

PUBLIC OPINION STRATEGIES



**National Association of
REALTORS**



***The key findings from a national survey of 1,000 adults
conducted October 5, 7, 9-10, 2007.***

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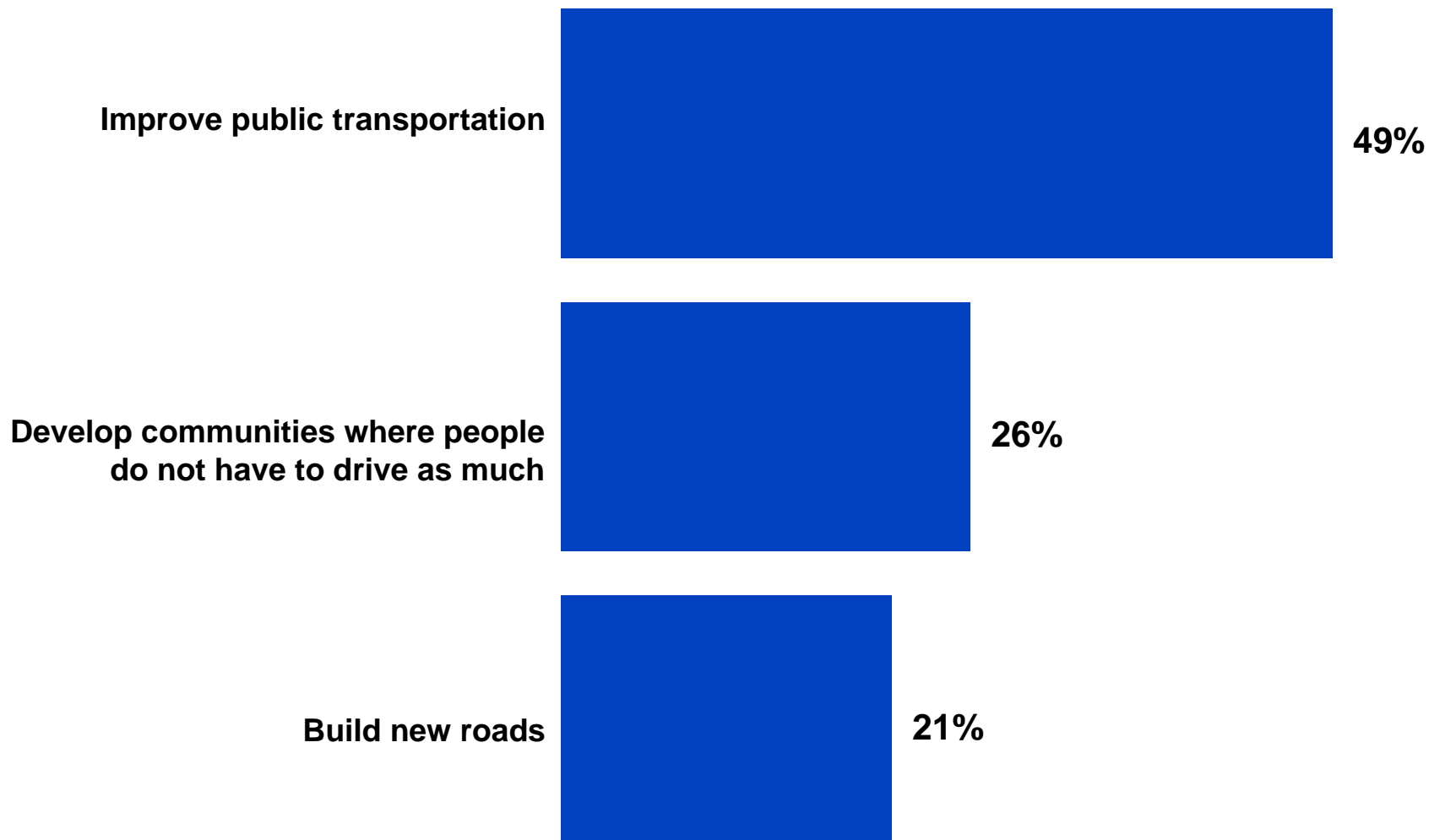
***GENE ULM
PARTNER***

Methodology

- **Public Opinion Strategies is pleased to present the key findings from a national survey of 1,000 adults. The telephone study was completed October 5, 7, 9-10, 2007 and has a margin of error of plus or minus 3.10%.**
- **Gene Ulm was the pollster and primary researcher on the project. Amanda Bajkowski was the project director and Lisa Ramm provided analytical assistance.**

