

PUBLIC OPINION STRATEGIES

*A presentation of key findings from a nationwide survey
of 1000 adults conducted in August 2003.*

National Association of **REALTORS**

September 2003

GENE ULM



METHODOLOGY

This summary and analysis is based on a nationwide survey of 1000 adults in urban and suburban areas completed by Public Opinion Strategies. The survey was in the field for five days, beginning August 12 and ending August 17, 2003. The margin of error for this survey is plus or minus 3.10%.

Gene Ulm was the primary researcher on the project and Sarah Simmons was the project director. Lizabeth Mann provided analytical assistance.

The results of all questions along with complete survey results are available.

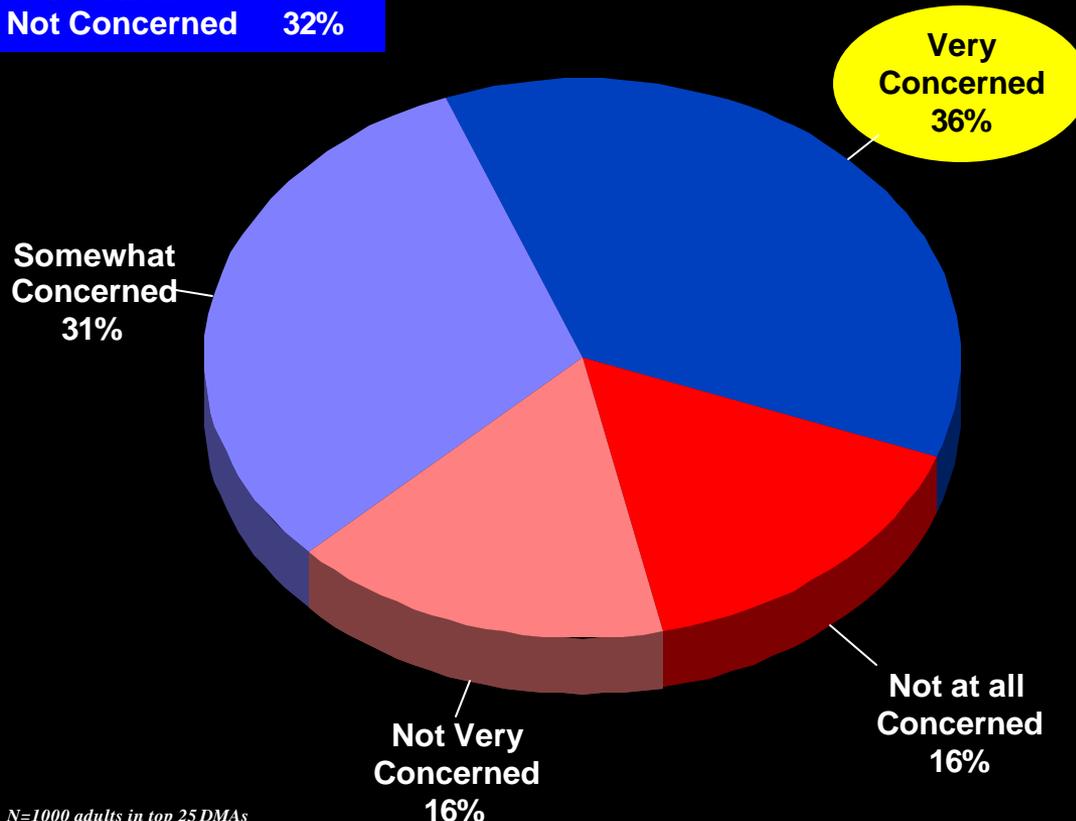
*What level of importance do people
put on the lack of affordable housing?*

A lot.

Sixty-seven percent report they are concerned (36% saying “very concerned”) about the cost of housing in their area.

