# Market Opportunity Tool Quick Tips

The Market Opportunity Tool is designed to help our lender partners explore and understand the business opportunities, including affordable lending, in the markets they serve and areas where they may wish to expand. The tool uses data from the American Community Survey (ACS) Public Use Microdata Sample (PUMS) files, an annual survey of approximately 1% (3 million) of the U.S. population, and you can customize your search using a number of variables.

Access the Market Opportunity Tool through Fannie Mae Connect™

If you are not already registered for Fannie Mae Connect™, contact your company's Technology Manager corporate administrator. Only admins have the ability to set up and manage application access for users. Once registered, you can set up your password and update your personal profile via Technology Manager.

In addition, your organization's Technology Manager corporate administrator must grant you user access to the Management report category to access the tool.

To get started, go to https://www.fanniemae.com/singlefamily/fannie-mae-connect. (We recommend watching the brief welcome video if you're new to Fannie Mae Connect.) Launch the app by clicking on the blue button.
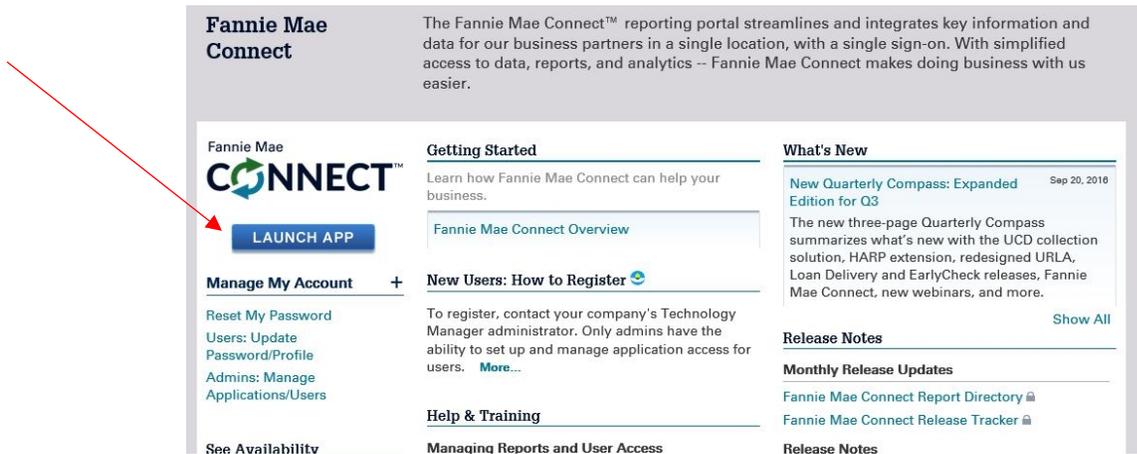
Log in to Fannie Mae Connect

Enter your Fannie Mae Connect user name and password and click the Login button.
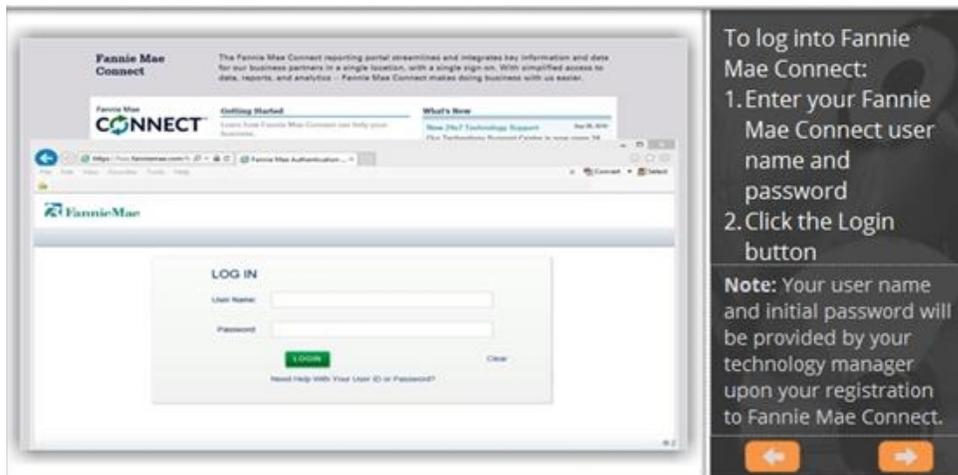
Open the Report Center

Click on the Report Center tab to view the full list of reports/tools available.

