

PUBLIC OPINION STRATEGIES

presents...

The key findings from a national survey of 1000 adults conducted June 4-7, 2006.



National Association of REALTORS

PID 06496



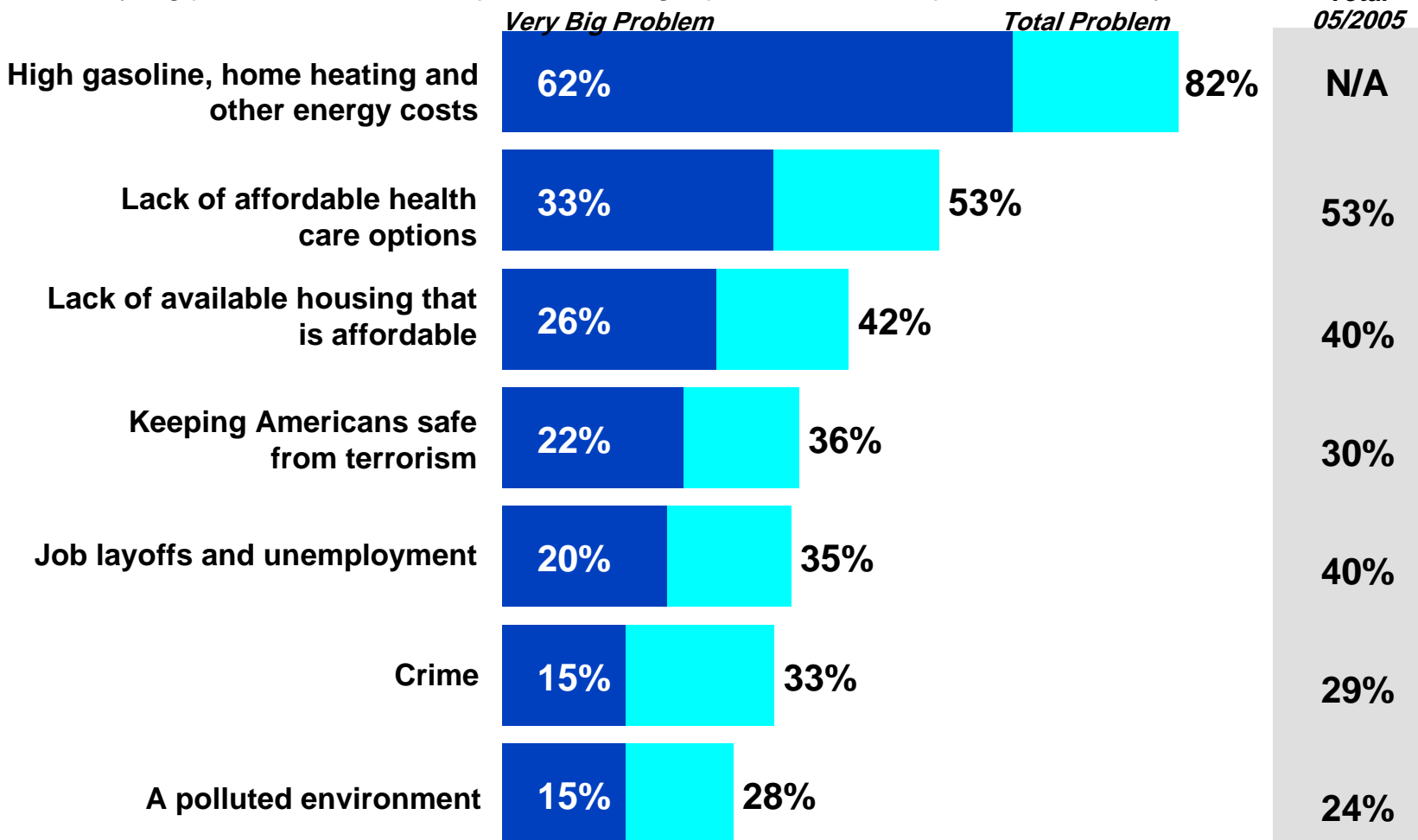
GENE ULM
PARTNER

Methodology

- **Public Opinion Strategies is pleased to present the key findings from a national survey of 1000 adults. The telephone study was completed June 4-7, 2006 and has a margin of error of plus or minus 3.1%.**
- **Gene Ulm was the pollster and primary researcher on the project. Amanda Bajkowski was the project director. Lisa Ramm and Devonna Wolfe provided analytical assistance.**

High home costs concerns are only exceeded by high gasoline and high health care costs.

“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.”



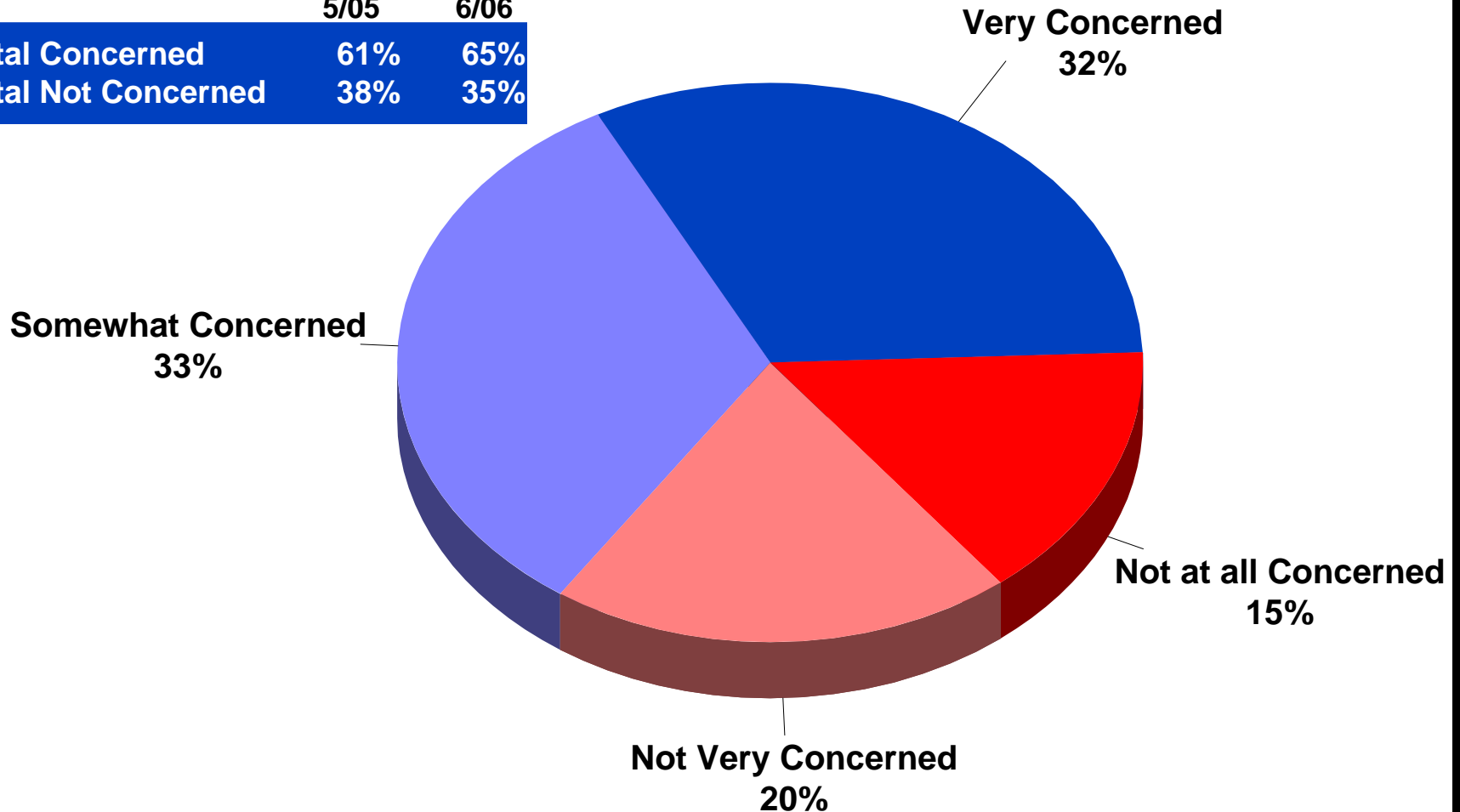
Note concern over high housing costs in New England, Mid-Atlantic, Pacific, and Mountain regions. In some cases rivaling concerns about health care costs.