*“Now thinking more about housing for people in your area, that is to say all housing; including, single family homes, condominiums, town homes, attached homes, co-op apartments and regular apartments.
How concerned are you about the cost of housing in your area? Would you say that you are...?”*

Total Concerned 67%
Total Not Concerned 32%



Top 10 DMA % Very Concerned

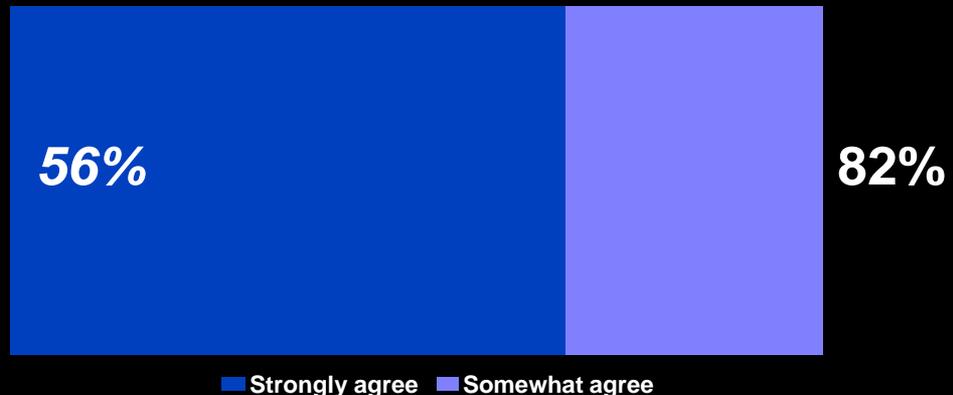
New York	60%
San Francisco	51%
Boston	48%
Los Angeles	43%
Houston	41%
Washington DC	32%
Chicago	30%
Detroit	27%
Philadelphia	25%
Dallas	14%

N=1000 adults in top 25 DMAs

People are so concerned over the lack of affordable housing in their area that 82% are willing to support more affordable homes being built in their area - to rent or buy - if they fit in the community.

"Now I am going to read a couple of statements that could be relevant to renters or homeowners that complete the sentence, "I would be willing to support more homes that are affordable being built in my area if..." and after I read each one, please tell me if you agree or if you disagree with that statement."

I would be willing to support more affordable homes being built for people to purchase or rent in my area if they were built in such a way that they fit with the area and were pleasant to look at.

