



2020

Consumer Access to Mortgages Report

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Introduction

The *Consumer Access to Mortgages Report* is an annual research initiative conducted by independent research firm Momentum Intelligence on behalf of The Adviser. The Adviser is Australia's leading source of news, intelligence and analysis of Australia's mortgage broking industry.

In 2019, the *Consumer Access to Mortgages Report* was launched in response to the Royal Commission into Misconduct in the Banking, Superannuation and Financial Services Industry to uncover the experiences of consumers and the implications for Australian borrowers in any change made to the current remuneration of mortgage brokers.

Now in its second year, this report explores the experiences of consumers across Australia (including those that have never secured a mortgage) to better inform industry stakeholders on the behaviour, expectations and experiences that drive the decisions that consumers make when accessing financing.

This year's Consumer Access to Mortgages survey included 1,956 consumers throughout November and December 2019. Participating consumers have been identified as "borrowers" (89%) (those that have secured a mortgage inside or outside of the last 12 months) and "non-borrowers" (11%) (those that have never secured a mortgage).

There are three major sections to this report:

● Section one: The experiences of Australian borrowers

This section explores Australian borrowers' most recent experience with securing a mortgage, their likely future behaviour and the reasons behind their decision-making processes.

● Section two: The perceptions of Australians who have not secured a mortgage

This section reveals the perceptions of Australians who have not previously secured a mortgage to uncover the most important elements of their decision-making processes and predict their future choices.

● Section three: Financial literacy, lending myths and best interests

This section reveals the level of self-assessed financial literacy among borrowers and non-borrowers, including their perceptions towards the pricing of mortgage products and their best interests.

Figure 1: Have you ever taken out a mortgage?

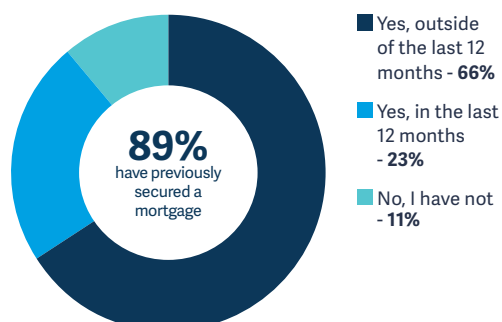
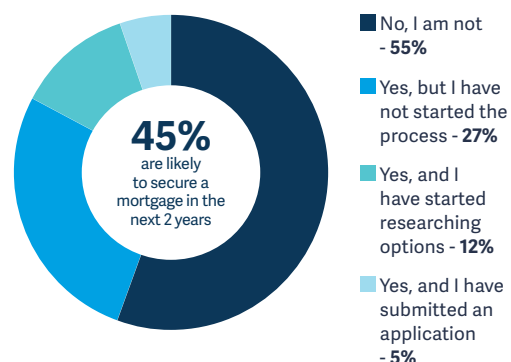


Figure 2: Are you likely to secure a mortgage in the next two years?



Key findings

1.

Further growth in the broker channel is likely as high levels of **satisfaction and trust** among existing customers combine with the majority of proprietary channel customers that are likely to use a mortgage broker the next time they secure a mortgage.

2.

Securing the **best rate** on their mortgage is of primary importance in the selection rationale of all consumers, particularly for consumers planning to switch between the channels in the future.

3.

Receiving **consistent communication** throughout the application process is the most important element of support that consumers value, regardless of whether they are broker or proprietary channel customers.

4.

Consumers who have not previously secured a mortgage are more likely to **directly approach a mortgage broker** than to **directly approach their primary personal bank**, with the channel they believe to be most trustworthy being the key underlying driver in their decision.

5.

A large contingent of consumers, particularly proprietary channel customers, believe that they will be charged a higher interest rate by securing a mortgage via a mortgage broker, which may be influencing their decision in the channel they will use in the future.

Section one:

The experiences of Australian borrowers

This section explores Australian borrowers' most recent experience with securing a mortgage, their likely future behaviour and the reasons behind their decision-making processes.

1.1 Key relationship measures

Satisfaction

The survey results indicate that consumers who have previously engaged a mortgage broker (ever or in the last 12 months) have significantly higher levels of satisfaction (88%) than proprietary channel customers (70%). Focusing on borrowers that have secured a mortgage in the last 12 months (409), mortgage broker customers have a satisfaction rate of 88%, while proprietary channel customers have a satisfaction rate of 68%.

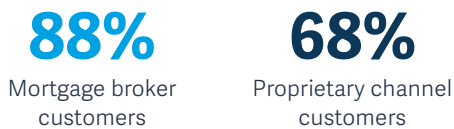
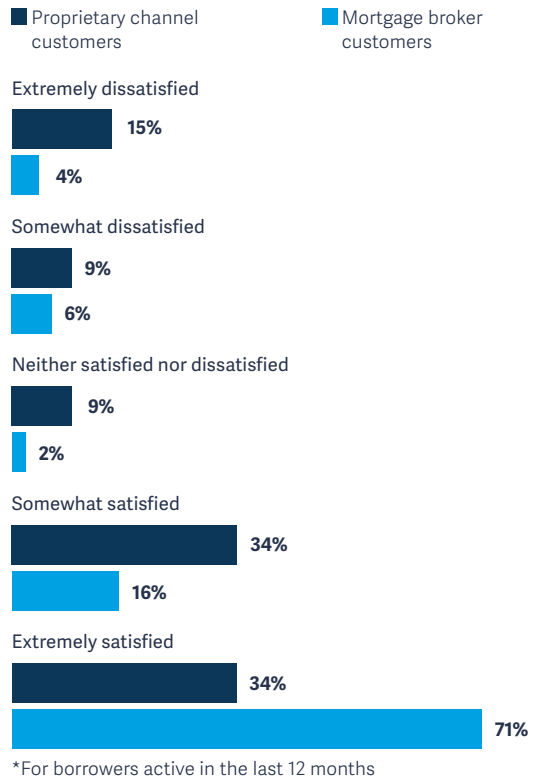


Figure 3: How satisfied were you with this experience?

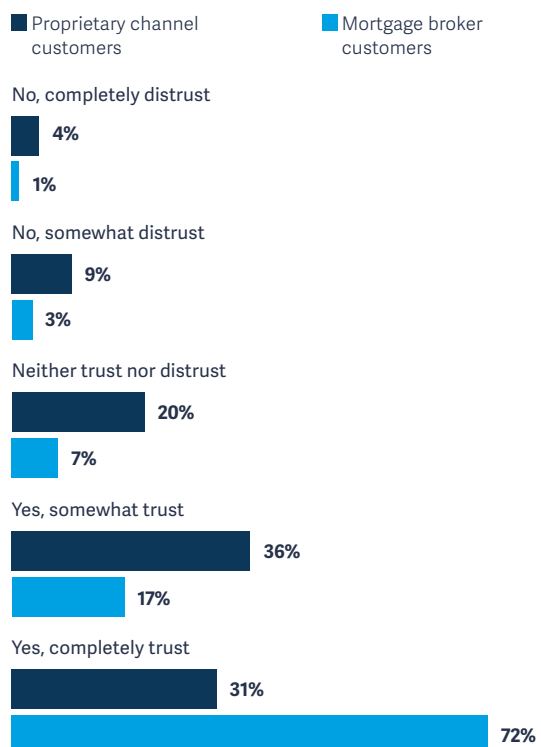


Trust

The results indicate that customers of mortgage brokers have higher levels of trust (89%) compared with proprietary channel customers (67%). The levels of trust with each of these channels correlate highly with their respective levels of satisfaction. It's important to note that this comparison has been made between an individual (or a small organisation) for a mortgage broker and a large institution for a lender.



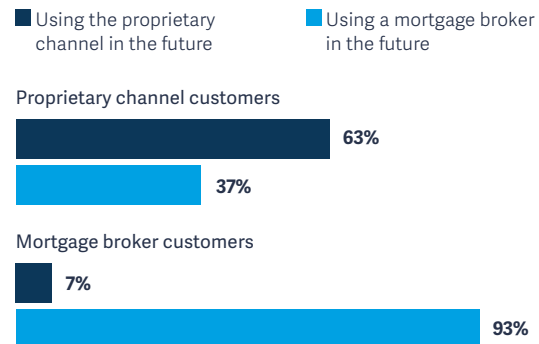
Figure 4: Do you trust this [mortgage broker/lender]?



Retention

The higher levels of satisfaction and trust in the mortgage broking channel are reflective in the future decision making of individuals as the results indicate that mortgage brokers have a significantly higher retention rate than the proprietary channel. Of consumers who used a mortgage broker previously, 93% are likely to use a mortgage broker again in the future, with the remainder (7%) planning to approach a lender directly. Only 63% of consumers who secured their previous loan through the proprietary channel are likely to return to this channel, with the remaining (37%) switching to the broker channel.

Figure 5: If you were to take out another mortgage in the future, which channel would you choose?