% Total Problem	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
High gasoline, home heating and other energy costs	85%	84%	83%	80%	78%	77%	85%	84%
Lack of affordable health care options	54%	58%	53%	42%	53%	48%	56%	58%
Lack of available housing that is affordable	63%	41%	33%	26%	43%	35%	55%	54%
Keeping Americans safe from terrorism	35%	41%	29%	27%	44%	35%	30%	37%
Lack of available housing that is affordable	51%	38%	45%	24%	25%	37%	22%	30%
Crime	23%	32%	29%	23%	37%	34%	31%	38%
A polluted environment	38%	37%	23%	18%	22%	25%	19%	39%

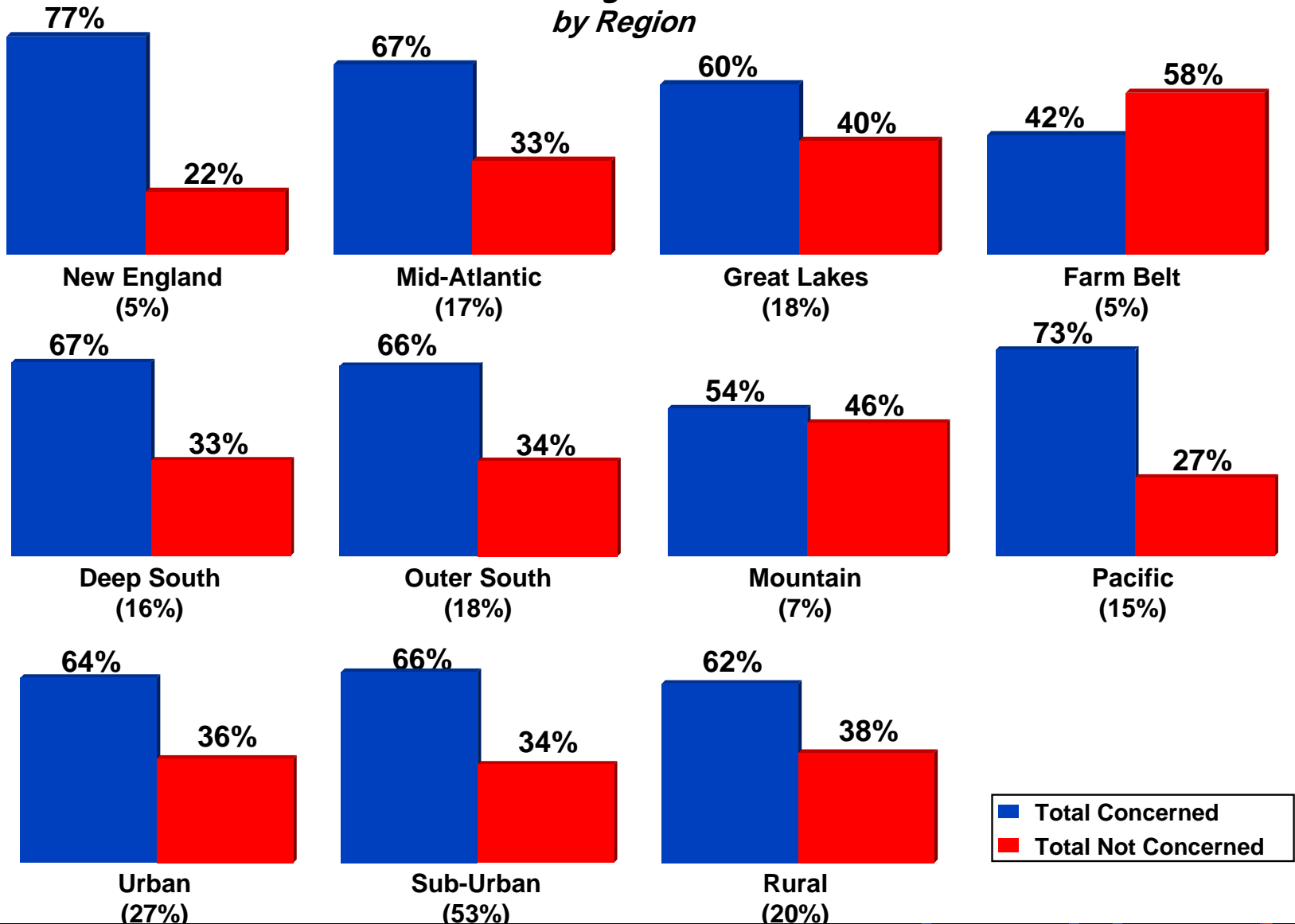
Over 60% are concerned about housing costs.

“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...”

	5/05	6/06
Total Concerned	61%	65%
Total Not Concerned	38%	35%



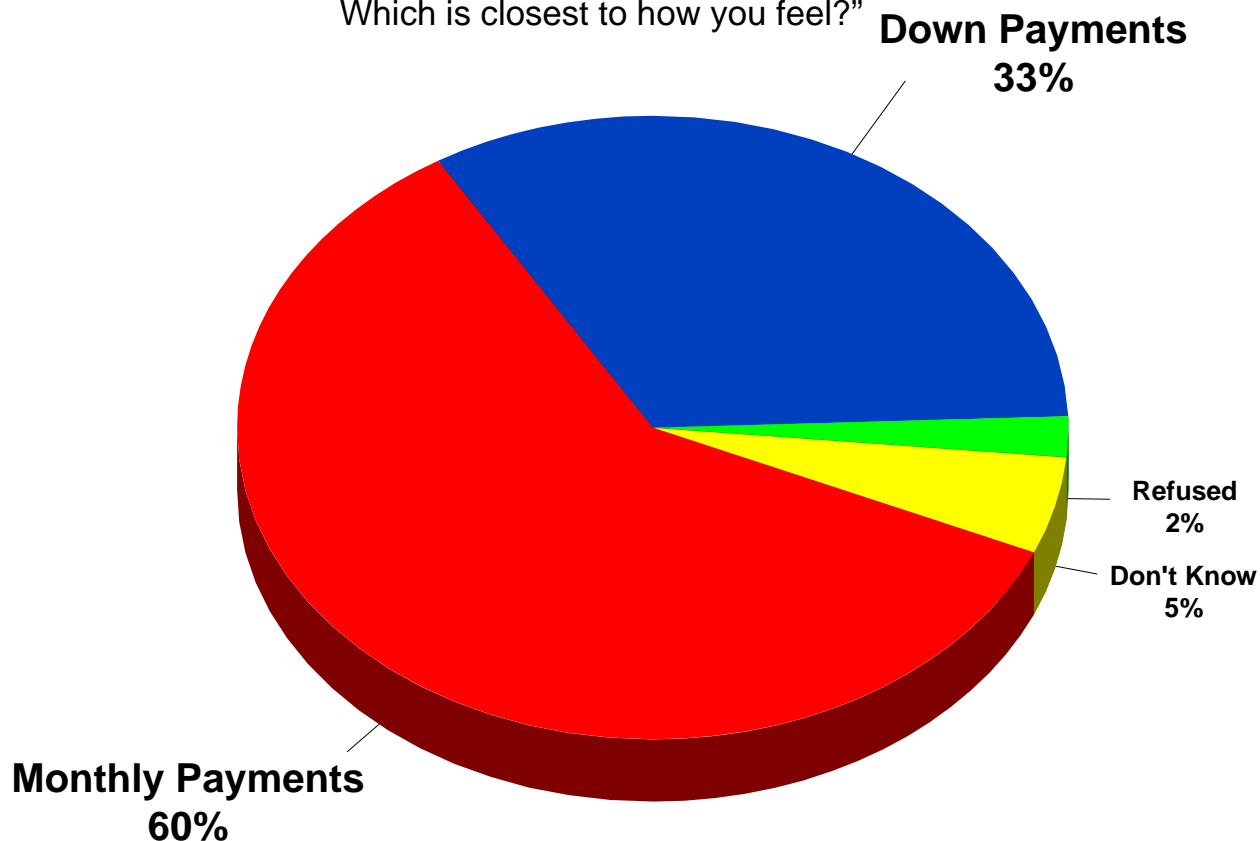
Housing Concern by Region



60% of the nation said the monthly payments are the main problem.