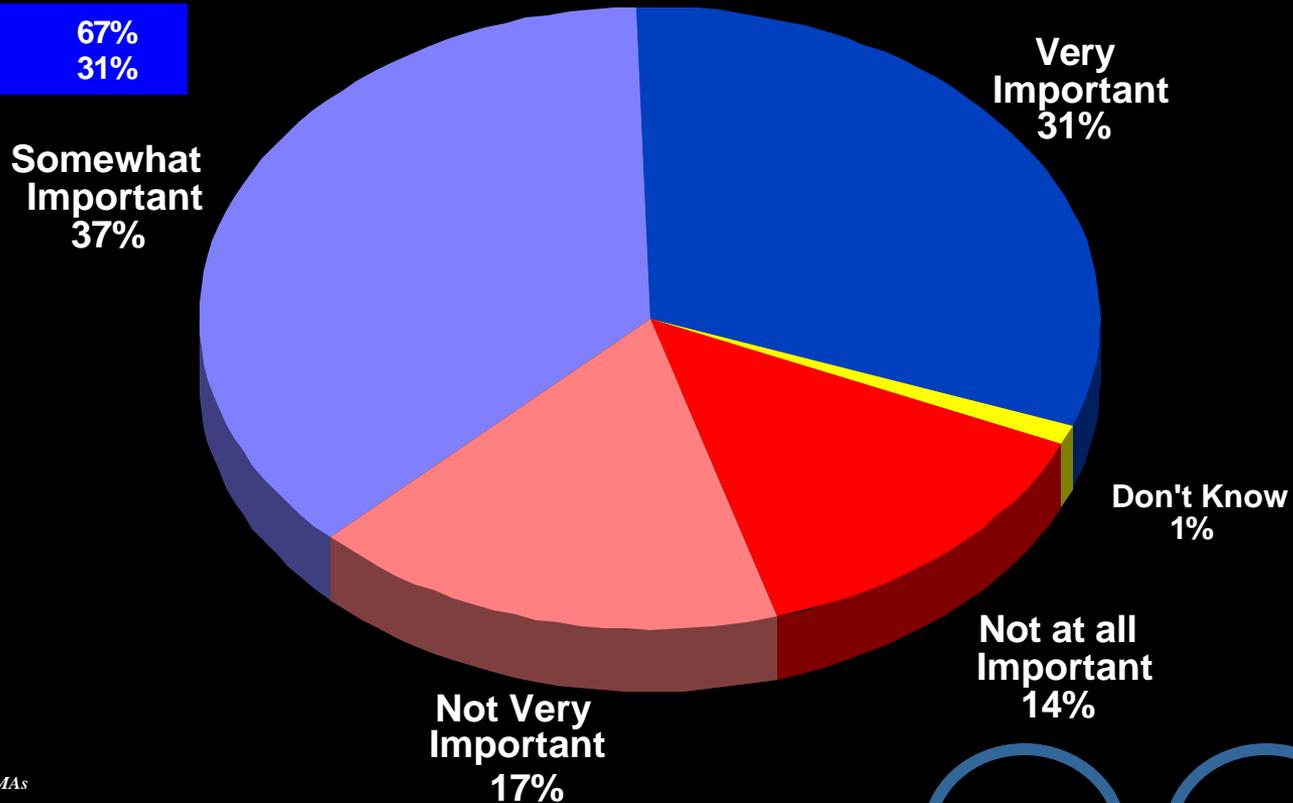


N=1000 adults in top 25 DMAs

This is an issue important enough to vote on. Sixty-seven percent say that it is important (31% say “very”) to vote for elected officials who work to make housing more affordable.

"And, changing topics slightly and thinking about how you decide which candidates to vote for in elections...How important is the issue of housing that is affordable for people in my area, in making a decision about a candidate you might vote for...that is to say, if a candidate for elected office worked to make housing more affordable would that be "

Total Important 67%
Total Not Important 31%



N=1000 adults in top 25DMAs

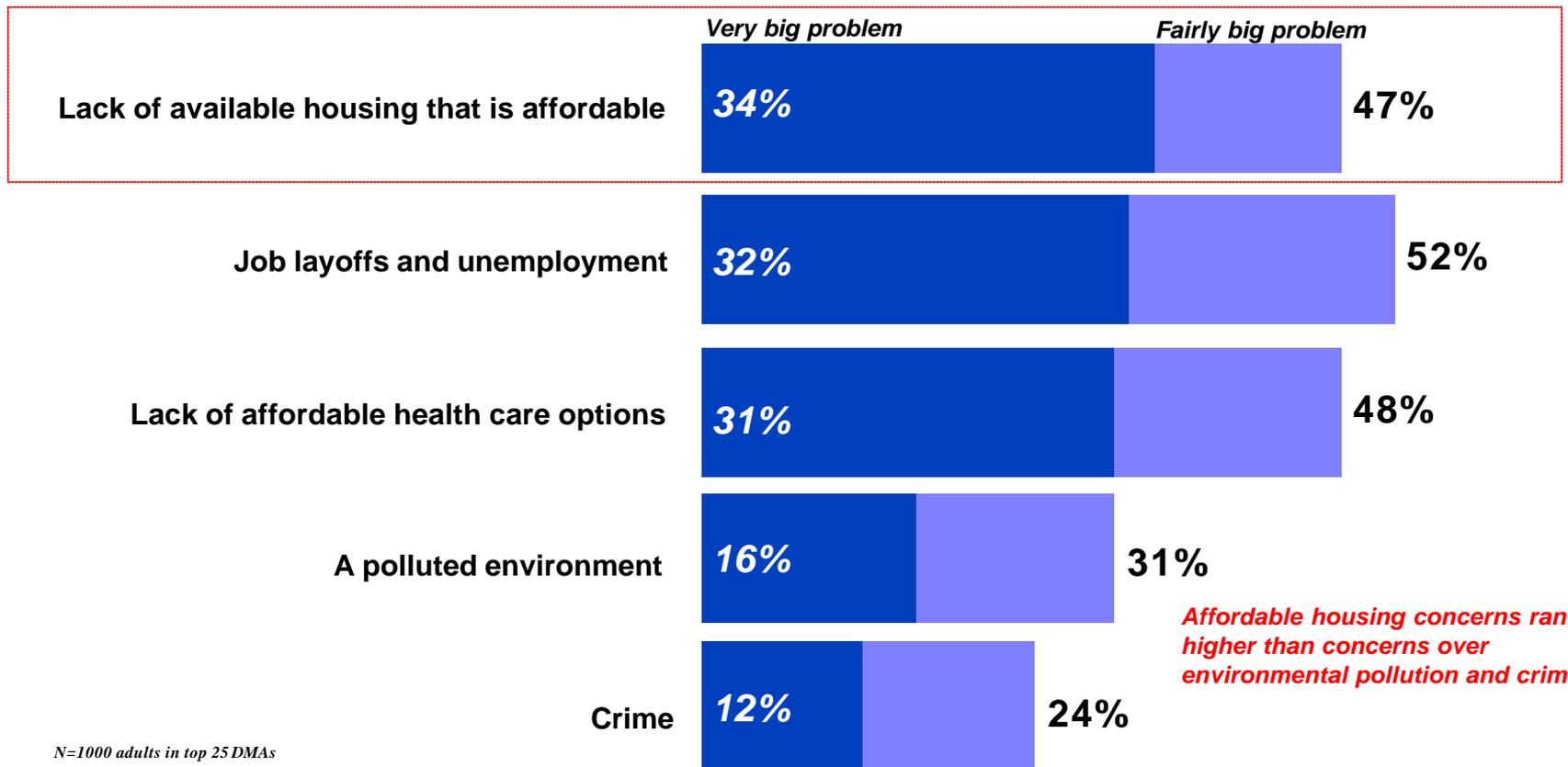
How does this concern stack up against other concerns?