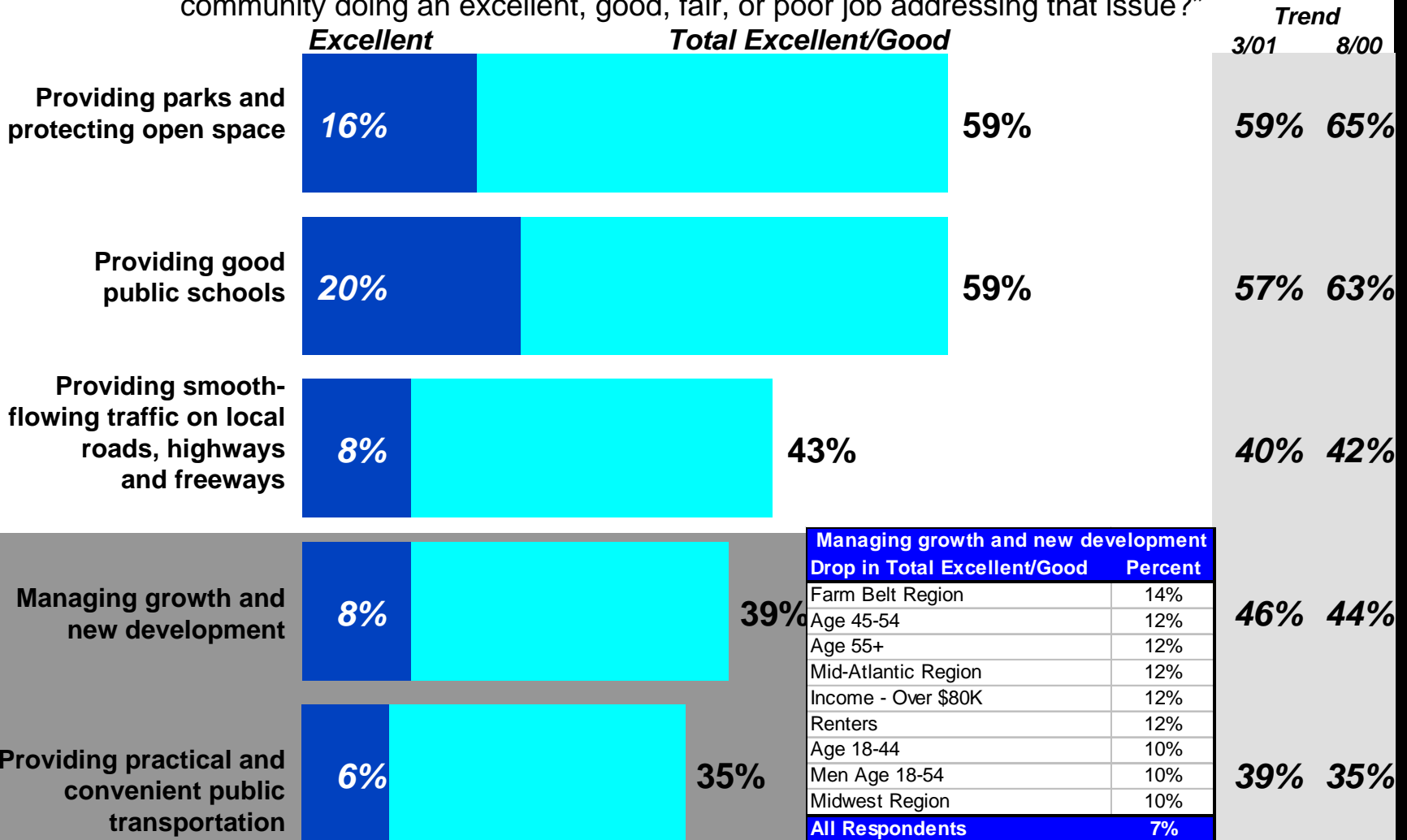
Three-fourths of Americans believe public transportation and smarter development will do more to cure traffic than building new roads.

“Which of the following proposals is the best long-term solution to reducing traffic in your area?”



Providing parks and protecting open spaces and good public schools are still the local communities strong suit: transportation is where local communities are falling flat.

“Please tell me how you feel your community is handling each of these issues, that is to say, is your community doing an excellent, good, fair, or poor job addressing that issue?”