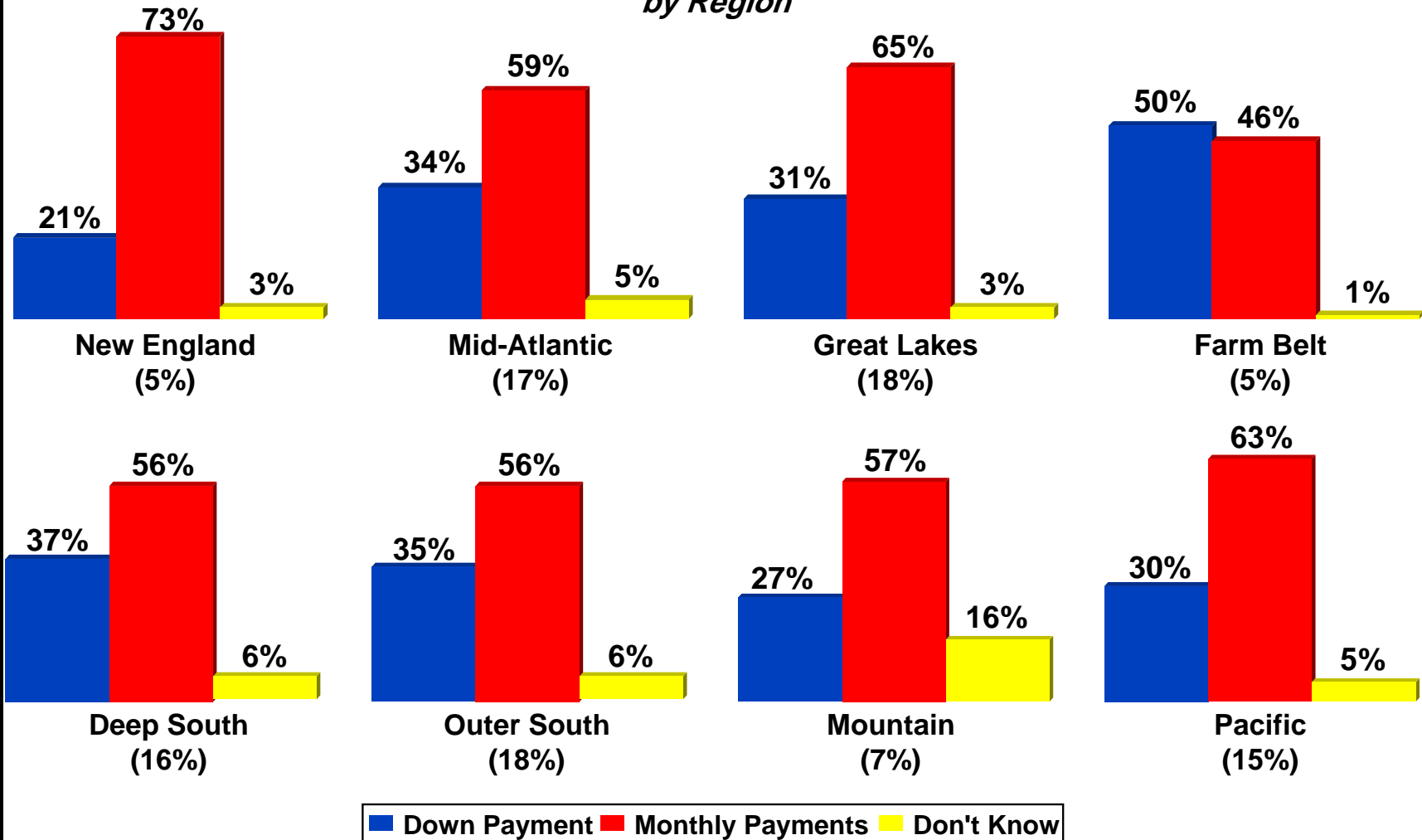
"I am going to read you two statements. Please tell me which is closest to how you feel. Some people say the main problem that makes buying a home so expensive is the high down payment that is required. They say that it is difficult for many people to save up enough money to put down the percentage and amount of money needed as the cost of housing continues to rise. While others say the main problem that makes buying a home so expensive is the high monthly payments, fees, utility bills and cost of upkeep. They say that interest rates are rising, along with property taxes, energy and other costs, that it is too difficult to make the monthly payments.

Which is closest to how you feel?"



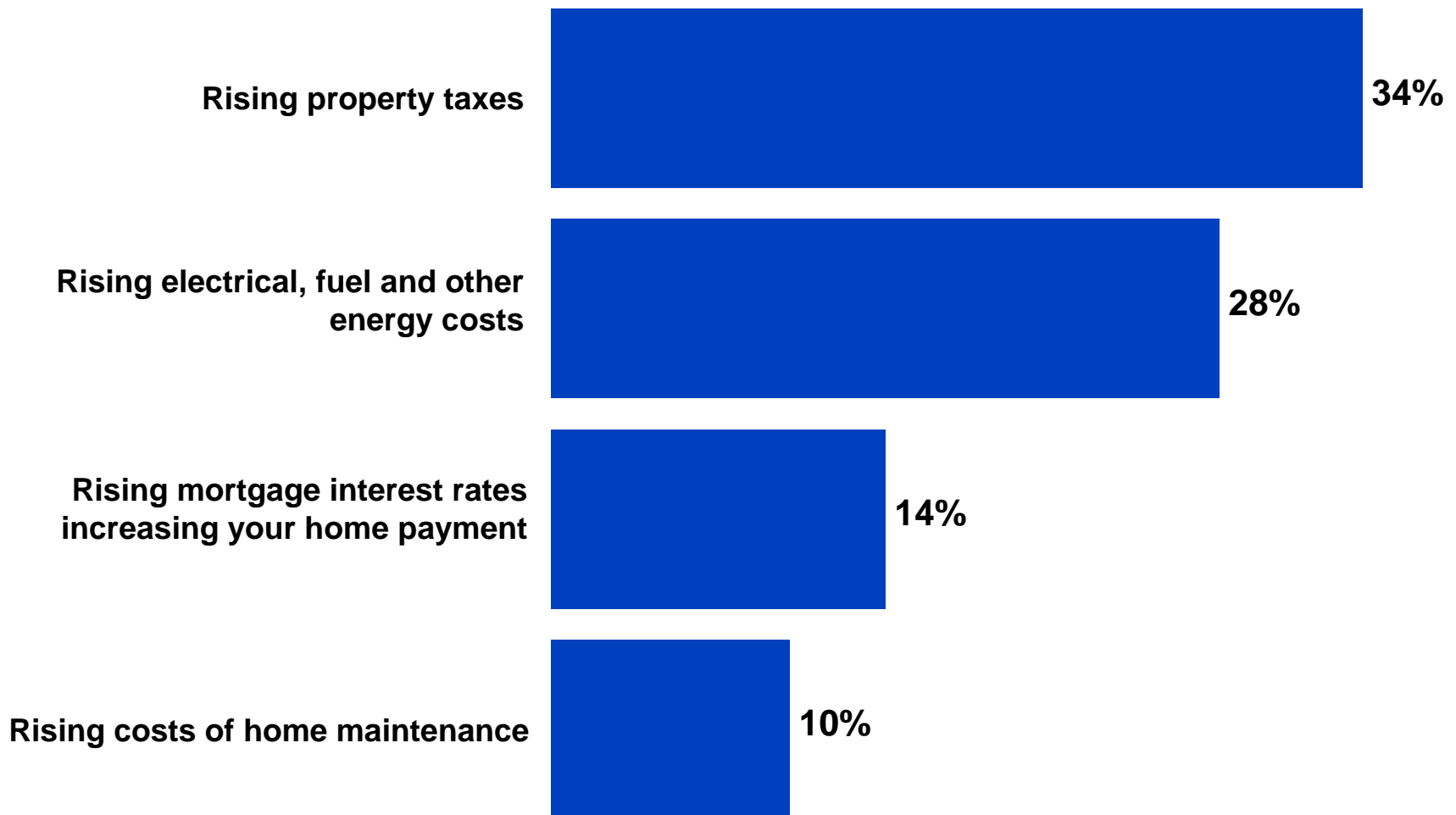
It's worries about monthly payments in all but the Farm Belt.