Select the tool

Scroll down the page and click on the Market Opportunity and Research Tool under the Management section.

Open the tool

The tool opens on the Market Sizing Map, but you can click to Introduction tab, which provides a brief description of the purpose of the tool and the data source. Click on the Market Sizing Map, Market Sizing Demographics, Population, Income, Homeownership, and National Demographics tabs to explore your current and potential markets. The Glossary tab provides definitions of terms used and the Glossary Calculations tabs shows the calculations underlying specific variables.

| Introduction | Market Sizing Map | Market Sizing Demographics | Population | Income | Homeownership | National Demographics | Glossary | Glossary Calculations |

Fannie Mae™ Welcome to Fannie Mae Connect's Market Opportunity Tool

Fannie Mae Connect Market Opportunity and Profiles Tool was created to help our customers explore new markets and better understand the markets that they already serve. All of the data in this database comes from the American Community Survey (ACS) Public Use Microdata Sample (PUMS) files, an annual survey of approximately 1% (3 million) of the U.S. population.

ACS data is provided at the PUMA level (which has minimum population of 100k). This tool rolls up from PUMA to CBSA level. When CBSA boundaries do not match PUMA boundaries, whichever CBSA represents the largest share of the PUMA population will be assigned the whole PUMA population.

Fannie Mae makes no representation as to the accuracy and completeness of the data. To avoid potential issues related to small populated CBSAs, any CBSA with a population below 100k, based on 2015 Census estimate of population, is removed. This removed 192 CBSAs. To get data on these areas reach out to David Swift at david_w_swift@fanniemae.com.
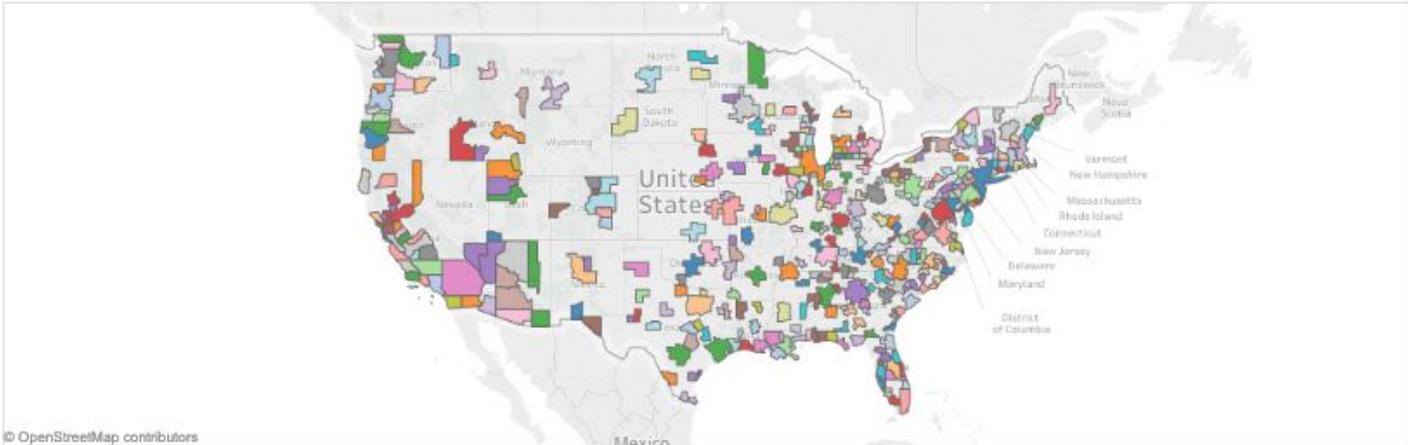
© OpenStreetMap contributors