1.2 Borrower rationale for future channel selection

Borrower rationale for choosing the mortgage broking channel

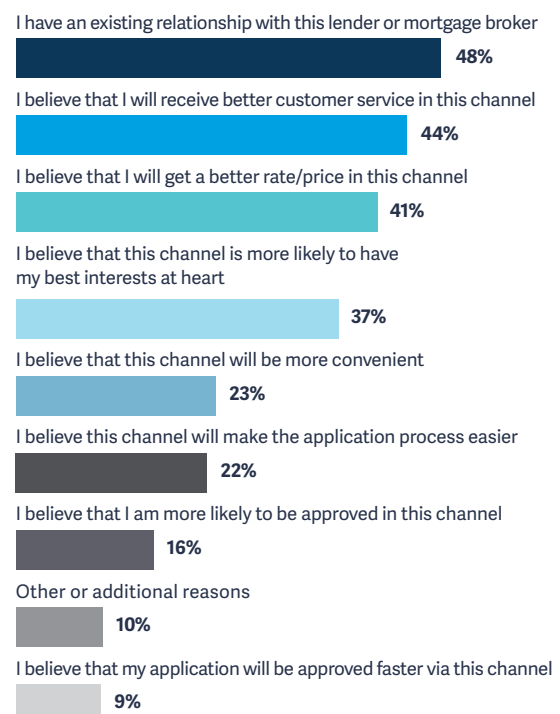
For individuals who have previously used a mortgage broker and are likely to use a mortgage broker in the future, the key reasons for choosing this channel include the “existing relationship” that they have with the broker and that they believe they will receive better customer service, a better rate/price and that brokers are most likely to have their best interests at heart. The latter three are also the key reasons for new broker customers that are switching from the proprietary channel to the mortgage broking channel.

In the qualitative feedback, consumers provided further insight into “other” reasons why they would choose a mortgage broker. These sentiments are summarised by the following direct quotes from survey respondents:

“I can have one discussion with one broker rather than multiple banks/institutions.”

Many consumers outlined that their rationale for choosing a mortgage broker is (at least in part) due to the broker’s ability to access many lenders alongside their knowledge of each lender’s policies

Figure 6: Rationale for borrowers continuing to use a mortgage broker



to reduce the need for the consumer to approach each bank directly. Many consumers highlighted that it will save “significant time on shopping around” and reduce the “legwork” the consumers will be required to undertake to secure a mortgage.

“Banks generally do not give the best deal to existing, let alone longstanding, customers, i.e. there’s no loyalty.”

A portion of consumers commented on the potential for their primary personal bank to not provide them with the most competitive deal (i.e. a loyalty tax) and therefore are opting to use a mortgage broker to explore their options.

These findings are consistent with ASIC’s recent Report 628 titled *Looking for a mortgage: Consumer experiences and expectations in getting a home loan*, which stated:

“Consumers who were less sure about which home loan would be right for them, or who were keen to access a range of home loan options without having to do the ‘shopping around’ themselves, were more likely to engage a broker.”

Choosing lenders

Individuals who have previously secured a mortgage through the proprietary channel and are likely to use this channel again in the future are primarily doing so as they have an existing relationship with this lender. This may indicate that these individuals have previously secured a loan through this lender and wish to keep their loans with one lender or they may potentially use this lender for personal banking. This driver is followed by the belief that they will secure a better rate/price through this channel.

For individuals who have previously used a mortgage broker and are planning to use a lender directly the next time they secure a loan, the primary reason is rate and price.

In the qualitative feedback, a small portion of consumers provided further insight into the “other” reasons why they would choose to approach a lender directly. These sentiments are summarised by the following direct quotes from survey respondents:

“Don’t want to pay someone for something I can quite adequately do for myself.”

Figure 7: Rationale for borrowers planning to switch to the mortgage broker channel from the proprietary channel

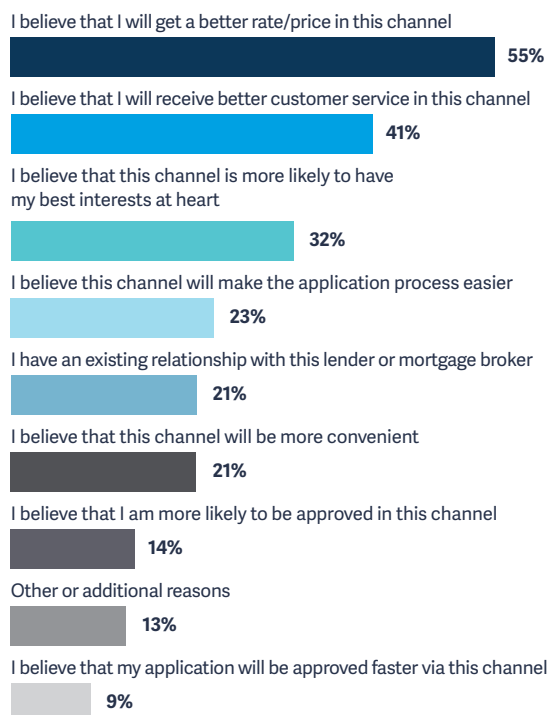
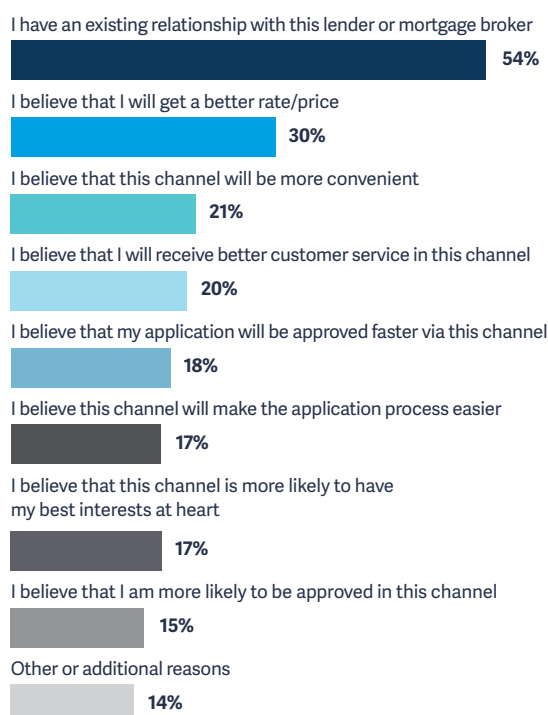


Figure 8: Rationale for borrowers continuing to use the proprietary channel



Many consumers who plan to approach a lender directly indicated that they believe they have adequate knowledge, time or relationships to secure the best loan for their needs without the involvement of a broker.

These findings are consistent with ASIC's recent Report 628 titled *Looking for a mortgage: Consumer experiences and expectations in getting a home loan*, which stated:

"Consumers who already had a good idea about the home loan they were after and valued the convenience of staying with their existing lender tended to take out their loan direct with a lender."

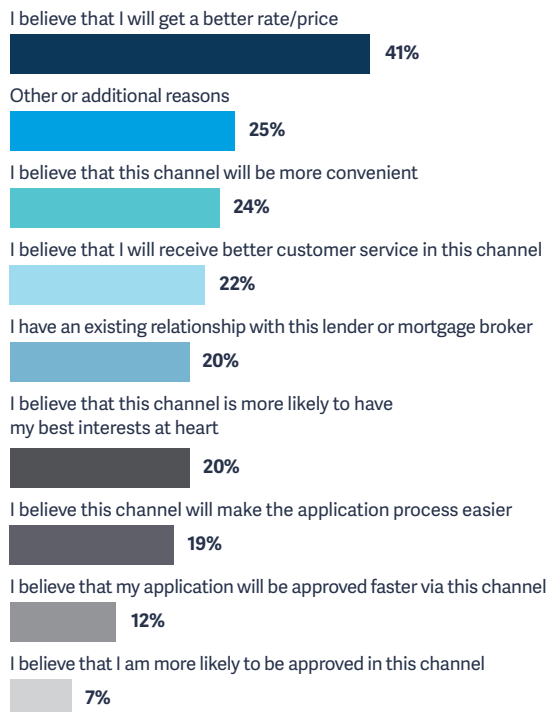
Often, but not in all cases, these consumers stated that they were not willing to "pay" for a mortgage broker to assist in this process. This indicates that these consumers believe that they will either need to pay a fee to the mortgage broker (e.g. via a consumer-pays model) or that the interest rate is increased for those consumers that use a mortgage broker to secure a loan (a frequent misconception explored later in this report).

"I don't trust mortgage brokers to act in my best interests. They are paid by commission."

A small contingent of consumers who are planning to use a lender and provided feedback to this question indicated that they don't trust mortgage brokers to provide them (the consumer) with the best rate and instead will opt to use the lender that would pay the greatest level of commission to the broker.

In last year's *Consumer Access to Mortgages* research, Momentum Intelligence drew conclusions from its annual survey of mortgage brokers that consistently showed that the level of commission paid by the lender has no impact on the lender(s) that mortgage brokers are likely to recommend to their customers. However, these sentiments are echoed by a number of consumers and are clearly driving their decision making.

Figure 9: Rationale for borrowers planning to switch to the proprietary channel from the mortgage broker channel



1.3 Most important areas of support

Participating consumers were asked to select three areas of support that are most important to them throughout the application and settlement process when interacting with either a lender or mortgage broker.