*Rising Cost of Buying a Home
by Region*



One third of adults worry about rising property taxes.

“Thinking more about the monthly expenses associated with owning a home, which of the following is most worrisome to you in possibly forcing you to sell your home?”



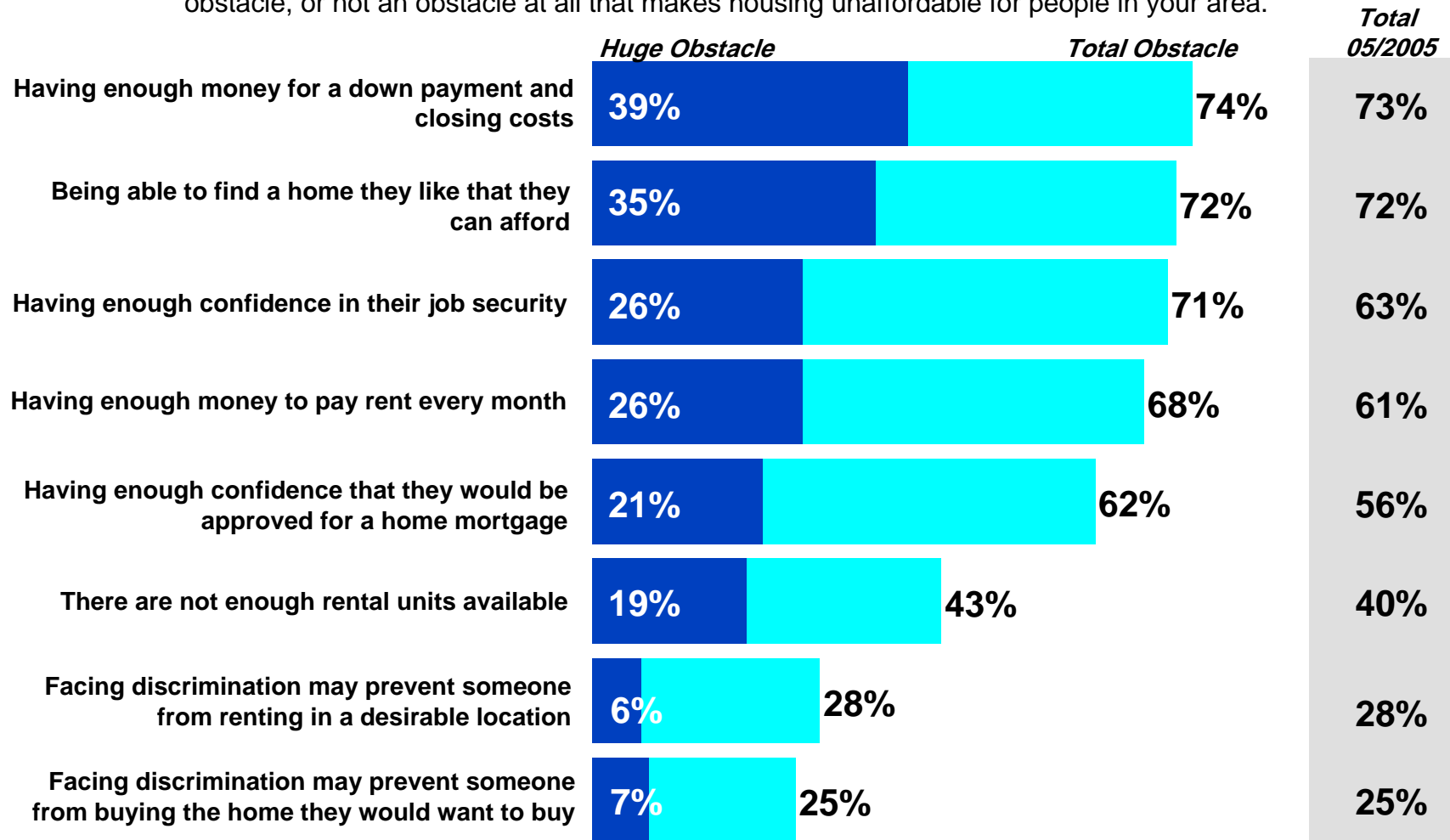
Note impact of rising property taxes in New England and Mid-Atlantic; energy cost in the Rocky Mountains.

*Monthly Expenses of Owning a Home
by Region*

	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
Rising property tax	46%	40%	38%	37%	24%	39%	24%	24%
Rising electrical, fuel and other energy costs	19%	34%	29%	29%	30%	24%	40%	23%
Rising mortgage interest rates increasing your home payment	15%	10%	11%	7%	15%	15%	11%	23%
Rising costs of home maintenance	12%	7%	9%	14%	14%	12%	8%	7%

Not having enough money for a down payment and finding an affordable home are top obstacles.

“I am going read several things some people have said makes housing too expensive and unaffordable and after I read each one, please tell 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.”