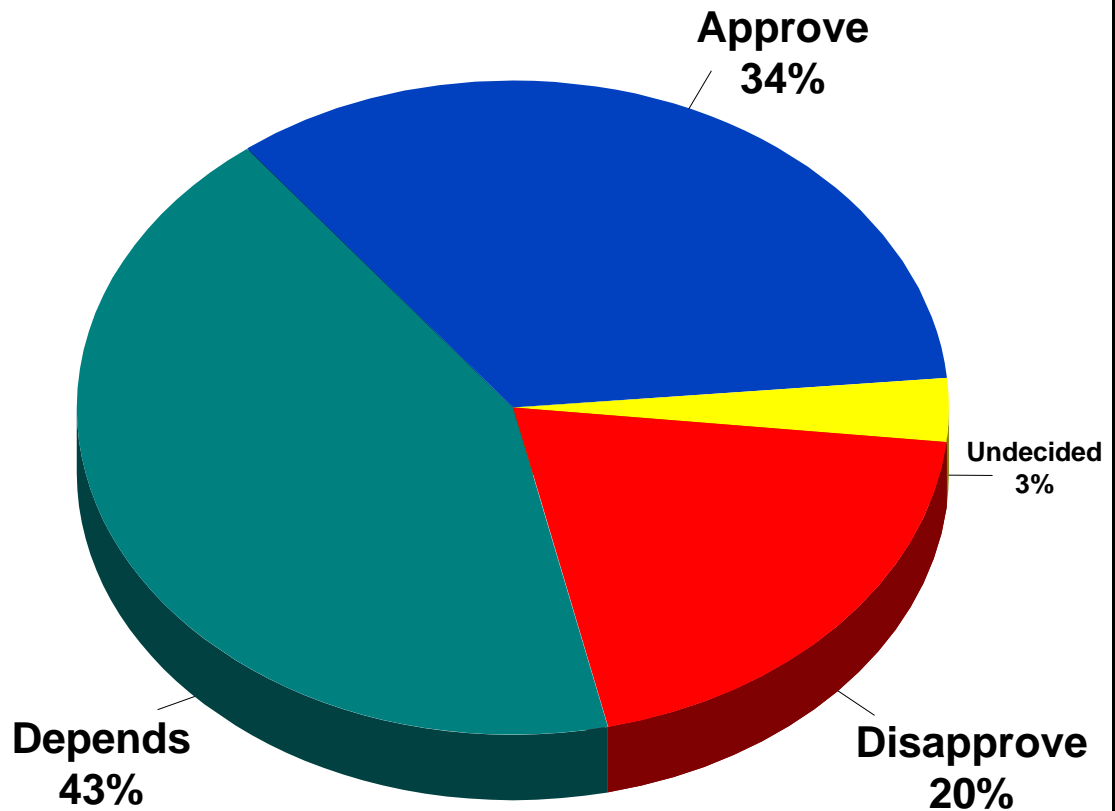


While anti-growth sentiment has nearly doubled, 43% of voters said it depends on the situation about growth.

“As you may know, there has been talk about increased residential and commercial growth and real estate development in many local areas, and many people have differing opinions on this topic... Some people say that they approve of growth in their local area ...while... Other people say that it depends on the situation and circumstances ...while... Other people say that they disapprove of growth in their local area. Which view is closest to your own?”

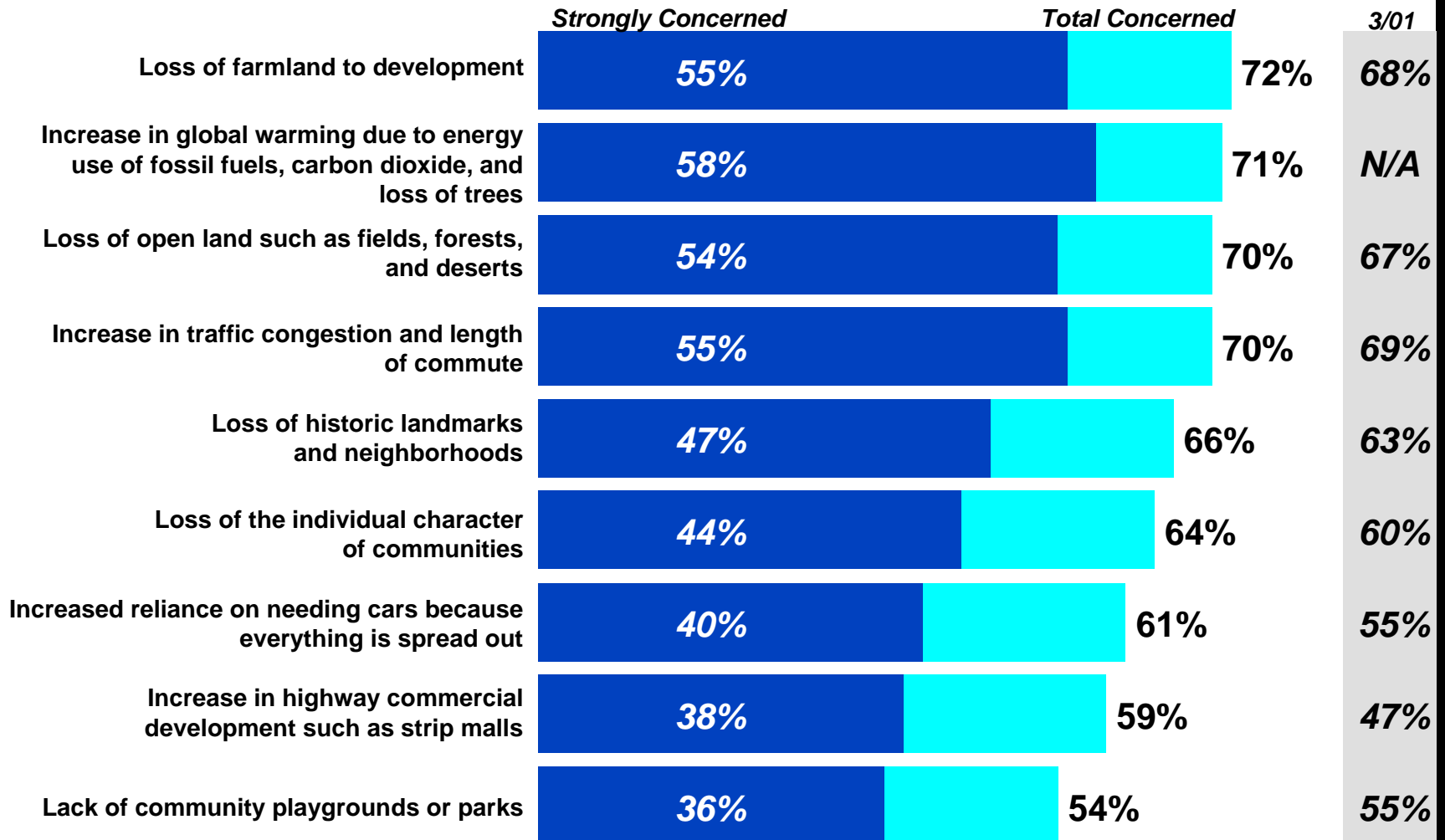
	10/07	3/01	8/00	2/00	7/99
Approve	34%	37%	40%	42%	31%
Depends	43%	50%	47%	46%	59%
Disapprove	20%	11%	12%	11%	10%

