

November 2014

S14-285

PK

AEMA Mortgage Research

A Presentation Prepared For:

AEMA



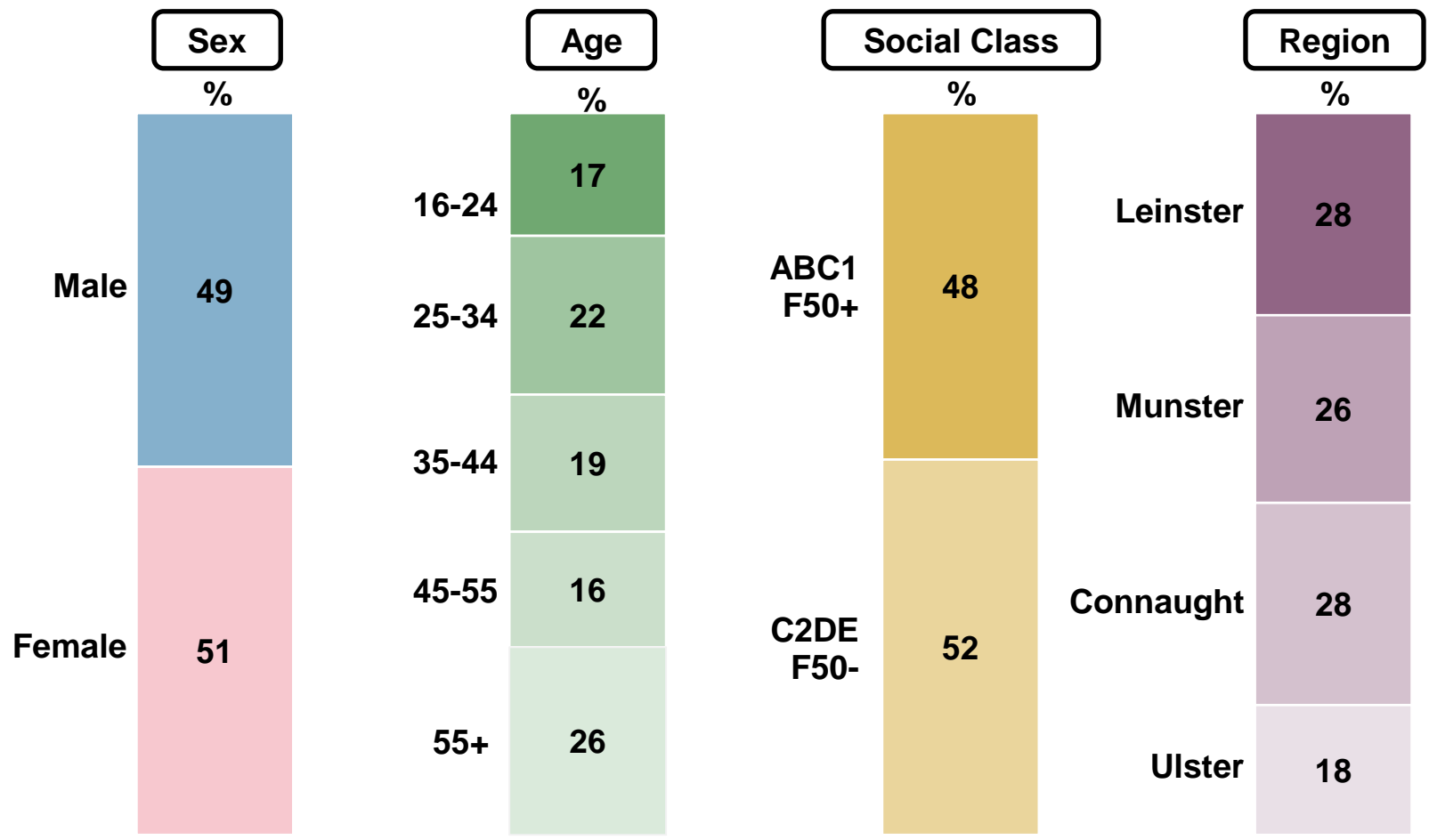


- **A number of questions were placed on an the September Amárach Research omnibus.**
- **A total sample of 1,000 was achieved with quotas set on gender, age, social class and region to achieve a sample aligned with national population. Due to the high proliferation of the internet among the Irish population, the survey was completed fully online.**
- **Interviewing fieldwork dates were September 12th – 19th.**



B. Sample Profile

(Base: All Irish adults – 1,000)



Quotas were set to ensure that the sample attained is aligned to the Irish population, any sampling error is corrected with minor data weighting.