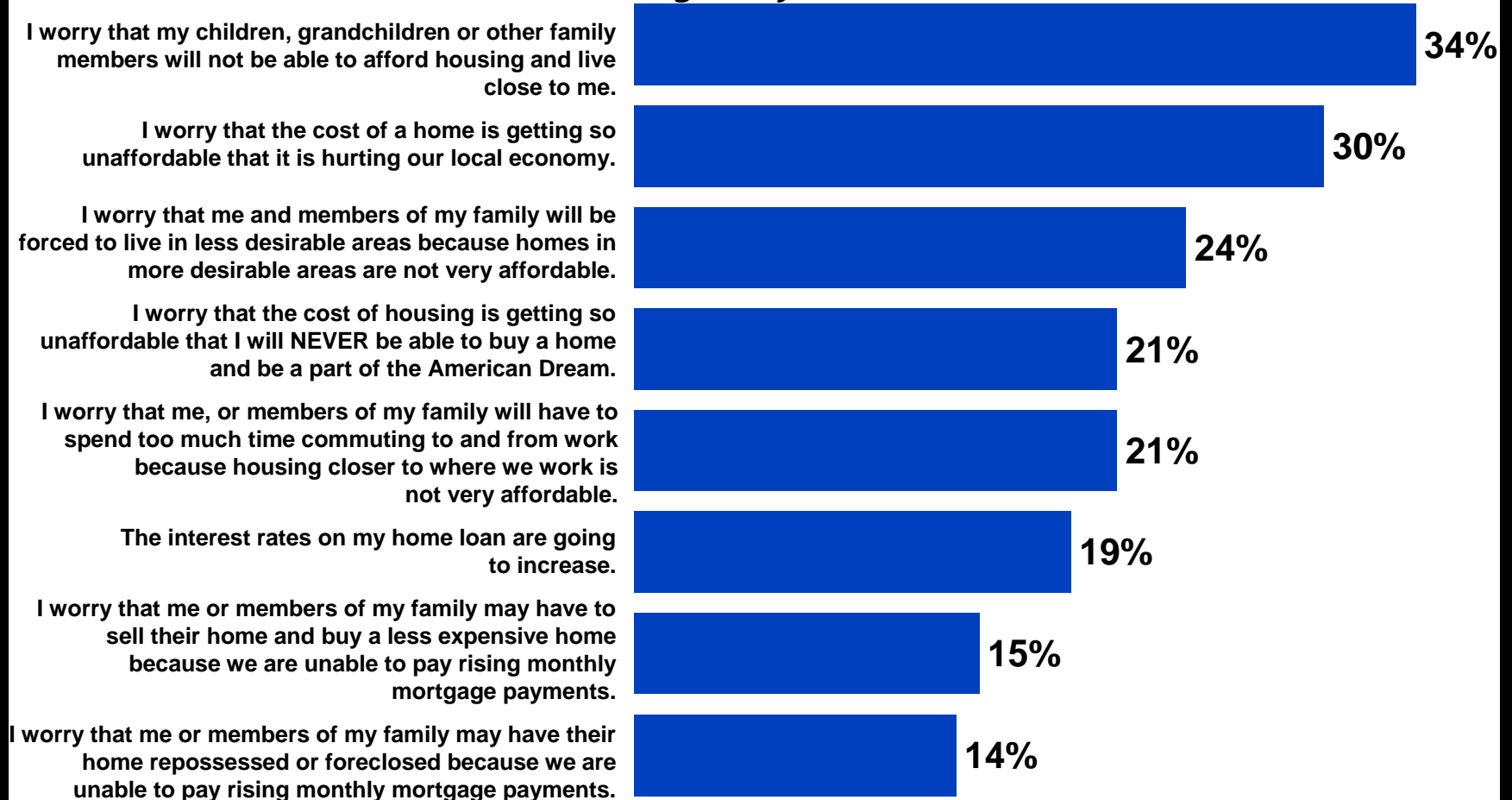


% Obstacle	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
Having enough money for down payment and closing costs	85%	75%	71%	64%	77%	71%	75%	79%
Being able to find a home they like that they can afford	74%	77%	64%	56%	79%	62%	65%	85%
Having enough confidence in their job security	75%	75%	77%	58%	65%	69%	63%	71%
Having enough money to pay rent every month	77%	72%	66%	56%	71%	65%	60%	73%
Having enough confidence that they would be approved for a home mortgage	73%	59%	57%	49%	69%	59%	59%	71%
There are not enough rental units available	63%	43%	34%	39%	45%	45%	33%	46%
Facing discrimination may prevent someone from renting in a desirable location	27%	32%	24%	21%	36%	25%	22%	27%
Facing discrimination that might prevent someone from buying the home they would want to buy	22%	28%	19%	17%	32%	27%	19%	25%

Worries about children being able to buy a home and economic impact remain the largest concerns.

"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, or something you are not worried about at all."

Big Worry



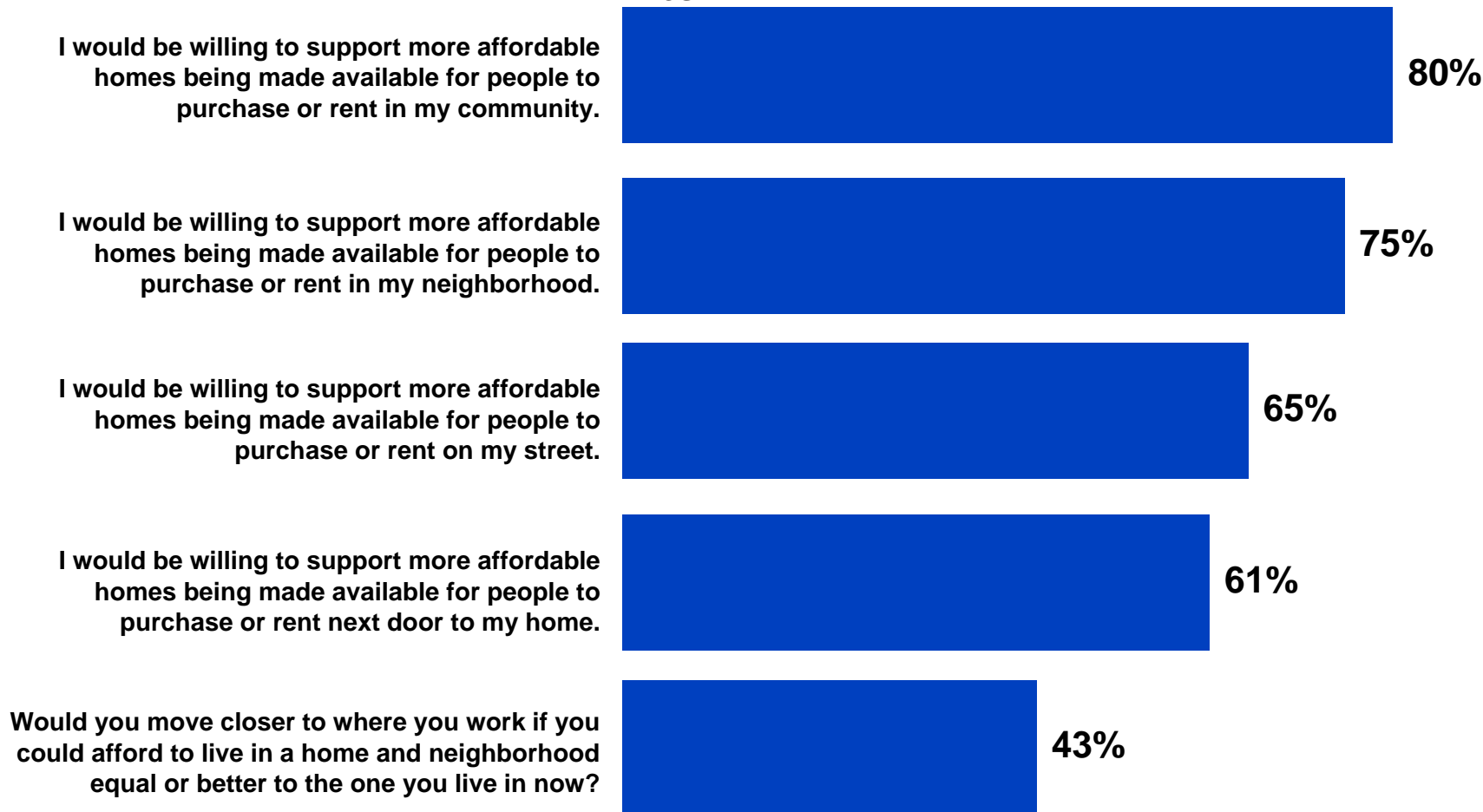
Adults in the NE and Pacific areas are particularly concerned with the effect the cost of housing will have on family being able to afford housing as well as the local economy.

% Big Worry	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
I worry that my children, grandchildren or other family members will not be able to afford housing and live close.	43%	37%	27%	16%	31%	32%	34%	44%
I worry that the cost of a home is getting so unaffordable that it is hurting our local economy.	50%	31%	27%	11%	32%	27%	25%	35%
I worry that me and members of my family will be forced to live in less desirable areas because homes in more desirable areas are not very affordable.	36%	25%	22%	13%	30%	22%	16%	26%
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.	34%	28%	20%	8%	18%	20%	13%	23%
I worry that me, 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.	16%	17%	18%	14%	21%	23%	16%	28%
The interest rates on my home loan are going to increase.	28%	19%	19%	10%	21%	21%	20%	14%
I worry that me or members of my family may have to sell their home and buy a less expensive home because we are unable to pay rising monthly mortgage payments.	23%	12%	19%	4%	14%	17%	16%	14%
I worry that me or members of my family may have their home repossessed or foreclosed because we are unable to pay rising monthly mortgage payments.	15%	12%	18%	6%	12%	18%	9%	14%

Proximity remains the issue when it comes to more affordable home construction.

“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.”

