

CFPB/GMMB  
Owning a Home Marketing Survey

METHODOLOGY:

National online survey of 500 adults  
All respondents shall:

- Be between the ages of 25 and 44
- Have a yearly household income between \$35k and \$150k
- At least share in the household financial decision making
- Not be current or former homeowners
- Be planning to buy a home within the next 6 months

Introduction

*\*\*Panel Company info here, if any\*\**

Thank you for agreeing to take part in this survey. We are going to be asking your opinion about an online ad.

Please do not use the refresh, back or forward buttons on your browser during the survey, and do not use your keyboard except when you are asked to type in a response. Instead, please just use your mouse and any buttons within the survey itself.

If possible, please complete the survey in one sitting, since you will not be able to access it at a later time.

Please maximize this window before you continue.

This voluntary survey seeks to understand consumer opinions, attitudes, and beliefs about financial products and services. Your responses will assist the survey sponsor to develop services to provide better financial information to consumers. The survey takes about 20 minutes to complete. Thank you in advance for your participation!

Responses to this data collection will be used only for statistical purposes. The reports prepared for this study will summarize findings across the sample and will not associate responses with a specific organization or individual. We will not provide information that identifies you or your affiliation to anyone outside the study team, except as required by law.

Paperwork Reduction Act and Privacy Notices [[LINK TO PRA AND PRIVACY STATEMENTS](#)]

NEW SCREEN

*Ask QVOLUME if sound in ads and for video, otherwise delete question*

**A. [Introduction/Screening]**

# A1) What is your gender?  
Male ..... 1

# A2) What is your age? [DROP DOWN BOX] [TERMINATE IF NOT 25 to 44]

# A3) Which of the following best describes your situation with regard to financial decision-making and bill paying?

- I am the primary financial decision-maker for my household..... 1
- I share the financial decision-making responsibility for my household.....2
- I do not participate in financial decision-making for my household [TERMINATE] .....3
- Don't know/Refused [TERMINATE] .....98

# A4) What is your household's approximate annual income, including wages, tips, investment income, public assistance, income from retirement plans, etc.?

Would you say it is...

- Less than \$15,000 [TERMINATE] ..... 1
- At least \$15,000 but less than \$25,000 [TERMINATE] .....2
- At least \$25,000 but less than \$35,000 [TERMINATE] .....3
- At least \$35,000 but less than \$50,000 .....4
- At least \$50,000 but less than \$75,000 .....5
- At least \$75,000 but less than \$100,000 .....6
- At least \$100,000 but less than \$150,000 .....7
- \$150,000 or more [TERMINATE] .....8
- Don't know [TERMINATE] .....98
- Prefer not to say[TERMINATE] .....99

# A5) What is the zip code in which you live?

Insert 5 digit zip code: \_ \_ \_ \_ \_

**B. [Current Housing/Screening]**

# B1) Have you ever purchased a home?

- Yes [TERMINATE] ..... 1
- No .....2

# B2) Do you own your current primary residence?

- Yes [SKIP TO B4]..... 1
- No .....2

# B3) Do you rent your primary residence or do you live with someone else and not pay for housing?

- Rent..... 1
- Live with some one else and do not pay for housing .....2
- Don't know [TERMINATE] .....3

# B4) Which of the following do you intend to do within the next six months? Select all that apply. [MULTIPLE SELECT]

Buy a home .....	1
Buy a car (or get an auto loan) .....	2
Take out a loan to pay for college .....	3
Open a new bank account .....	4
Apply for a credit card .....	5
Enter into a formal dispute with a financial institution (a bank, credit card company, etc.).....	6
Pay off credit card debt completely .....	7
Pay off student loans completely.....	8
Make a plan for retirement .....	9
None of the above .....	98

[ALL Must Select “Buy a home” 1, Else TERMINATE]

