



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

Reverse Mortgage Insights

April 2025

METHODOLOGY

DATES OF FIELDING: April 2025

N=510 adult 55+ homeowners

Demos: 40% Men; 60% Women

- 60% of participants aged 65+
- Only 10% of participants were reverse mortgage holders, but 60% knew someone with a reverse mortgage

Familiarity with Reverse Mortgages is Relatively Low

6 in 10 consumers are only somewhat familiar with the concept of a reverse mortgage (when we provide them with a definition).

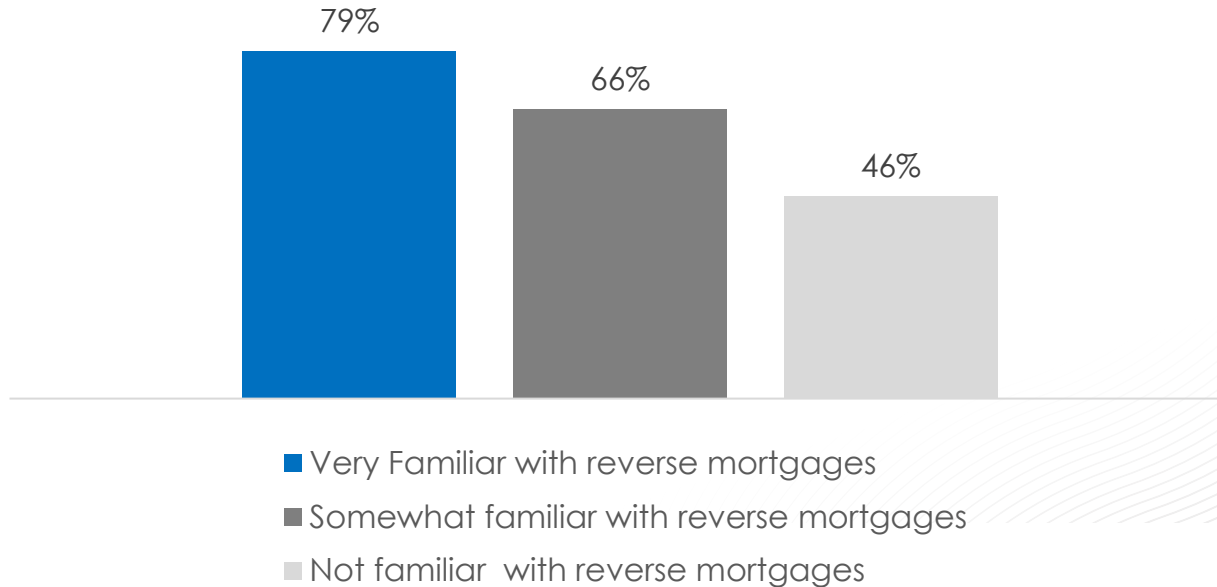
They're most likely to know a reverse mortgage can help them **pay off debts, make home improvements, and pay monthly expenses.**

Brand Familiarity is Low, with Mutual of Omaha Mortgage the **ONLY brand that's familiar to more than 20%**



Consumers who are familiar with the idea of reverse mortgages are more likely think positively of them

% who have a favorable opinion of reverse mortgages



With significant reach and trust, radio can drive familiarity with reverse mortgages

Nearly half of those very familiar would consider applying for a reverse mortgage

Radio reaches nearly 90% of homeowners with mortgages; offering reverse mortgage companies a significant opportunity to raise awareness and familiarity

And radio is 18% more likely to be trusted by homeowners with mortgages

THANKS FOR WORKING WITH



For additional insights and information, please contact:

Lainie Fertick

President, Critical Mass Insights

| c 513-373-5113