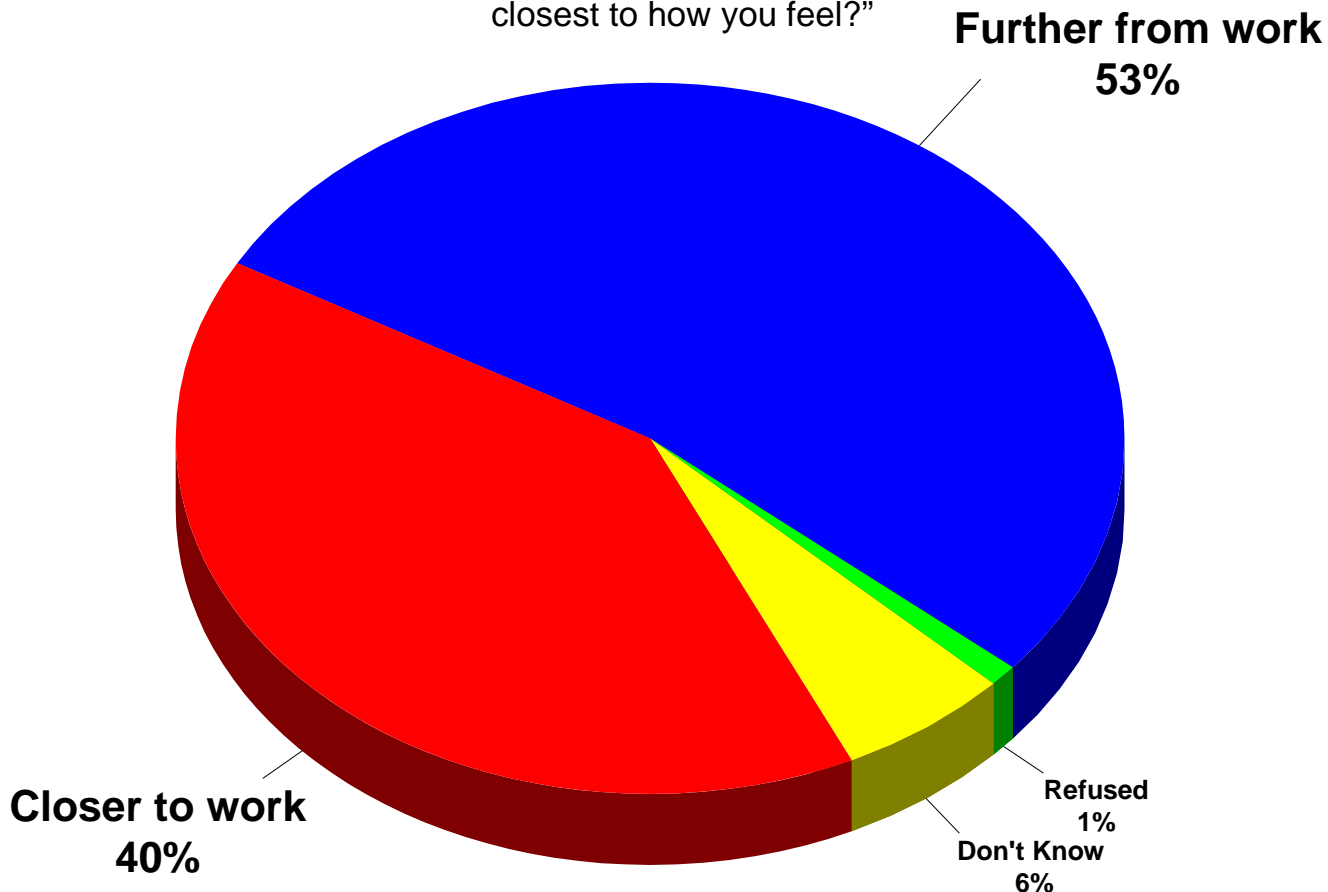
Yes



% Yes	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
I would be willing to support more affordable homes being made available for people to purchase or rent in my community.	86%	78%	78%	83%	77%	82%	84%	78%
I would be willing to support more affordable homes being made available for people to purchase or rent in my neighborhood.	79%	77%	75%	73%	73%	77%	72%	73%
I would be willing to support more affordable homes being made available for people to purchase or rent on my street.	72%	63%	71%	67%	63%	65%	61%	65%
I would be willing to support more affordable homes being made available for people to purchase or rent next door to my home.	68%	62%	67%	58%	55%	58%	57%	64%
Would you move closer to where you work if you could afford to live in a home and neighborhood equal or better to the one you live in now?	45%	39%	47%	19%	50%	41%	39%	46%

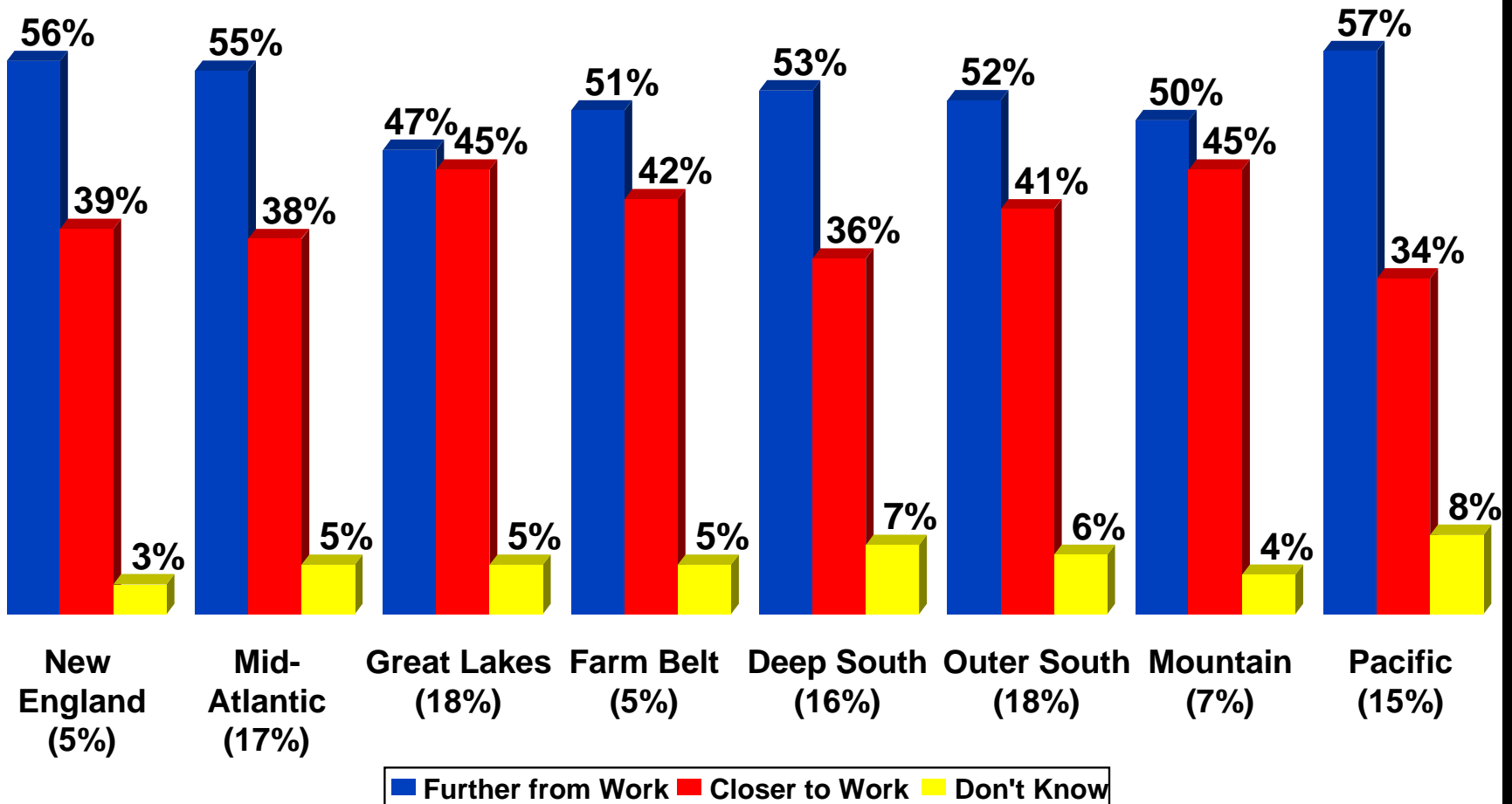
Over half of adults find less expensive housing further from work – a longer commute for a better home is the answer for many.

