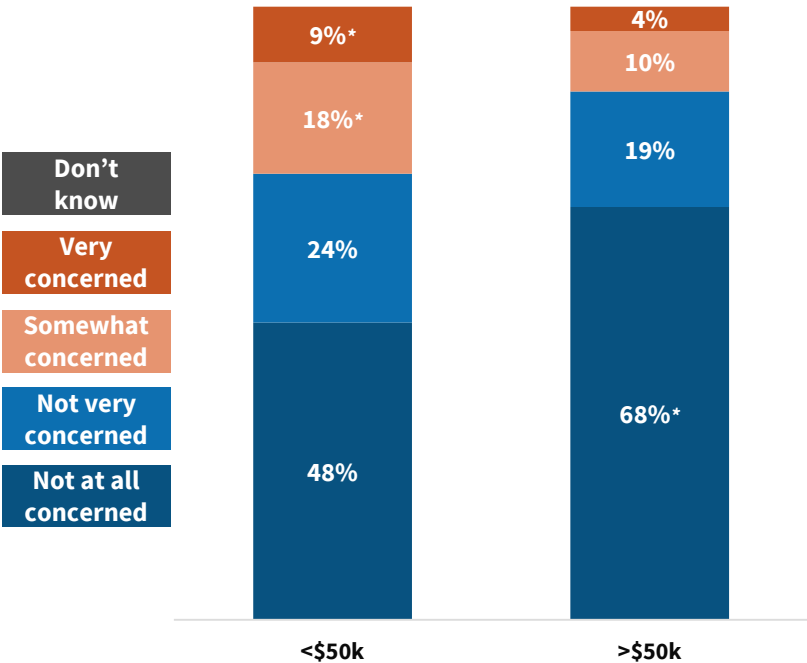
*As of June 30, 2020 and reflective of Fannie Mae's single-family guaranty book of business based on loan count



Mortgage borrowers with lower incomes are more likely to be concerned about paying bills and are less familiar with relief options.

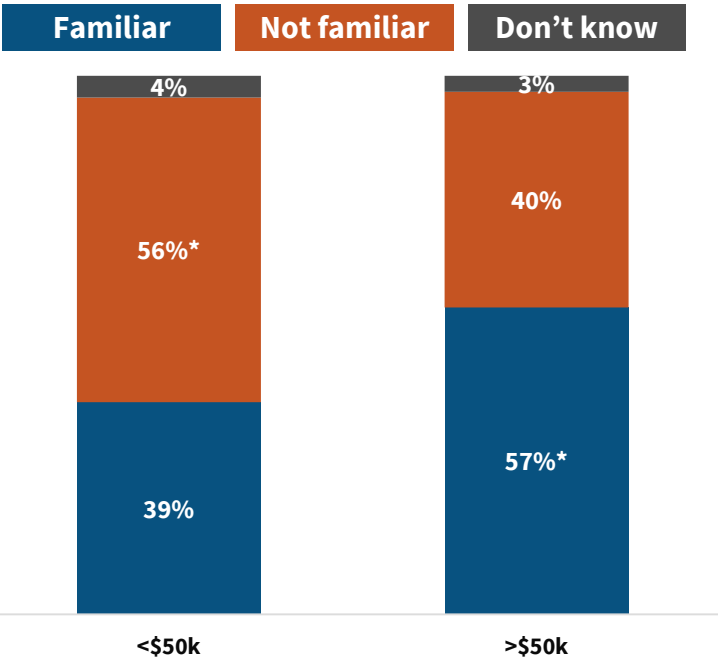
Concern Over Ability to Pay Bills this Month

Among Mortgage Holders, by Income



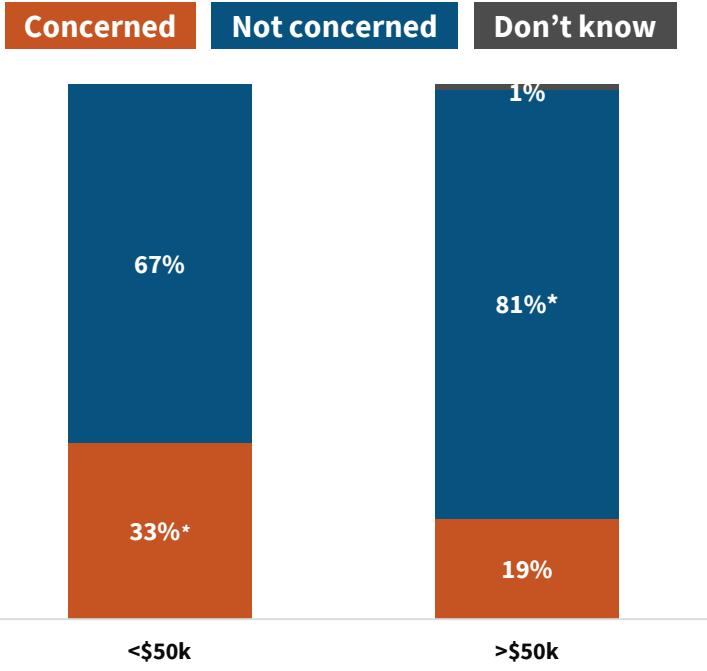
Familiarity with Mortgage Relief Options

Among Mortgage Holders, by Income



Concern About Losing their Job

Among Mortgage Holders who are Employed, by Income



* Denote a % is significantly higher than the other income group at the 95% confidence level

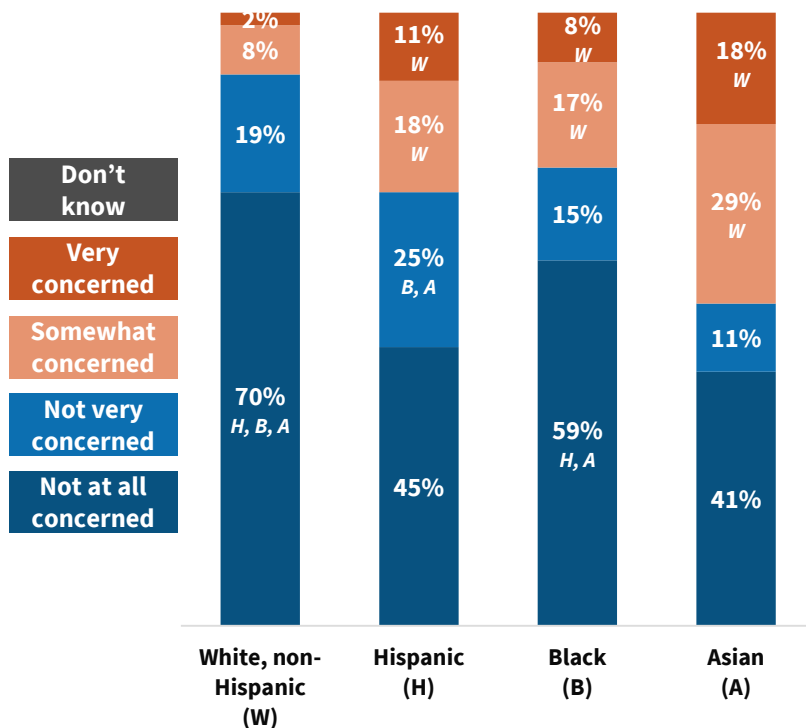
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- Q: How concerned are you that you will lose your job in the next twelve months? Are you very concerned, somewhat concerned, not very concerned, or not at all concerned that you will lose your job in the next twelve months?



White mortgage borrowers are less likely than others to be concerned about meeting their financial obligations and losing their jobs.

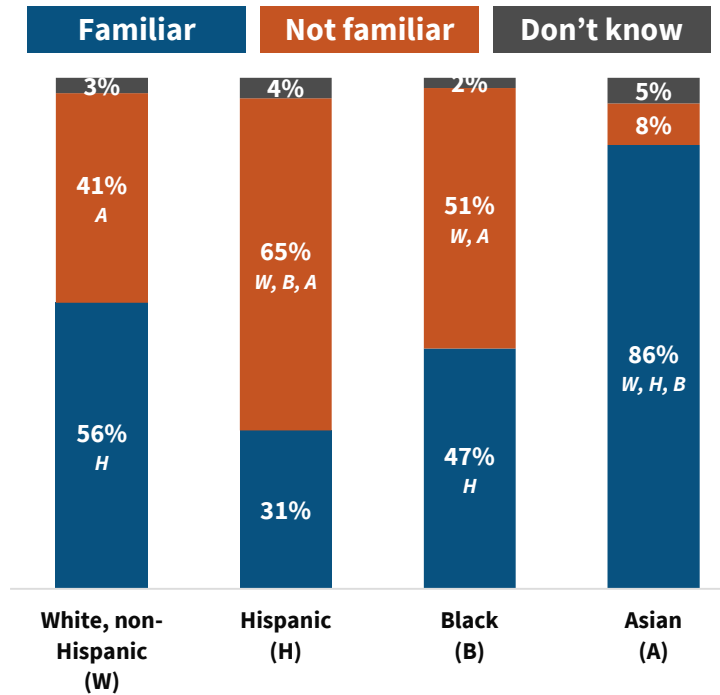
Concern Over Ability to Pay Bills this Month

Among Mortgage Holders, by Race



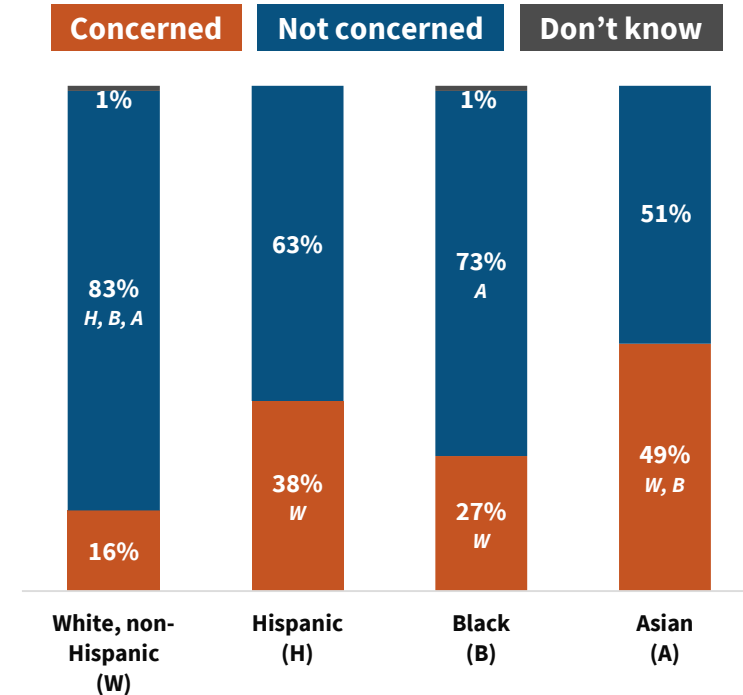
Familiarity with Mortgage Relief Options

