



## Mortgage Lender Sentiment Survey® FAQs

### Q1. What is this survey about?

The [Mortgage Lender Sentiment Survey®](#), conducted by Fannie Mae, is a quarterly online attitudinal survey among senior executives of Fannie Mae’s lending institution partners. Fannie Mae conducts the survey to provide benchmarking insights regarding lenders’ current activities and market expectations.

### Q2. What does this survey measure?

Survey questions are organized into two sections:

- Regular quarterly tracking questions about changes in and expectations for consumer mortgage demand, lenders’ credit standards, and profit margin outlook.
- Special topic questions that change each quarter to cover industry challenges, opportunities, and emerging trends. Fannie Mae has published the following special topic studies:

Timing	Title
October 2019	<a href="#">How Lenders Assess Their Digital Transformation Efforts?</a>
July 2019	<a href="#">How Are Lenders’ Business Priorities Evolving to Compete Against Industry Competition?</a>
April 2019	<a href="#">APIs and Mortgage Lending</a>
January 2019	<a href="#">Increase Housing Supply to Improve Affordability</a>
October 2018	<a href="#">How Will Artificial Intelligence Shape Mortgage Lending?</a>
June 2018	<a href="#">Cost Cutting Has Emerged as a Focus of Lender Competitiveness</a>
May 2018	<a href="#">The Gig Economy and Mortgage Lending</a>
January 2018	<a href="#">Mortgage Data Initiatives: Setting the Stage for Digital Disruption</a>
October 2017	<a href="#">As Lenders Digitize, Borrowers Still Want the "Human Touch"</a>
August 2017	<a href="#">Mortgage Lenders Shift Focus to Enhancing the Consumer Experience</a>
May 2017	<a href="#">APIs Are Reshaping Business Strategy: Lenders’ Experiences with APIs and Chatbots</a>
March 2017	<a href="#">Integration: Key to Future Mortgage Technology Success</a>
July 2016	<a href="#">Mortgage Technology Innovation</a>
May 2016	<a href="#">Lenders’ Experiences with TRID</a>
March 2016	<a href="#">What Influences Lenders’ Profit Margin Outlook?</a>
February 2016	<a href="#">How Lenders Plan to Grow Their Mortgage Business in 2016?</a>
October 2015	<a href="#">Lenders’ Consumer-Facing Mobile Technology Priorities</a>
July 2015	<a href="#">Survey Shows Lenders’ Limited Credit Overlay Practices</a>
April 2015	<a href="#">Lenders’ Views About GSEs’ 97% LTV Products and FHA’s Mortgage Insurance Premium Reduction</a>
January 2015	<a href="#">How Lenders Plan to Grow their Mortgage Business in 2015?</a>



### Q3. What is the value of this survey?

Industry insights and benchmarking are critical in any industry, especially one that is as fragmented as the mortgage industry. The *Mortgage Lender Sentiment Survey* will provide insights and benchmarks to help mortgage industry professionals understand industry and market trends and assess their own business practices. This survey will also serve as an opportunity for lenders to voice their perspectives or challenges facing the industry and to be shared with key audiences and decision-makers.

### Q4. What is the survey methodology?

The *Mortgage Lender Sentiment Survey* is a quarterly online survey among Fannie Mae's lender partners at the senior or executive level, such as CEOs and CFOs. Each quarter, a random sample of senior executives is selected. Selected contacts receive an email from Fannie Mae with an invitation and URL to participate in the study. Survey participation is absolutely voluntary. Review the survey [Technical Notes](#) for more information.

### Q5. How well-representative is this study's sample?

This study leverages Fannie Mae's total lender partners/institutions, across depository institutions and mortgage banks, ranging from larger lenders to smaller. While we cannot guarantee that our sample well represents the whole mortgage industry, we hope that, with Fannie Mae's large and broad lender customer base, this research will provide meaningful insights about mortgage industry trends.

### Q6. What is the quarterly schedule for the survey?

The survey data collection schedule is February (Q1), May (Q2), August (Q3), and November (Q4).

### Q7. Is the survey participation confidential?

Yes. Fannie Mae will not publish respondent names or any personal information or their affiliated institutions in connection with this survey. Responses to the survey questions will be collected, aggregated, and analyzed to identify important topics, trends, and issues surrounding the mortgage industry. The survey does not ask for any identifying information. In addition, to ensure response confidentiality, Fannie Mae has hired a global research company, [PSB](#), to manage the study (e.g., online survey programming, data collection, analysis, and reporting). Fannie Mae personnel do not have access to the identified individual lender data.

### Q8. When are the results published?

The quarterly tracking results are published approximately one month after each quarter's data collection, and the quarterly special topic analysis is published approximately two months after data collection.

Quarter	Data Collection	Release of Key Tracking Indicators*	Release of Special Topic Analysis
1	February	Second week of March	April
2	May	Second week of June	July
3	August	Second week of September	October
4	November	Second week of December	January of the following year



**Q9. How can I access the reports?**

Public releases can be found on the [Mortgage Lender Sentiment Survey web page](#) on fanniemae.com.

[Sign up](#) to receive the latest survey data and other housing market research from Fannie Mae's Economic & Strategic Research Group.

**Q10. Who at Fannie Mae could I contact to learn more about this research?**

All inquiries about the details of this research program should be directed to [Steve Deggendorf](#), Director, Economic and Strategic Research at Fannie Mae.