Surprisingly high.

- ✓ *Concern over affordable housing (47% say is a problem) is only slightly less than respondent's' concern over job layoffs and unemployment (52% say is a problem) and is on a par with concern over the lack of affordable health care options (48%).*

In fact, the intensity of concern over lack of affordable housing (34% say “is a very big problem”) is as high as concerns over job layoffs and unemployment (32% say “is a very big problem”).

Now, thinking a bit about your area.... I am going to read you a list of problems that many areas are facing and I'd like you to tell me how big a problem each one is in your area....For each issue, I'd like you to tell me if that issue is a VERY BIG PROBLEM , A FAIRLY BIG PROBLEM, A MODERATE PROBLEM, A SLIGHT PROBLEM or NOT A PROBLEM AT ALL in your area...



N=1000 adults in top 25 DMAs

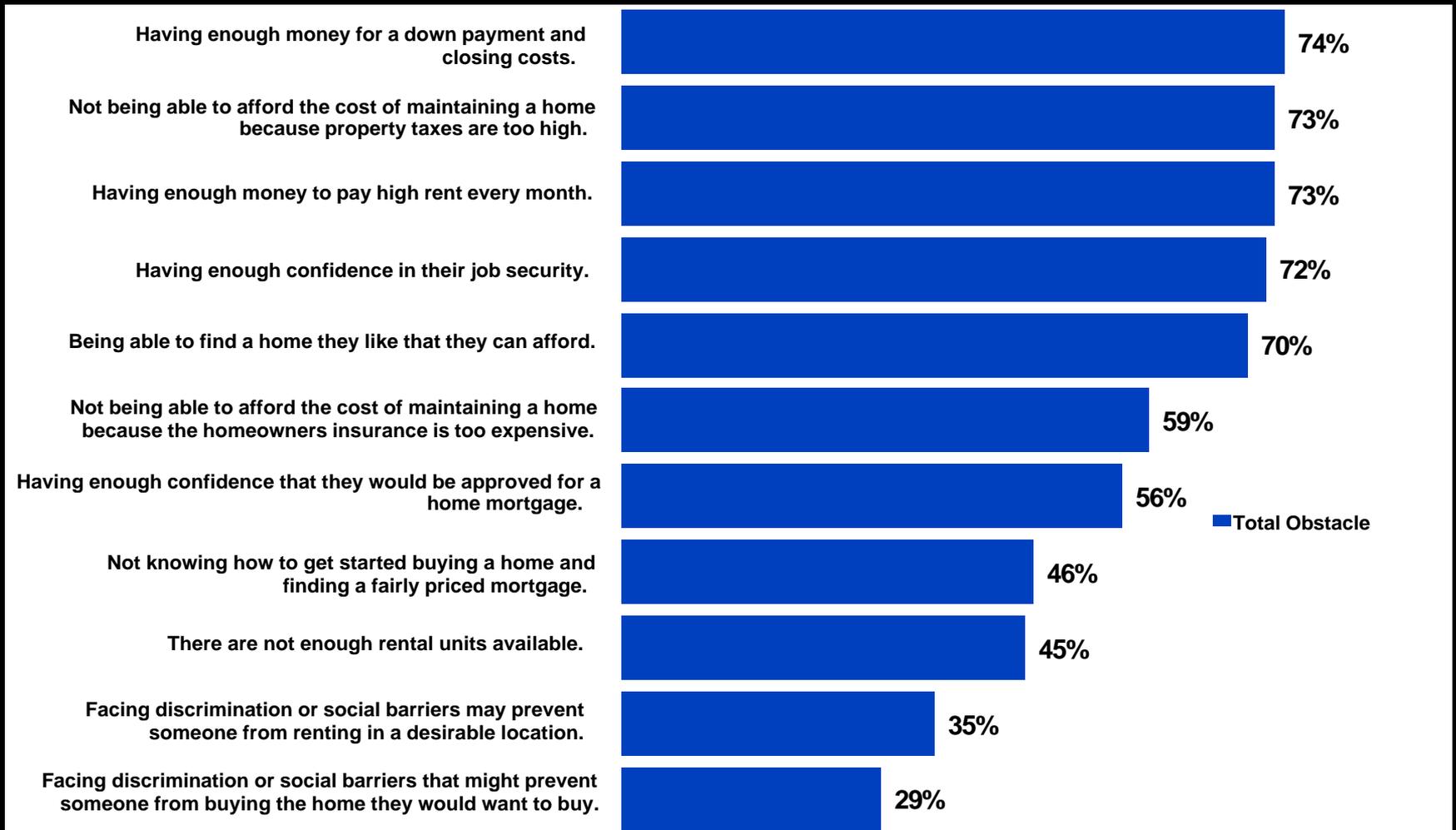
What makes housing SO unaffordable?