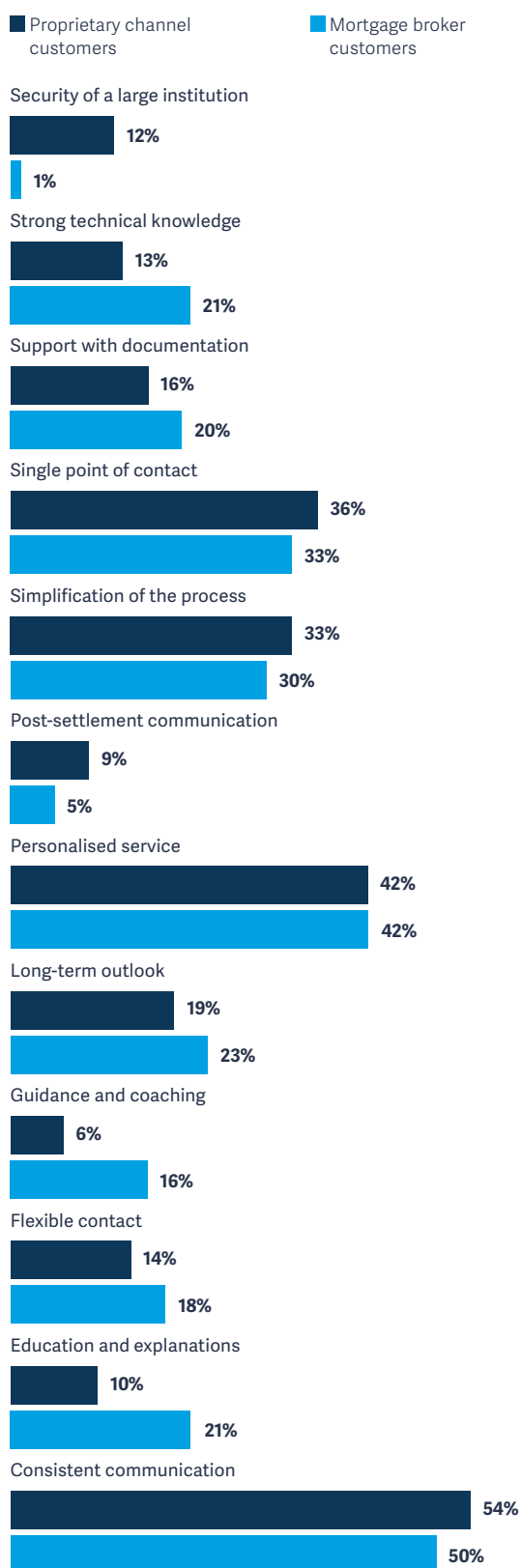
The results of the survey indicate that there are four areas of support that are significantly more important (for both proprietary and mortgage broking channel customers) than the remaining eight, these include (in order of importance):

- **Consistent communication** (Receiving responsive and consistent notifications and updates throughout the process.)
- **Personalised service** (Tailoring service and communications to your specific expectations and underlying aspirations.)
- **Single point of contact** (The ability to have a single point of contact to answer questions or to provide updates.)
- **Simplification of the process** (A clear and structured process to simplify the application and approval process.)

When comparing the results of this question with the individual's most recent channel, it is clear that:

- **Education and explanations** is significantly more important for mortgage broker customers (21%) than proprietary channel customers (10%).
- **Guidance and coaching** is significantly more important for mortgage broker customers (16%) than proprietary channel customers (6%).
- **Strong technical knowledge** is significantly more important for mortgage broker customers (21%) than proprietary channel customers (13%).
- **Post-settlement communication** is significantly more important for proprietary channel customers (9%) than mortgage broker customers (5%).
- **Security of a large institution** is significantly more important for proprietary channel customers (12%) than mortgage broker customers (1%).

Figure 10: Comparing most important areas of support by most recent channel



1.4 How brokers and lenders are performing in these areas

Each individual surveyed was asked to rate their lender or mortgage broker's performance in each of the areas of support explored in the previous question. Individuals were able to rate their performance on a scale of "excellent" (5) to "terrible" (1). The results indicate that mortgage brokers provide superior levels of service in each of the areas of support listed. Overall, mortgage brokers had an "exam" mark of 86% maximum score, while lenders had 66%.

Looking specifically at the performance of mortgage brokers, each of the support areas had average ratings that place them between "excellent" (5) and "good" (4). Mortgage broker customers indicated that mortgage brokers' highest-performing area is having a "single point of contact", while the lowest-rated areas are "post-settlement communication" and "security of a large institution". Looking at the performance of lenders, each of the support areas had average ratings that place them between "good" (4) and "average" (3). The highest-rated attribute for lenders is "the security of a large institution", while the lowest-rated areas of support are "guidance and coaching" and "long-term outlook".

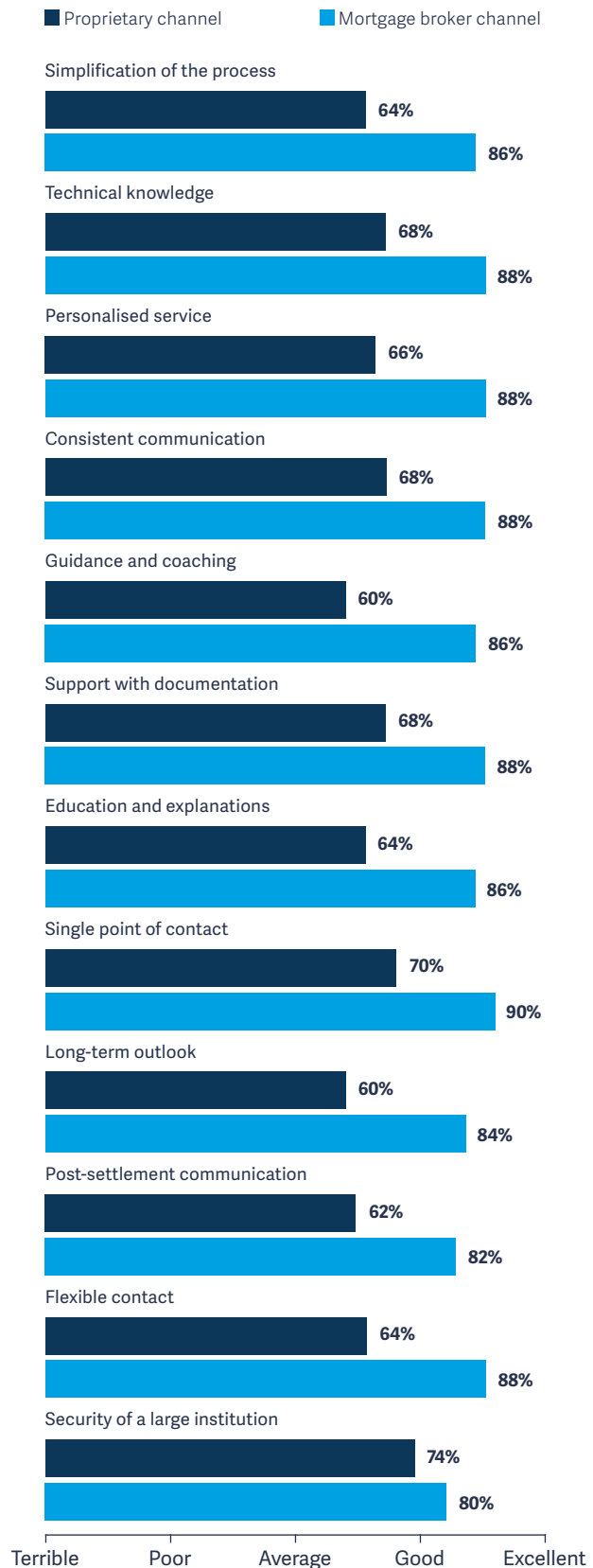
86%

Average
performance:
Mortgage brokers

66%

Average
performance:
Proprietary channel

Figure 11: How would you say your (lender or mortgage broker) is performing in these areas?



Section two:

The perceptions of Australians who have not secured a mortgage

This section reveals the perceptions of Australians who have not previously secured a mortgage to uncover the most important elements of their decision-making processes and predict their future choices.

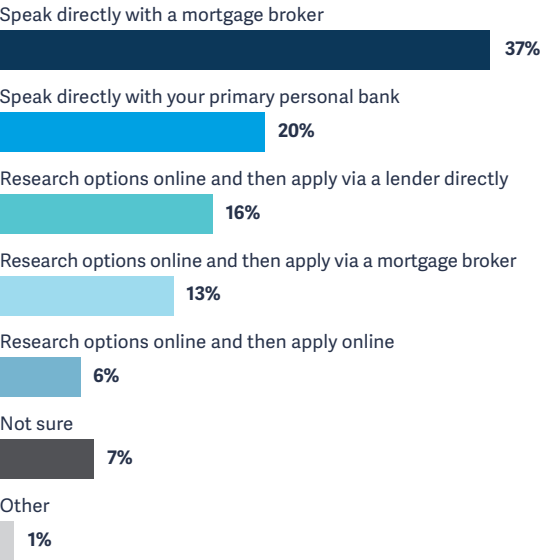
2.1 Selecting a channel for the future

Participants who have not previously secured a mortgage were asked to indicate the channel they would use if they decided to secure a mortgage in the future. The most common response was “Speak directly with a mortgage broker” (37%) followed by “Speak directly with your primary personal bank” (20%), with 29% choosing to research options online first then approach either a lender (13%) or mortgage broker (16%), and a small contingent planning to have a wholly online experience (6%).

