

August 10-18, 2015

1000 Respondents

659 Landline respondents, 341 Wireless respondents

499 respondents in Split A, 501 respondents in Split B

Margin of error 3.1%

National Association of Realtors® PULSE - 50 Top Metropolitan Statistical Areas Frequencies

Q.2 Are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, or by a candidate for political office?

	Total
Yes (TERMINATE)	-
No	100
(Don't know) (TERMINATE)	-
(Refused) (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE -- DO NOT ASK RESPONDENT)

	Total
Male	53
Female	47

Q.4 Generally speaking, do you think that things in the Country are going in the right direction or have they pretty seriously gotten off on the wrong track?

	Total
Right direction	26
Wrong track	63
(Don't know)	10
(Refused)	1
Right direction - Wrong track	-37

Q.5 Now, thinking a bit about the area where you live. I am going to read you a list of problems that many areas are facing and I would like you to tell me how big a problem each one is in your area. For each issue, I would like you to tell me if that issue is (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not at all a problem.

The first/next issue is...(PROMPT)

Is that (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not at all a problem?

(RANDOMIZE AND READ)

	Very Big Prob	Fairly Big Prob	Mod Prob	Slight Prob	No Prob	(Dk/Ref)
A. Lack of affordable healthcare	29	12	20	14	20	4
B. Lack of available housing that is affordable	26	12	22	14	21	6
C. Job layoffs and unemployment	25	10	25	16	16	6
D. Keeping Americans safe from terrorism	28	9	21	13	26	3
E. Foreclosures on homes	15	8	22	22	23	9

Q.6 And thinking some more about housing, in general do you believe buying a home is a good financial decision, or not?

(IF GOOD/NOT GOOD FOLLOW UP) And do you feel that way strongly or not so strongly?

	Total
Strongly good decision	73
Not so strongly good decision	11
Not so strongly not good decision	5
Strongly not good decision	6
(Don't know)	5
(Refused)	0
Total Good decision	85
Total Not good decision	10
Total Good decision - Total Not good decision	75

Q.7 And, do you believe now is a good time to buy a home, or not?

(IF YES/NO FOLLOW UP) And do you feel that way strongly or not so strongly?

	Total
Strongly yes	50
Not so strongly yes	18
Not so strongly no	9
Strongly no	12
(Don't know)	11
(Refused)	0
Total Yes	68
Total No	21
Total Yes - Total No	46

Q.8 In the last year in the area in which you live, do you feel that activity in the housing market has (ROTATE FIRST TWO OPTIONS ALWAYS READING THIRD OPTION LAST) slowed down, meaning the pace of buying and selling homes has dropped off, increased, meaning the pace of buying and selling a home has picked up, OR have things in the housing market stayed about the same?

	Total
Slowed down	14
Increased	48
Stayed about the same	32
(Don't know)	6
(Refused)	0
Slowed down - Increased	-34

Q.9 And do you believe house prices in your neighborhood are (ROTATE) more or less expensive than they were a year ago?

(IF MORE/LESS FOLLOW UP) And is that much MORE/LESS or just somewhat MORE/LESS?

	Total
Much more	27
Somewhat more	39
Somewhat less	10
Much less	3
(About the same)	14
(Don't know)	7
(Refused)	0
Total More	66
Total Less	13
Total More - Total Less	53

Q.10 And in the next year ahead, do you expect real estate sales in your area to (ROTATE FIRST TWO OPTIONS ALWAYS READING THIRD OPTION LAST) increase, decrease, OR remain about the same?

	Total
Increase	41
Decrease	6
Remain about the same	47
(Don't know)	6
(Refused)	0
Increase - Decrease	35

Q.11 Still thinking 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. I am going to read you some statements about housing for people in your area and I would like you to tell me how concerned you are about each one. Would you say that you are (ROTATE FIRST TO LAST AND LAST TO FIRST) very concerned, somewhat concerned, not very concerned, or not at all concerned about that?

(PROMPT) How concerned are you about (ISSUE) -- would you say you are (ROTATE FIRST TO LAST AND LAST TO FIRST) very concerned, somewhat concerned, not very concerned, or not at all concerned about that?

