

# COVID-19 Consumer Insights

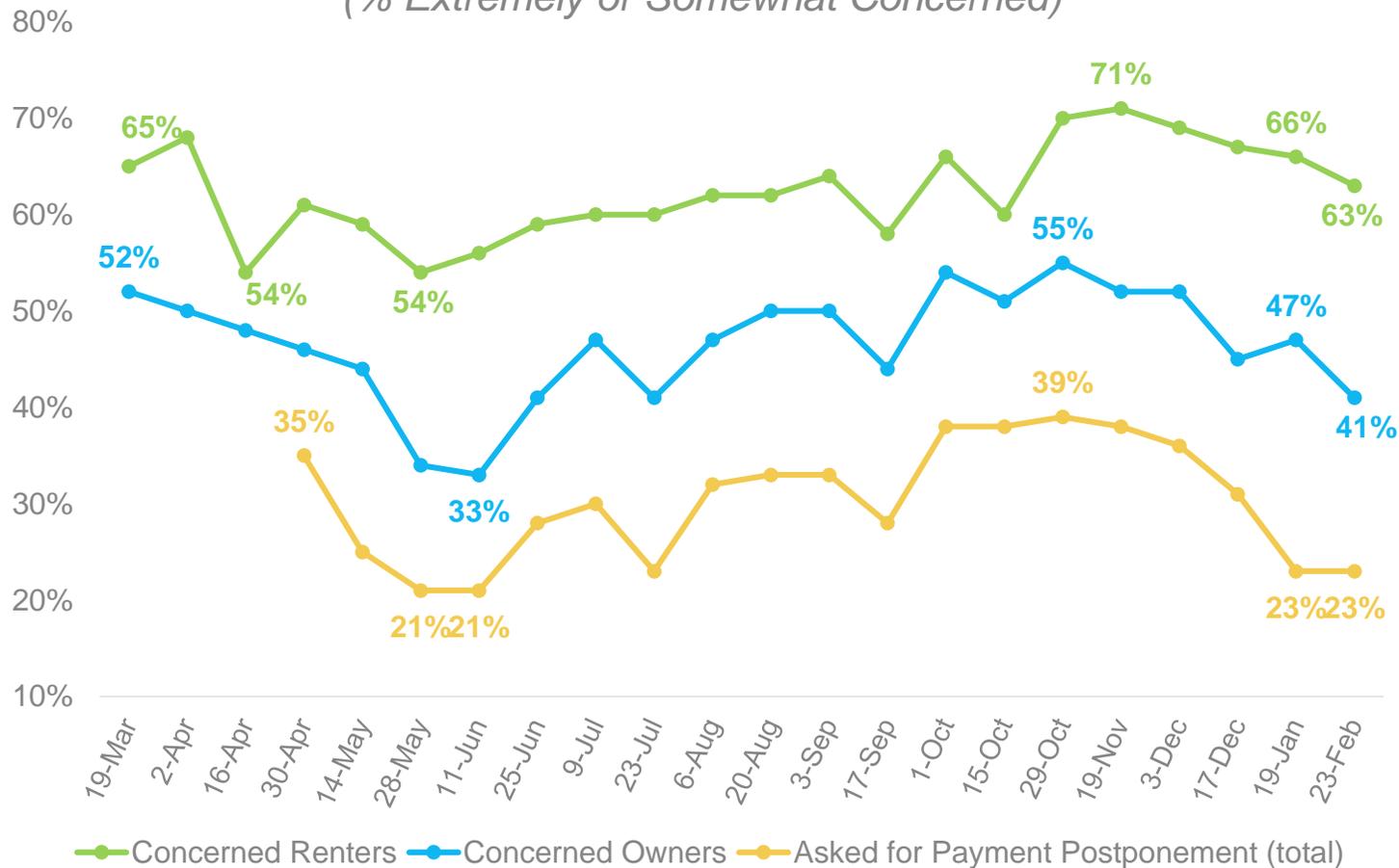
March 2021



# Throughout polling, renters have remained more concerned than homeowners about making housing payments



Concern over Ability to Make Housing Payments  
(% Extremely or Somewhat Concerned)




**RENTERS**

More than half of American renters have remained concerned about their ability to make housing payments.



**HOMEOWNERS**

Concern among homeowners about making payments has fluctuated between 33% and 55%.



**PAYMENT POSTPONEMENT**

As of February 2021, 23% of Americans has asked for a housing payment postponement with the most common reason being uncertainty over making future payments beyond the next payment.

Q. How concerned are you personally, if at all, in your ability to make a mortgage or rent payment in the short term as a result of the impact of coronavirus?

Q. Have you reached out to your [landlord/lender] to request if your payment could be postponed or reduced?

# Confidence in the housing market has remained high, averaging 60% across the polling period

## BUYING HOMES



Throughout the period, **renters were more likely than existing homeowners to buy homes**. Renters were most likely to shift into homeownership through the late summer and early fall.

## SELLING HOMES



The likelihood of homeowners to sell their homes (18%) has held steady since the beginning of 2021.