These results indicate that there are a number of avenues for consumers to follow in securing a mortgage, but approaching a mortgage broker directly is the most common avenue. Further, by summarising the channels into either proprietary (42%) or mortgage broker (50%), we see there continues to be a statistically significant variance in favour of mortgage brokers.

We did not identify any statistically significant differences in demographics between the two channels.

Figure 12: If you were to apply for a mortgage in the future, which avenue would you most likely follow?



2.2 Non-borrower rationale for future channel selection

Participants who have not previously secured a mortgage were asked, “What are your primary reasons for choosing this channel?” with the ability to select up to three statements. Consistent with the rationale for borrowers that plan to switch channel, for the majority of participants who have not previously secured a mortgage (non-borrowers), their primary rationale was based on the belief that they will get a “better rate in this channel.”

For those participants who indicated in the previous question that they would ultimately approach a mortgage broker (either directly or conducting research online beforehand), the second most important attribute in their decision is superior level of customer service (43%) delivered by mortgage brokers. Followed by close to a third of respondents (30%) who indicated that having an existing relationship with the mortgage broker (whether through friends, family or colleagues) was also of primary importance. For those participants who indicated in the previous question that they would ultimately approach a lender (either directly or conducting research online beforehand), the second most important attribute in their decision was that they believe this channel to be more convenient (36%) and that the application process would be easier (35%).

Approximately a quarter of participants (24%) who selected mortgage brokers indicated that they are choosing this channel because “I believe that this channel is more likely to have my best interests at heart” compared with only 14% of participants who are likely to choose the proprietary channel.

Figure 13: Primary reasons for choosing mortgage brokers

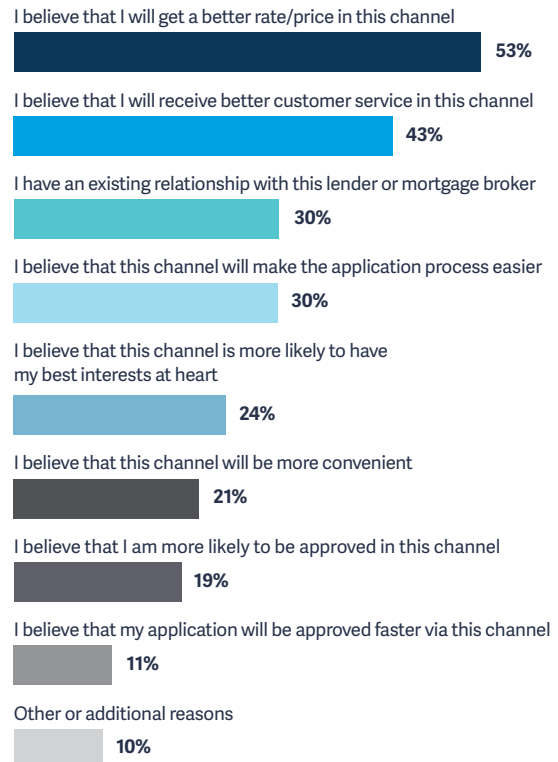
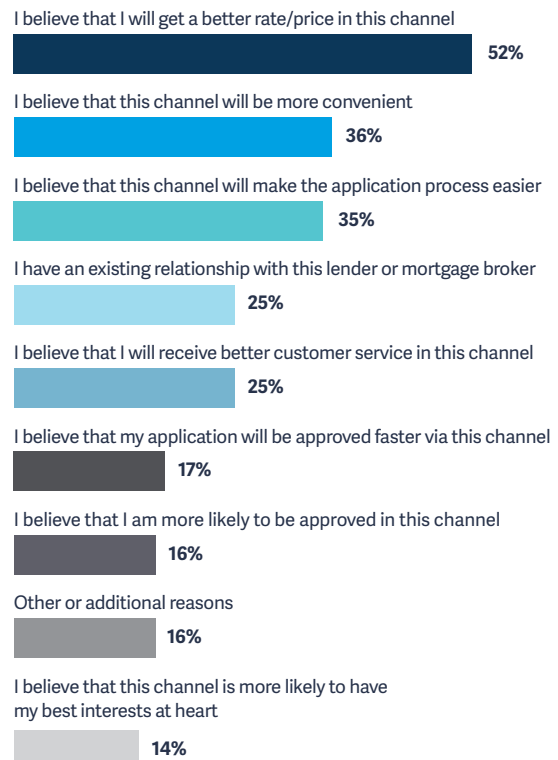


Figure 14: Primary reasons for choosing lenders



2.3 Non-borrower evaluations of each channel

Participants who have not previously secured a mortgage were asked for each of the statements provided to select the channel (mortgage broker or directly with a lender) that they best apply to. Generally speaking, these participants were most likely to select the channel that they chose earlier as the channel that best fit each of these statements. However, those that indicated that they are likely to use a mortgage broker if they were to secure a mortgage in the future answered with significantly more confidence in their selection as they were more likely to select mortgage broker for each of these statements. Due to this high level of confidence from these participants in particular, the combined results (Figure 15) indicate that, overall, consumers believe that mortgage brokers are likely to deliver superior outcomes across the board except for their ability to have their borrower's application approved faster.

By separating participant segments (as seen in Figure 16/17), the perceptions and their relative confidence of each group became more clear. In particular, those that selected mortgage brokers as their likely channel in the future have the least amount of confidence in a broker's ability to have their application approved or approved faster compared with the proprietary channel. For those that selected the proprietary channel, they have the most confidence in their ability to have their application approved faster, while more than half of these participants are "unsure" which channel will have their best interests at heart.

Figure 15: Non-borrower channel evaluations

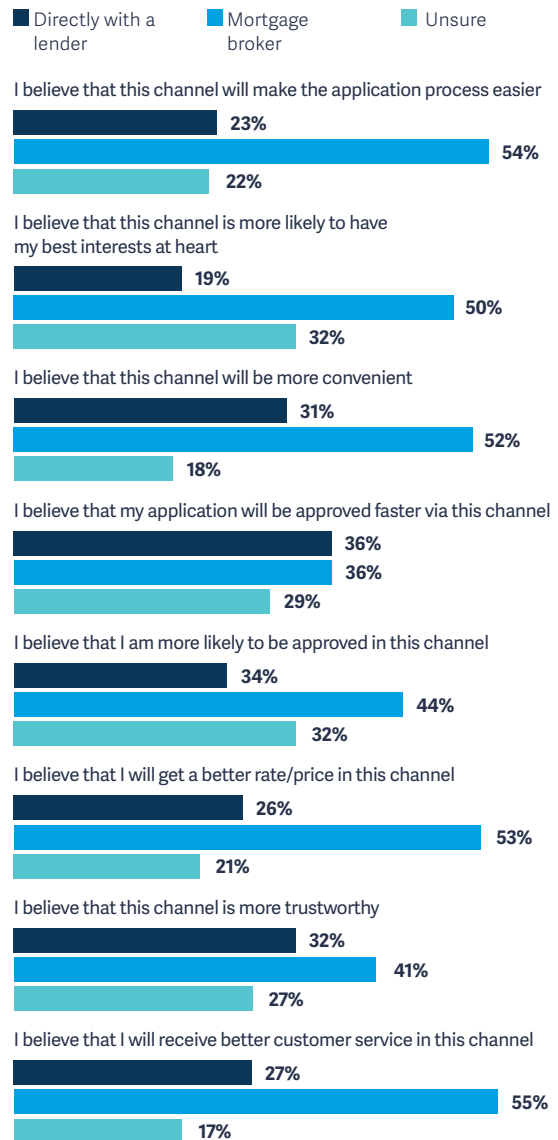


Figure 16: Non-borrower channel evaluations for those who selected a mortgage broker