Among Mortgage Holders, by Race



Concern About Losing their Job

Among Mortgage Holders who are Employed, by Race



W/H/B/A - Denote a % is significantly higher than the other race groups that the letter represents at the 95% confidence level

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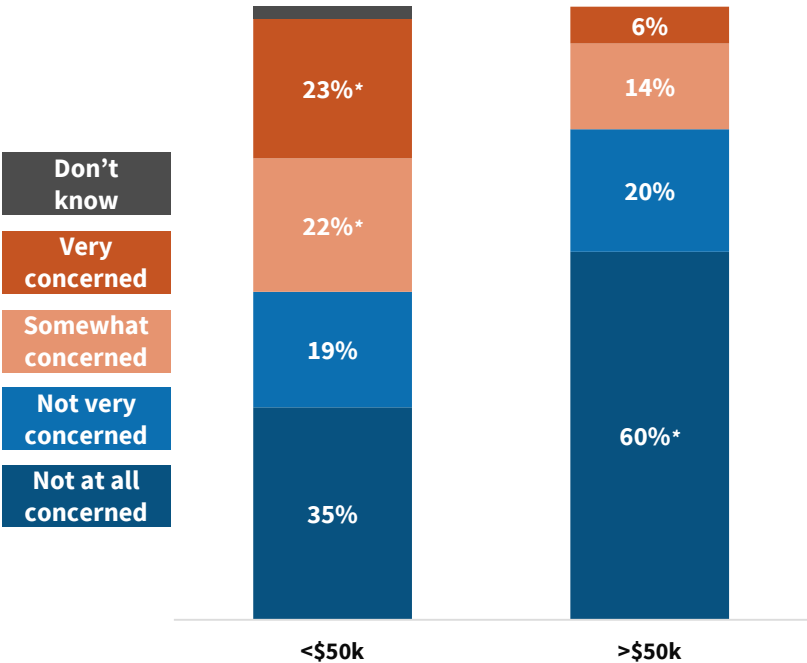
Q: How concerned are you that you will lose your job in the next twelve months? Are you very concerned, somewhat concerned, not very concerned, or not at all concerned that you will lose your job in the next twelve months?



Renters with lower incomes are more likely to be concerned about meeting their financial obligations compared to those with higher incomes.

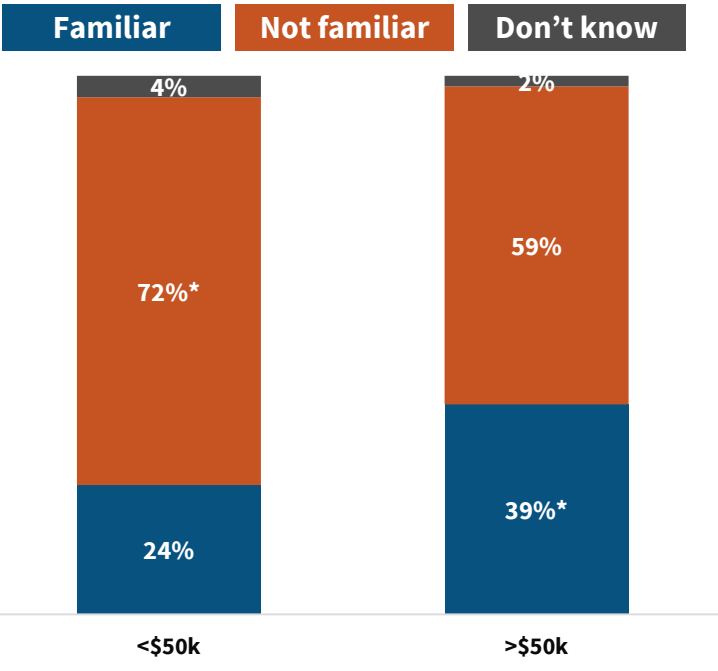
Concern Over Ability to Pay Bills this Month

Among Renters, by Income



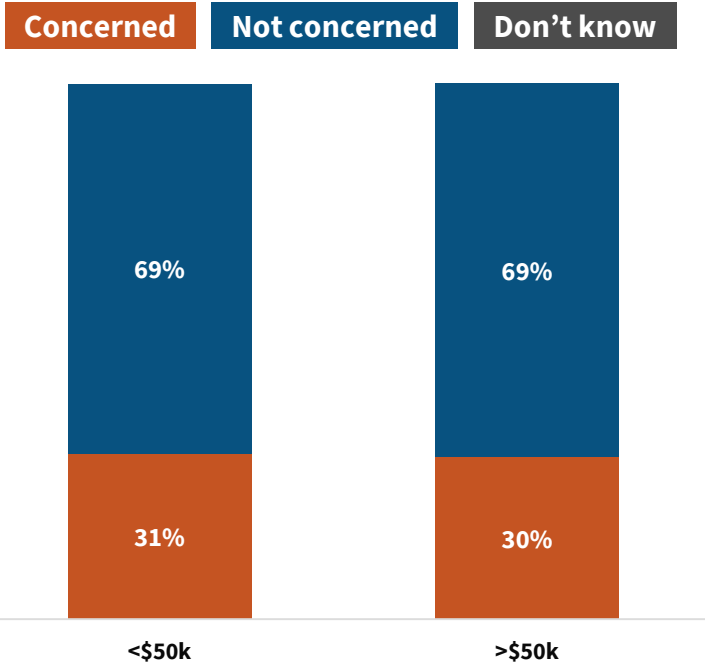
Familiarity with Rent Relief Options

Among Renters, by Income



Concern About Losing their Job

Among Renters who are Employed, by Income



* Denote a % is significantly higher than the other income group at the 95% confidence level

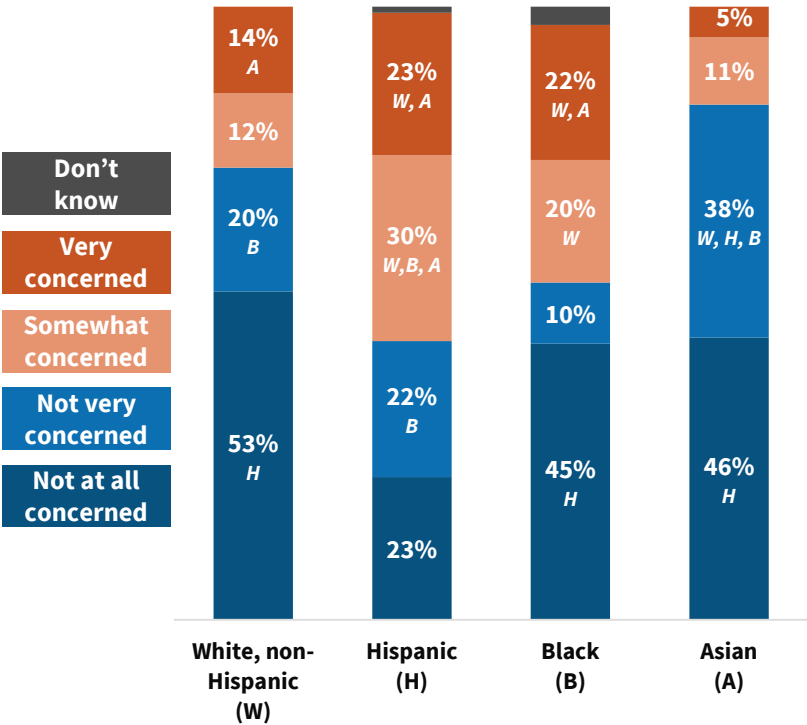
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Hispanic and Black renters are more likely to be concerned about paying their bills this month than other renters.

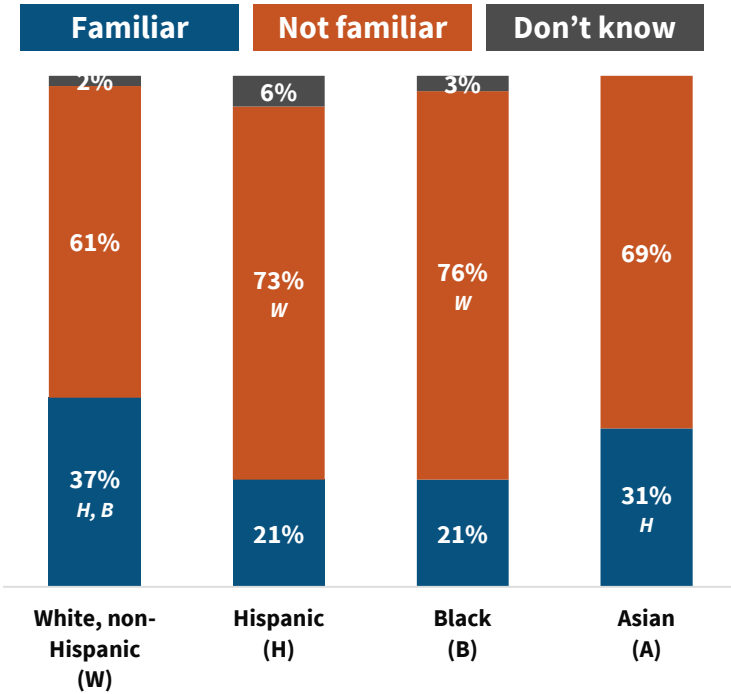
Concern Over Ability to Pay Bills this Month