(RANDOMIZE AND READ)

	Very Conc	Smwt Conc	Not Very Conc	Not Conc	(Dk/ Ref)	Very/ Smwt Conc	Little/ Not Conc	Very/ Smwt Conc - Little/ Not Conc
A. The drop in home values in your area	20	22	18	34	6	42	52	-11
B. People are falling behind on their mortgages	25	31	16	20	8	56	36	20
C. The high price for homes in your area	22	27	21	26	4	49	47	2
D. The high price for rental homes and apartment in your area	30	29	14	21	7	59	35	24
(499 respondents)								
E. (SPLIT A) The lack of affordable housing for public service employees, like teachers, firemen, and police	25	26	15	27	7	52	42	10
(501 respondents)								
F. (SPLIT B) The lack of affordable housing for working class and service employees, like construction workers, store clerks, or administrative staff	31	32	14	19	5	63	32	31

Q.12 Okay. Now I am going to read several things some people have said makes housing too expensive and unaffordable. After I read each one please tell me whether you think that is a (ROTATE FIRST TO LAST AND LAST TO FIRST) huge obstacle for people in your area, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes housing unaffordable for people in your area. Thinking about people buying a home in your area, the first/next statement is... (PROMPT)

Is that (ROTATE FIRST TO LAST AND LAST TO FIRST) a huge obstacle for people in your area, a medium-size obstacle, a small obstacle, or not an obstacle at all that makes housing unaffordable for people in your area?

(RANDOMIZE AND READ)

	Huge Obst	Med Obst	Small Obst	Not At All Obst	(Dk/ Ref)	Huge/ Med Obst	Small/ Not Obst	Huge/ Med Obst - Small/ Not Obst
A. Having enough money for a down payment and closing costs	43	31	10	11	5	74	21	53
B. Being able to find a home they like that they can afford	31	35	13	15	5	66	28	38
C. Having enough confidence in their job security	32	33	16	14	6	64	29	35
D. Having enough confidence that they would be approved for a home mortgage	25	36	14	16	10	60	30	30
E. Banks making it too hard to qualify for a home mortgage loan	32	29	14	16	9	61	30	31
F. Being concerned that the value of the home will decline after buying it	21	26	18	29	6	47	47	0
G. Having a full time job but still not making enough to afford a home or apartment	47	29	10	10	4	76	19	57
H. Having too much debt from college and student loans	55	23	8	10	5	78	17	60
I. Property taxes and other government fees related to housing	39	30	14	13	5	69	27	42
J. Having enough money to deal with maintenance and upkeep of a home	30	39	16	11	4	69	27	42

Q.13 Still talking about housing, how about you...do you own or rent your home?

(FOLLOW UP) And, do you want to move sometime in the next few years?

	Total
Own - will not move	59
Own - will move	17
Rent - will not move	8
Rent - will move	11
(Don't know)	3
(Refused)	1
Total Own	77
Total Rent	20
Total Own - Total Rent	57

(766 respondents)

Q.14 (IF PUNCH 1 OR 2 IN OWNRENT) Now I am going to read two statements about the housing market and home values and I would like you to tell me if you agree or disagree with each statement. The first/next statement is...

(PROMPT) Do you agree or disagree with that statement?

(FOLLOW UP) And is that strongly AGREE/DISAGREE or somewhat AGREE/DISAGREE?

(RANDOMIZE AND READ)

	Strng agr	Smwt agr	Smwt disagr	Strng disagr	(Don't know)	(Refused)	Total agr	Total disagr	Agr - Disagr
A. I do not think I could sell my house for what I paid for it	19	9	12	58	2	1	28	69	-42
B. I would like to move, but I do not think I could sell my house in the current market	13	10	16	56	4	1	23	73	-50

Q.15 And how much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

	Total
A significant strain	16
A slight strain	22
Not much of a strain	21
No strain at all	38
(Don't know)	2
(Refused)	1
Significant/Slight strain	38
Not much/No strain	59
Significant/Slight strain - Not much/No strain	-20