MAIN FINDINGS

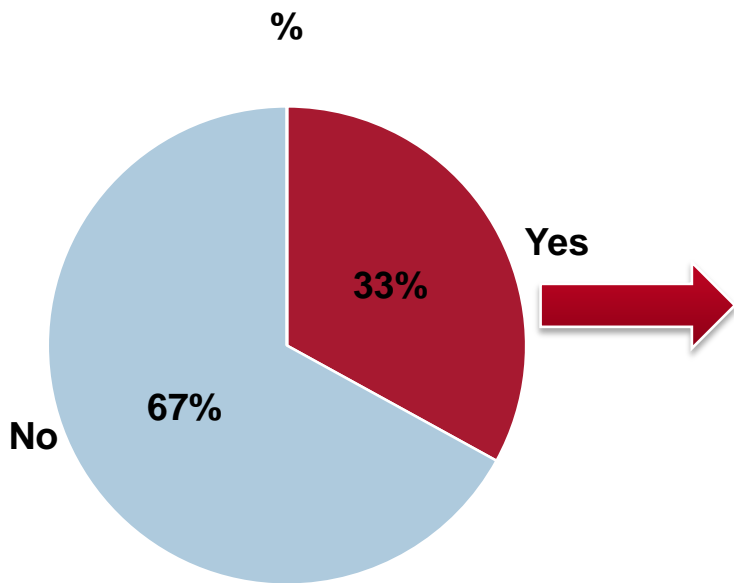


Mortgage Ownership - Demographics

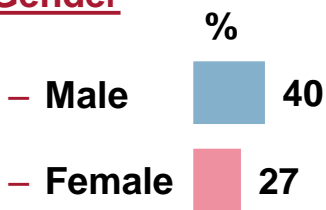
(Base: All Irish adults – 1,000)

Demographics

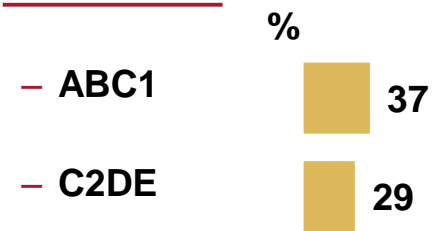
(N=331)



