

***National Association of Realtors***  
***Interview Schedule***

NAR  
Public Opinion Strategies  
April 6-8, 2004  
Proj #: 04221

National Survey  
N= 1000 Urban and Suburban adults  
in the top 25 Metropolitan areas  
Margin of Error:  $\pm 3.10\%$

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1. Now, generally speaking, do you feel things in the COUNTRY are going in the right direction, or have they pretty seriously gotten off on the wrong track?

<b>8/03</b>	<b>4/04</b>	
40%	34%	RIGHT DIRECTION
51%	58%	WRONG TRACK
8%	7%	DON'T KNOW ( <b>DO NOT READ</b> )
1%	1%	REFUSED ( <b>DO NOT READ</b> )

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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..... **(RANDOMIZE)**

(PROBE, IF NECESSARY:) And, would you say 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?

	<b>BIG PROB</b>	<b>LITTLE PROB</b>	<b>VERY BIG PROB</b>	<b>FAIRLY BIG PROB</b>	<b>MODERATE PROBLEM</b>	<b>A SLIGHT PROB</b>	<b>NOT AT ALL</b>	<b>DK/ REF</b>
2. Lack of affordable health care options								
4/04	53%	22%	39%	15%	21%	9%	12%	4%
8/03	48%	27%	31%	17%	18%	11%	16%	6%
3. Lack of available housing that is affordable								
4/04	47%	28%	31%	17%	21%	12%	16%	4%
8/03	47%	28%	34%	14%	21%	12%	16%	4%
4. Job layoffs and unemployment								
4/04	49%	23%	32%	17%	24%	12%	11%	4%
8/03	52%	20%	32%	20%	23%	11%	9%	5%
5. Crime								
4/04	28%	39%	14%	14%	31%	24%	15%	1%
8/03	24%	40%	12%	13%	35%	26%	14%	1%
6. A polluted environment								
4/04	30%	43%	16%	14%	26%	22%	21%	1%
8/03	31%	40%	16%	15%	28%	22%	18%	1%
7. Keeping Americans safe from terrorism								
4/04	40%	35%	26%	14%	21%	16%	19%	3%

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.

8. How concerned are you about the cost of housing in your area? Would you say that you are...  
**(ROTATE TOP TO BOTTOM AND BOTTOM TO TOP)**

<u>8/03</u>	<u>4/04</u>	
67%	66%	<b>TOTAL CONCERNED</b>
32%	33%	<b>TOTAL NOT CONCERNED</b>
36%	32%	VERY CONCERNED
31%	35%	SOMEWHAT CONCERNED
16%	16%	NOT VERY CONCERNED
		...OR...
16%	17%	NOT AT ALL CONCERNED
*	*	DON'T KNOW ( <b>DO NOT READ</b> )
*	*	REFUSED ( <b>DO NOT READ</b> )

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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 , a medium-size obstacle, a small obstacle, or not an obstacle at all that makes housing unaffordable for people in your area.