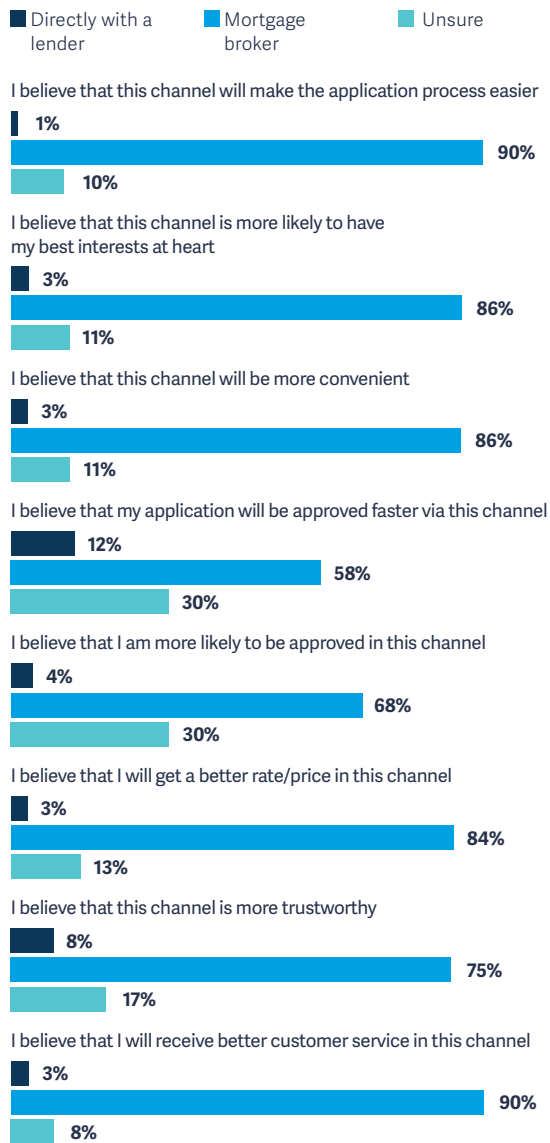
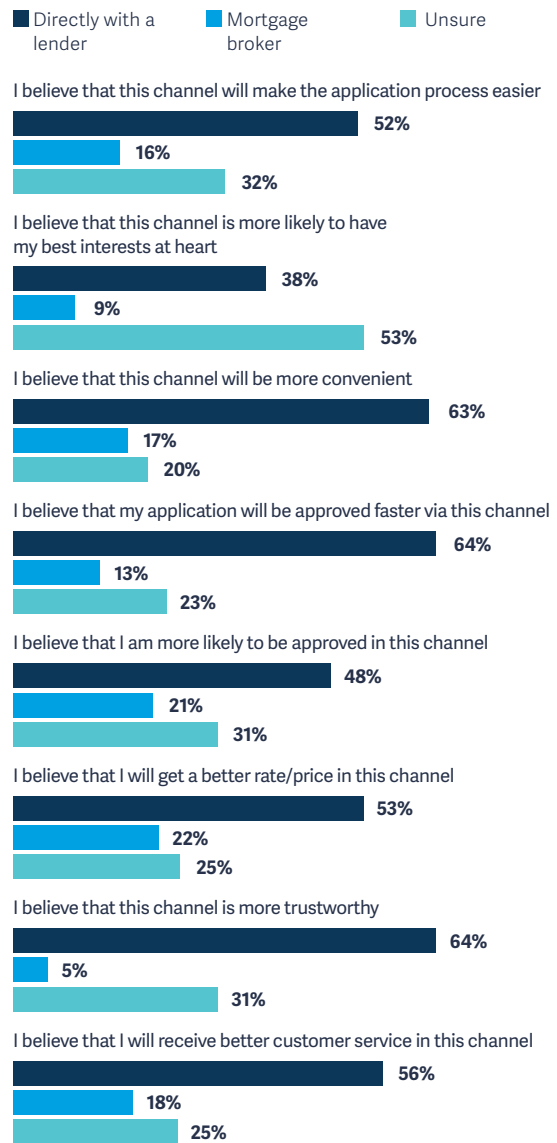


Figure 17: Non-borrower channel evaluations for those who selected a lender



Section three:

Financial literacy and lending myths

This section reveals the level of self-assessed financial literacy among borrowers and non-borrowers, including their perceptions towards the pricing of mortgage products.

3.1 Self-assessed understanding of the mortgage application process

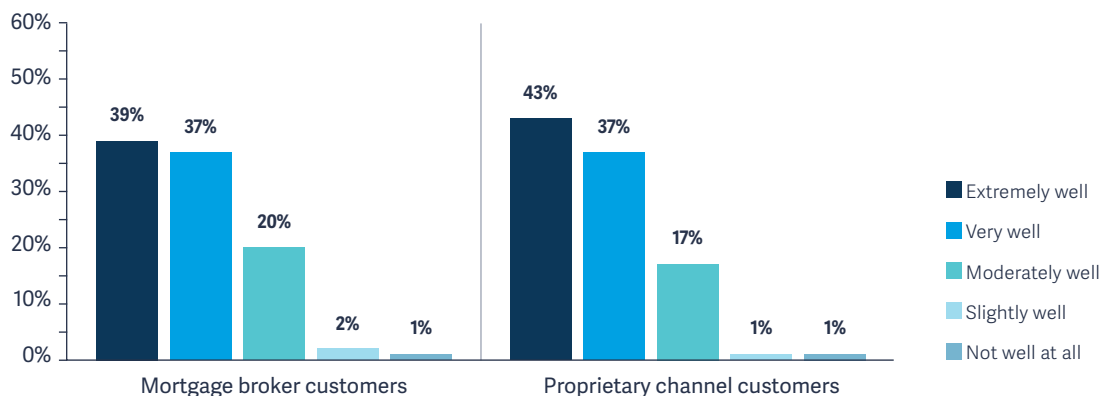
Borrowers

Both mortgage broker and proprietary channel customers indicate that they understand the process of applying for and securing a mortgage,

with no statistically significant difference between the two groups. This indicates that there are similar levels of knowledge shared during this process regardless of the channel.

While there are no statistically significant differences between the two channels, there are differences that appear when analysing the individual's age, gender and income alongside their level of understanding.

Figure 18: How well do you understand the process of applying for and securing a mortgage?



Non-borrowers

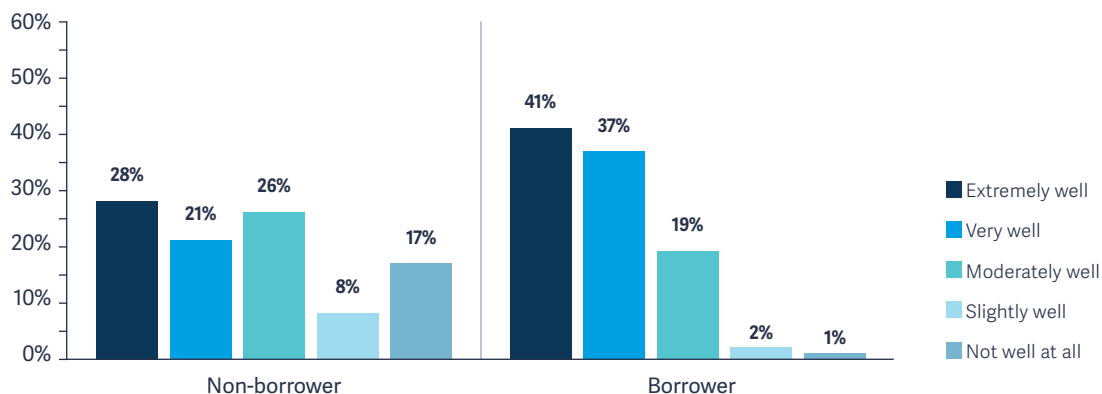
Similar to borrowers, there is no statistically significant difference in knowledge when comparing non-borrowers who selected mortgage brokers or lenders. However, non-borrowers do have significantly lower levels of understanding compared with borrowers.

Further, the results indicate that there is a large

gap between genders in understanding the process of applying for and securing a mortgage – 60% of males have indicated that they understand this process “extremely” or “very well”, compared with just 30% of females.

Non-borrowers with higher annual pre-tax incomes are significantly more likely to have indicated that they have a strong understanding of this process.

Figure 19: How well do you understand the process of applying for and securing a mortgage?



3.2 Self-assessed understanding of the service that mortgage brokers provide

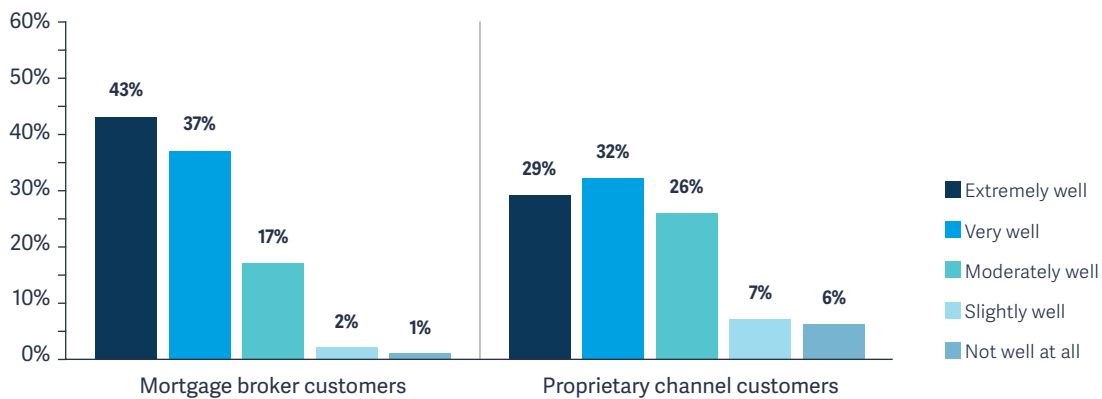
Borrowers

Perhaps unsurprisingly, mortgage broker customers have a greater understanding of the services and support that mortgage brokers

provide (80%) compared with proprietary channel customers (61%).