“I am going to read you two statements. Please tell me which is closest to how you feel. Some people say that it is less expensive to buy a home further out away from where you work. They say you get more home for your money. While other people say it is less expensive to buy a home closer to where you work. They say that gas is so expensive it would more than make up for the higher home costs...which is closest to how you feel?”



This is especially true on the coasts.

*Further/ Closer to Work
by Region*



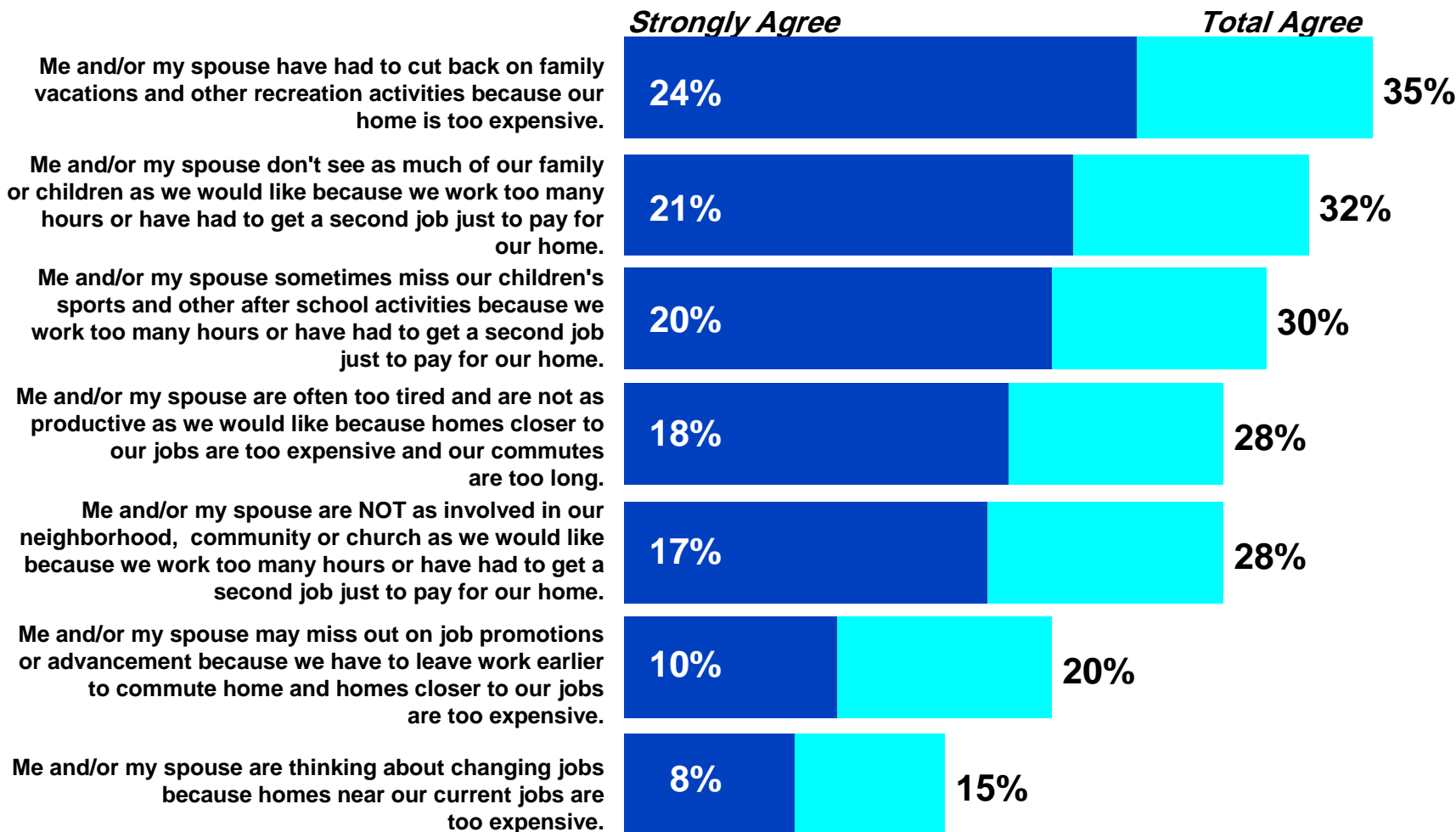
On average, Americans spent more than one hour each day traveling to and from work.

“How many hours a week do you and members of your household spend commuting to and from work because owning or renting a home closer to where you work is not affordable?”

	TOTAL	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
Zero hours	20%	22%	19%	21%	27%	15%	21%	27%	19%
1 hour	11%	14%	11%	12%	14%	14%	8%	15%	10%
2-3 hours	14%	13%	15%	14%	9%	13%	19%	10%	11%
4-7 hours	15%	8%	15%	17%	20%	18%	14%	19%	9%
8-12 hours	12%	13%	13%	10%	13%	14%	13%	8%	13%
13+ hours	12%	11%	13%	10%	10%	12%	11%	6%	16%
Avg. hours by Region	6.6	5.2	6.5	6.0	5.9	7.3	5.8	5.8	8.9

The true cost of high housing costs: cutbacks in recreation and missing out on family time. Even two in ten miss out on promotions and are thinking about a job change.

“Now I am going to read a number of number of things some people have said that relate to where they live and how it effects their lives and after I read each one please tell me if you agree or disagree with that statement.”