**(TWO SECTIONS ONE FOR BUYING & ONE FOR RENTING...PLEASE ROTATE SECTIONS AND RANDOMIZE STATEMENTS WITHIN EACH SERIES)**

	TOT OBST	TOT NOT	HUGE OBST	MED SIZE OBST	SMALL OBSTACLE	NOT AN OBS. AT ALL	DK	REF
Thinking about people buying a home in your area... The (FIRST/NEXT) statement is.....								
9.	Having enough money for a down payment and closing costs.							
4/04	74%	23%	40%	34%	12%	11%	3%	*
8/03	74%	23%	40%	34%	12%	11%	3%	*
10.	Being able to find a home they like that they can afford.							
4/04	76%	23%	41%	34%	11%	11%	2%	*
8/03	70%	28%	35%	36%	15%	12%	2%	*
11.	Having enough confidence in their job security.							
4/04	73%	22%	30%	44%	13%	9%	4%	*
8/03	72%	25%	35%	37%	12%	12%	3%	*
12.	Having enough confidence that they would be approved for a home mortgage.							
4/04	60%	32%	19%	41%	17%	15%	8%	*
8/03	56%	39%	19%	36%	20%	18%	6%	*
13.	Facing discrimination that might prevent someone from buying the home they would want to buy.							
4/04	30%	66%	9%	21%	24%	42%	3%	*
8/03	29%	68%	10%	19%	27%	41%	3%	*
<b>(FIRST/NEXT)</b> Thinking about people renting in your area... The (FIRST/NEXT) statement is.....								
14.	Having enough money to pay rent every month.							
4/04	65%	29%	26%	40%	17%	12%	5%	*
8/03	73%	22%	41%	33%	11%	11%	5%	*
15.	There are not enough rental units available.							
4/04	44%	49%	19%	25%	19%	30%	7%	*
8/03	45%	51%	23%	22%	19%	32%	4%	—
16.	Facing discrimination may prevent someone from renting in a desirable location.							
4/04	30%	65%	9%	21%	25%	40%	5%	*
8/03	35%	61%	13%	22%	23%	37%	4%	—

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...(ROTATE TOP TO BOTTOM AND BOTTOM TO TOP) (RANDOMIZE STATEMENTS)

- 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

	TOT WORRY	TOT NOT WORRY	BIG WORRY	MOD WORRY	SMALL WORRY	NOT AT ALL WORRIED	DON'T KNOW	REF
17. I worry that my children, grandchildren or other family members will not be able to afford housing and live close to me.								
4/04	53%	45%	31%	22%	15%	30%	1%	*
8/03	51%	48%	29%	22%	13%	35%	1%	*
18. I worry that I, or members of my family will have to spend too much time commuting to and from work because housing closer to where we work is not very affordable.								
4/04	50%	49%	27%	23%	16%	33%	1%	—
8/03	42%	57%	18%	24%	14%	43%	1%	*
19. I worry that I and members of my family will be forced to live in less desirable areas because homes in more desirable areas are not very affordable.								
4/04	53%	46%	30%	23%	15%	32%	1%	—
8/03	47%	52%	24%	23%	13%	39%	1%	*
20. I worry that the cost of housing is getting so unaffordable that I will NEVER be able to buy a home and be a part of the American Dream.								
4/04	40%	59%	24%	16%	12%	46%	1%	*
8/03	36%	63%	23%	13%	12%	51%	1%	*
21. I worry that the cost of a home is getting so unaffordable that it is hurting our local economy.								
4/04	59%	40%	30%	28%	15%	25%	1%	*
8/03	56%	42%	31%	25%	15%	28%	1%	*
22. I worry that I will not be able to find a home that is affordable because of discrimination.								
4/04	18%	81%	6%	11%	18%	63%	1%	*
8/03	19%	79%	9%	10%	11%	68%	1%	*
23. I worry that housing is getting so expensive, that it is widening the gap between those who can afford to buy a home and those who can not afford to buy a home.								
	71%	29%	43%	28%	11%	18%	*	*

Now I am going to list a number of different statements that may or may not describe many people and after please tell me YES, if that statement describes you or NO if that statement does not describe you.

The (FIRST/NEXT) one is... (RANDOMIZE)

	YES	NO	DON'T KNOW	REF
24. I have helped one or more of my children buy a home by providing all or a portion of the down payment or by paying at least a portion of their monthly mortgage payment so they could afford to buy a home because it is too expensive.	15%	84%	*	1%
25. I have helped one or more of my children with paying at least a portion of the rental deposit or their monthly rent because housing is too expensive.	19%	80%	1%	*
26. Down payments, mortgage, rents or other home related payments are so high, I or my family have had to delay or postpone other major purchases like cars and appliances.	37%	62%	*	*
27. Down payments, mortgage, rent or other home related payments are so high, that I or my family have had to delay, postpone or cut back on health care and related expenses.	21%	78%	1%	*
28. Down payments, mortgage, rent or other home related payments are so high, that I or my family have had to reduce what we spend on adult and children's education and related expenses.	26%	73%	1%	*
29. My parents have helped me with the cost of paying my rent, owning my home, or purchasing my home.	24%	76%	*	*

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Now I am going to read a couple of statements that could be relevant to renters or homeowners and after I read each one, please tell me if you agree or if you disagree with that statement.