- # B5) We are interested in your home search. Which of the following statements fits you best right now?
- |  |    |
|--|----|
| I want to buy a home, but haven’t started looking yet .....                              | 1  |
| I am searching for a home, but I am not ready to buy .....                               | 2  |
| I am searching for a home, and I am ready to buy .....                                   | 3  |
| I have found a home I want to buy and am ready to put in an offer .....                  | 4  |
| I have put in an offer and am waiting for a decision or negotiating with the seller..... | 5  |
| My home purchase offer has been accepted but I have not closed yet.....                  | 6  |
| I recently bought a home [TERMINATE].....  | 9  |
| I do not have plans to buy a home at this time [TERMINATE].....                          | 10 |
- # B6) Who will make decisions about choosing a mortgage to finance your home purchase?
- |  |   |
|--|---|
| I will decide alone.....   | 1 |
| I will decide together with another person .....   | 2 |
| I will <b>not</b> be involved in the decision<br>(another person will decide) [Terminate]..... | 3 |

**Triggers & Motives**

- # B7) Which of the following life events have occurred in the past year? Select all that apply. [MULTIPLE SELECT]
- |  |    |
|--|----|
| Got married .....                                  | 1  |
| Had a child or started planning for children ..... | 2  |
| Took out a loan to pay for college .....           | 3  |
| Moved or are planning to relocate.....             | 4  |
| Significant increase in household income .....     | 5  |
| Significant decrease in household income.....      | 6  |
| Began taking care of an older family member .....  | 7  |
| Started a new job .....                            | 8  |
| None of the above .....                            | 98 |
- # B8) Which of the following is the primary reason that you are looking to purchase a

home in the next six months? [Randomize]

Desire to own a home of my own.....	1
Desire for larger home.....	2
Job-related relocation or move .....	3
Change in family situation.....	4
Desire to be closer to family/friends/relatives.....	5
Desire for a home in a better area.....	6
Desire to be closer to job/school/transit .....	7
Desire to stop renting.....	8
Desire to establish household .....	9
Financial security.....	10
Desire for newly built home or custom-built home.....	11
Greater number of homes on the market for sale/ better choices .....	12
Tax benefits .....	13
Desire for vacation home/investment property .....	14
Want to purchase a home for family member or relative .....	15
Other, _____ .....	98

# B9)

Here is that list again. To what degree are each of the following a reason that you are looking to purchase a home in the next six months? Select all that apply.

		Not a Reason	Minor Reason	Major Reason
1.	Desire to own a home of my own	1	2	3
2.	Desire for larger home	1	2	3
3.	Job-related relocation or move	1	2	3
4.	Change in family situation	1	2	3
5.	Desire to be closer to family/friends/relatives	1	2	3
6.	Desire for a home in a better area	1	2	3
7.	Desire to stop renting	1	2	3
8.	Desire to be closer to job/school/transit	1	2	3
9.	Desire to establish household	1	2	3
10.	Financial security	1	2	3
11.	Desire for newly built home or custom-built home	1	2	3
12.	Greater number of homes on the market for sale/ better choices	1	2	3
13.	Desire for vacation home/investment property	1	2	3
14.	Want to purchase a home for family member or relative	1	2	3

#	B10)	We are also interested in your mortgage search. Which of the following statements fits you best right now?	
		I haven't thought much about mortgages yet .....	1
		I have started looking into mortgage options .....	2
#	B11)	What kind of contact have you had with a lender or mortgage broker? (Mark all that apply)	
		I have asked for information.....	1
		I have gotten pre-approved or pre-qualified .....	2
		I have applied for a loan .....	3
		I have agreed to proceed with an official loan offer from a lender or broker ..	4
		My lender approved my mortgage (sometimes called "cleared to close") .....	5
#	B12)	In your opinion, is it difficult, somewhat difficult, somewhat easy or very easy for you to get a home mortgage?	
		Very difficult .....	1
		Somewhat difficult .....	2
		Somewhat easy .....	3
		Very easy .....	4
		Don't know .....	99
#	B13)	In your opinion, is it difficult, somewhat difficult, somewhat easy or very easy for you to save for a down payment on a home?	
		Very difficult .....	1
		Somewhat difficult .....	2
		Somewhat easy .....	3
		Very easy .....	4
		Don't know .....	99
#	B14)	When do you think you will make an offer on your next home?	
		In the next 30 days.....	1
		In 30 to 60 days .....	2
		In 60 to 90 days .....	3
		In more than 90 days .....	4
		I have recently made an offer on a home.....	5
		I do not have any plans to make an offer on a home .....	6