Fannie Mae's Economic & Strategic Research Team (ESR) has created the following dashboards to provide information on potential market size, general macro trends, housing burden, income strata, & more detailed demographic data. If you have more questions or would like follow up please contact david_w_swift@fanniemae.com

Explore your current and potential markets

The Market Sizing Map tab provides a geographic snapshot of the estimated count of renters who might be able to afford a home in their CBSA, based on household income. Certain variables are pre-populated in the fields at the bottom of the screen. You can change the variables to fit the scenario you'd like to explore.

Get a snapshot of renters who can potentially afford to buy a home

View the Market Sizing Map Demographics tab to see demographic characteristics of those renters who can potentially afford a home in their CBSA. Choose an area to explore by core-based statistical area (CBSA), state, or region. The screenshot below shows renter characteristics for all CBSAs, states, and regions.

Analyze population by area and identify potential new markets

The Population tab shows total population by CBSA, state, or region. You can drill down on your market area or expand the view to explore potential markets for growth nearby. This view may help you identify areas to target your marketing efforts.
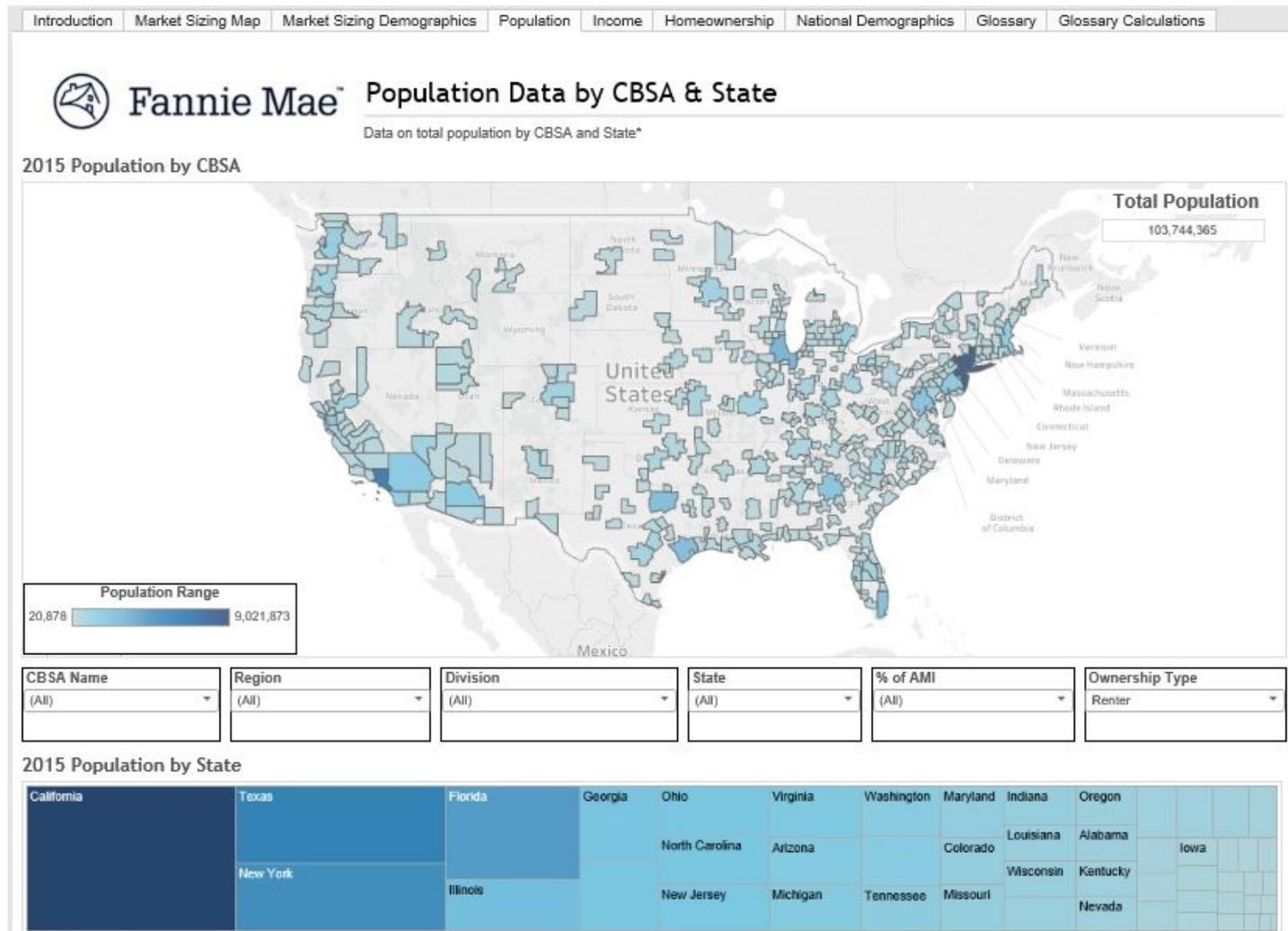
Analyze median area household income so you can meet the needs of your market

