



TOPLINE & METHODOLOGY

PEW- HF Incidence Survey

Conducted by Ipsos using the probability-based KnowledgePanel®

A survey of the American general population (ages 18+)

Interview dates: June 11-20, 2021

Number of interviews, adults: 5,038

Margin of error for the total sample: +/- 1.5 percentage points at the 95% confidence level

Percentages are weighted to the American general population, ages 18+

*NOTE: * = less than 0.5%, - = no respondents*

Annotated questionnaire:

1. What type of home do you currently live in?

	Weighted percentage	Count
Manufactured home or mobile home	6%	265
Single family home or townhome	72%	3,743
Duplex home, double home, or multiplex home	4%	172
Condo, co-op, or apartment	16%	734
Other (specify)	2%	98
Skipped	1%	26

2. Do you own or rent your home...:

	Weighted percentage	Count
Own	66%	3,636
Rent	29%	1,219
Other (specify)	4%	155
Skipped	1%	28



TOPLINE & METHODOLOGY

3. Which of the following best describes how you are currently paying for your home?

	Weighted percentage	Count
I pay rent to a landlord or roommate	25%	1,095
I live rent free or work for my board	3%	119
Mortgage	42%	2,232
I or someone in my household own the house with no debt	21%	1,230
Home-only loan, personal property loan, or chattel loan	*	4
Seller-financing agreement	1%	19
Contract-for-deed or land contract	1%	25
Rent-to-own or lease-purchase agreement	1%	37
Other	5%	238
Skipped	1%	39

4. [Asked if 1 = “Manufactured home or mobile home” and if 3 was not skipped] You said you have a [insert option selected in 3]. Is that loan or arrangement for ...

Base: Live in a manufactured home or mobile home	Weighted percentage	Count
Just your home	44%	117
Both your home and land it is on	53%	137
Skipped	3%	8

5. Have you EVER used any of the following loans or arrangements to pay for a home NOT including your current loan (if you have one)?

Mortgage	Weighted percentage	Count
Yes	50%	2,911
No	49%	2,090
Skipped	1%	37

Seller-financing	Weighted percentage	Count
Yes	3%	185
No	95%	4,772
Skipped	2%	81



TOPLINE & METHODOLOGY

Contract-for-deed or land contract	Weighted percentage	Count
Yes	3%	149
No	96%	4,800
Skipped	2%	89

Rent-to-own or lease-purchase agreement	Weighted percentage	Count
Yes	3%	154
No	95%	4,793
Skipped	2%	91

Home-only loan, personal property loan, or chattel loan on a manufactured home or mobile home	Weighted percentage	Count
Yes	5%	276
No	94%	4,677
Skipped	2%	85

Loan for a manufactured or mobile home that includes the home but does NOT include land	Weighted percentage	Count
Yes	4%	193
No	95%	4,759
Skipped	2%	86



TOPLINE & METHODOLOGY

About the study

The survey was conducted using KnowledgePanel. Our recruitment process employs a scientifically developed, addressed-based sampling methodology using the latest Delivery Sequence File of the U.S. Postal Service—a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected login used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status, and findings can be reported with a margin of sampling error and projected to the general population.

The survey was conducted in both English and Spanish. The data was weighted to adjust for gender by age, race/ethnicity, education, census region, metropolitan status, household income, home ownership, and Hispanic origin. The demographic benchmarks were obtained from the U.S. Census Bureau's 2019 American Community Survey (ACS), except for metropolitan status, which is not available from the 1-year ACS data and was obtained from the 2020 March Supplement of the Current Population Survey. The geodemographic benchmarks used to weight the active panel members for computation of size measures include:

- Gender (male/female)
- Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/non-Hispanic, Black/non-Hispanic, other/non-Hispanic, 2+ races/non-Hispanic, Hispanic)
- Education (less than high school, high school, some college, bachelor's degree and beyond)
- Census region (Northeast, Midwest, South, West)
- Household income (under \$10K, \$10K to <\$25k, \$25K to <\$50K, \$50K to <\$75K, \$75K to <\$100K, \$100K to <\$150K, and \$150K+)
- Home ownership status (own, rent/other)
- Metropolitan area (yes, no)
- Hispanic origin (Mexican, Puerto Rican, Cuban, other, non-Hispanic)

Post-stratification weights

Once all the survey data had been collected and processed, design weights were adjusted to account for any differential nonresponse that may have occurred. Depending on the specific target population for a given study, geodemographic distributions for the corresponding population are obtained from the ACS, or in certain instances from the weighted KnowledgePanel profile data. For this purpose, an iterative proportional fitting (raking) procedure is used to produce the final weights. In the final step, calculated weights are examined to identify and, if necessary, trim outliers at the extreme upper and lower tails of the weight distribution. The resulting weights are then scaled to aggregate to the total sample size of all eligible respondents.

The following benchmark distributions were used for the raking adjustment of the design weights for respondents who completed this 5K omnibus survey:

- Gender (male/female) by age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic ethnicity (White/non-Hispanic, Black/non-Hispanic, other or 2+ races/non-Hispanic, Hispanic)



TOPLINE & METHODOLOGY

- Education (less than high school or high school graduate, some college, bachelor's degree and beyond)
- Census region (Northeast, Midwest, South, West)
- Household income (less than \$25K, \$25K to <\$50K, \$50K to <\$75K, \$75K to <\$100K, \$100K to <\$150K, and \$150K+)

The margin of sampling error is plus or minus 1.5 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.20. The margin of sampling error is higher and varies for results based on subsamples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

About Ipsos

Ipsos is the world's third-largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5,000 clients throughout the world with 75 business solutions.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com