(196 respondents)

Q.16 (IF PUNCH 3 OR 4 IN OWNRENT) I am going to read you three statements that people have made about the current housing market and I want you to tell me which ONE statement you agree with most (ROTATE ALL STATEMENTS).I am thinking more about buying a home than I was a year ago Or, Owning a home is not an affordable option for me Or, I prefer to rent and do not want to own a home(PROMPT) Which ONE of those statements do you agree with

	Total
Thinking more about buying	39
Home ownership is not affordable	34
I prefer to rent	26
(Don't know)	1
(Refused)	0

(196 respondents)

Q.17 (IF PUNCH 3 IN RENTCHOI) And in your own words, why do you prefer to rent over owning a home?

See supplementary materials

(196 respondents)

Q.18 (IF PUNCH 3 OR 4 IN OWNRENT) Compared to other things you want to do, how high a priority is it for you to own your own home at some point in your future -- would you say owning your own home is one of your highest priorities, a moderate priority, not a very big priority or not a priority at all?

	Total
One of highest priorities	35
Moderate priority	26
Not a very big priority	15
Not a priority at all	23
(Don't know)	0
(Refused)	1

Q.19 (ALL RESPONDENTS)

As you may know, many non-profit organizations and lending institutions provide pre-purchase housing counseling programs or classes to educate potential homeowners about the costs and responsibilities of home ownership. How important do you think it is for a potential home owner to participate in a pre-purchase counseling program or class - very important, somewhat important, not that important or not important at all?

	Total
Very important	50
Somewhat important	29
Not that important	8
Not important at all	8
(Don't know)	4
(Refused)	1
Very/Somewhat important	80
Not that important/not at all	16
Very/Somewhat important - Not that important/not at all	64

(766 respondents)

Q.20 [IF OWN HOME IN OWNRENT; PUNCH 1 OR 2] Did you participate in a pre-purchase counseling program or class before you bought your first home?

	Total
Yes	7
No	91
(Don't remember/ not sure)	1
(Refused)	1

(695 respondents)

Q.21 [IF NO] Looking back and knowing what you know now, would you have taken a pre-purchase counseling program or class if one had been easily available?

	Total
Yes	45
No	51
(Don't remember/ not sure)	3
(Refused)	0

Q.22 Now I am going to read you a list of reasons that some people have given for why it is important to own a home. Please rate each reason on a scale of 1 to 10, where 1 means it is not at all an important reason to own a home, and 10 means it is a very important reason to own a home. You can use any number from 1 to 10. The first/next reason is...(READ ITEM)(PROMPT FOR FIRST STATEMENT) On a scale of 1 to 10, where 1 means it is not

	8-10	4-7	1-3	Mean
A. Home ownership is an investment opportunity	67	24	6	8.1
B. Home ownership means a stable and predictable monthly mortgage payment	65	25	7	7.9
C. Home ownership allows for various deductions on federal, state and local income taxes	58	30	8	7.6
D. Home ownership creates the opportunity to live in a neighborhood that you enjoy.	70	22	6	8.2
E. Home ownership allows you the right to decorate, modify and renovate your home as you see fit	64	25	9	7.8
F. Home ownership provides a stable and safe environment for children and other family members.	70	21	6	8.2
G. Home ownership assures your children can stay in the public schools in your neighborhood.	60	24	12	7.5
H. Home ownership creates the opportunity to pay off a mortgage and own your home by the time you retire.	68	22	7	8.1
I. Home ownership means the money you spend on housing goes towards building equity, rather than to a landlord	76	16	5	8.6
J. Home ownership improves your credit which creates more borrowing power.	64	25	8	7.8

Q.23 Switching gears a bit, when it comes to the issues and questions being raised about the practices regarding loans and mortgages in the housing market, do you feel the federal government should take a more active oversight role in this area or should the oversight be done by the lending companies and associations that oversee their businesses?(IF DON'T KNOW/NOT SURE, FOLLOW UP) And if you had to say one way or the other, would you

	Total
Federal government should take more active role	34
Lean toward federal government taking a more active role	9
Lean toward companies and associations overseeing	13
Oversight should be done by companies and associations	30
(Don't know)	11
(Refused)	3
Total Federal government	43
Total Companies and associations	43
Total Federal government - Total Companies and associations	0

Q.24 Finally, I would like to ask you a few questions for statistical purposes. In politics today, do you consider yourself to be (ROTATE) a Republican, a Democrat, or something else?