#	B15) Approximately how much do you expect to pay for your home?	
	Less than \$50,000 .....	1
	\$50,000 to 74,999 .....	2
	\$75,000 to 99,999 .....	3
	\$100,000 to 124,999 .....	4
	\$125,000 to 149,999 .....	5
	\$150,000 to 174,999 .....	6
	\$175,000 to 199,999 .....	7
	\$200,000 to 249,999 .....	8
	\$250,000 to 249,999 .....	9
	\$250,000 to 299,999 .....	10
	\$300,000 to 399,999 .....	11
	\$400,000 to 499,999 .....	12
	\$500,000 to 650,000 .....	13
	More than \$650,000.....	14
	I don't know.....	99

Thanks. Next we'd like to ask you a few questions about your opinions about the mortgage process.

- # B16) How easy or hard is it to find reliable information for making mortgage decisions?
  - Very easy ..... 1
  - Somewhat easy ..... 2
  - Neither easy nor hard..... 3
  - Somewhat hard ..... 4
  - Very hard ..... 5
  
- # B17) Do you think that you know the right questions to ask when looking for mortgage information?
  - No, not at all ..... 1
  - Yes, somewhat..... 2
  - Yes, completely ..... 3
  
- # B18) How well do you think you can tell the difference between trustworthy and untrustworthy sources of mortgage information?
  - Not at all well ..... 1
  - Somewhat well ..... 2
  - Very well ..... 3
  
- # B19) How confident are you that you can tell when a mortgage offer is a bad deal?
  - Not at all confident ..... 1
  - Somewhat confident ..... 2
  - Very confident ..... 3
  
- # B20) How confident do you feel when talking to lenders?
  - Not at all confident ..... 1
  - Somewhat confident ..... 2
  - Very confident ..... 3
  
- # B21) How confusing do you find mortgage terms?
  - Not at all confusing..... 1
  - Somewhat confusing..... 2
  - Very confusing ..... 3

**C. Tool Description Testing**

C1. Creative 1

Please review description of a tool and answer the questions that follow:



The Consumer Financial Protection Bureau (CFPB) is a government agency that provides free, unbiased information and resources to help people make financial decisions. For people looking to buy a home, the CFPB offers online comparison tools, worksheets and checklists to help you get organized and navigate the process – whether you’re just starting out or about to close. These free tools can help you:

- Get your finances in order once you decide to buy a home
- Understand the mortgage process – from pre-qualification to closing
- Know the types of loans available, and the risks and benefits of each
- Compare interest rates and the total interest you’ll pay over the life of the loan
- Understand key terms and concepts, like equity and amortization
- See the range of interest rates lenders are offering to borrowers like you
- See how your mortgage choice affects the amount you’ll pay upfront, your monthly payment, and the total cost of the loan over time
- Understand and track all the documentation you’ll need when applying for a mortgage
- Understand your rights, key questions to ask, and common mistakes to avoid at closing
- Understand closing forms so that you know the purpose of each before you sign

# C1) Based on the description, is this tool relevant to you personally?  
 Yes ..... 1  
 No ..... 2  
 Don’t know ..... 99

# C2) How appealing is this tool?

Not at all appealing										Extremely appealing
1	2	3	4	5	6	7	8	9	10	

# C3) Based on the description, is this tool different from tools that are already available to you?  
 Yes ..... 1  
 No ..... 2  
 Don’t know ..... 99