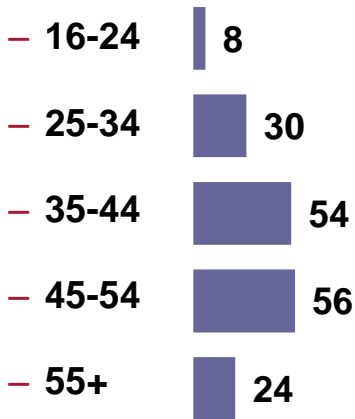
Gender



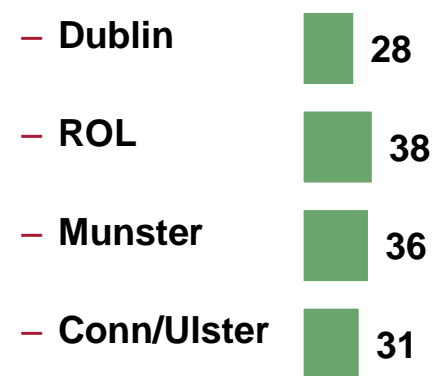
Social Class



Age



Region

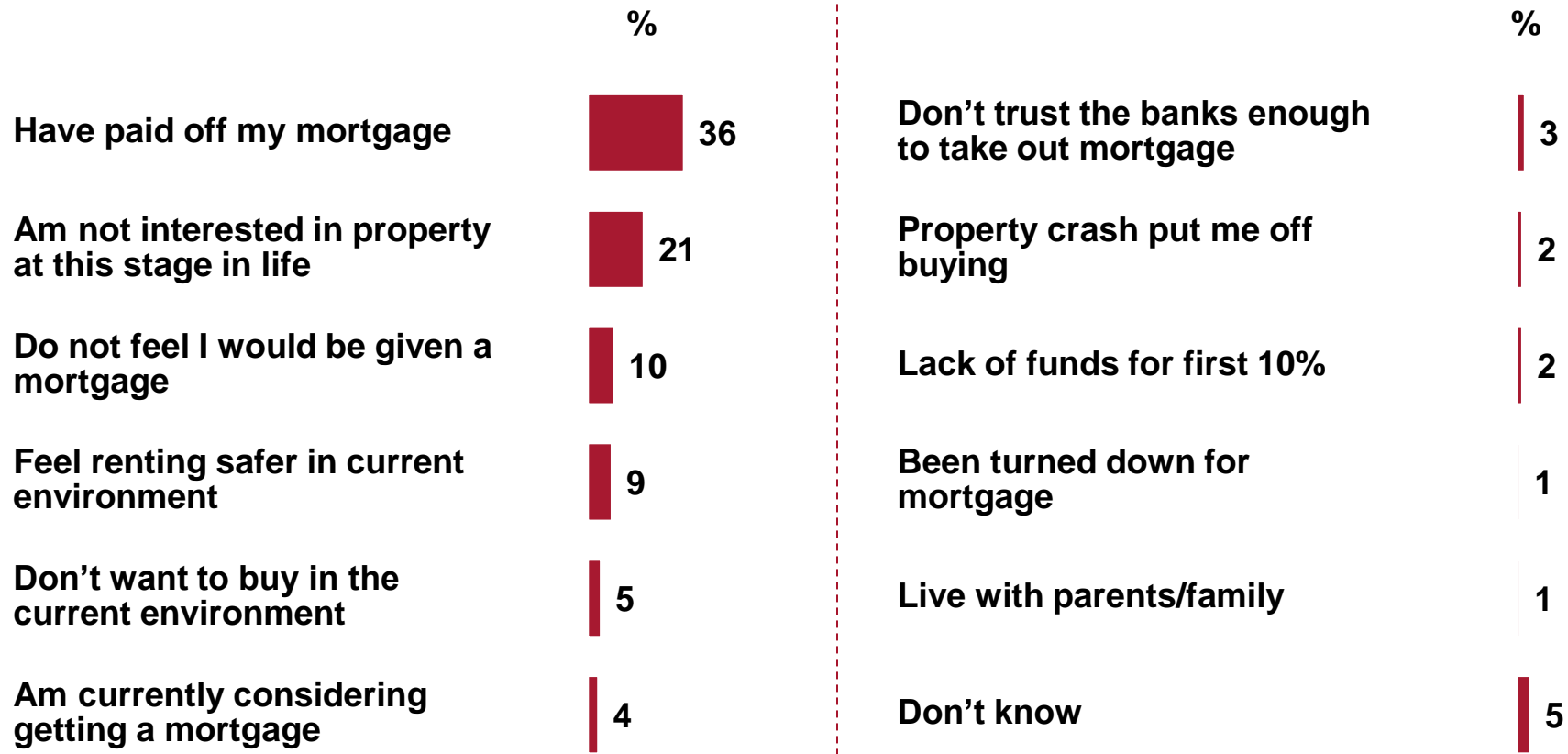


Male and those aged 35-54 are most likely to have a mortgage, as are those in the higher socio economic group ABC1.



Reasons for Not Having a Mortgage

(Base: All who do not have a mortgage – 668)



Over a third (36%) of those without a mortgage say they have already paid it off while a fifth (21%) are not interested in property at the moment.



Not Interested in Property at This Stage of Life - Demographics

(Base: All not interested in a mortgage – 139)