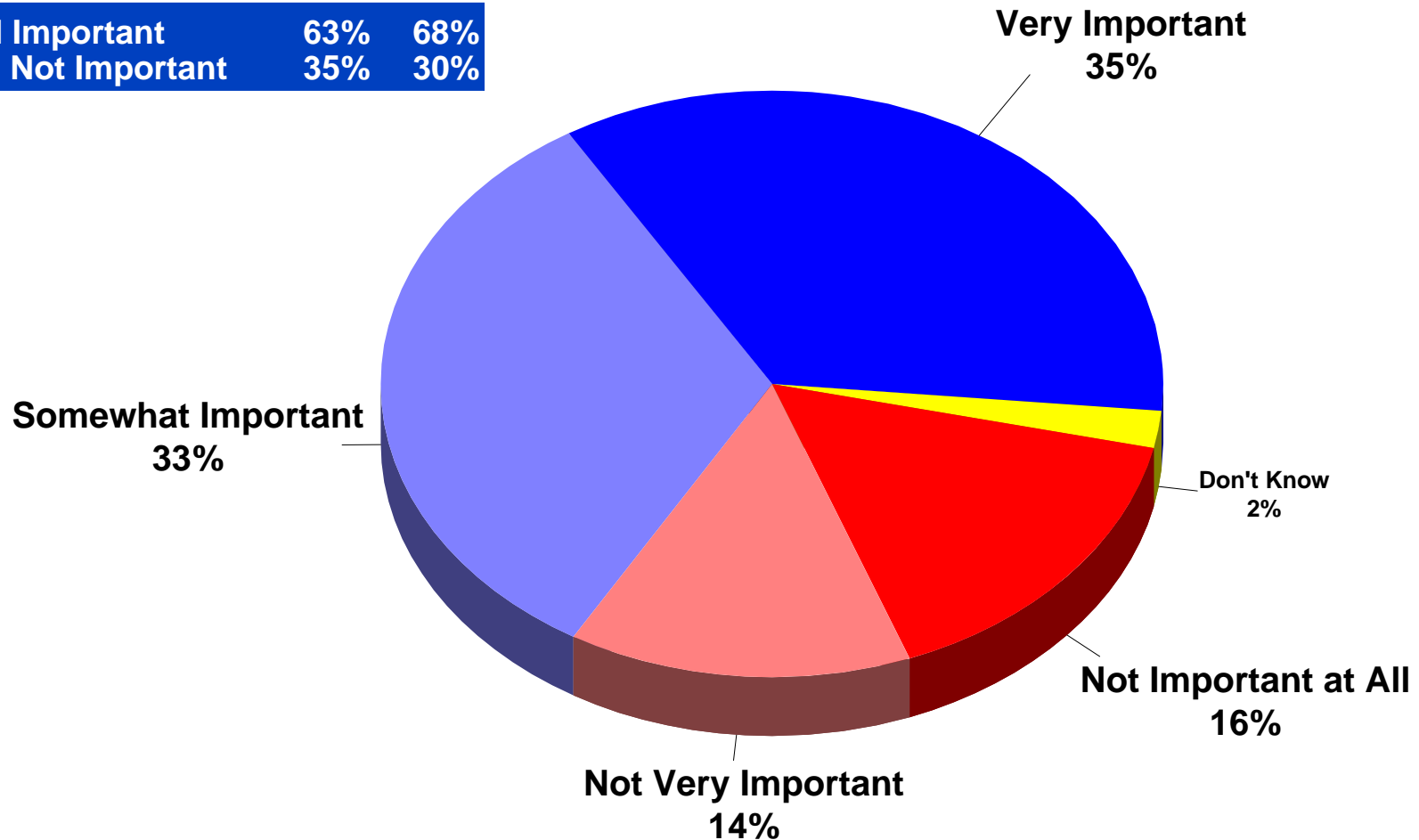


% Agree	New England (5%)	Mid-Atlantic (17%)	Great Lakes (18%)	Farm Belt (5%)	Deep South (16%)	Outer South (18%)	Mountain (7%)	Pacific (15%)
Me and/or my spouse have had to cut back on family vacations and other recreation activities because our home is too expensive.	41%	38%	38%	22%	35%	31%	35%	36%
Me and/or my spouse don't see as much of our family or children as we would like because we work too many hours or have had to get a second job just to pay.	45%	40%	32%	19%	33%	28%	26%	32%
Me and/or my spouse sometimes miss our children's sports and other after school activities because we work too many hours or have had to get a second job just to pay for our home.	40%	36%	28%	18%	30%	27%	26%	33%
Me and/or my spouse are often too tired and are not as productive as we would like because homes closer to our jobs are too expensive and our commutes are too long.	40%	31%	26%	16%	29%	29%	22%	30%
Me and/or my spouse are NOT as involved in our neighborhood, community or church as we would like because we work too many hours or have had to get a second job to pay for our home.	40%	36%	30%	20%	26%	22%	22%	27%
Me and/or my spouse may miss out on job promotions or advancement because we have to leave work earlier to commute home and homes closer to our jobs are too expensive.	28%	22%	21%	17%	16%	18%	15%	23%
Me and/or my spouse are thinking about changing jobs because homes near our current jobs are too expensive.	21%	17%	11%	4%	16%	15%	9%	17%

Over a third of adults consider affordable housing a very important issue when voting.

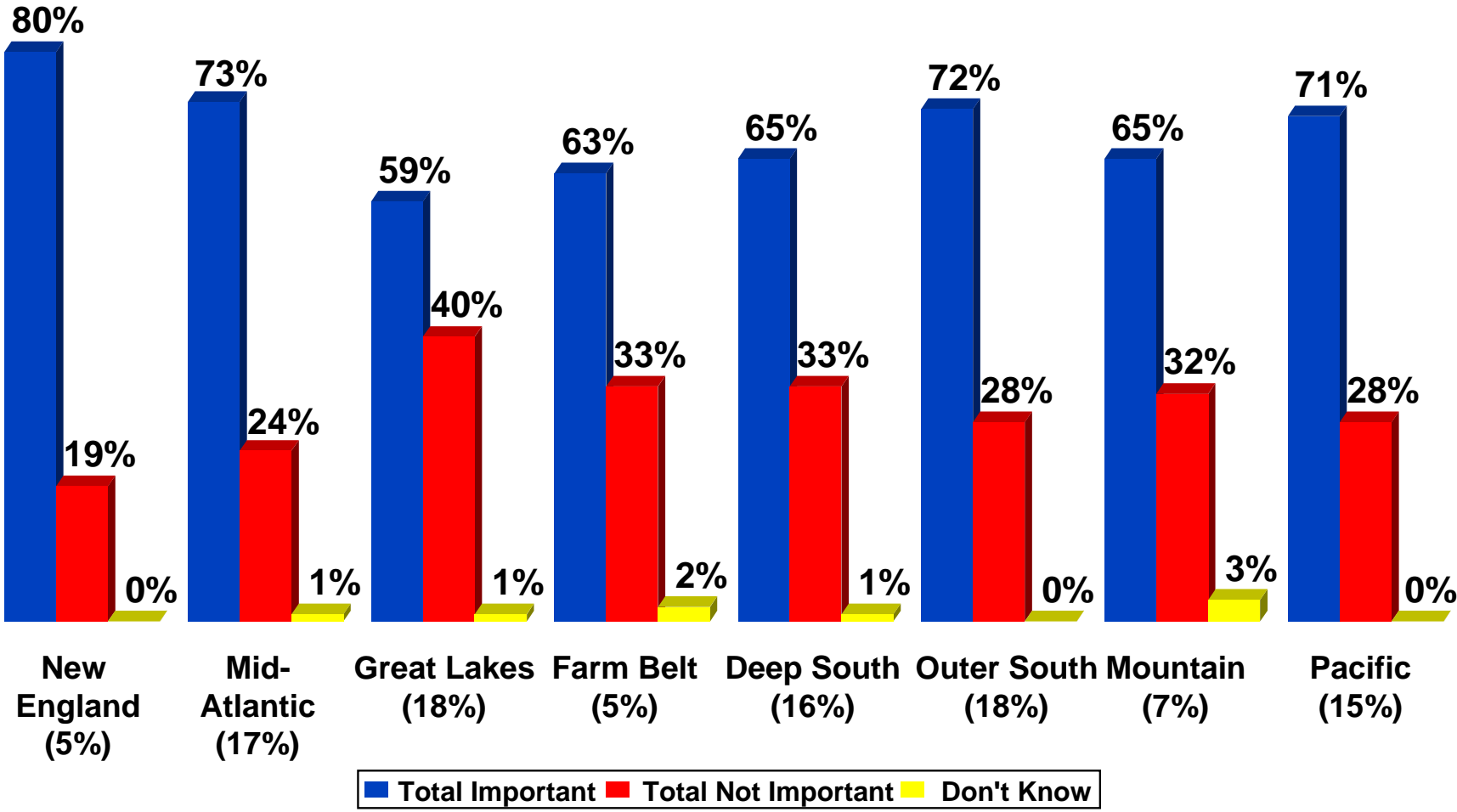
“How important is the issue of housing that is affordable for people in my area, in making a decision about a candidate you might vote for...that is to say, if a candidate for elected office worked to make housing more affordable would that be...”

	5/05	6/06
Total Important	63%	68%
Total Not Important	35%	30%



Across the country housing issues are important in the voting booth.

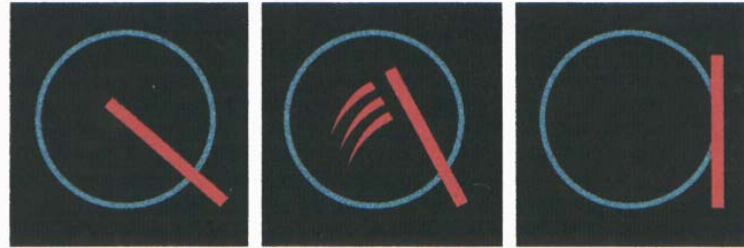
*Candidate Stance on Housing
by Region*



For more information about this presentation or about
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