Further, gender and income continue to play a subtle but statistically significant role in an individual's understanding of the services that mortgage brokers provide. For example, females are likely to have indicated marginally lower levels of understanding compared with males.

Figure 20: How well do you understand the services and support that mortgage brokers provide?



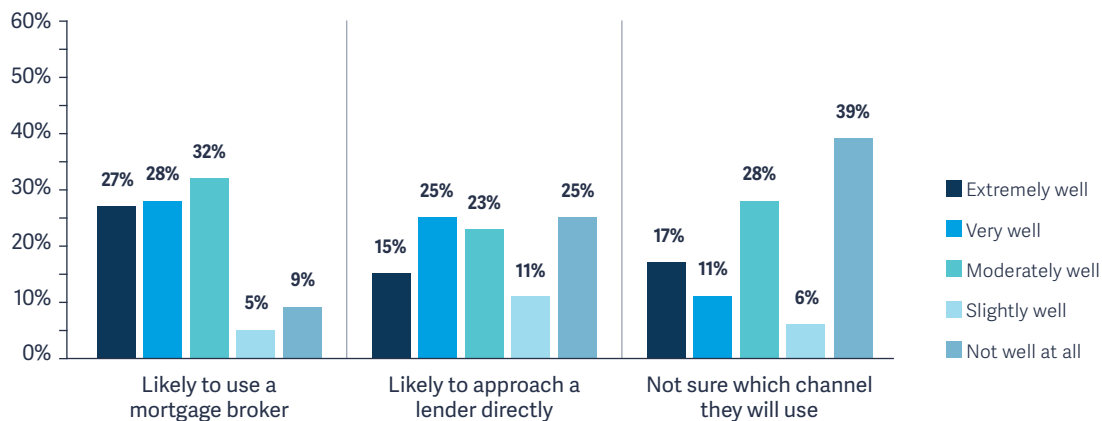
Non-borrowers

Non-borrowers who have indicated that they are likely to use a mortgage broker in the future recorded higher levels of self-assessed understanding of the services and support that mortgage brokers provide. Of non-borrowers that are likely to use a lender, 25% answered

“not well at all”, indicating that they have little to no understanding of the services that mortgage brokers provide.

As highlighted with female borrowers, female non-borrowers are more likely to have indicated a lower level of understanding the services that mortgage brokers provide.

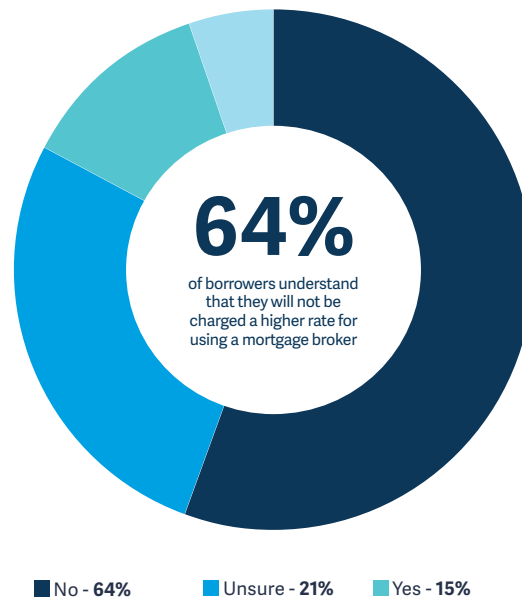
Figure 21: How well do you understand the services and support that mortgage brokers provide?



3.3 Quantitative feedback on mortgage pricing via mortgage brokers

Results of this survey indicate that a significant contingent of consumers (15%) believe they will be charged a higher interest rate if they use a mortgage broker to secure a mortgage. An additional 21% are “unsure” on whether this is the case, while the remaining 64% answered “no”. This answer aligns with ASIC’s review of broker remuneration, which found that “interest rates are not different between distribution channels”, stating: “We tested the interest rate that applied when loans were sold to see if brokers were obtaining better-priced loans (anecdotal feedback to us suggested this might be the case and our consumer research indicated that many consumers consider that brokers get a better deal than going to the lender directly). The data we obtained did not show a consistent trend that brokers obtained either cheaper loans or more expensive loans.” (ASIC, 2017)

Figure 22: Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?



Borrowers

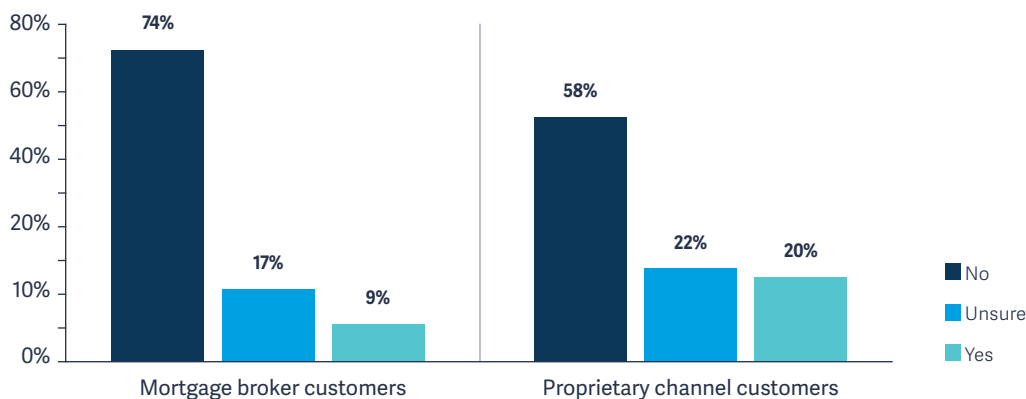
Proprietary channel customers are significantly more likely to believe that they would be charged a higher rate for using a mortgage broker to secure a mortgage compared with broker customers. Considering that receiving a better interest rate is a key factor for this group, this misconception may be directly affecting the channel they select.

Correlated with their marginally lower level of self-assessed understanding of the mortgage application

process and the services that mortgage brokers provide, females are very marginally more likely to have answered “unsure” compared with males.

Borrowers in the oldest age brackets are most likely to have answered “yes” or “unsure”, indicating that they believe that lenders charge consumers more for using a mortgage broker. This could be due to the relatively new establishment of the mortgage broking profession that has grown significantly since the 1980s.

Figure 23: Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?



Non-borrowers

Comparing borrowers with non-borrowers, those who have not previously secured a mortgage are significantly more likely to believe that they will be charged a higher rate for using a mortgage broker. Specifically, more than one-third (36%) of non-borrowers who intend to use the proprietary channel in the future believe that they will be charged a higher rate for using a mortgage broker.

Again, as “receiving a better interest rate” is a key factor, this misconception may be affecting their decision in selecting a channel to help them secure a mortgage.

These non-borrowers have no statistically significant difference when comparing the relationship of their gender, age or income with their response to this question.

Figure 24: Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?

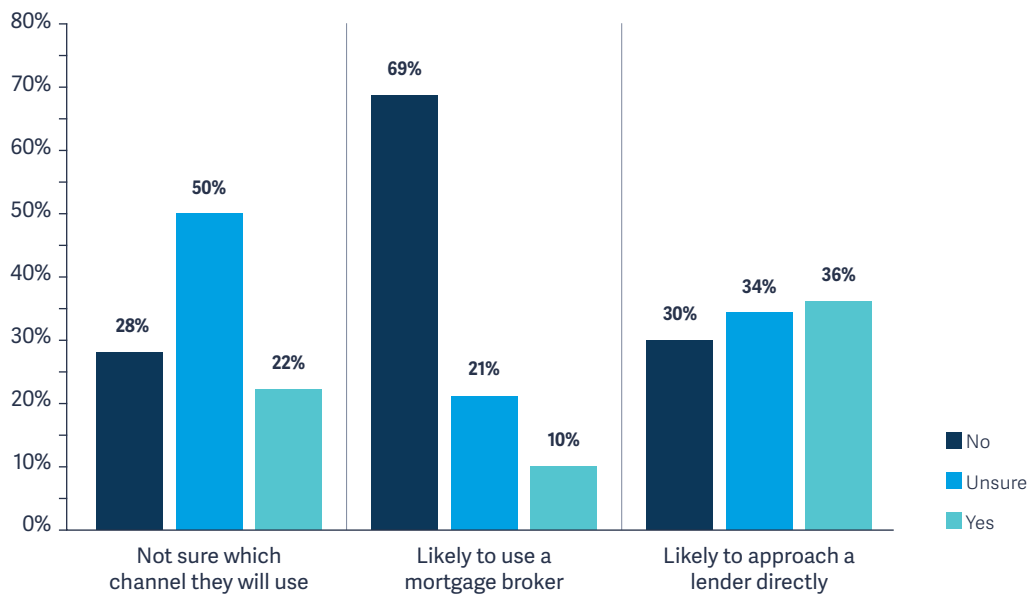
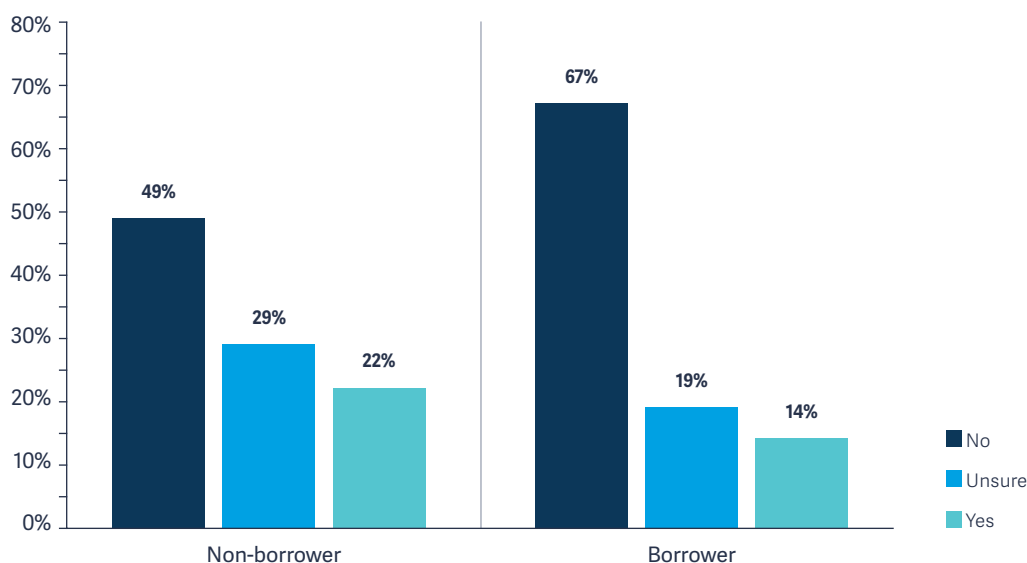