Among Renters, by Race



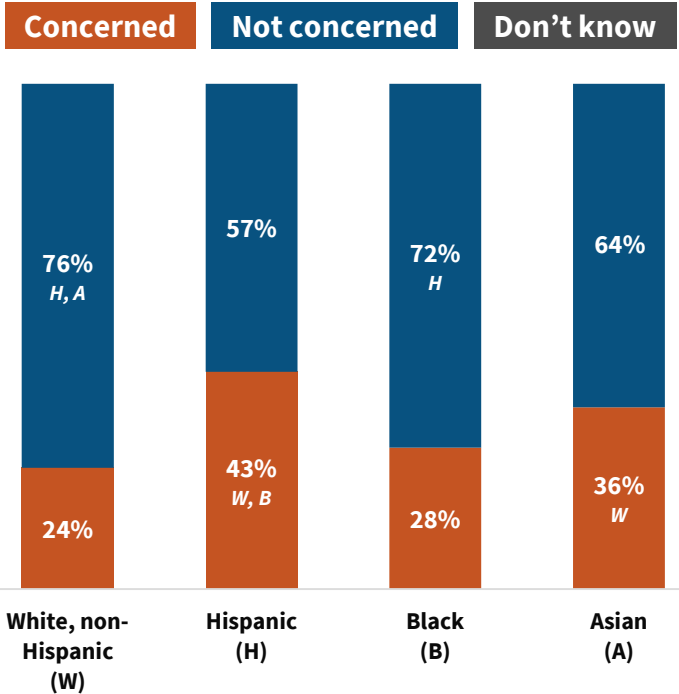
Familiarity with Rent Relief Options

Among Renters, by Race



Concern About Losing their Job

Among Renters who are Employed, by Race



C/H/AA/A - Denote a % is significantly higher than the other race groups that the letter represents at the 95% confidence level

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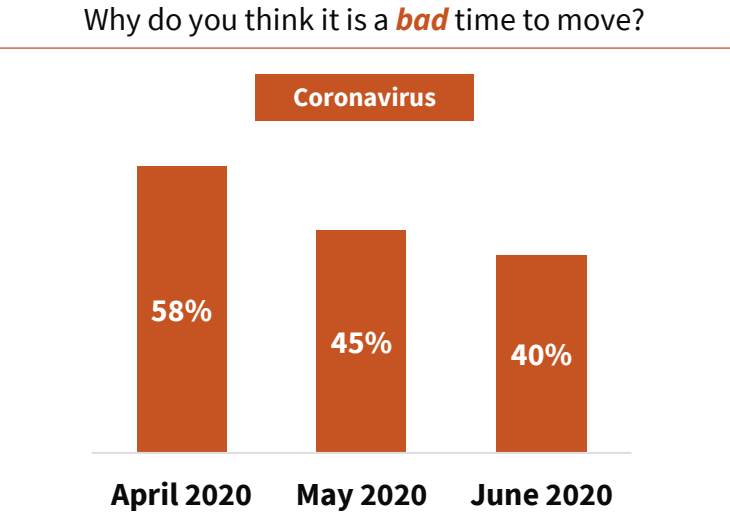
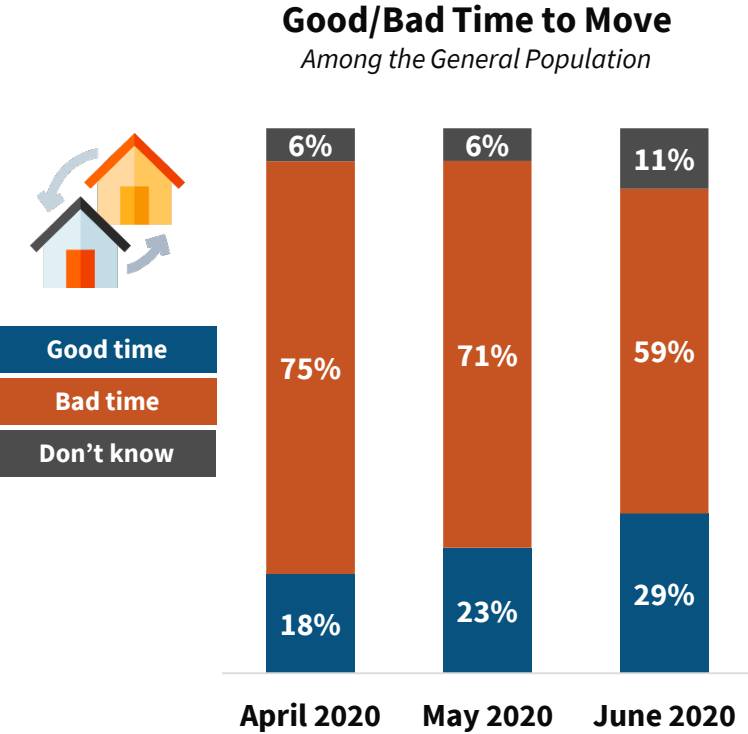
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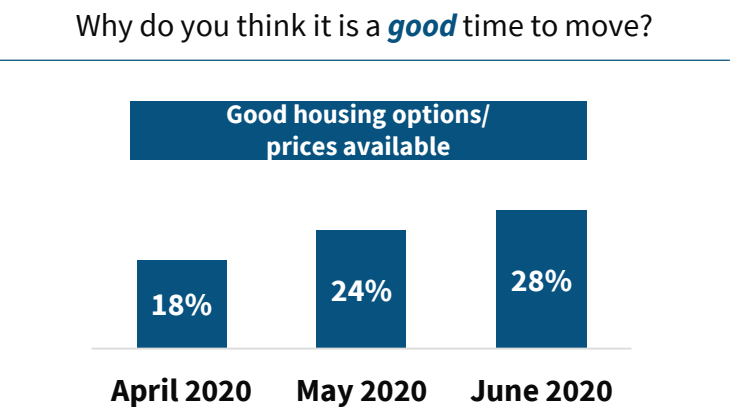


Timelines for Household Moves

Most consumers think it's a bad time to move due to the coronavirus, though attitudes improved over the quarter.



- “Because **a lot of people are afraid of the virus** and its more challenging to find a house.”
- “Because **everything is so unstable with the coronavirus.**”
- “People are unsure about **what's going to happen with the virus and state restrictions.**”



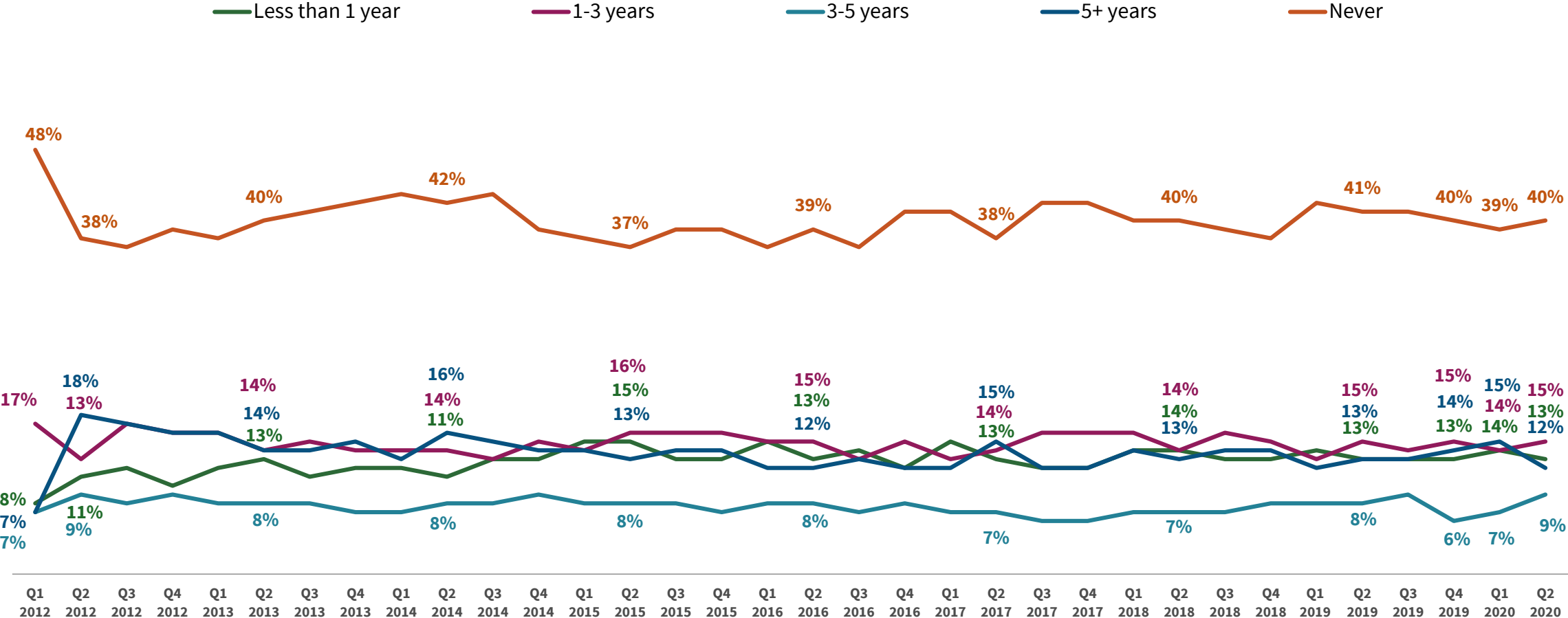
- “Because **there is a great deal of availability** and pressure on the landlords.”
- “There are **a lot of houses on the market** and mortgage interest rates are low.”
- “Because **prices are low** and mortgage interest rates are low.”

Q: In general, do you think this is a very good time to move, a somewhat good time, a somewhat bad time, or a very bad time to move?
 Q: Why do you think this is a [good/bad] time to move?



Consumers' expected timelines until they next move have not changed significantly from the historical trend for the population as a whole.

Share of respondents who plan to move in...
Among the General Population



Q: When do you expect to move next?

