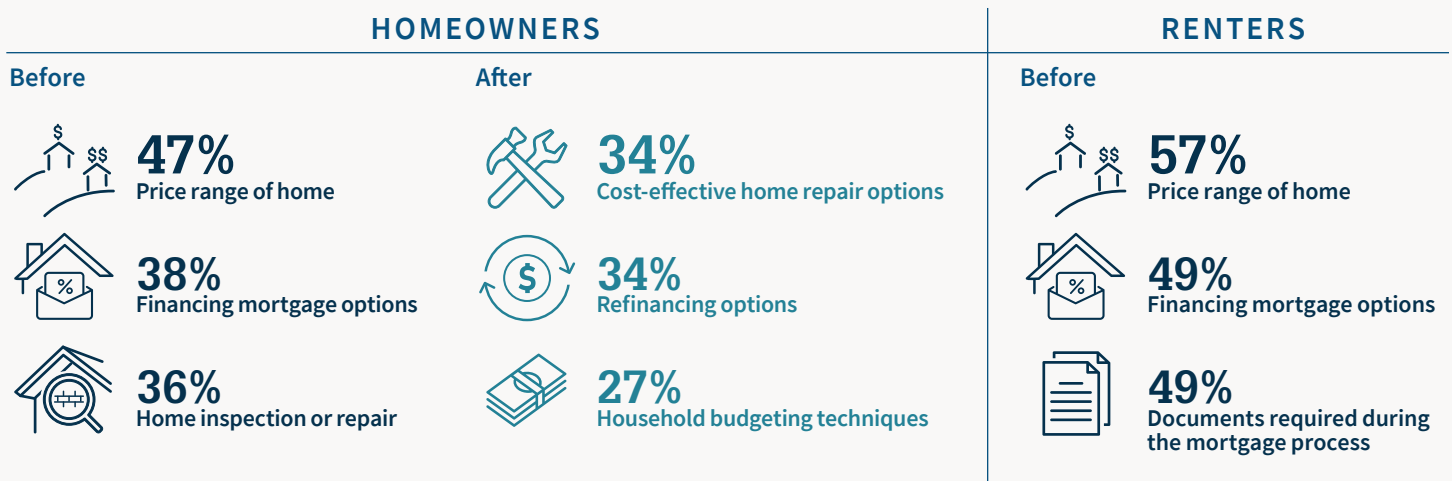


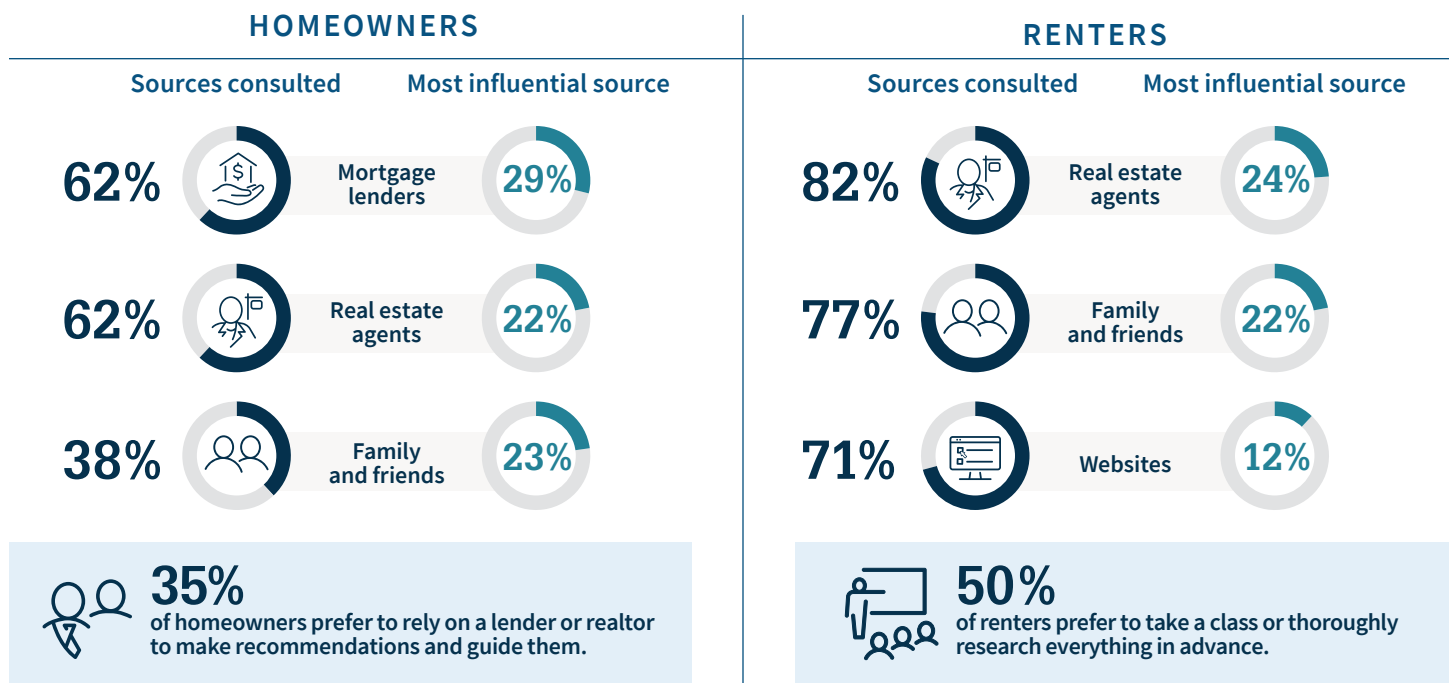
Consumers discuss homeownership and rental education preferences

Using the National Housing Survey®, our Economic and Strategic Research (ESR) Group surveyed both homeowners and renters about the information they're most interested in as they prepare for, and embark on, their homeownership and rental journeys, as well as the information sources most useful to them. Among the findings: Potential homeowners and renters were both most interested in the price range of home they can afford, while both expressed greater interest in financial education offerings, even though lenders, real estate agents, and family and friends remain the most frequently consulted sources of information.

Most helpful information during the homebuying/rental journey



Top sources consulted and those considered most influential



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

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