Demographics

Not interested in property

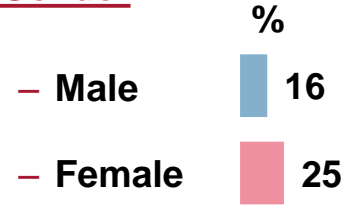
%



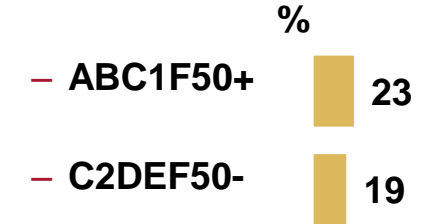
21%



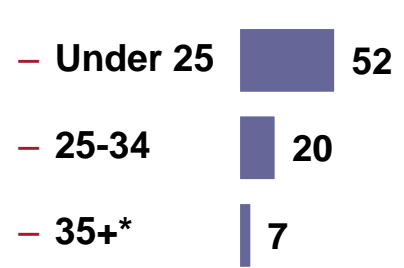
Gender



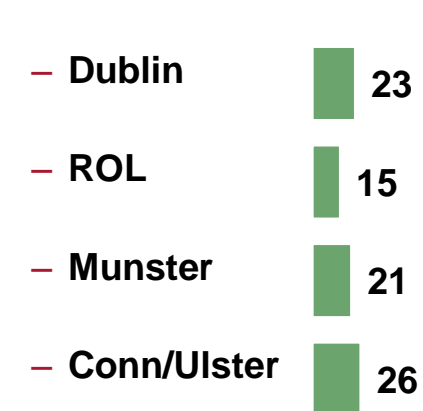
Social Class



Age



Region

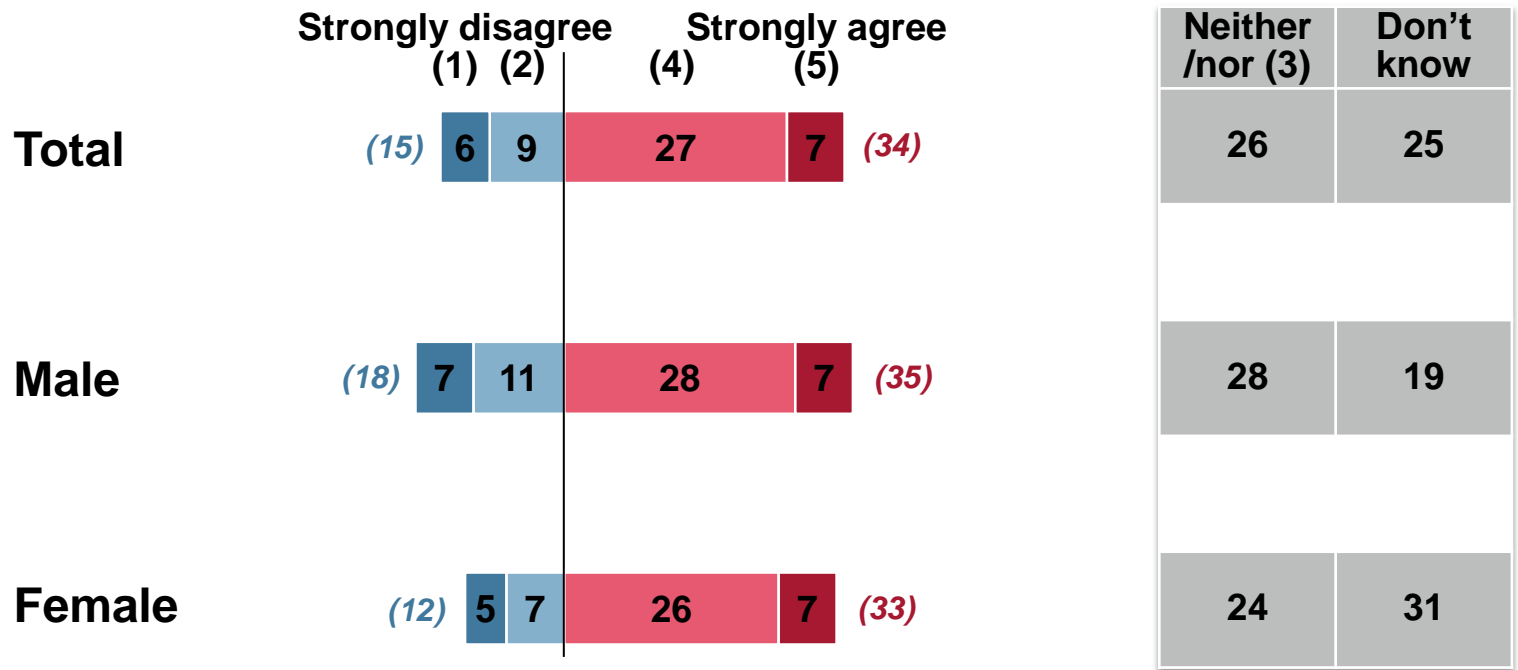


The younger age cohorts are least likely to be at the house buying life stage (52%).