# C4) Would you use this tool?  
 Yes ..... 1  
 No ..... 2  
 Don’t know ..... 99

# C5) Would you recommend this tool to a friend or a family member?  
 Yes ..... 1  
 No ..... 2  
 Don’t know ..... 99

# C6) Based on the description, do you feel that this tool is available free of charge?  
 Yes ..... 1

No .....2  
 Don't know .....99

- # C7) How strongly do you agree or disagree that the description of the tool is believable?  
 Agree strongly ..... 1  
 Agree slightly ..... 2  
 Neither agree nor disagree ..... 3  
 Disagree slightly ..... 4  
 Disagree strongly ..... 5

# C8) How appealing are each of the following features of the tool?

		Not at All Appealing							Extremely Appealing			DK
		1	2	3	4	5	6	7	8	9	10	
1.	Get your finances in order once you decide to buy a home	1	2	3	4	5	6	7	8	9	10	99
2.	See the range of interest rates recently offered to borrowers like you	1	2	3	4	5	6	7	8	9	10	99
3.	Compare interest rates and the total interest you'll pay over the life of the loan	1	2	3	4	5	6	7	8	9	10	99
4.	Understand and track all the documentation you'll need when applying for a mortgage	1	2	3	4	5	6	7	8	9	10	99
5.	See how your mortgage choice affects the amount you'll pay upfront, your monthly payment, and the total cost of the loan over time	1	2	3	4	5	6	7	8	9	10	99
6.	Understand your rights, key questions to ask, and common mistakes to avoid at closing	1	2	3	4	5	6	7	8	9	10	99
7.	Understand closing forms so that you know the purpose of each before you sign	1	2	3	4	5	6	7	8	9	10	99

- # C9) If the tool only had one feature, which feature should it be?  
 Get your finances in order once you decide to buy a home ..... 1  
 See the range of interest rates recently offered to borrowers like you ..... 2  
 Compare interest rates and the total interest you'll pay over the life of the loan ..... 3  
 Understand and track all the documentation you'll need

when applying for a mortgage .....4  
 See how your mortgage choice affects the amount  
 you'll pay upfront, your monthly payment, and the  
 total cost of the loan over time .....5  
 Understand your rights, key questions to ask, and common  
 mistakes to avoid at closing.....6  
 Understand closing forms so that you know the purpose  
 of each before you sign.....7

# C10) How appealing are the following messages about the tool?

		Not at All Appealing							Extremely Appealing			DK
		1	2	3	4	5	6	7	8	9	10	
8.	You have the right to know the ins and outs of the process before you buy	1	2	3	4	5	6	7	8	9	10	99
9.	We help break down complicated forms and terms, so you can feel confident before you buy	1	2	3	4	5	6	7	8	9	10	99
10.	Our tools make it easier to know whether you're getting a good interest rate and loan option, or whether you should keep shopping around	1	2	3	4	5	6	7	8	9	10	99
11.	See your total costs and options up front, so that you can make the best decision for you	1	2	3	4	5	6	7	8	9	10	99
12.	The comparison tool makes it easy to compare the details of your loan offers side by side, so you can know whether you're getting the best deal for you	1	2	3	4	5	6	7	8	9	10	99
13.	Closing forms can be complicated. Our tools show you the important information to look for in each, and help you know what to expect and what to do before, during and after closing	1	2	3	4	5	6	7	8	9	10	99

14.	The CFPB's tools can help you get organized, and help you know the right questions to ask	1	2	3	4	5	6	7	8	9	10	99
15.	Our tools can help you decide if the home you fell in love with is the home you can afford	1	2	3	4	5	6	7	8	9	10	99

# C11) Based on the description, how important are the following potential benefits of the tool to you personally?

		Not at All Important							Extremely Important			DK
		1	2	3	4	5	6	7	8	9	10	
1.	Makes the home-buying process easier for me	1	2	3	4	5	6	7	8	9	10	99
2.	Reduces the stress and anxiety of buying a home	1	2	3	4	5	6	7	8	9	10	99
3.	Empowers me to make better decisions	1	2	3	4	5	6	7	8	9	10	99
4.	Helps me avoid making costly mistakes	1	2	3	4	5	6	7	8	9	10	99
5.	Protects me from being taken advantage of	1	2	3	4	5	6	7	8	9	10	99
6.	Saves me time	1	2	3	4	5	6	7	8	9	10	99