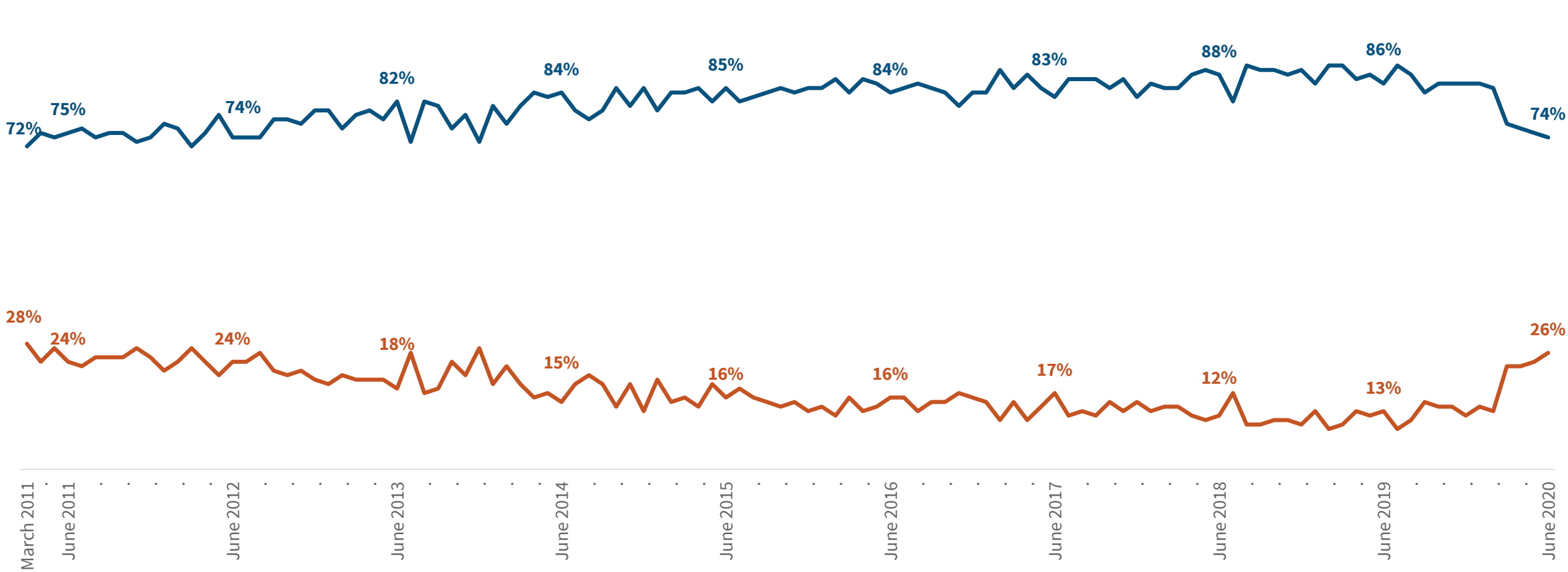


Job concerns became significantly worse during the pandemic in Q2 2020.

Percent of employed respondents who say they are concerned or not concerned about losing their job

Among the General Population who are Employed

Concerned Not Concerned

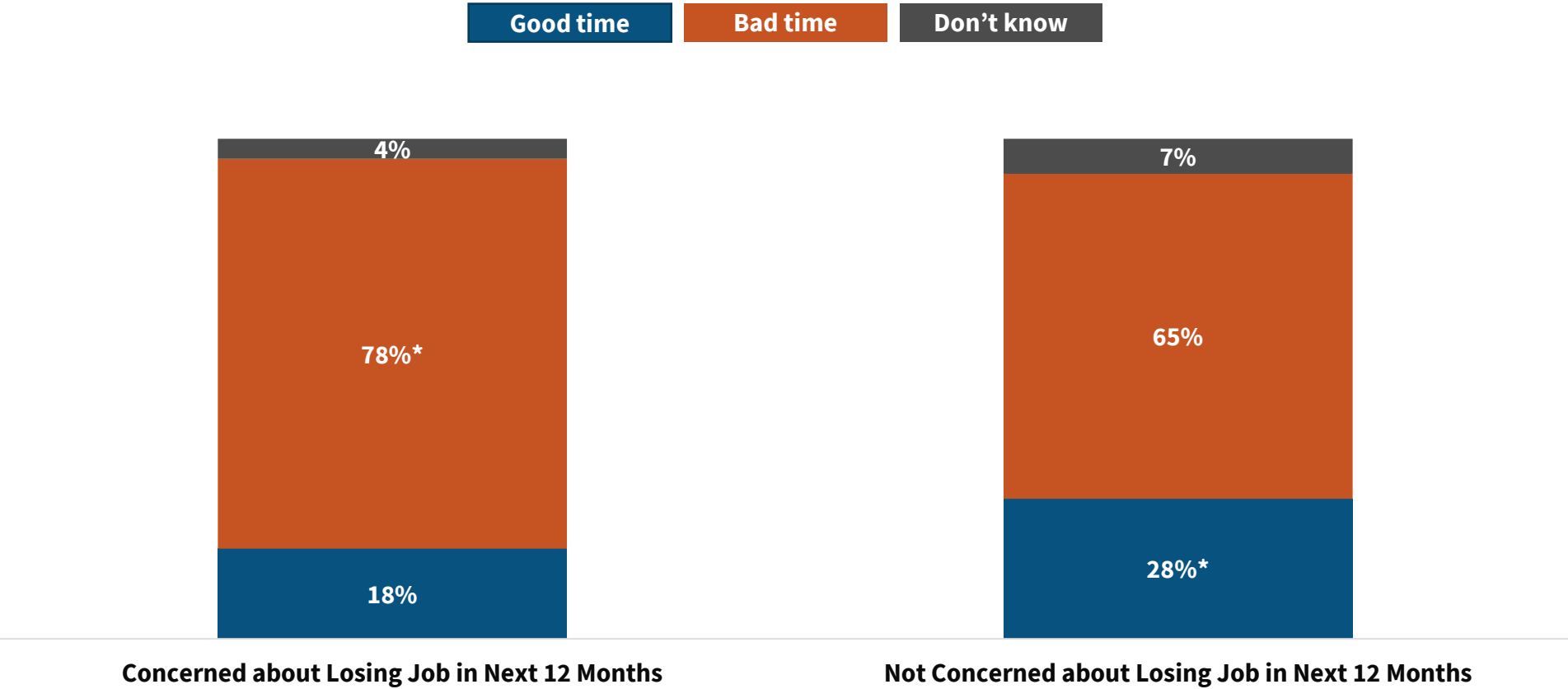


Q: How concerned are you that you will lose your job in the next twelve months? Are you very concerned, somewhat concerned, not very concerned, or not at all concerned that you will lose your job in the next twelve months?



Those concerned about losing their job are more likely to think it's a bad time to move.

Good/Bad Time to Move
Among the General Population



* Denote a % is significantly higher between those who are concerned about losing their job and those who are not concerned at the 95% confidence level

Q: In general, do you think this is a very good time to move, a somewhat good time, a somewhat bad time, or a very bad time to move?





Appetite for Digital in Home Buying/Mortgage and Renting Activities

Consumer shopping habits have shifted from in-store to online.

According to Oliver Wyman's weekly [Shopping Outlook Survey](#), beginning April 13, 2020:

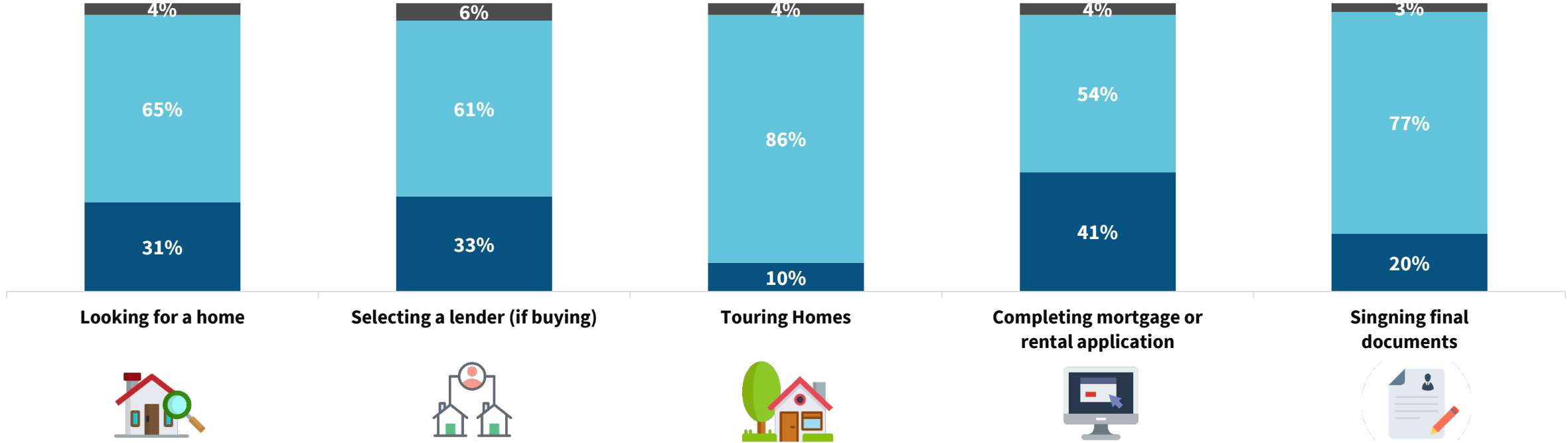
- **The majority of consumers under the age of 65** say they are conducting more of their **shopping online**, instead of in-store, compared with their shopping habits before the pandemic.
- Prime first-time homebuyers, those **age 25-34**, are among the most likely to say they're shopping more online, at **more than two-thirds**.



Despite the pandemic, consumers tend to say they would prefer to do home buying and renting activities in-person.