Figure 25: Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?



3.4 Qualitative feedback on mortgage pricing via mortgage brokers

Both borrowers and non-borrowers who participated in this survey were asked to provide an explanation of their answer to the question, “Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?” to uncover their rationale for their choice.

Many participants stated that they believe lenders are unlikely to shoulder the cost of broker commissions and therefore are likely to pass on the cost to the consumer directly via the loan’s interest rate. These sentiments were echoed by mortgage broker customers and proprietary channel customers but were more common in proprietary channel customers. The industry consensus for the economics of this relationship between mortgage brokers and lenders is that mortgage brokers act as a distribution network for lenders in return for their commission. This distribution network, in some cases, offsets or removes the requirement for lenders to establish, maintain and grow their branch network and therefore is not an additional cost added to the loan.

ASIC supported this sentiment in their 2017 “Review of mortgage broker remuneration”, which found that:

“Finding 6: Interest rates are not different between distribution channels

We [ASIC] tested the interest rate that applied when loans were sold to see if brokers were obtaining better-priced loans... The data we obtained did not show a consistent trend that brokers obtained either cheaper loans or more expensive loans.” (ASIC, 2017)

Do you think lenders charge consumers a higher interest rate if they use a mortgage broker to secure a mortgage?

“My expectation is that the funding of lending brokers’ commissions would be included within the interest rates secured by their clients.”

“As the mortgage broker is being paid by commission, this must be recovered somewhere along the way.”

“I’m presuming that lenders would have to pay a fee to the broker for receiving their business, so in turn would charge more in interest or fees and charges.”

“Brokers don’t work for nothing, so somewhere someone has to pay, and if it’s not an upfront fee for service, then it stands to reason that there would be a loading in the interest rate applied to the loan.”

“Lenders would have to factor the cost of commissions to brokers – either through higher interest rates/other fees.”

3.5 Qualitative feedback from consumers on their best interests

The 2020 Consumer Access to Mortgages survey was released in November 2019 after the Best Interests Duty Bill was introduced to Parliament on 28 November 2019.

This survey sought to uncover the consumer's perspective on whether mortgage brokers and/or lenders should operate in the best interests of the consumer and, if so, what that would entail. This was an open-ended question, and a representative range of responses are listed on this page.

The large majority of consumers who provided responses to this question agreed with the sentiment that these parties should be acting in the consumers' best interests when helping them secure a loan. The core criteria for what consumers believe is "acting in their best interests" include:

- Securing the best interest rate;
- Understanding the consumer's specific needs (and making recommendations based on these needs); and
- Acting with honesty and integrity.

A recurring theme among this feedback, specifically towards mortgage brokers, was the call for transparency and clarity around how the broker determined the lender(s) they ultimately recommend to the consumer. Many consumers highlighted that by providing this information, as well as the level of commission payable by each lender, they could have greater assurance that the mortgage broker would be acting in their best interests.

This finding is echoed by ASIC's consumer research, which suggested to industry participants that they "should provide consumers with greater transparency about the home loan recommendation(s) presented to them".

"Yes. They should [be] blind to payment and look at my whole circumstances to be able to source the best option for me at that moment in time."

– Mortgage broker customer

"Yes, they should be open and honest about what they are able to do for you in your specific situation. They should identify your key goals and discuss the best way to achieve them in an open and transparent manner."

– Mortgage broker customer

"My best interests should include listening to my concerns, and knowing what questions I SHOULD be asking but may not know I need to. Considering my current financial position and what I hope for future planning."

– Mortgage broker customer

"Yes. Recommend the best loan to meet my needs, taking into account my circumstances. Declare any commissions and other payments they will receive."

– Mortgage broker customer

"Yes, should work in [the] best interests of borrower by ensuring they are offered [the] best product for their circumstances and fully understand what they are committing to, i.e. education as well as selling. Also, should maintain contact through life of mortgage to ensure nothing can be updated/improved."

– Proprietary channel customer

"Yes, they should. It's about understanding my wider needs and objectives and recommending a suitable solution. Understand that this can never be 'absolute' (i.e. the best) but it has to be better than simply what's the cheapest rate." – Proprietary channel customer

References

ASIC (2017). “Report 516: Review of mortgage broker remuneration”. Australian Securities and Investments Commission. Available at: <https://asic.gov.au/regulatory-resources/find-a-document/reports/rep-516-review-of-mortgage-broker-remuneration/>

Appendix A – Consumer Access to Mortgages survey

The data for Momentum Intelligence’s Consumer Access to Mortgages survey was collected during November and December 2019. A quantitative research methodology was adopted, with participants asked to complete a self-administered questionnaire via an online survey portal.

Surveyed respondents were sourced from Momentum Media’s digital databases. The survey was also made available to all brokers in Australia via theadviser.com.au to share with their customers. Survey responses were carefully assessed, measured and validated through statistical data analysis by a market research professional. There was a total of 2,195 responses received. A data validation process resulted in a total usable sample of 1,956. A sample of this size provides an excellent confidence level for the study. The margin of error for a sample this size is 0.022 at a 95% confidence level, indicating 95% confidence that the survey sample results represent true population values within a range of +/- 2.2%.

Demographics of borrowers surveyed

Comparing the demographics of individuals and the channel they used most recently, the results indicate that mortgage broker customers are typically younger and likely to earn a lower pre-tax income. Proprietary channel customers are more likely to be older, earn a higher pre-tax income and be from a more diverse employment status (including retired, part-time and casual). Additionally, these results indicate that gender has no

statistically significant effect on whether an individual chooses a mortgage broker or a lender.

Individuals are equally as likely to have engaged a mortgage broker or have approached a lender directly when purchasing their first home or a subsequent primary residence. Further, the survey results indicate that customers are more likely to have approached a mortgage broker for potentially more investment-based transactions, such as refinances (owner-occupied/investment) and investment purchases.