**D. Information Resources**

#	D1)	Which of the following resources do you currently utilize for financial information? [MULTIPLE SELECT]	
		Advice from friends and family.....	1
		Information from your employer.....	2
		Books .....	3
		Newspapers and magazines .....	4
		Web sites .....	5
		DVDs, CDs or videotapes .....	6
		Pamphlets and brochures .....	7
		Television programs .....	8
		Radio programs .....	9
		Attending events or seminars .....	10
		Other [Please specify_____].....	98
		None of the above [Unique response] .....	99
#	D2)	Which of the following resources do you currently utilize for help in the home-buying process? [MULTIPLE SELECT]	
		Advice from friends and family.....	1
		Information from your employer.....	2
		Books .....	3
		Newspapers and magazines .....	4
		Web sites .....	5
		DVDs, CDs or videotapes .....	6
		Pamphlets and brochures .....	7
		Television programs .....	8
		Radio programs .....	9
		Attending events or seminars .....	10
		Realtor/ Real Estate Agent .....	11
		Lawyer .....	12
		Bank or Credit Union .....	13
		Mortgage broker .....	14
		Insurance broker/agent .....	15
		Other [Please specify_____].....	98
		None of the above [Unique response] .....	99
#	D3)	Which of the following best describes you?	
		I tend to rely on data more than people to make financial decisions.....	1
		I tend to rely on people more than data to make financial decisions.....	2
#	D4)	Which of the following best describes you?	
		I consult multiple sources of information to understand all angles when making financial decisions. ....	1
		I tend to look for a single comprehensive reference point when making financial decisions. ....	2

#	D5)	Do you regularly follow the advice of any of the following?	
		Suze Orman .....	1
		Clark Howard .....	2
		Dave Ramsey .....	3
		Robert Kiyosaki.....	4
		Ron Lieber .....	5
		Gerri Willis .....	6
		Jennifer Westhoven .....	7
		Julie Stav.....	8
		Other [Please specify _____].....	98
		None of these .....	99
#	D6)	How often do you use the Internet to look for information that will help you make a financial decision?	
		Never .....	1
		Once a year or less.....	2
		Once every few months .....	3
		Once a month.....	4
		2 - 3 times per month.....	5
		At least once a week, but not everyday .....	6
		Once a day or more.....	7
#	D7)	Overall how satisfied are you with the information available on the Internet to help you make financial decisions?	
		Completely satisfied .....	1
		Mostly satisfied.....	2
		Somewhat satisfied.....	3
		Neither satisfied nor dissatisfied.....	4
		Somewhat dissatisfied .....	5
		Mostly dissatisfied.....	6
		Completely dissatisfied.....	7
#	D8)	How much do you agree or disagree with the following statement? “I would trust information provided by the government to help me make financial decisions.”	
		Strongly agree.....	1
		Agree .....	2
		Neither agree nor disagree .....	3
		Disagree.....	4
		Strongly disagree .....	5
		Don't know .....	99

**E. CFPB Awareness**

#	E1)	Prior to taking this survey, had you ever heard of the Consumer Financial Protection Bureau (CFPB)?	
		Yes .....	1
		No .....	2
		Don't know/not sure .....	99
#	E2)	Have you ever contacted the CFPB or been to its website?	
		Yes .....	1
		No .....	2
		Don't know/not sure .....	99
#	E3)	Based on what you read about the tool, how has your opinion of the CFPB changed, if at all?	
		Much less favorable.....	1
		Somewhat less favorable .....	2
		Remained the same .....	3
		Somewhat more favorable .....	4
		Much more favorable.....	5
		Don't know/not sure .....	99

**F. Demographics**

These last few questions are for classification purposes only.