## REFINANCING HOMES

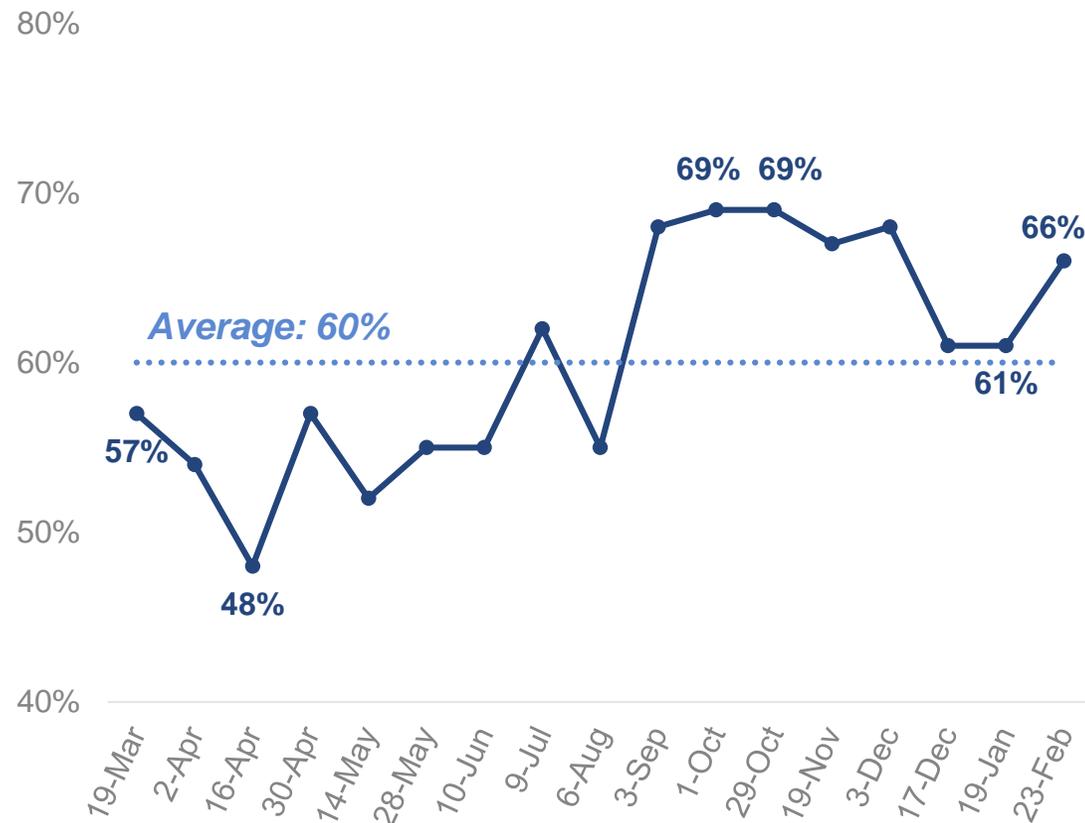


Refinance activity was strong towards the end of 2020, with a third of homeowners indicating they were likely to refinance their home within the next 6 months.

Q. Given current low interest rates, in the next 6 months how likely are you to: Buy a home? Sell a home? Refinance your home?



Confidence in the Housing Market  
(% Extremely or Somewhat Confident)

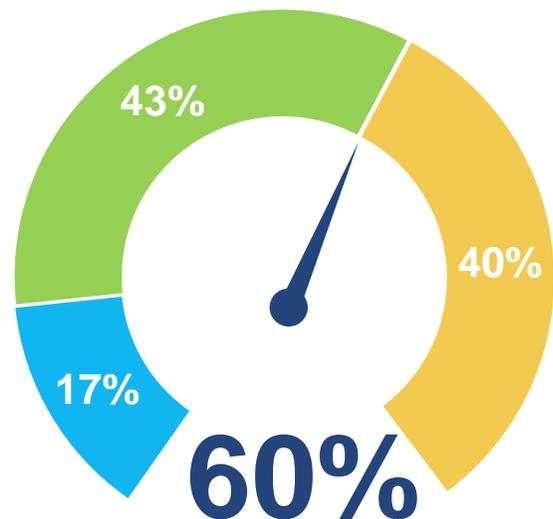


Q. How confident are you that the housing market will remain strong over the next 12 months?

# During the pandemic, the economy has been challenging for many Americans; most households remain concerned about personal finances



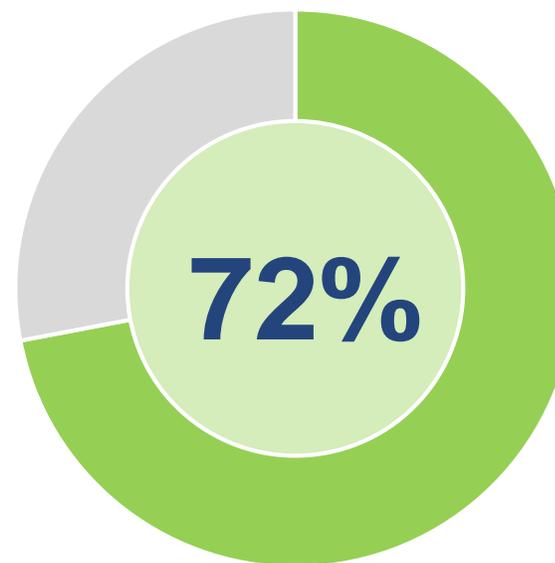
As of February 23, 2021



of Americans had just enough or not enough money to get by

- Don't have enough for basics (e.g., food and housing) until the next payday
- Live payday to payday, with just enough to get by
- Have enough to go beyond each payday (e.g., for things I/we want, for savings)

As of December 17, 2020



of currently employed respondents were confident they would maintain the same level of income through the first half 2021

Q. Which of the following statements best describes your household's general financial situation?

Q. How confident are you that you will maintain the same level of income you are currently making now through the next six months?