High closing costs, high rent, high taxes.

- ✓ **The down payment and closing costs are too high. Nearly three-out-of-four (74%) say that not having enough money for a down payment and closing costs is an obstacle to housing affordability.**
- ✓ **The rent is too high. Seventy-three percent say that high rents are an obstruction to housing affordability in their area.**
- ✓ **Property taxes are too high. Seventy-three percent say that high property taxes are an obstruction to housing affordability.**

What makes housing SO unaffordable? High closing costs, high rent, high taxes.

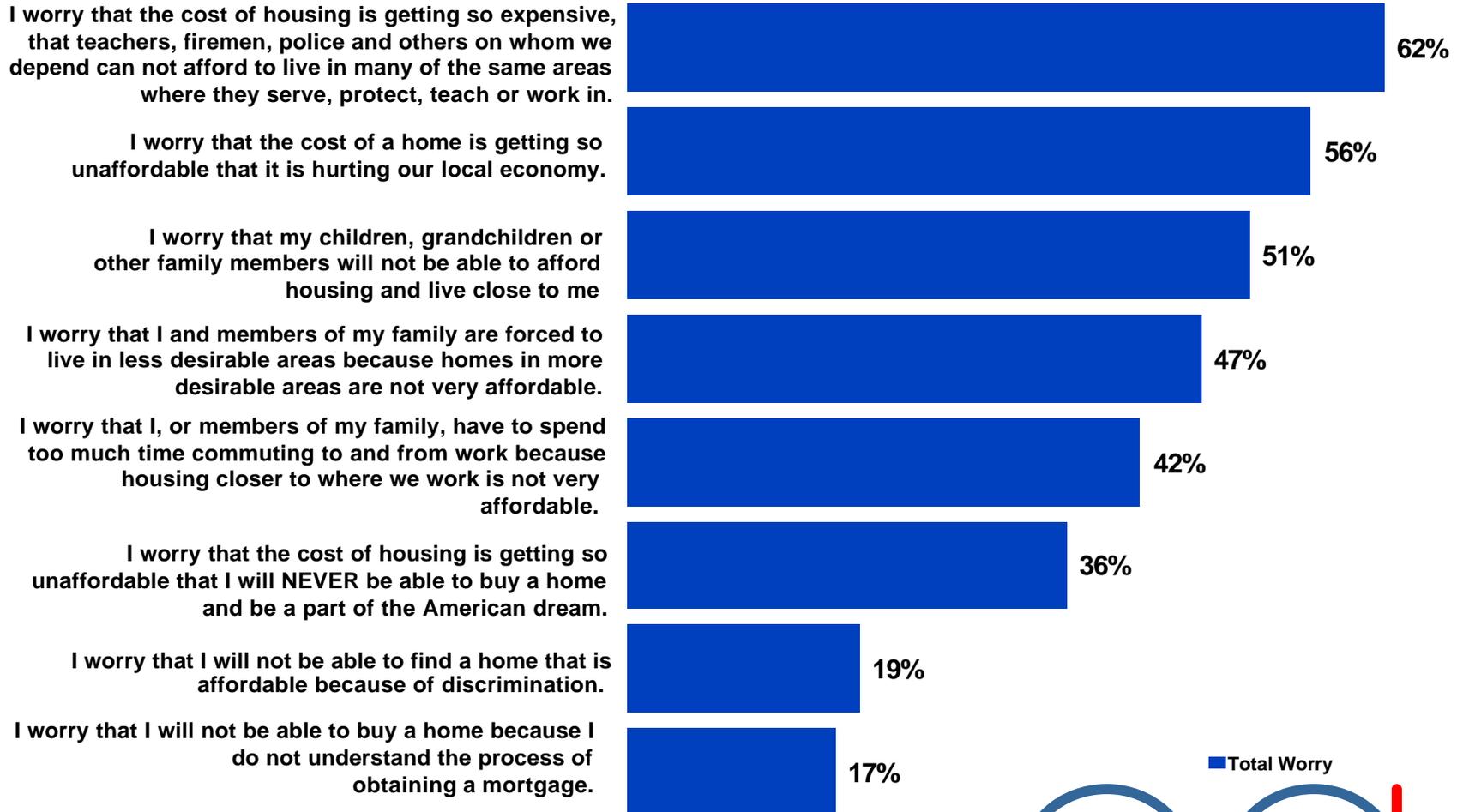
"Now, thinking still about issues that affect housing for both renters and homeowners... I am going read several things some people have said makes housing too expensive and unaffordable and after I read each one, please tell me what you think – is that a huge obstacle for people in your area that makes housing obstacle, a medium-size obstacle, a small obstacle, or not an obstacle at all in making housing unaffordable to people in your area"