	Total
Democrat	34
Independent	28
Republican	29
(Don't know)	5
(Refused)	4
Democrat - Republican	5

Q.25 Thinking in political terms, would you say that you are (ROTATE LIBERAL AND CONSERVATIVE WITH MODERATE ALWAYS IN THE MIDDLE) Liberal, Moderate, or Conservative?

	Total
Liberal	21
Moderate	36
Conservative	34
(Don't know/refused)	9

Q.26 In what year were you born? (DON'T KNOW/REFUSED = 0000)

	Total
18 - 24	4
25 - 29	7
30 - 34	6
35 - 39	6
40 - 44	6
45 - 49	9
50 - 54	8
55 - 59	11
60 - 64	11
Over 64	28
(No answer)	3
18 - 49	39
50 and over	58

Q.27 And, what was the last grade you COMPLETED in school, thus far? (DO NOT READ CHOICES)

	Total
Some grade school	1
Some high school	5
Graduated high school	20
Technical or vocational school	2
Some college	22
Graduated college	30
Graduated/professional school	16
(Refused)	4
H.S. or less	27
Post H.S.	24
College Graduate	45
Not College	51

Q.28 Is the type of home you are currently living in best described as a (ROTATE FIRST TO LAST AND LAST TO FIRST) detached single-family home, a town home, a low rise up to four stories condominium or apartment, or a mid to high rise five or more stories condominium or apartment?

	Total
Detached single family home	74
Town-home	7
Low-rise, up to four stories condominium or apartment	8
Mid to high rise, five or more stories condominium... ..	3
(Other types of housing)	2
(Don't know)	1
(Refused)	4

Q.29 And, for statistical purposes only, is your total annual household income greater or less than \$60,000 dollars?

(IF LESS THAN \$60,000 FOLLOW UP) Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) under \$20,000 dollars, between \$20,000 dollars and \$40,000 dollars, or over \$40,000 dollars?

(IF GREATER THAT \$60,000 FOLLOW UP) Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) under \$80,000 dollars, between \$80,000 dollars and \$100,000 dollars, or over \$100,000 dollars?

	Total
Under \$20,000	7
Between \$20,000 and \$40,000	12
Over \$40,000 but under \$60,000	15
Over \$60,000 but under \$80,000	9
Over \$80,000 but under \$100,000	15
Over \$100,000	19
(Don't know/refused)	22

Q.30 Which of the following best describes your household (RANDOMIZE), professional or business class, working class, or a struggling family or household?

	Total
Professional or business class	40
Working class	39
A struggling family or household	8
(More than one apply)	2
(None apply)	11

Q.31 Other than being an American, what is your main ethnic or racial heritage? (READ SLOWLY -- ACCEPT ONE ANSWER)
 African American or Black, White, Hispanic American or Latino, or Asian American?(IF OTHER) Now I realize you just said
 your main ethnic or racial heritage doesn't fall into any of the categories I just mentioned...but if you had to choose JUST
 ONE of these categories, which ONE would you choose?

	Total
African American or Black	10
White	69
Hispanic American or Latino	9
Asian American	3
(Other)	8
(Refused)	2

Q.33 Party Score

	Total
0-30	31
30.1-69	21
70 and over	42
Unknown	5

Q.34 Top 25 MSA

	Total
Yes	69
No	31

Region

	Total
Los Angeles	6
Middle America	23
North East	13
West Coast	12
New York City	10
South	21
South West	16

Split

	Total
A	50
B	50

Version

	Total
Base	83
Millennials	17

Phone line type

	Total
Not Wireless	66
Wireless	34

Registration Status

	Total
Registered	90
Unregistered	10
Unknown	0

MILLENNIAL

	Total
Millennial	17