* Caution very small base size (26 respondents)

Perception that Banks are Open to Providing Mortgages

(Base: All Irish adults – 1,000)

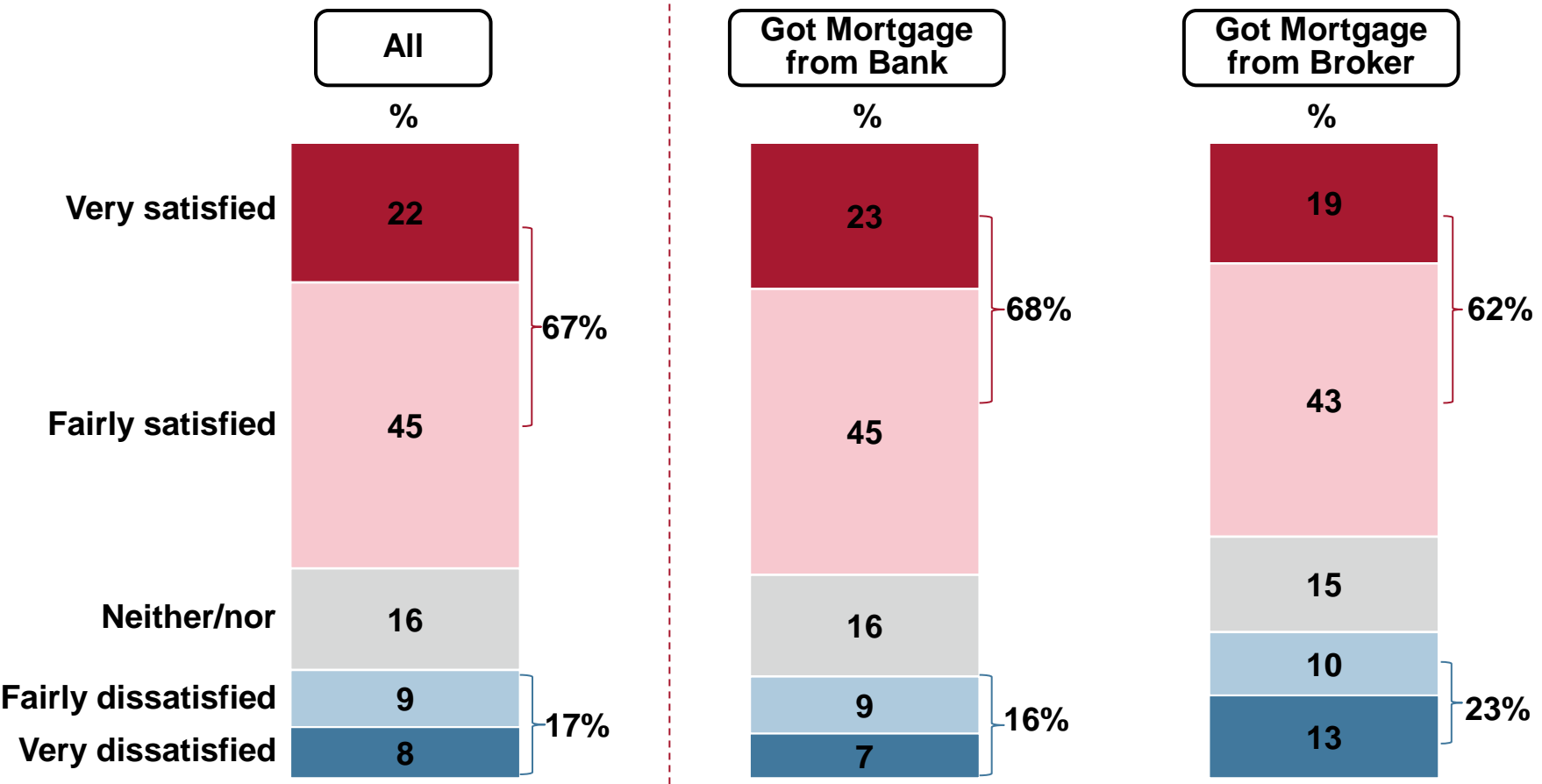


34% feel that banks are open to providing mortgages currently with 15% disagreeing with this attitude. Half (51%) said neither/not or don't know. There was little difference in opinion between males and females.