How Consumers Would Look for a New Home in the Future

Among the General Population

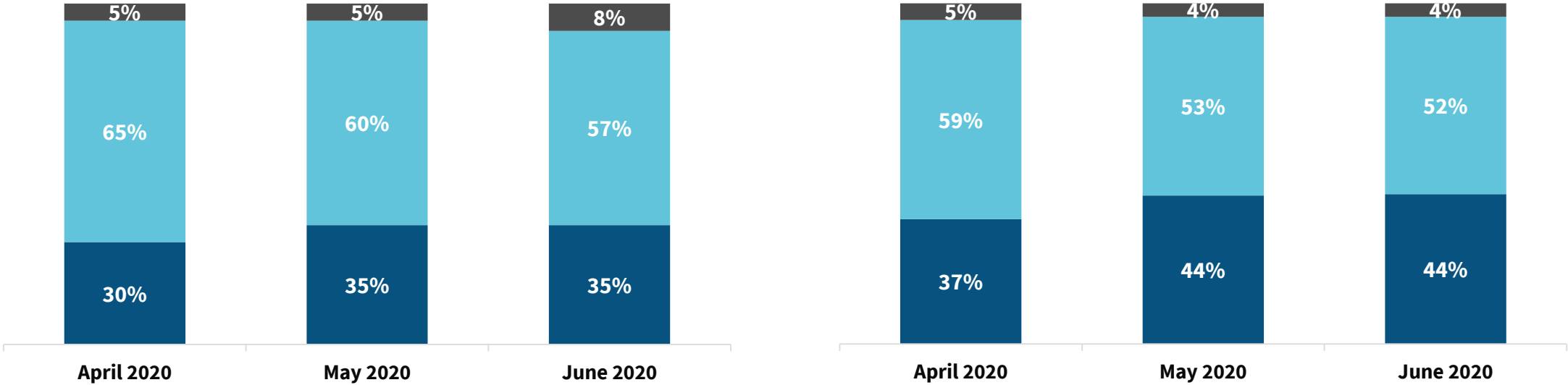


Q: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?



Interest in online options is strongest for selecting a lender and completing an application online, and grew during the quarter.

How Consumers Would Look for a New Home in the Future
Among the General Population



**Selecting a lender
 (if buying)**



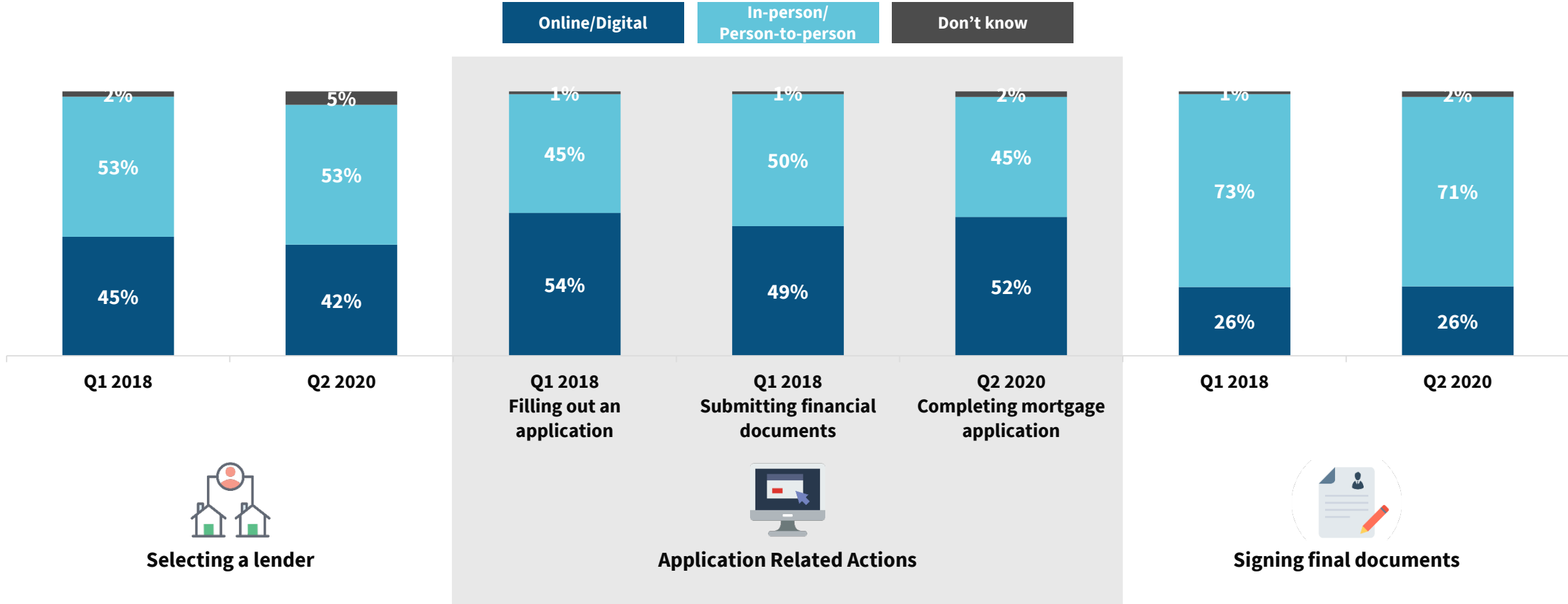
**Completing mortgage or
 rental application**

Q: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?



Since 2018 and amid the coronavirus outbreak, mortgage holders' preferred method for completing home shopping activities are relatively unchanged.

How Consumers Would Look for a New Home in the Future
Among the Mortgage Holders



Q: Q1 2018 - The next time you apply for a mortgage would you prefer to complete the following tasks mainly through digital channels (email, company website, social media, mobile app, text) or mainly person-to-person (phone, local branch/office)?

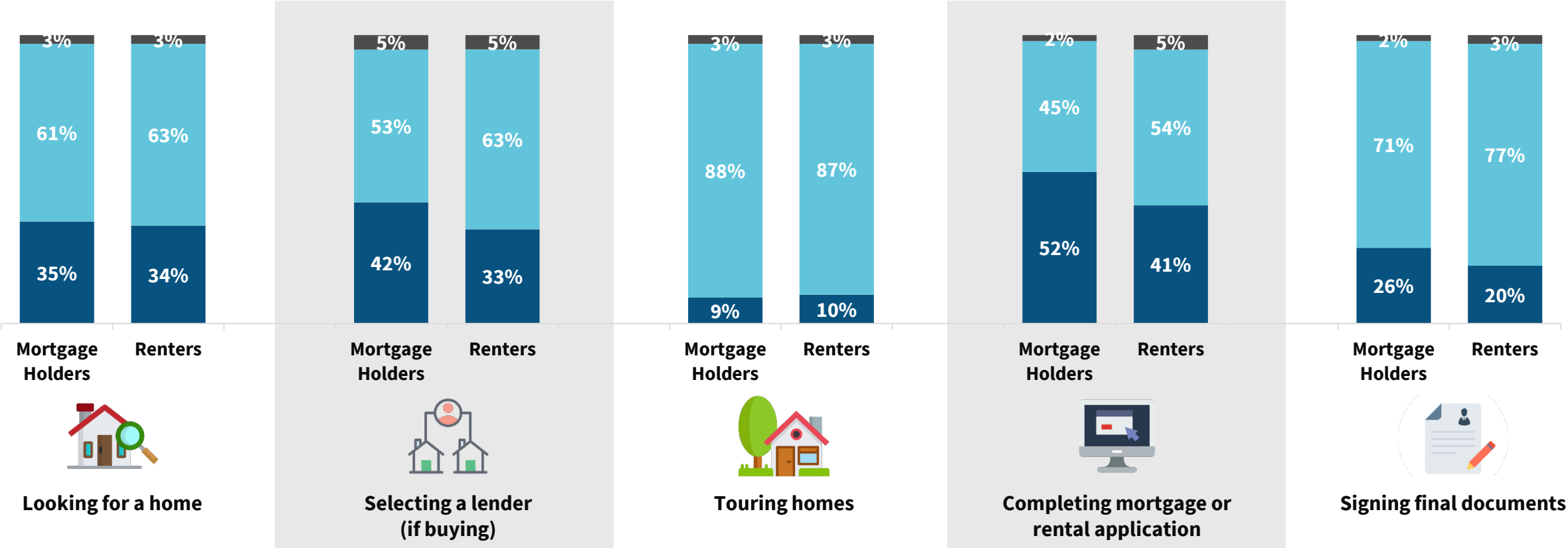
Q: Q2 2020 - The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in-person?



Those with a mortgage are more likely than renters to prefer to complete key home shopping activities online.

How Consumers Would Look for a New Home in the Future

Among the Mortgage Holders and Renters



Q: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?





Appendix

A Note on April-June 2020 Survey Collection

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

While Opinion Access has call centers based in Florida, 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 from Opinion Access 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 a 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 for this month, as PSB provided Opinion Access 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 2020

- 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, 60% 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:	3,015	$\pm 1.78\%$
Mortgage Holders	1,206	$\pm 2.82\%$
Renters	1,025	$\pm 3.06\%$
Concerned about losing job in next 12 months (among employed respondents)	432	$\pm 4.72\%$
Not concerned about losing job in next 12 months (among employed respondents)	1,328	$\pm 2.69\%$



Research Methodology – Sample Sizes for Mortgage Holders

Q2 2020 Sample	Sample Size	Margin of Error
Mortgage Holders	1,206	±2.82%
<i>By Income</i>		
Income <\$25K	79	±11.03%
Income \$25-50K	158	±7.80%
Income \$50-100K	417	±4.80%
Income \$100K+	478	±4.48%
<i>By Race</i>		
White	808	±3.45%
Hispanic	178	±7.35%
Black	108	±9.43%
Asian	63	±12.35%
<i>By Age</i>		
Age 18-34	237	±6.37%
Age 35-44	247	±6.24%
Age 45-64	512	±4.33%
Age 65+	209	±6.78%
<i>By Urban Area Type</i>		
Urban	637	±3.88%
Suburban	372	±5.08%
Rural	170	±7.52%