The Income tab shows median household income by CBSA and state. The chart at the bottom of the page shows median household income by state from highest to lowest.

| Introduction | Market Sizing Map | Market Sizing Demographics | Population | Income | Homeownership | National Demographics | Glossary | Glossary Calculations |

Fannie Mae™ Median Household Income by CBSA & State

Data on Median Income by CBSA & State*

CBSA Median Household Income by CBSA

Median Income
$58,380

Median Household Income Range
$29,000 — $111,000

CBSA Name	Region	Division	State	% of AMI	Ownership Type
(All)	(All)	(All)	(All)	(All)	(All)

Median Household Income by State

District of Columbia	Connecticut	New Hampshire	California	Utah	Delaware	Vermont	Oregon	Texas	Iowa	South Dakota	Michigan	North Carolina	Idaho	New Mexico		
Maryland	Hawaii	Virginia	Colorado	Minnesota	Rhode Island	North Dakota		Nebraska	Nevada	Arizona	Ohio	Missouri	Maine		Mississippi	West
New Jersey	Massachusetts	Washington	Alaska	New York	Illinois	Wyoming	Wisconsin	Kansas	Georgia	Montana	Florida	Indiana	South Carolina		Arkansas	

View homeownership rates in your market to identify opportunities

The Homeownership tab shows homeownership rates by CBSA and state. The chart at the bottom of the page shows homeownership rates by state from highest to lowest. See how your state compares with the national average and identify opportunities to expand your market.

Introduction | Market Sizing Map | Market Sizing Demographics | Population | Income | Homeownership | National Demographics | Glossary | Glossary Calculations

Fannie Mae™ Homeownership Rates by CBSA & State

Data on Homeownership rates by State & CBSA*

2015 Homeownership Rates by CBSA

Homeownership Rate
55.2%

Homeownership %
38.7% — 75.1%

CBSA Name	Region	Division	State	% of AMI
(All)	(All)	(All)	(All)	(All)

2015 State Homeownership Rates

West Virginia	Delaware	Michigan	Idaho	South Carolina	New Mexico	Kansas	Connecticut	Nebraska	Oklahoma	Illinois	Alaska	North Carolina	Arizona	North Dakota	Rhode Island
Maine	Iowa	Minnesota	Utah	Alabama	Indiana	Montana	Missouri	Kentucky	Virginia	Louisiana	Florida	New Jersey	Georgia	Oregon	Hawaii
Wyoming	Vermont	New Hampshire			Mississippi	Wisconsin	Maryland	Tennessee	Arkansas	Ohio	Colorado			Texas	California