Moved to Disapprove	Percent
Mid-Atlantic Region	20%
Homemaker	17%
Northeast Region	16%
Age 65+	14%
White Women	13%
Suburban Region	12%
African American	12%
Hispanic	12%
All Respondents	9%



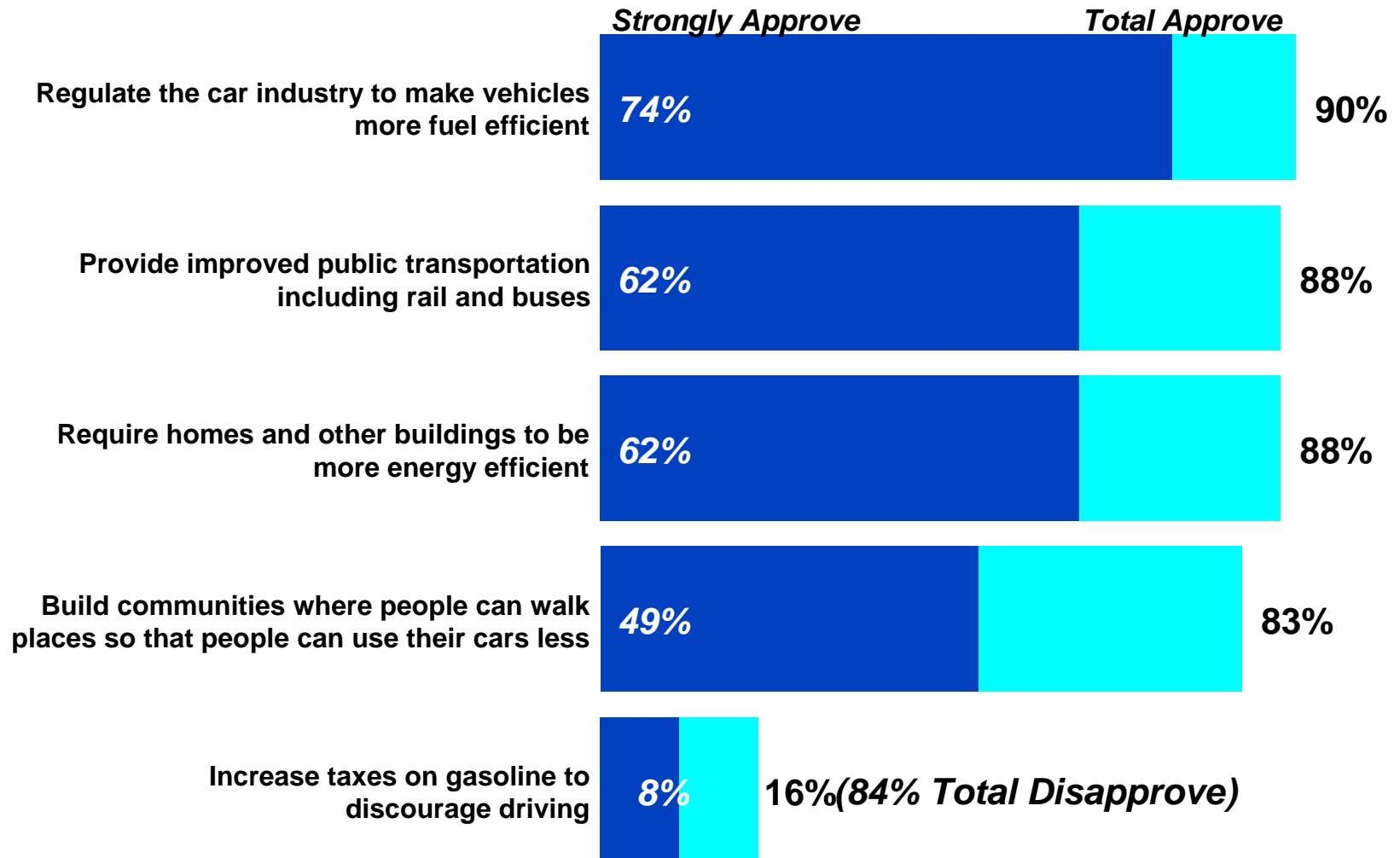
Seeing the connection: Most Americans concerned about growth and development impact on climate change

“There may be a number of things that concern you about growth and development. I am now going to read you several aspects of growth, and after I read each one, please tell me how concerned you are about that particular aspect, that is to say are you strongly concerned, not-so-strongly concerned, only a little concerned or not at all concerned.”