The (FIRST/NEXT) one is... (RANDOMIZE)

(IF AGREE/DISAGREE, ASK) And would you STRONGLY (AGREE/DISAGREE) or just SOMEWHAT (AGREE/DISAGREE)?

	TOTAL AGREE	TOTAL DISAGREE	STRONG AGREE	SMWT AGREE	SMWT DISAGREE	STRONG DISAGREE	DON'T KNOW	REF
30. There are too many restrictions on how many and what types of housing can be built in my area.								
4/04	33%	55%	17%	16%	28%	27%	12%	*
8/03	33%	56%	18%	15%	27%	29%	11%	*
31. I would be willing to support more affordable homes being made available 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.								
4/04	81%	17%	50%	31%	6%	10%	1%	1%
8/03	82%	15%	56%	26%	6%	9%	3%	*
32. I would be willing to support more affordable homes being made available in my area for people to purchase or rent if they were made available and affordable to teachers, firemen, police and other people who we rely on for help.								
4/04	74%	23%	49%	25%	10%	13%	2%	1%
8/03	81%	15%	57%	24%	5%	10%	3%	1%
33. I would like to see government place a higher priority on making housing - both for renters and homeowners - more affordable in my area.								
4/04	70%	29%	50%	20%	11%	18%	1%	1%
8/03	71%	27%	51%	20%	12%	15%	2%	*

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34. 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 your 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 **(ROTATE CHOICES TOP TO BOTTOM AND BOTTOM TO TOP)**

**62% TOTAL IMPORTANT**  
**36% TOTAL NOT IMPORTANT**

28% VERY IMPORTANT  
34% SOMEWHAT IMPORTANT  
15% NOT VERY IMPORTANT  
21% NOT IMPORTANT AT ALL

...in your decision making process....

1% DO NOT PLAN ON VOTING **(DO NOT READ)**  
1% DON'T KNOW **(DO NOT READ)**  
1% REFUSED **(DO NOT READ)**

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Now I'm going to read a few statements about housing in your area, and after I read each statement, please tell me...YES or NO...if you would support that statement.

**(DO NOT ROTATE)**

	<b>YES</b>	<b>NO</b>	<b>DON'T KNOW</b>	<b>REFUSED</b>
35. I would be willing to support more affordable homes being made available for people to purchase or rent in my community.	76%	21%	2%	1%
36. I would be willing to support more affordable homes being made available for people to purchase or rent in my neighborhood.	72%	26%	2%	*
37. I would be willing to support more affordable homes being made available for people to purchase or rent on my street.	66%	32%	2%	1%
38. I would be willing to support more affordable homes being made available for people to purchase or rent next door to my home.	63%	33%	2%	1%

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And, now, just a few questions for statistical purposes only...

D1. And, in what year were you born?

<u>8/03</u>	<u>4/04</u>	
7%	7%	18 - 24
17%	16%	25 - 34
22%	18%	35 - 44
21%	22%	45 - 54
13%	16%	55 - 64
19%	19%	65+
1%	2%	REFUSED

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D2. And for statistical purposes only...is your total annual household income greater or less than \$60,000 dollars?