#	F1)	Do you consider yourself Spanish/Hispanic/Latino/a?	
		Yes, Spanish/Hispanic/Latino/a.....	1
		No, not Spanish/Hispanic/Latino/a.....	2
#	F2)	What language do you primarily speak at home?	
		English .....	1
		Spanish.....	2
		Another language.....	3
#	F3)	In what language do you prefer to receive financial information?	
		English .....	1
		Spanish.....	2
		Another language.....	3
#	F4)	Which of the following best describes your race? (check all that apply)	
		[SELECT MULTIPLE]	
		White or Caucasian.....	1
		Black or African-American .....	2
		Native Hawaiian/Pacific Islander .....	3
		Asian.....	4
		Native American or Alaska Native.....	5
		Other [ANCHOR].....	6
		Prefer not to say [UNIQUE/ANCHOR].....	99



#	F5)	What was the last year of education that you completed?	
		Did not complete high school .....	1
		High school graduate – regular high school diploma .....	2
		High school graduate – GED or alternative credential .....	3
		Some college.....	4
		College graduate .....	5
		Post graduate education .....	6
		Prefer not to say .....	99
#	F6)	What is your marital status?	
		Married .....	1
		Single .....	2
		Separated .....	3
		Divorced .....	4
		Widowed/widower.....	5
		Prefer not to say .....	99
#	F7)	Which of the following best describes your current employment or work status?	
		Self employed .....	1
		Work full-time for an employer.....	2
		Work part-time for an employer .....	3
		Homemaker .....	4
		Full-time student.....	5
		Permanently sick, disabled, or unable to work.....	6
		Unemployed or temporarily laid off.....	7
		Retired .....	8
		Prefer not to say .....	99
#	F8)	Are you currently a member of the U.S. Armed Services, either in Active Duty or Reserve?	
		Yes .....	1
		No .....	2
		Don't know/not sure .....	99
#	F9)	What is your component?	
		Army .....	1
		Army National Guard (activated or non-activated) .....	2
		Army Reserve (activated or non-activated).....	3
		Navy.....	4
		Navy Reserve (activated or non-activated) .....	5
		Air Force.....	6
		Air National Guard (activated or non-activated) .....	7
		Air Force Reserve (activated or non-activated).....	8
		Marine Corps .....	9
		Marine Corps Reserve (activated or non-activated) .....	10
		Coast Guard .....	11
		Coast Guard Reserve (activated or non-activated) .....	12
		Public Health Service .....	13
		National Oceanic and Atmospheric Administration (NOAA) .....	14
		Don't know .....	98

Prefer not to say .....99

#	F10)	How many children do you have who are financially dependent on you? Please include children not living at home, and step-children as well.	
		0 (No financially dependent children) .....	1
		1 .....	2
		2 .....	3
		3 .....	4
		4 or more.....	5
		Prefer not to say .....	99

*Thank you for participating!*

[**Note:** All respondents who take any part of the survey will be given the option to view the PRA and privacy notifications as a link on the first page of the survey, and automatically shown the full notifications at the survey closing.]

**Paperwork Reduction Act**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The OMB control number for this collection is 3170-0024. It expires on 12/31/2015. The time required to complete this information collection is estimated to average approximately 20 minutes per response. Responding to this collection of information is voluntary. Comments regarding this collection of information, including the estimated response time, suggestions for improving the usefulness of the information, or suggestions for reducing the burden to respond to this collection should be submitted to Bureau at the Consumer Financial Protection Bureau (Attention: PRA Office), 1700 G Street NW, Washington, DC 20552, or by email to [PRA@cfpb.gov](mailto:PRA@cfpb.gov).

**Privacy Notice**

The information you provide through your participation in the Campaign Evaluation Survey will assist the Consumer Financial Protection Bureau (“CFPB”) in developing the most effective consumer communications. The CFPB will not obtain or access any information that directly identifies participants, and any answers or comments you provide will not be tied to you individually. The agency will only obtain and access de-identified results and aggregated analyses of those results. Your participation is voluntary. This collection of information is authorized by Pub. L. No. 111-203, Title X, Section 1013, codified at 12 U.S.C. § 5493.