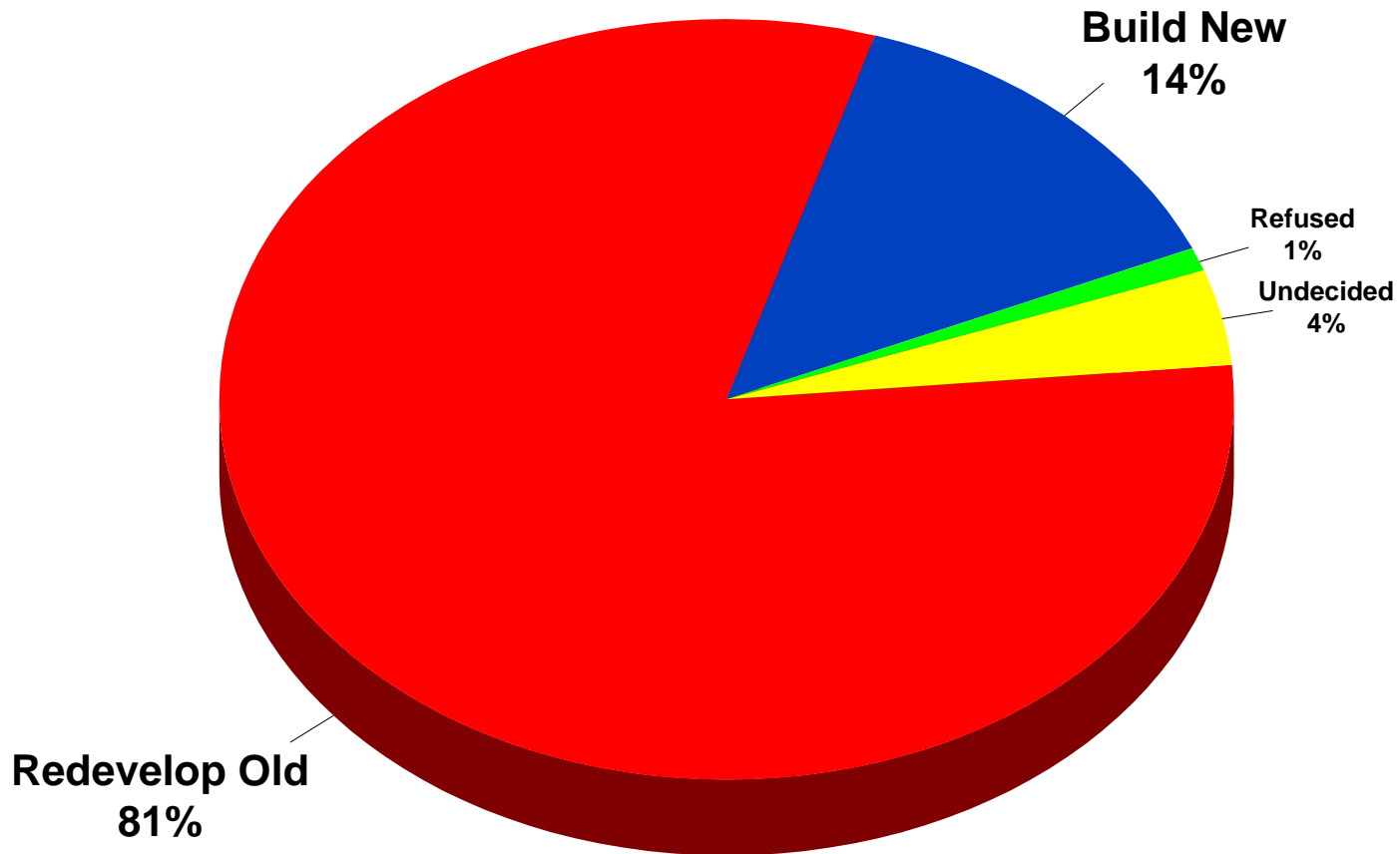
Americans embrace transit and walkable communities as solutions to climate change.

"Now thinking about the environment... Climate change and energy security are of increasing concern to many people. I will read you a list of approaches to reducing energy use. After each one please tell me if you would approve or disapprove of these approaches to reducing energy use?"