Satisfaction with Mortgage Payment Plan

(Base: All who have a mortgage – 331)



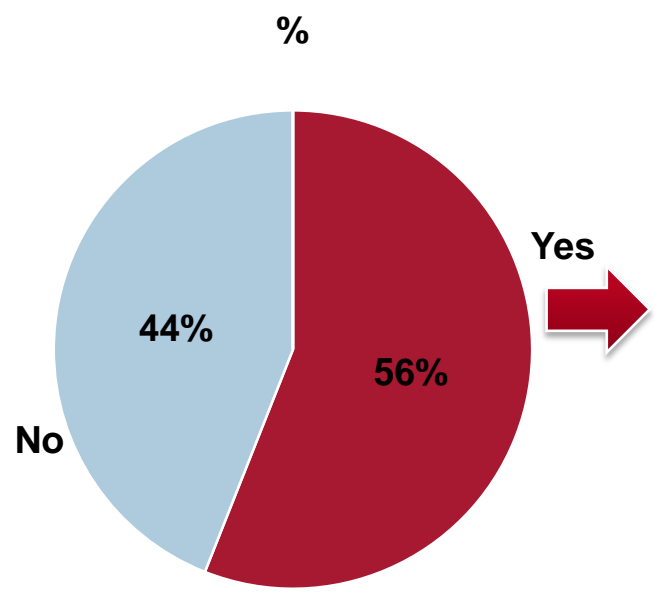
Two thirds of mortgage holders (67%) are satisfied with their mortgage payment terms with just 1-in-6 (17%) saying they are dissatisfied. This does not differ significantly for those who got their mortgage from the bank or a broker.

Awareness that Financial Transactions are Recorded

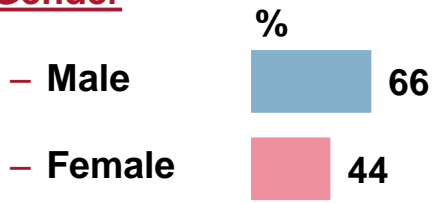
(Base: All Irish adults – 1,000)

Demographics

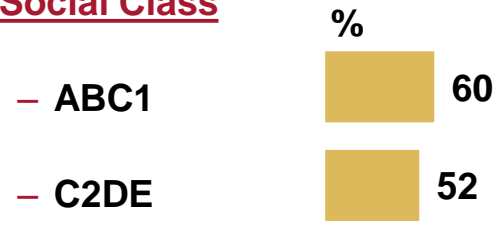
(N=558)