Research Methodology – Sample Sizes for Renters

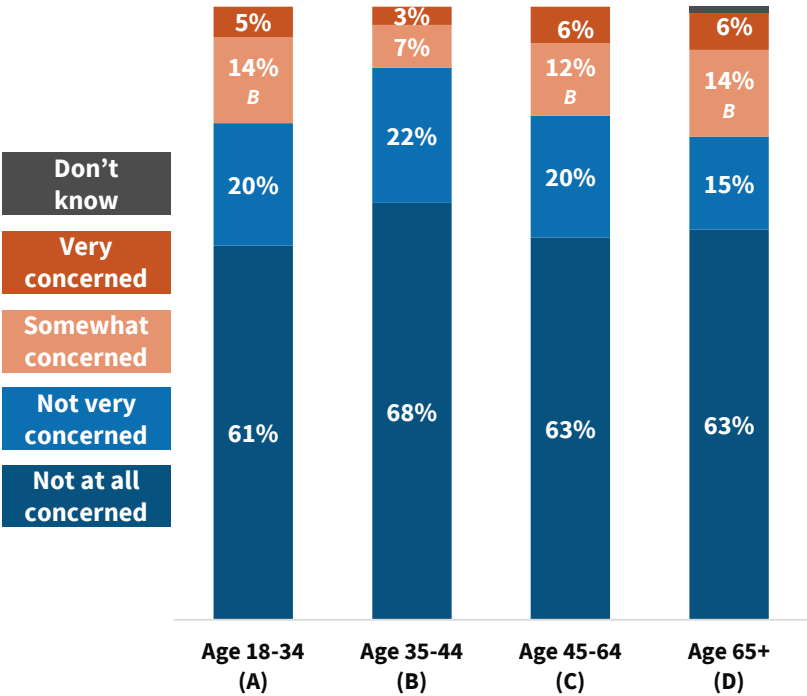
Q2 2020 Sample	Sample Size	Margin of Error
Renters	1,025	±3.06%
By Income		
Income <\$25K	333	±5.37%
Income \$25-50K	272	±5.94%
Income \$50-100K	233	±6.42%
Income \$100K+	102	±9.70%
By Race		
White	433	±4.71%
Hispanic	266	±6.01%
Black	190	±7.11%
Asian	96	±10.00%
By Age		
Age 18-34	553	±4.17%
Age 35-44	164	±7.65%
Age 45-64	217	±6.65%
Age 65+	91	±10.27%
By Urban Area Type		
Urban	614	±3.95%
Suburban	282	±5.84%
Rural	77	±11.17%



Borrowers under 35 are less likely to be familiar with relief options and more likely to be worried about losing their jobs compared to those over 35.

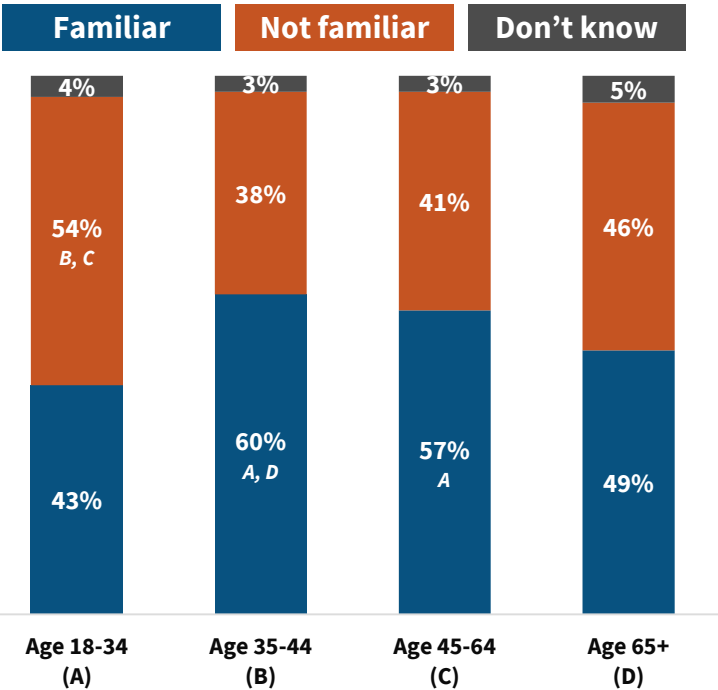
Concern Over Ability to Pay Bills this Month

Among Mortgage Holders, by Age



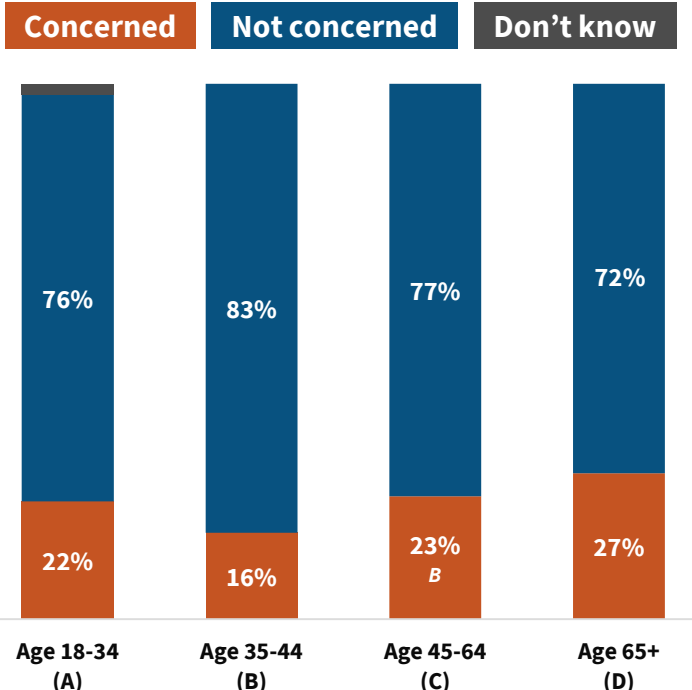
Familiarity with Mortgage Relief Options

Among Mortgage Holders, by Age



Concern About Losing their Job

Among Mortgage Holders who are Employed, by Age



A/B/C/D - Denote a % is significantly higher than the other age groups that the letter represents at the 95% confidence level

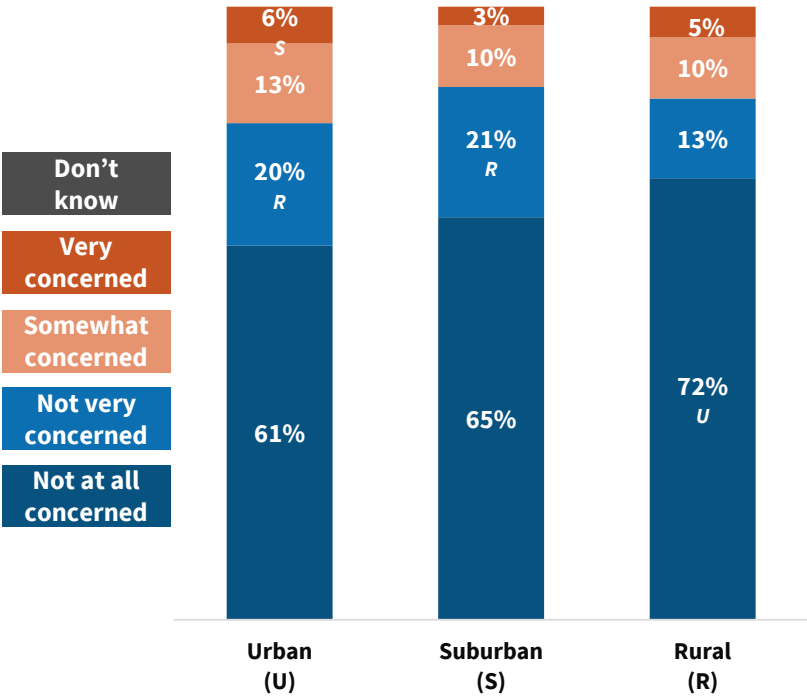
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Rural borrowers are less likely to be concerned about paying bills but more likely to be unfamiliar with relief options compared to urban borrowers.

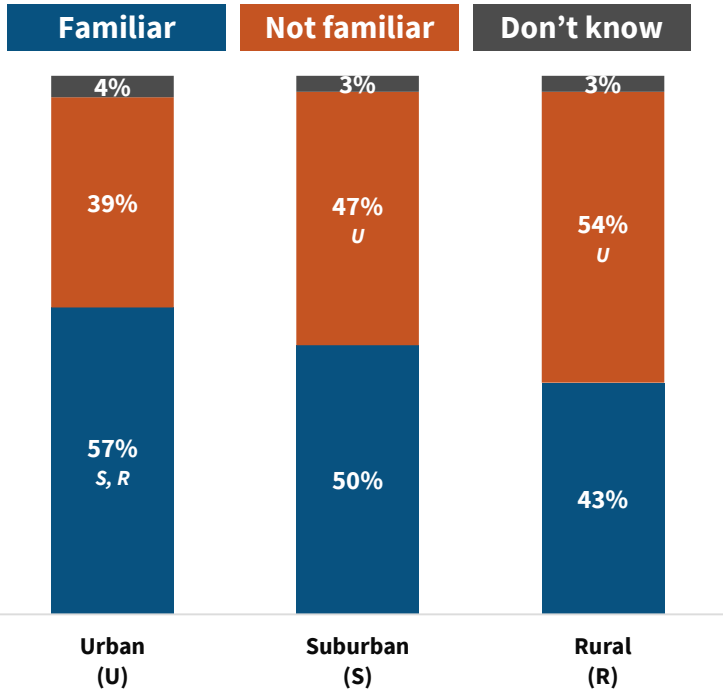
Concern Over Ability to Pay Bills this Month

Among Mortgage Holders, by Area type



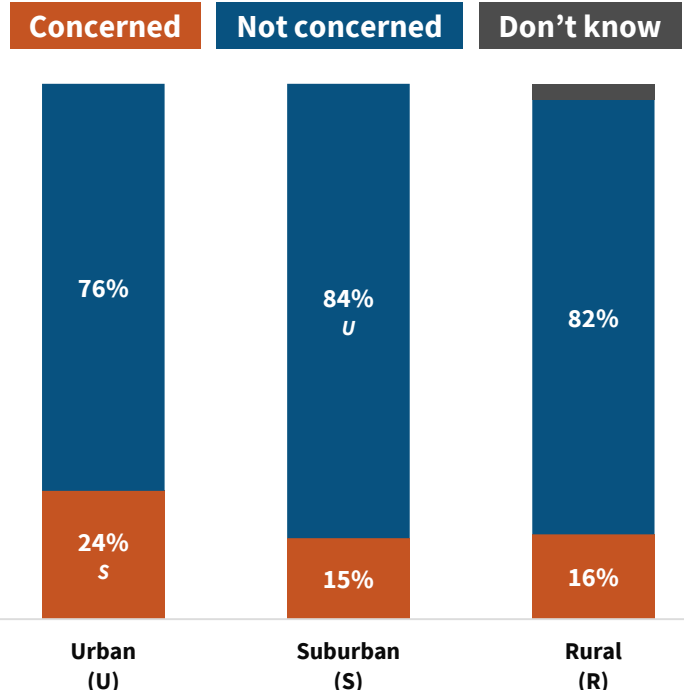
Familiarity with Mortgage Relief Options