What makes people worried about the lack of affordable housing? Employees can't live where they work, breaking up traditional attitudes toward schools, public protection; hurting the economy, and splitting up families.

"Thinking more about housing issues, both for renters and homeowners..."

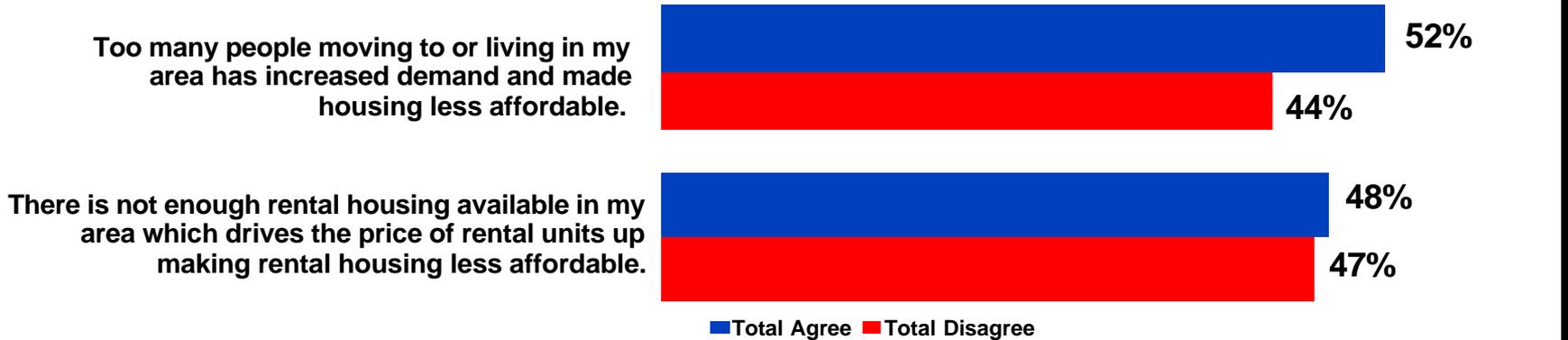
I am going to read several statements about why some people are worried about the lack of housing that is affordable and after I read each one, please tell me if, in your area, this is one of your biggest worries, something you are moderately worried about, just a small worry of yours, something you are not worried about at all?"