**(IF LESS THAN \$60,000, ASK:) Is it...**  
**(ROTATE FROM TOP TO BOTTOM/BOTTOM TO TOP)**

<u>8/03</u>	<u>4/04</u>	
10%	11%	UNDER \$20,000
21%	20%	BETWEEN \$20,000 - \$40,000
17%	17%	OVER \$40,000
13%	13%	UNDER \$80,000
13%	10%	BETWEEN \$80,000 - \$100,000
16%	18%	OVER \$100,000
10%	11%	REFUSED ( <b>DO NOT READ</b> )

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D3. And what was the last grade you COMPLETED in school, thus far?  
(DO NOT READ CATEGORIES)

4/04

33% **HIGH SCHOOL OR LESS**

26% **SOME COLLEGE**

40% **COLLEGE+**

2% SOME GRADE SCHOOL

6% SOME HIGH SCHOOL

26% GRADUATED HIGH SCHOOL

3% TECHNICAL OR VOCATIONAL SCHOOL

23% SOME COLLEGE

27% GRADUATED COLLEGE

13% GRADUATE/PROFESSIONAL SCHOOL

1% REFUSED (**DO NOT READ**)

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D4. And what is your marital status?

4/04

56% Currently Married

42% Currently Single

1% DON'T KNOW (**DO NOT READ**)

1% REFUSED (**DO NOT READ**)

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D5. And, are you registered to vote as ....(**ROTATE**)

\_\_\_ a Republican,

\_\_\_ a Democrat,

\_\_\_ or something else?

8/03 4/04

36% 26% REPUBLICAN

40% 37% DEMOCRAT

20% 23% SOMETHING ELSE/INDEPENDENT

4% 14% (**DO NOT READ**) REFUSED

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- D6. Do you OWN or RENT your home?  
(IF OWN:) And, do you want to move sometime in the next few years?  
(IF RENT: ) And, do you want to move sometime in the next few years?

<u>8/03</u>	<u>4/04</u>	
65%	68%	<b>TOTAL OWN</b>
31%	26%	<b>TOTAL RENT</b>
47%	45%	OWN - WILL NOT MOVE IN NEXT FEW YEARS
17%	24%	OWN - WILL MOVE NEXT FEW YEARS
10%	8%	RENT - WILL NOT MOVE IN NEXT FEW YEARS
21%	18%	RENT - WILL MOVE IN NEXT FEW YEARS
5%	5%	DK/REFUSED

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**(IF PUNCH 1-2 on D6, THEN ASK:) (N=684)**

- D7. Do you currently have a home mortgage? (IF UNSURE, THEN ASK:) For the purposes here, a home mortgage includes a deed of trust, a contract to purchase, or similar debt on your property?

<u>8/03</u>	<u>4/04</u>	
68%	65%	Yes, Have a mortgage
31%	34%	No, Do not have a mortgage
1%	*	Not Sure <b>(DO NOT READ)</b>
*	1%	REFUSED <b>(DO NOT READ)</b>

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- D8. And, thinking of the last five years....Have you moved in the last five years?

<u>8/03</u>	<u>4/04</u>	
38%	41%	YES
62%	58%	NO
*	*	Not Sure <b>(DO NOT READ)</b>
*	*	REFUSED <b>(DO NOT READ)</b>

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D9. Other than being an American, what is your main ethnic or racial heritage? **(READ CHOICES)**

**8/03**    **4/04**

12%    11%    AFRICAN AMERICAN OR BLACK

70%    71%    WHITE

8%    9%    HISPANIC AMERICAN OR LATINO

4%    4%    ASIAN AMERICAN

3%    2%    **OTHER (DO NOT READ) (IF PUNCH , THEN ASK:)** 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 is ONE would you choose?

4%    3%    **REFUSED (DO NOT READ)**

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D10. Sex **(BY OBSERVATION)(IF FEMALE, ASK)** And do you work outside the home or are you a homemaker or work inside the home?

**8/03**    **4/04**

**50%**    **50%**    **MALE**

**50%**    **50%**    **TOTAL FEMALE**

29%    27%    FEMALE/WORK OUTSIDE THE HOME

18%    20%    FEMALE/WORK INSIDE THE HOME/HOMEMAKER

3%    3%    **(DO NOT READ) FEMALE REFUSED**

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