Among Mortgage Holders, by Area type



Concern About Losing their Job

Among Mortgage Holders who are Employed, by Area type



U/S/R - Denote a % is significantly higher than the other area types that the letter represents at the 95% confidence level

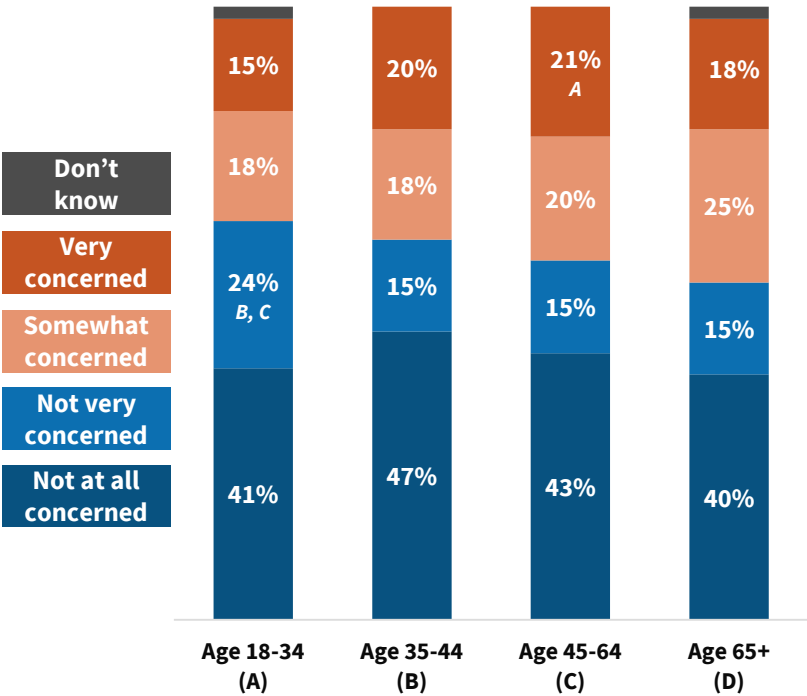
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Renters age 45-64 are more likely to be concerned about paying their bills but are also more likely to be familiar with relief options compared to renters age 18-34.

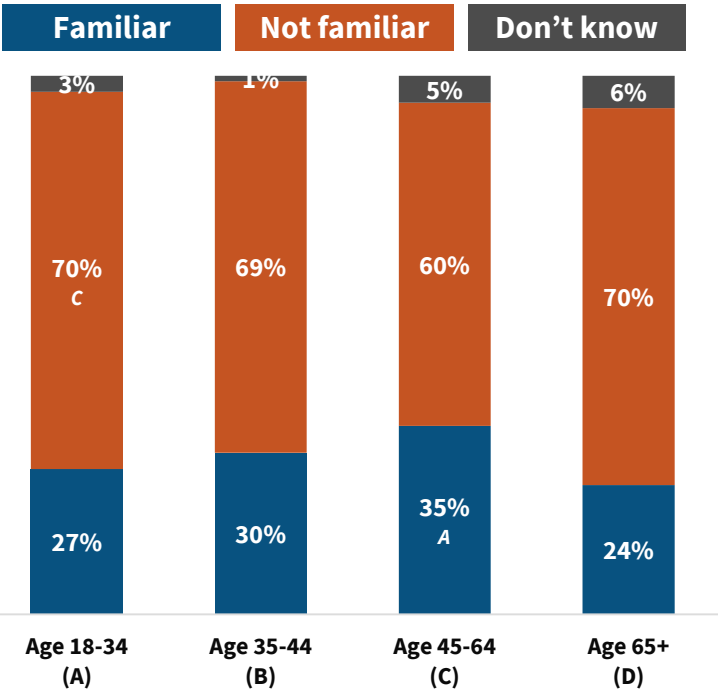
Concern Over Ability to Pay Bills this Month

Among Renters, by Age



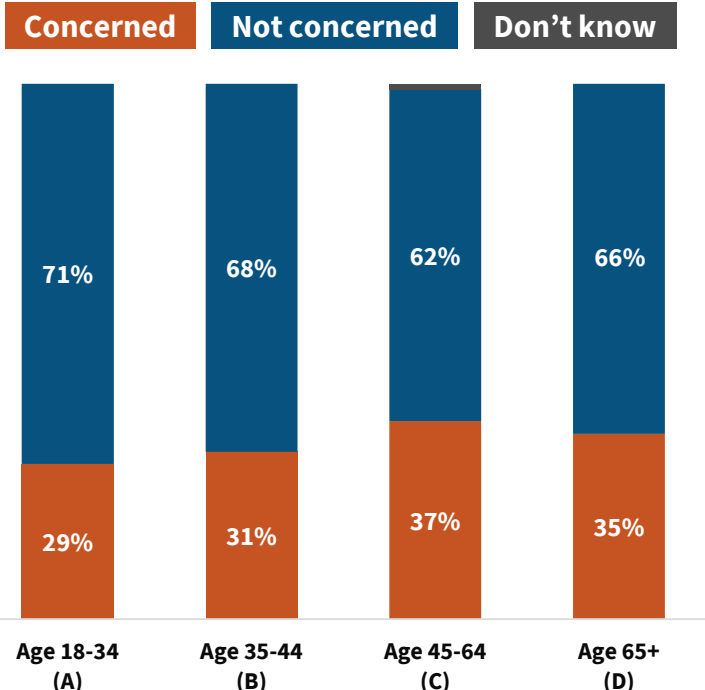
Familiarity with Rent Relief Options

Among Renters, by Age



Concern About Losing their Job

Among Renters who are Employed, by Age



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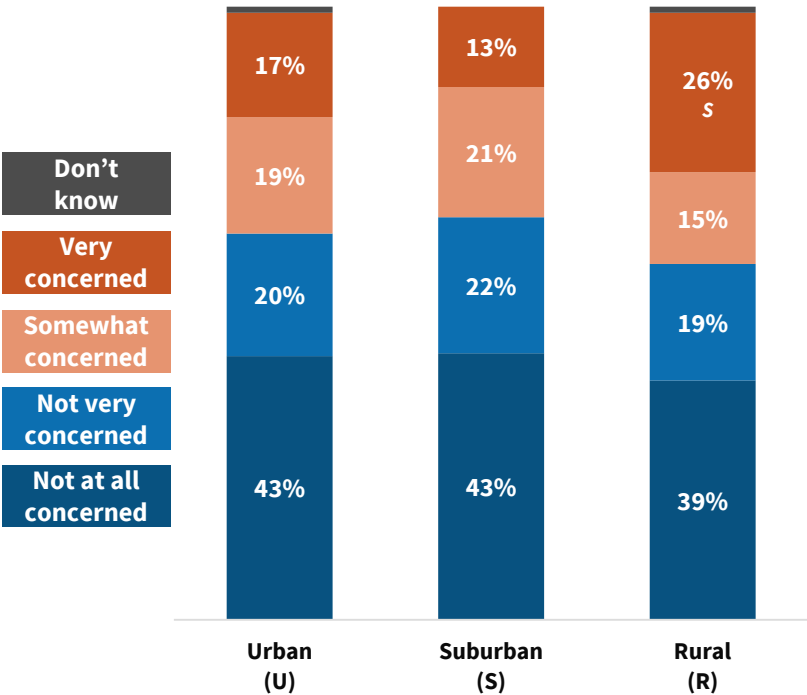
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Suburban renters are most likely to be familiar with relief options, while urban renters are most likely to be concerned about losing their jobs.

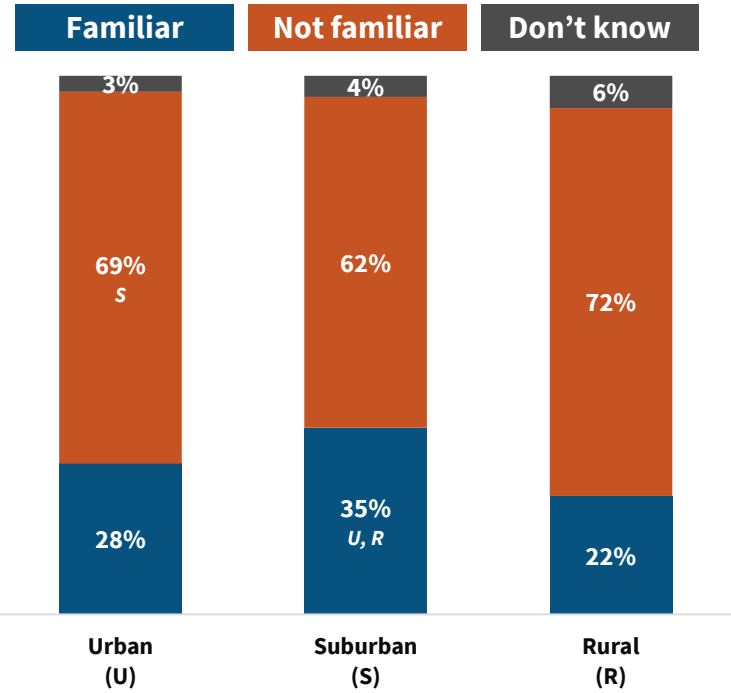
Concern Over Ability to Pay Bills this Month