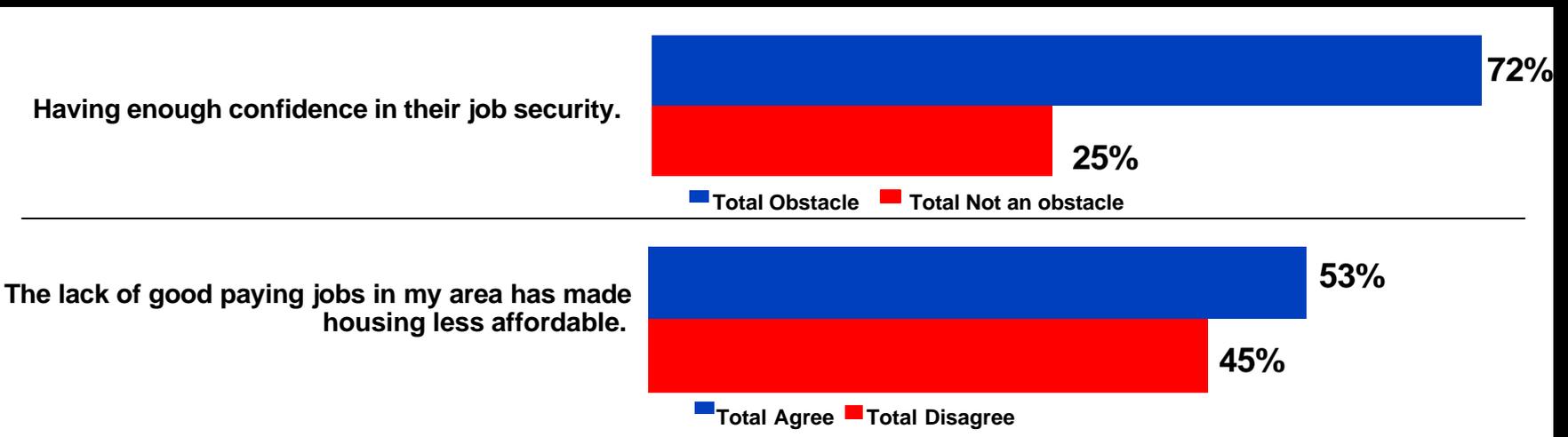
N=1000 adults in top 25 DMAs

What else has contributed to unaffordable housing? A short supply of housing.

"Now thinking again about housing issues for people in your area, I am going to read several factors some people say have contributed to the lack of housing - both for renters and homeowners - that is affordable and after I read each one, please tell me if you AGREE or DISAGREE with each statement."