Figure 26: Mortgage purpose by recent channel

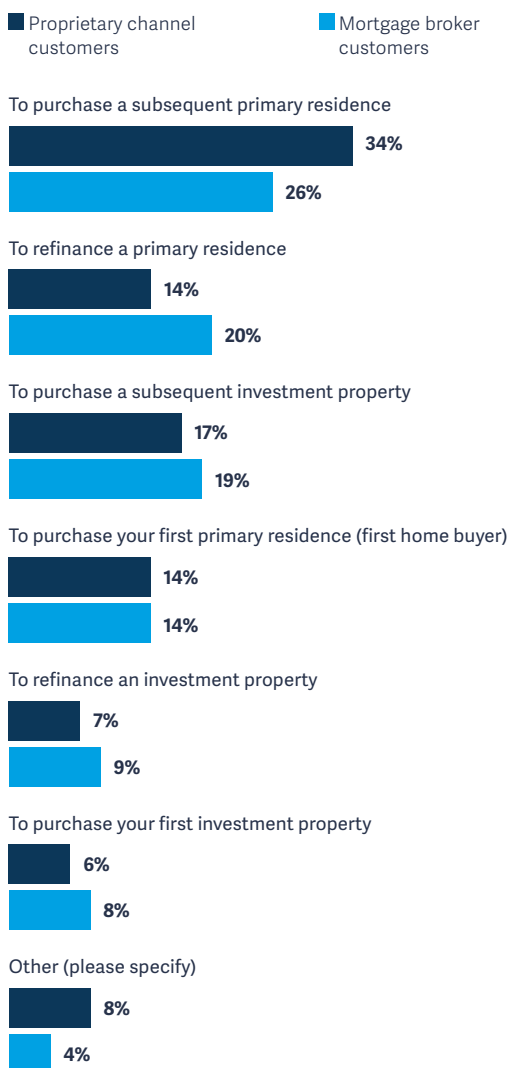


Figure 27: Age by recent channel

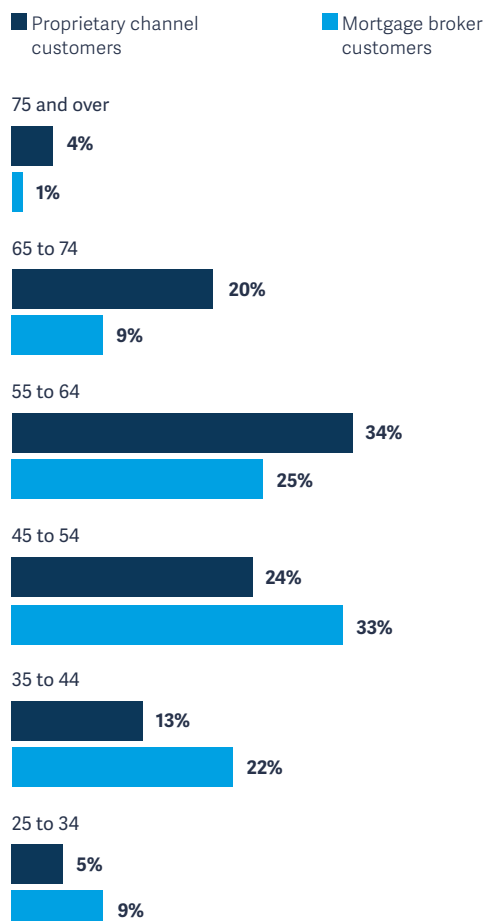


Figure 28: Income by recent channel

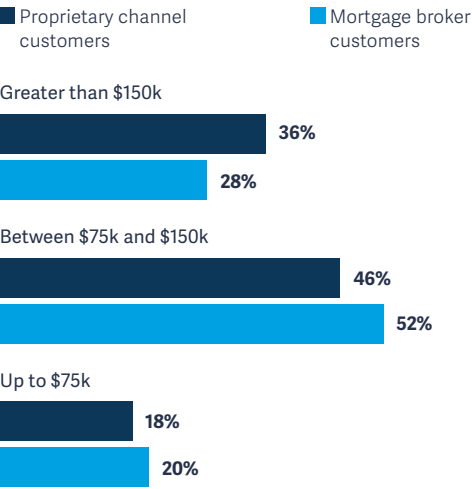
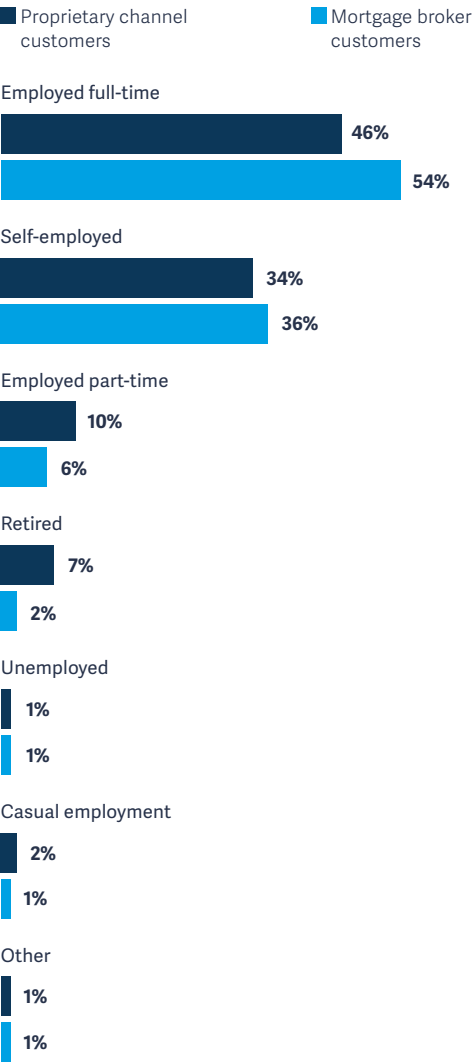


Figure 29: Employment status by recent channel



Demographics of non-borrowers surveyed

Borrowers are more likely to be older and to earn marginally more pre-tax income. The survey results indicate that gender plays no statistically significant role in whether or not an individual is a borrower.

Figure 30: Age by category

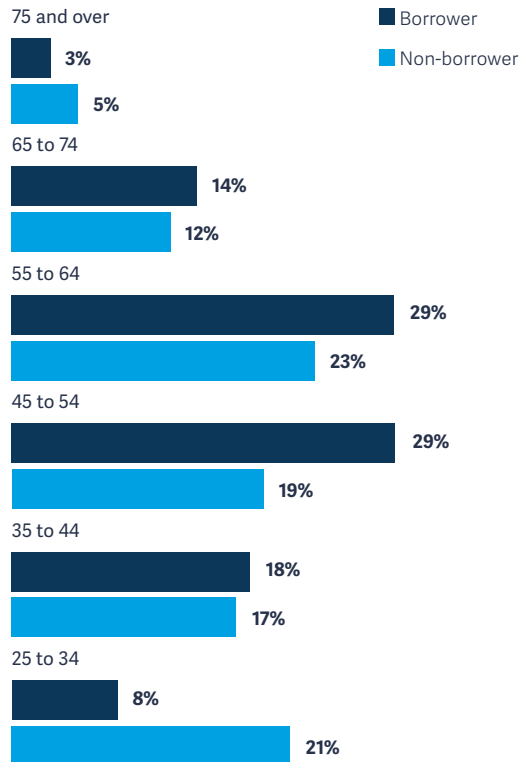


Figure 31: Income by category

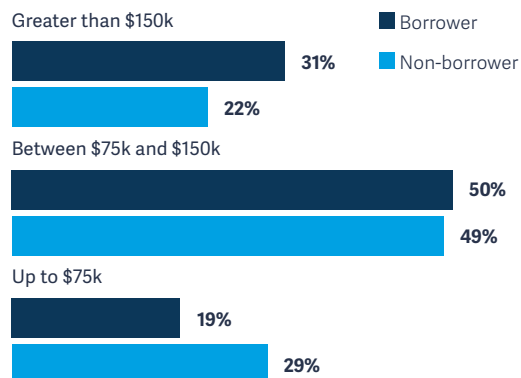
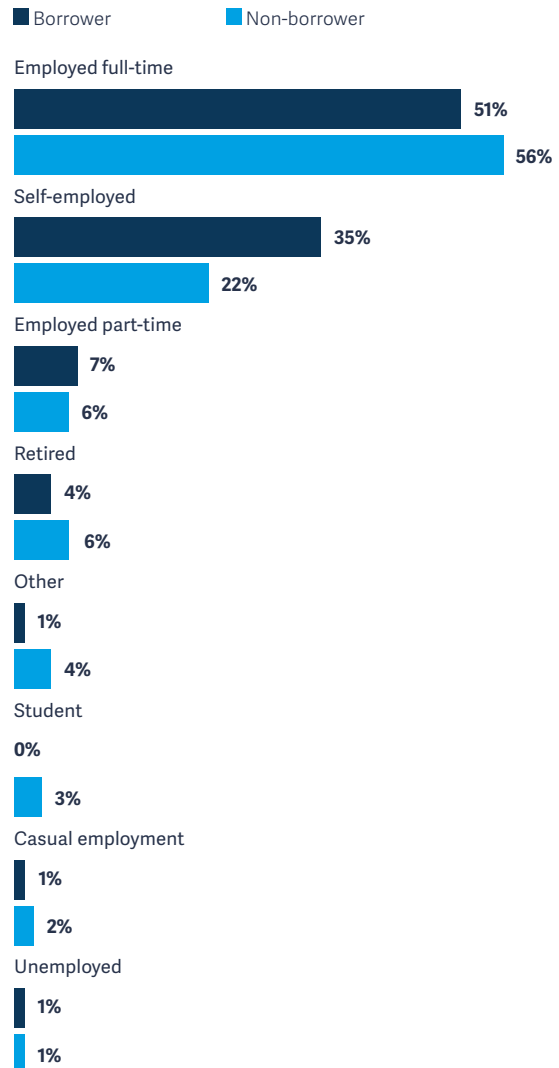


Figure 32: Employment status by category





About Momentum Intelligence

Momentum Intelligence emerged from Momentum Media, Australia's leading business media and events company. We conduct market research to help business leaders roadmap their strategic goals.

Having access to Momentum Media Group's highly engaged audiences, we are able to provide research on the perceptions, preferences and priorities of a range of professionals, including mortgage brokers, real estate agents, accountants, lawyers, financial advisers, small-business owners and the defence industry.



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