Get the big picture

The National Demographics tab gives you a view of national demographics, but you can still use the filters to narrow your view. For example, you can look at the characteristics of renters in certain regions, by household income, or by ownership type.
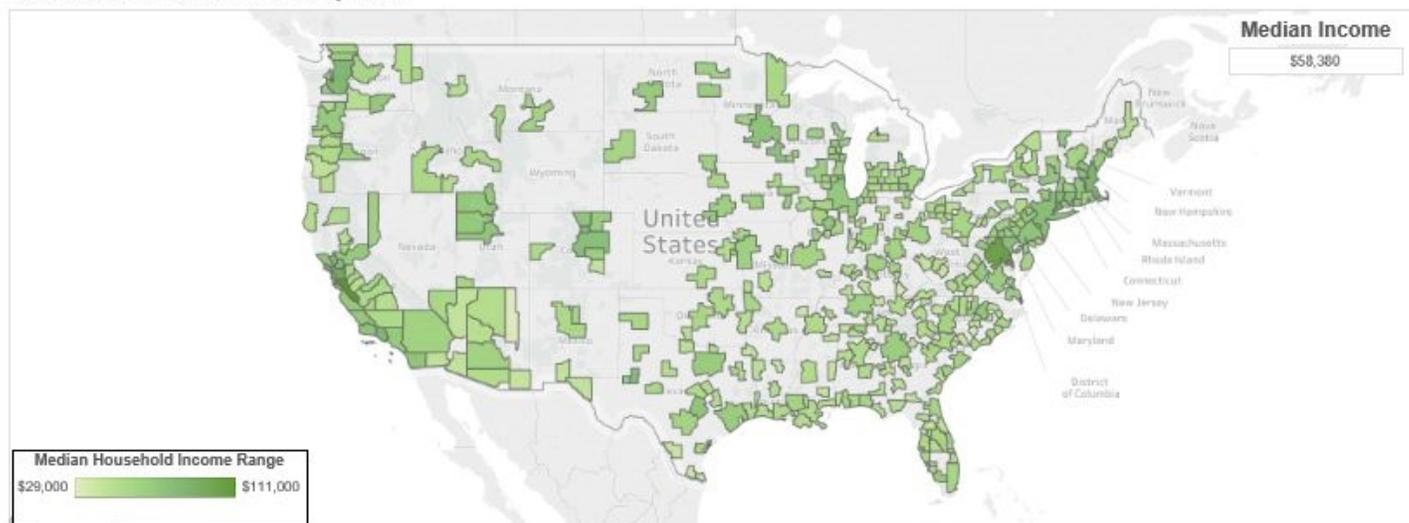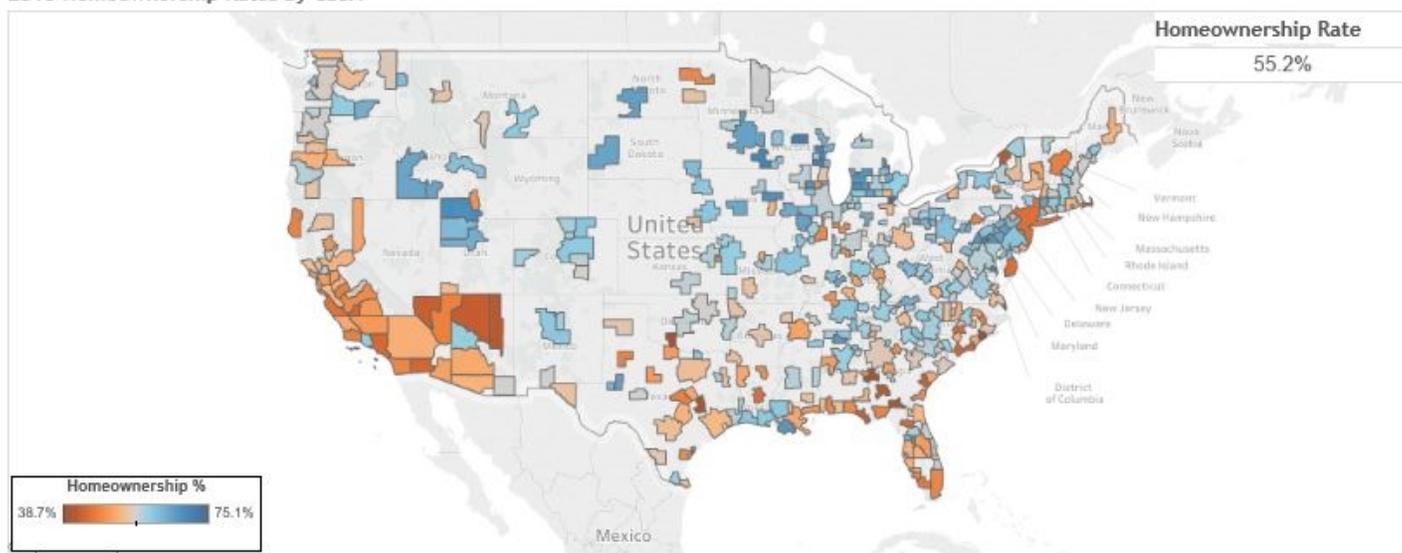