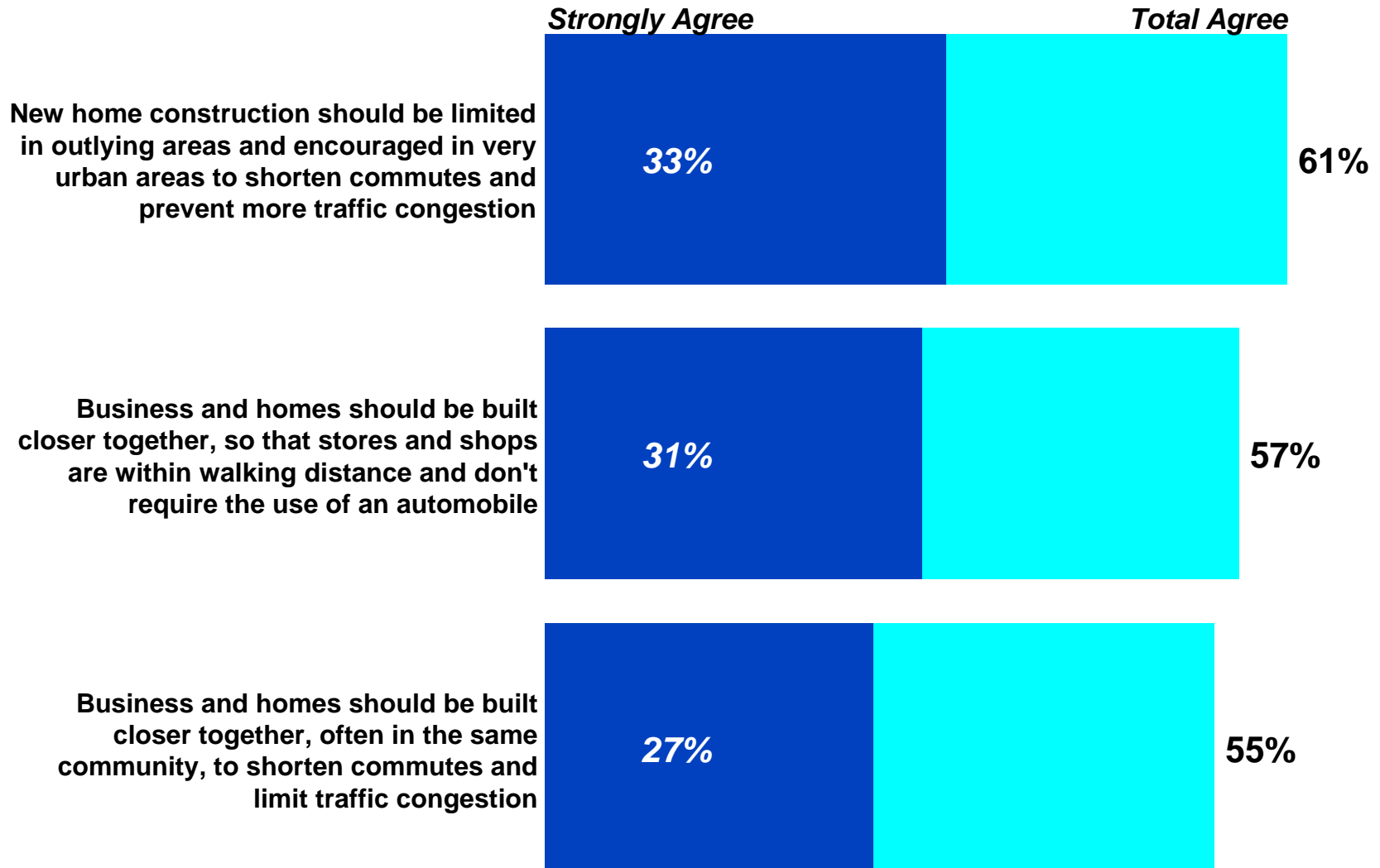
Eighty-one percent of voters want to redevelop older areas rather than building new.

“The population of the United States is expected to increase from 300 million to 400 million by 2050. I am going to read you two statements, please tell me which approach do you prefer to accommodate this growth... Continue to build new suburbs on the edge of the existing suburbs ...or... Redevelop older urban and suburban areas with additional development, that is, build new housing and commercial development in already developed areas. Which approach do you prefer?”



Americans see smarter development patterns as a viable way to reduce traffic and shorten commutes.

"I am now going to read you several about growth, and after I read each one, please tell me whether you agree or disagree with that statement."

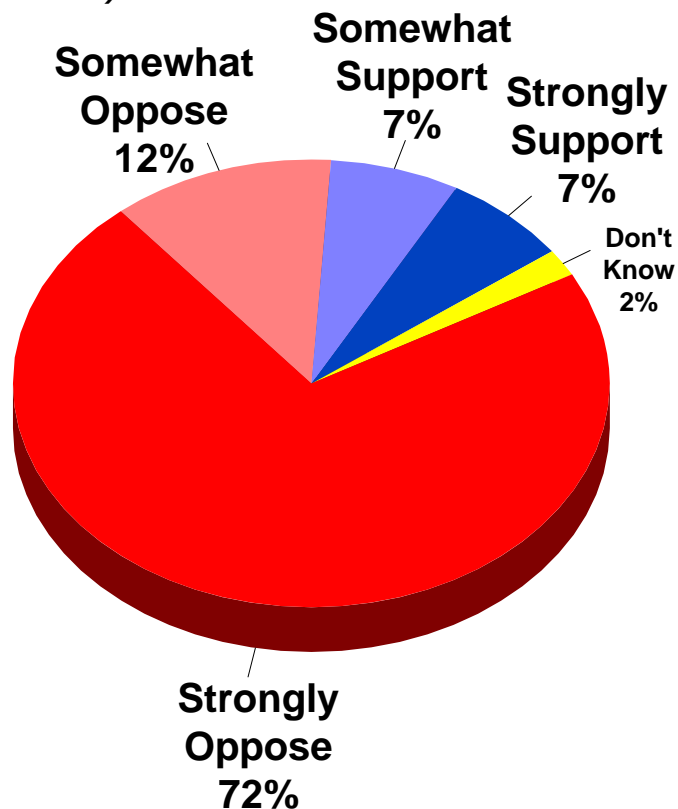


Transportation privatization: NO.

“Would you support or oppose selling key roads, highways or freeways to private companies who would own the roads, charge a toll to use the road and give a portion of the toll money to your state?”