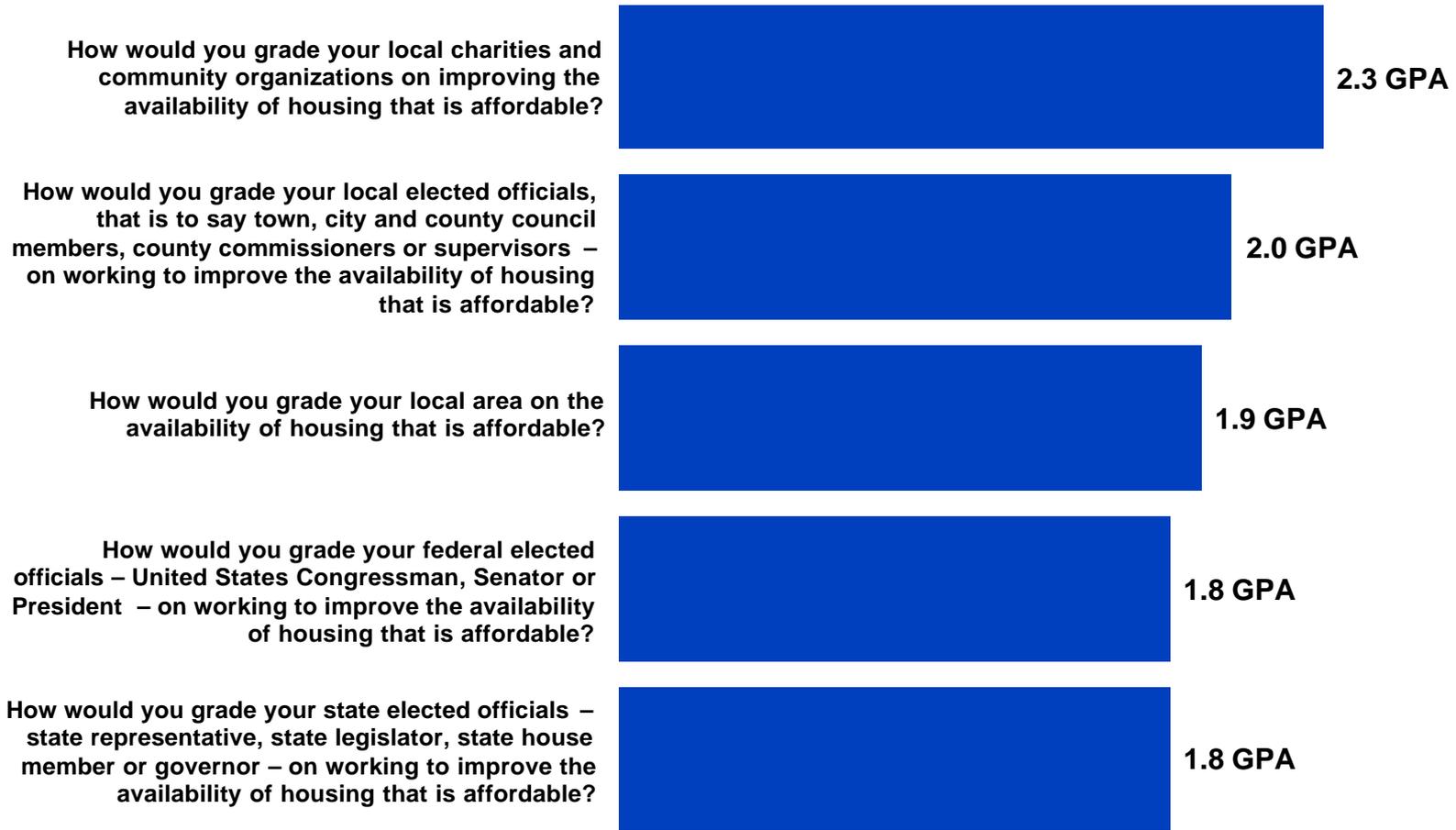


Economic anxieties.



Is the government doing its job on this issue? “OK” on a good day; could be doing much more.

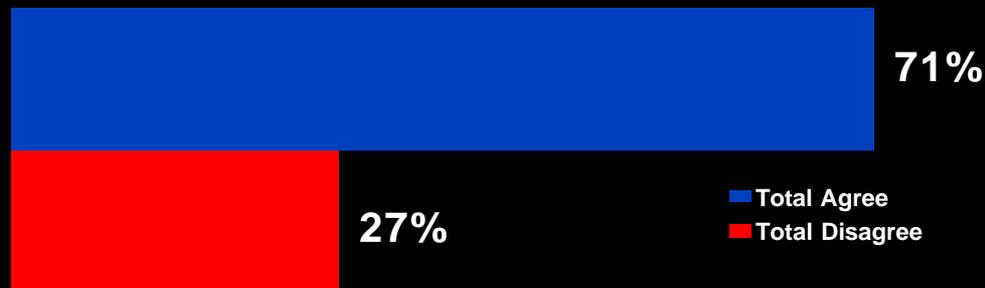
"I am going to ask you about some groups of people that might be involved in housing issues, both for renters and homeowners, in your area and after I ask you about each group of people, please grade that group of people, using a grading scale much like you would use in any school – where an A is an excellent grade, a B is an above average grade, a C is an average grade, a D is a below average grade and an F is a failing grade."



A strong majority want the government to place a higher priority on making housing more affordable.

"Now thinking again about housing issues for people in your area, I am going to read several factors some people say have contributed to the lack of housing - both for renters and homeowners - that is affordable and after I read each one, please tell me if you AGREE or DISAGREE with each statement."

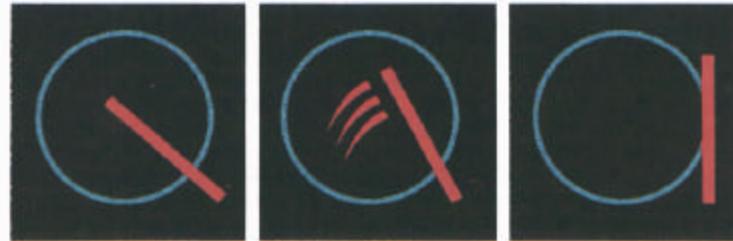
I would like to see the government place a higher priority on making housing – both for renters and homeowners- more affordable in my area.



For more information about this presentation or about Public Opinion Strategies, please give us a call at (703) 836-7655.

GENE ULM

gene@pos.org



PUBLIC OPINION

STRATEGIES

*277 South Washington Street / Suite 320
Alexandria, Virginia 22314
Phone: (703) 836-7655 / Fax: (703) 836-8117*