Among Renters, by Area type



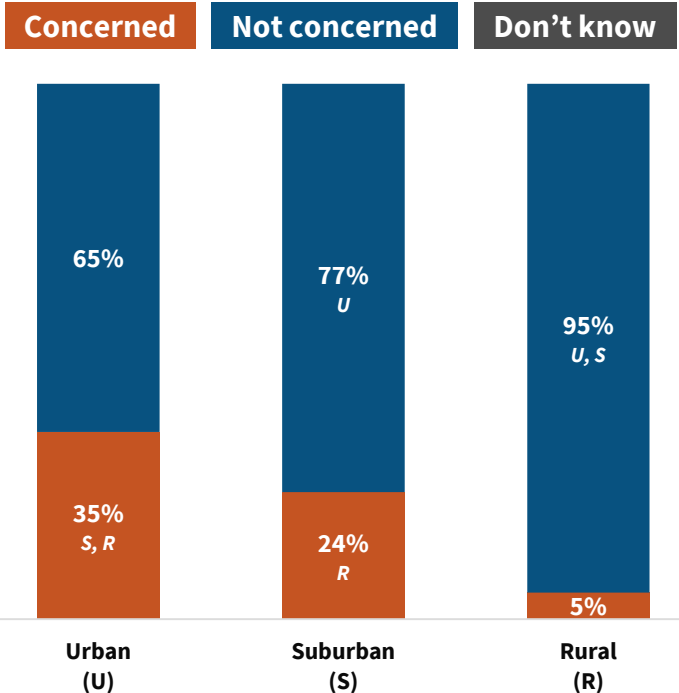
Familiarity with Rent Relief Options

Among Renters, by Area type



Concern About Losing their Job

Among Renters who are Employed, by Area type



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Good/Bad Time to Move

In general, do you think this is a very good time to move, a somewhat good time, a somewhat bad time, or a very bad time to move?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Very good time	6%	5%	5%	5%	6%	3%	6%	8%	5%	6%	5%	6%	2%	5%	5%	6%	3%	6%
Somewhat good time	18%	20%	15%	13%	22%	20%	18%	18%	15%	21%	10%	16%	17%	18%	18%	20%	15%	22%
Somewhat bad time	35%	36%	39%	36%	36%	43%	37%	31%	30%	34%	33%	33%	53%	37%	35%	31%	37%	39%
Very bad time	34%	31%	37%	39%	29%	30%	34%	35%	35%	29%	48%	36%	28%	34%	32%	34%	41%	26%



Good Time to Move - Reasons

Why do you think this is a good time to move?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	705	300	204	208	441	210	114	254	126	497	80	82	35	365	214	113	79	375
Good housing options/housing prices available	24%	19%	35%	30%	22%	33%	21%	22%	16%	22%	33%	23%	18%	27%	25%	11%	34%	22%
Personal/market flexibility	19%	14%	20%	20%	20%	19%	18%	20%	18%	18%	15%	16%	57%	20%	15%	22%	22%	17%
Mortgage/interest rates are favorable	17%	25%	4%	7%	21%	5%	17%	25%	22%	21%	7%	12%	0%	15%	22%	19%	6%	20%
General housing market/economic conditions	10%	12%	6%	7%	11%	10%	10%	10%	10%	12%	8%	2%	0%	8%	8%	21%	2%	13%
Mentions of coronavirus	6%	7%	8%	11%	4%	12%	5%	3%	5%	5%	9%	14%	3%	7%	5%	5%	12%	3%
To save/earn money	2%	3%	2%	1%	2%	3%	3%	2%	1%	2%	3%	1%	0%	2%	0%	6%	4%	3%
Other	17%	15%	20%	21%	16%	16%	24%	14%	20%	15%	18%	28%	22%	17%	19%	14%	21%	18%
Don't know	4%	4%	4%	3%	4%	3%	3%	5%	7%	4%	6%	4%	0%	4%	6%	1%	0%	4%



Bad Time to Move - Reasons

Why do you think this is a bad time to move?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	2074	805	773	857	1043	663	343	657	412	1145	438	253	146	1097	614	286	336	864
Due to Coronavirus	49%	45%	52%	47%	49%	49%	52%	49%	45%	52%	40%	54%	38%	47%	51%	46%	41%	54%
Economic conditions overall are not favorable	19%	22%	17%	19%	19%	16%	22%	20%	18%	17%	22%	18%	23%	20%	17%	16%	28%	17%
Personal situation/not moving	11%	10%	11%	13%	9%	9%	8%	12%	16%	12%	12%	10%	9%	9%	14%	13%	10%	10%
Other	21%	22%	19%	20%	21%	26%	17%	18%	20%	19%	25%	17%	30%	23%	16%	23%	20%	18%
Don't know	1%	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	2%	2%	1%	1%



Expected Next Move

When do you expect to move next?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Never	40%	46%	17%	38%	40%	14%	32%	49%	70%	47%	34%	34%	14%	34%	44%	57%	26%	31%
Less than 1 year	13%	5%	26%	17%	11%	25%	11%	8%	5%	10%	12%	23%	22%	14%	14%	9%	16%	14%
1-3 years	15%	11%	28%	17%	15%	28%	18%	9%	5%	12%	21%	19%	27%	19%	13%	8%	22%	17%
3-5 years	9%	9%	10%	8%	10%	16%	8%	7%	2%	9%	5%	6%	16%	10%	8%	6%	9%	12%
5+ years	12%	20%	6%	7%	17%	8%	20%	17%	6%	13%	12%	9%	16%	13%	11%	10%	13%	17%



Job Loss Concern

How concerned are you that you will lose your job in the next twelve months?
Among Those Who Are Employed

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	1766	802	644	543	1139	662	372	627	106	1087	302	183	133	979	489	246	432	1328
Very concerned	8%	7%	10%	10%	6%	8%	6%	7%	9%	4%	14%	8%	18%	9%	5%	5%	31%	0%
Somewhat concerned	17%	15%	21%	21%	15%	18%	15%	17%	14%	14%	23%	19%	22%	19%	13%	12%	69%	0%
Not very concerned	23%	21%	28%	27%	21%	26%	27%	19%	17%	23%	18%	22%	36%	25%	21%	20%	0%	31%
Not at all concerned	52%	57%	40%	42%	58%	47%	52%	56%	60%	58%	44%	51%	24%	46%	61%	62%	0%	69%



Concern About Ability to Pay Bills

How concerned are you about your ability to pay your bills this month?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Very concerned	9%	5%	17%	17%	4%	11%	9%	9%	7%	6%	16%	16%	9%	10%	7%	10%	14%	3%
Somewhat concerned	13%	12%	19%	19%	9%	16%	11%	14%	11%	9%	24%	18%	17%	15%	13%	10%	31%	7%
Not very concerned	18%	20%	20%	19%	17%	22%	20%	17%	13%	18%	22%	12%	24%	19%	19%	15%	21%	20%
Not at all concerned	58%	63%	43%	44%	69%	49%	59%	60%	68%	67%	37%	53%	50%	56%	61%	65%	34%	70%



Relief Program Familiarity

Are you familiar with any programs that allow homeowners or renters facing financial hardship due to the coronavirus to lower or delay their mortgage or rent payments?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Yes	40%	53%	29%	27%	50%	32%	46%	48%	34%	45%	25%	29%	54%	42%	40%	35%	41%	46%
No	56%	44%	68%	68%	47%	65%	52%	48%	58%	51%	70%	67%	45%	54%	56%	61%	58%	52%
Don't Know	4%	3%	3%	5%	4%	3%	3%	4%	8%	3%	5%	4%	2%	4%	4%	4%	1%	2%



Preferred Method to Complete: Looking for a Home

Looking for a home: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Online	31%	35%	34%	26%	38%	41%	39%	31%	13%	34%	26%	26%	47%	35%	31%	22%	35%	39%
In Person	65%	61%	63%	71%	59%	56%	57%	67%	78%	63%	70%	70%	50%	61%	66%	74%	61%	58%
Don't Know	4%	3%	3%	4%	4%	3%	3%	2%	9%	4%	4%	4%	4%	4%	4%	4%	3%	3%



Preferred Method to Complete: Selecting a Lender

Selecting a Lender: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Online	33%	42%	33%	24%	43%	40%	46%	34%	14%	34%	28%	31%	46%	42%	26%	20%	43%	39%
In Person	61%	53%	63%	72%	51%	55%	52%	62%	75%	60%	67%	64%	50%	52%	68%	75%	51%	57%
Don't Know	6%	5%	5%	5%	6%	5%	3%	5%	11%	6%	5%	5%	4%	6%	6%	5%	6%	4%



Preferred Method to Complete: Touring Homes

Touring Homes: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Online	10%	9%	10%	9%	10%	8%	12%	13%	7%	9%	10%	12%	9%	10%	9%	9%	8%	10%
In Person	86%	88%	87%	87%	87%	90%	88%	85%	83%	87%	88%	83%	91%	86%	88%	87%	89%	89%
Don't Know	4%	3%	3%	4%	3%	2%	1%	2%	10%	4%	3%	5%	0%	4%	3%	4%	3%	2%



Preferred Method to Complete: Completing Mortgage or Rental Applications

Completing Mortgage or Rental Applications: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Online	41%	52%	41%	30%	53%	46%	56%	43%	20%	43%	29%	40%	62%	47%	36%	30%	53%	51%
In Person	54%	45%	54%	67%	44%	50%	42%	54%	72%	53%	66%	55%	34%	48%	60%	67%	46%	46%
Don't Know	4%	2%	5%	3%	4%	4%	2%	3%	8%	4%	6%	5%	4%	4%	4%	3%	1%	3%



Preferred Method to Complete: Signing Final Documents

Signing Final Documents: The next time you are looking for a home to buy or rent would you prefer to complete the following mainly online (via a computer or mobile device) or in person?

	GP	Homeownership Status		Income		Age				Race				Area Type			Concerned about Losing Job in Next 12 months?	
		Mortgage Holder	Renters	<\$50K	>\$50K	Age 18-34	Age 35-44	Age 45-64	Age 65+	Caucasian	Hispanic	African American	Asian	Urban	Suburban	Rural	Concerned	Not Concerned
N=	3015	1206	1025	1146	1598	904	482	995	633	1811	543	362	181	1565	920	433	432	1328
Online	20%	26%	20%	14%	27%	23%	25%	22%	11%	21%	11%	15%	50%	27%	14%	12%	27%	25%
In Person	77%	71%	77%	83%	70%	75%	73%	75%	83%	76%	86%	80%	50%	70%	83%	86%	71%	72%
Don't Know	3%	2%	3%	3%	3%	2%	2%	3%	5%	3%	3%	4%	0%	3%	3%	2%	1%	2%