Total Support 14%
Total Oppose 84%

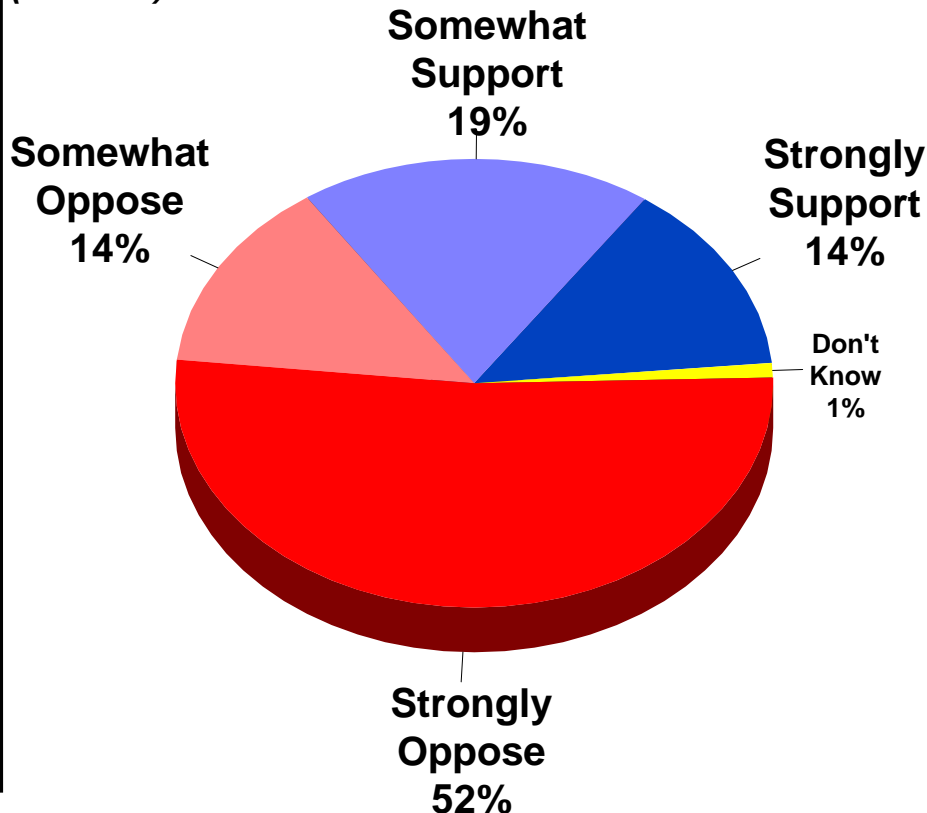
(N = 500)



“Would you support or oppose allowing private companies to build new roads, highways or freeways who would own the roads, charge a toll to use the road and give a portion of the toll money to your state?”

Total Support 33%
Total Oppose 66%

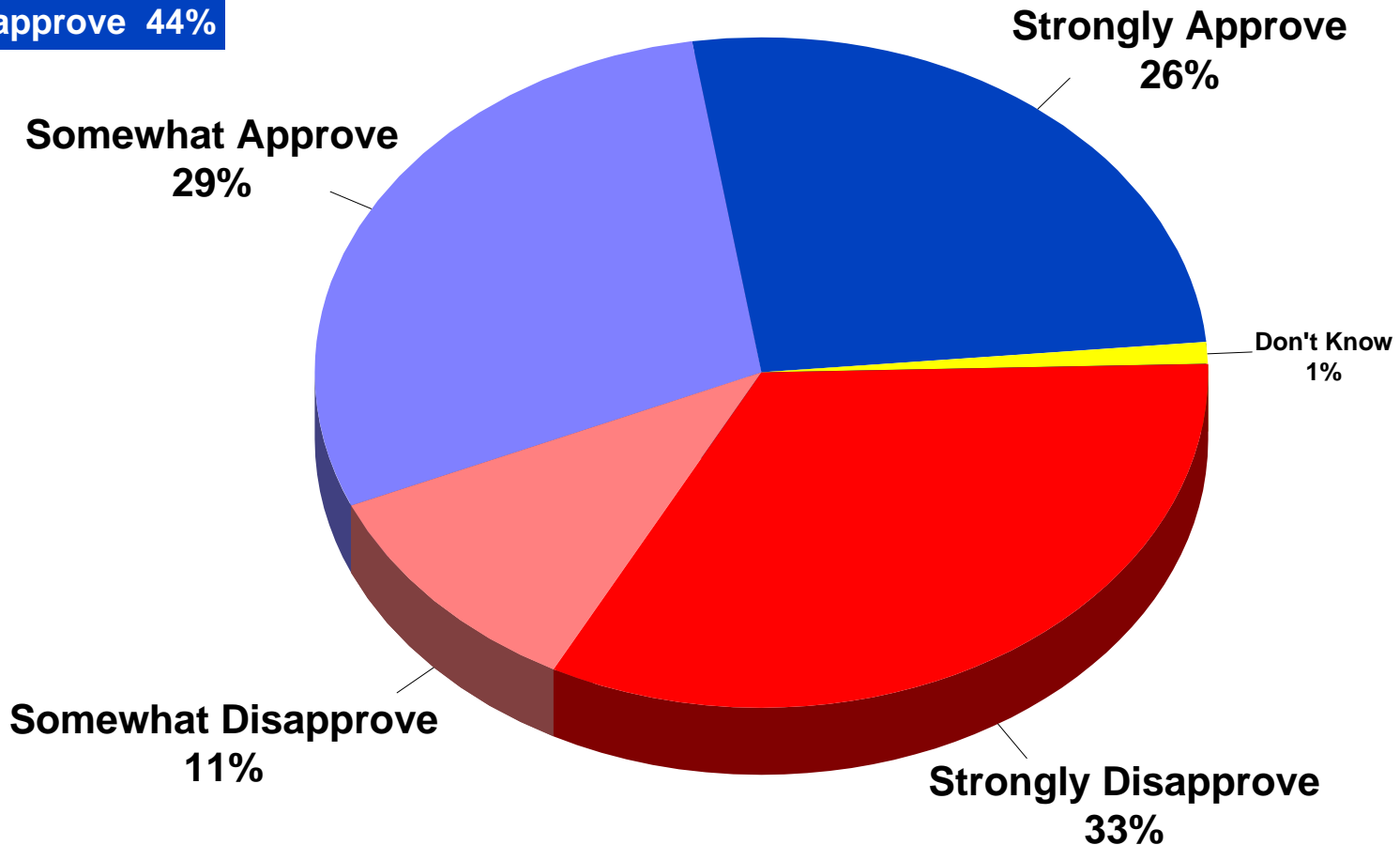
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One-third of voters strongly disapprove of charging tolls.