| Introduction | Market Sizing Map | Market Sizing Demographics | Population | Income | Homeownership | National Demographics | Glossary | Glossary Calculations |

Fannie Mae — National Demographics
A Snap Shot of National Demographic Data*

Houshold Income

25th Percentile	Median	75th Percentile
17,500	$36,000	65,000

Count of Households
40,702,494

Population
289,370,187

CBSA Name	State Name	Region	Division	Household Income	% of AMI	Ownership Type
(All)	(All)	(All)	(All)	-19770 — 3563100	(All)	Renter

Income Distribution (% of Households)
- $50,000 or Less: 64.62%
- $50,001 to $100,000: 24.58%
- $100,001 to $150,000: 6.79%
- $150,001 to $200,000: 2.09%
- $200,001 to $250,000: 0.78%
- $250,001 to $300,000: 0.36%
- $300,001 to $400,000: 0.33%
- $400,001 to $500,000: 0.24%
- $500,001 or More: 0.20%

Percent of Area Median Income (% of Households)
- 50% AMI or Less: 47.48%
- 51%-≤80% AMI: 20.46%
- 81%-≤100% AMI: 9.31%
- 101%-≤120% AMI: 6.58%
- >120% AMI: 16.17%

Estimated Commute Time (% of Households)
- Work from Home/Not Working: 20.3%
- ≤10 Minutes: 20.6%
- 11-≤20 Minutes: 25.5%
- 21-≤30 Minutes: 15.8%
- 31-≤40 Minutes: 5.1%
- 41-≤50 Minutes: 5.8%
- 51-≤60 Minutes: 4.0%
- >60 Minutes: 2.9%

Housing Cost as a Percent of Household Income (Cost of Occupancy/Household Income (10%))
Legend: Not Housing Cost Burdened / Housing Cost Burdened / Severely Housing Cost Burdened
- 0%: 7.9%
- 10%: 23.2%
- 20%: 25.3%
- 30%: 16.6%
- 40%: 9.7%
- 50%: 6.2%
- 60%: 4.4%
- 70%: 2.9%
- 80%: 2.2%
- 90%: 1.6%
- 100%: 0.0%

Weeks Worked in the Past Twelve Months (% of Households)
- Did Not Work: 28.46%
- <14 Weeks: 3.13%
- 14 to 26 Weeks: 2.84%
- 27 to 39 Weeks: 3.89%
- 40 to 47 Weeks: 3.90%
- 48 to 49 Weeks: 1.60%
- 50 to 52 Weeks: 56.18%

Generational Cohort
Legend: Baby Boomers / Generation X / Greatest Generation / Millennial
- 44%
- 21%
- 2%
- 33%

Please review the glossary for important definitions, calculations and explanations. Fannie Mae makes no representation as to the accuracy and completeness of the data.