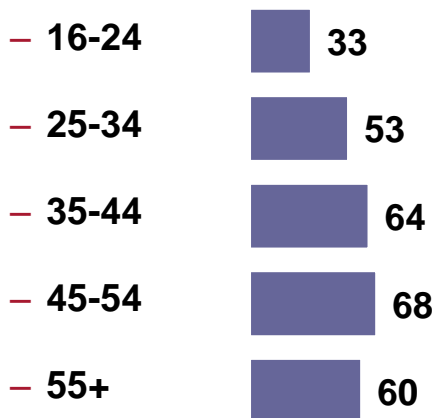
Gender



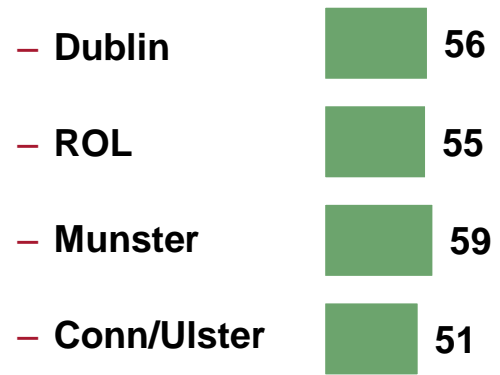
Social Class



Age



Region

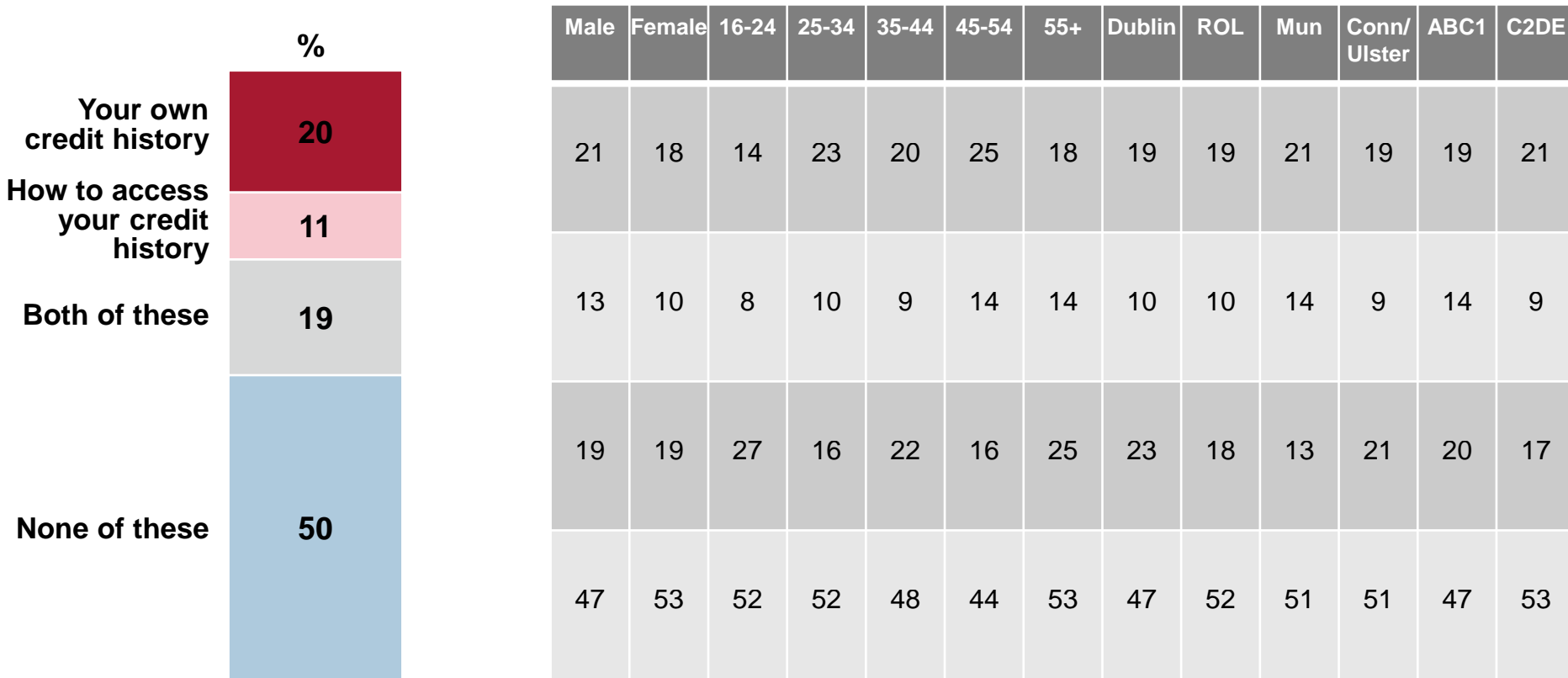


Over half (56%) of all Irish adults are aware their financial transactions are recorded. This increases to 68% among those aged 45-54 and is higher among males (66%) than females (44%).



