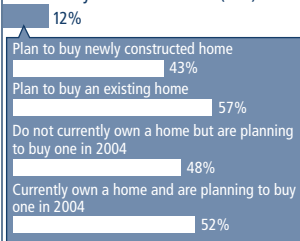


# Likelihood to Purchase Home

(In 2004)

## Plan to buy a home in 2004 (Net)



## Currently own a home and are NOT planning on buying one in 2004



## Do not own a home and are NOT planning to buy one in 2004



Source: Ipsos-Insight survey of 1000 U.S. adults, fielded January 9–11, 2004.  
© Ipsos-Insight 2004

# Equity

(In 2004)

Plan to secure equity in 2004

7%

Home Equity Loan

51%

Home Equity Line of Credit

49%

Not planning to secure equity in 2004

92%

# Re-financing

Plan to re-finance in 2004

9%

Not planning to re-finance in 2004

91%



Source: Ipsos-Insight survey of 1001 U.S. adults, fielded February 13–15, 2004.  
© Ipsos-Insight 2004