Awareness of Accessing Credit History

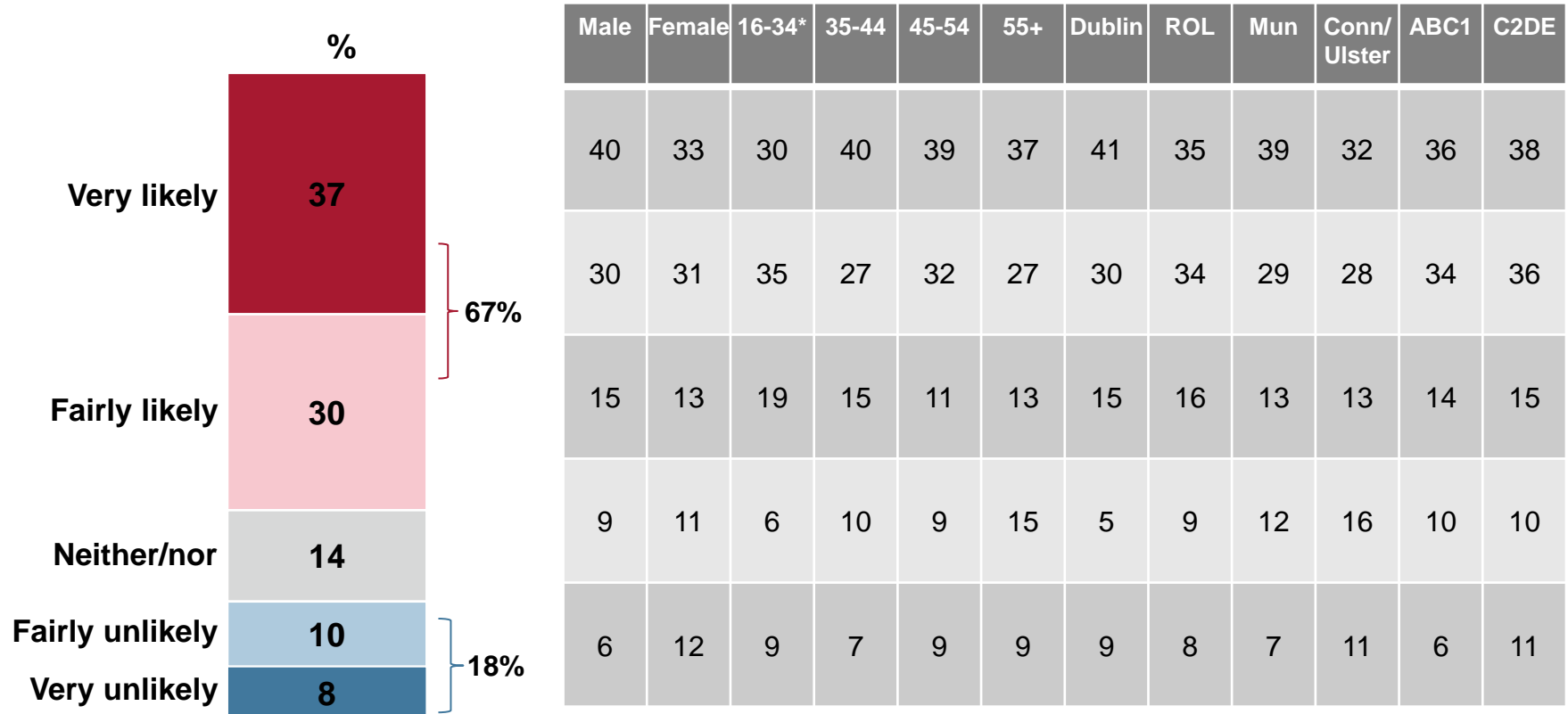
(Base: All Irish adults – 1,000)



A fifth (20%) of adults claim to know their own credit history while 11% know how to access it. 19% are aware of both of these meaning half (50%) know little about their credit history or the process for getting this information.

Likelihood to Switch if Better Value Mortgage Available

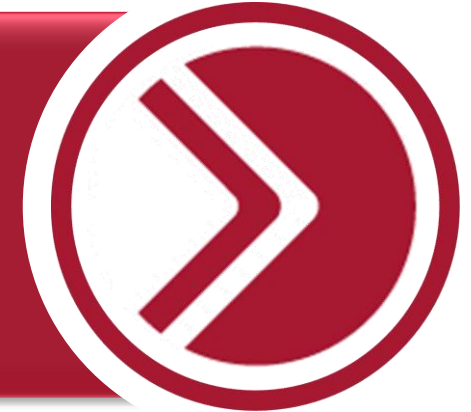
(Base: All with a mortgage – 331)



7in-10 (67%) of those with a mortgage say they would likely switch if a better value mortgage were available. However a fifth (18%) say they wouldn't switch based on this.

* Caution small base size

KEY FINDINGS



- **33% of Irish adults claim to have a mortgage, although this increases to 55% among those aged 35-54. Those without a mortgage say they have paid it off or are not interested in property at the moment.**
- **34% feel that banks are open to providing mortgages currently with 15% disagreeing with this attitude. Half (51%) said neither/not or don't know. There was little difference in opinion between males and females.**
- **7-in-10 (67%) of mortgage holders are happy with their payment plans although the same figure (67%) said they would switch provider if a better value mortgage were available.**
- **In relation to credit history, over half (56%) of Irish adults know their financial payments are tracked with half (50%) saying they know their credit history or know how to access it.**

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