“Gasoline taxes are used to pay for building and improving roads, but new sources of money may be needed for roads in the future. Would you approve or disapprove of charging tolls on more roads if the result was better roads and reduced traffic congestion?”

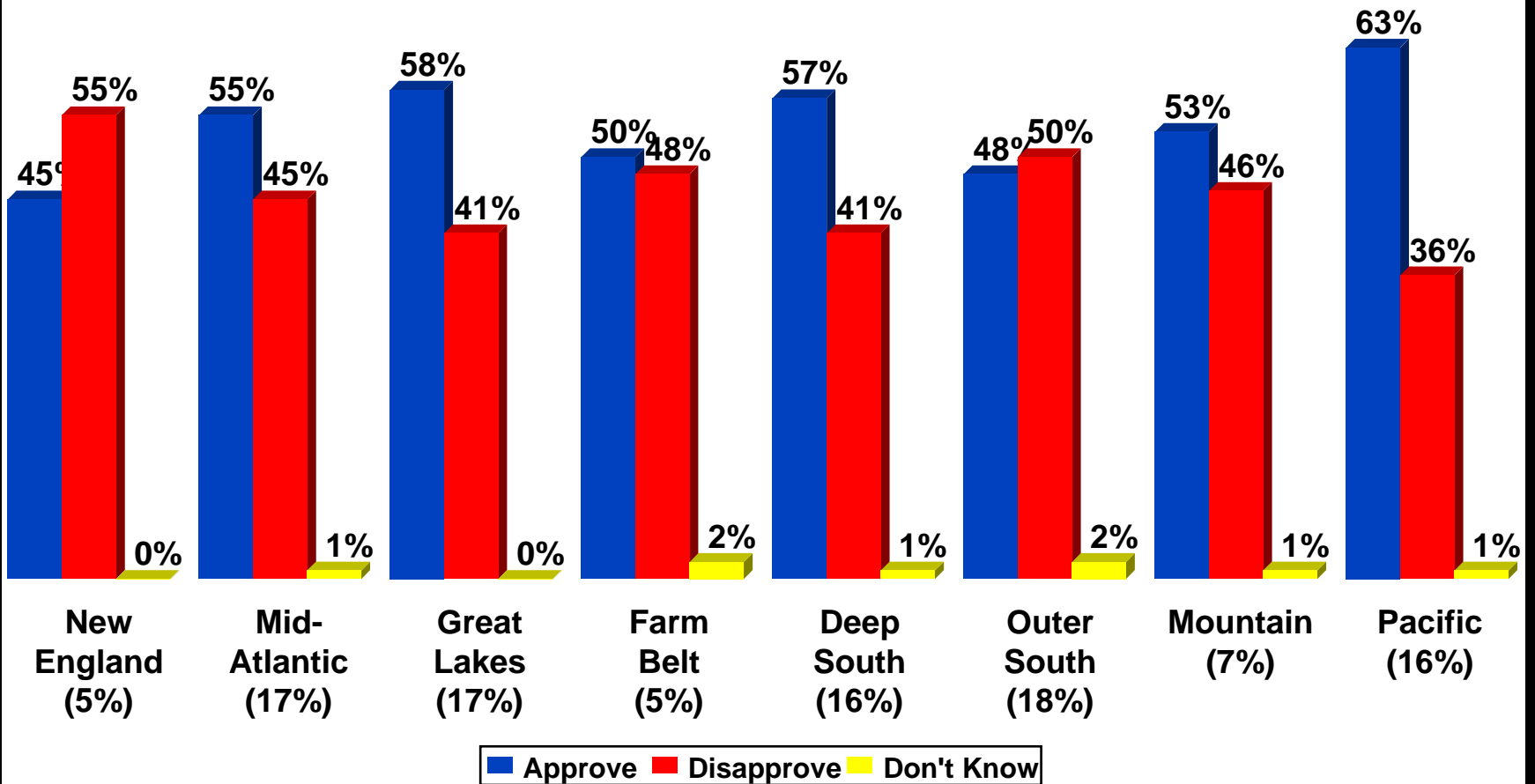
Total Approve 55%
Total Disapprove 44%



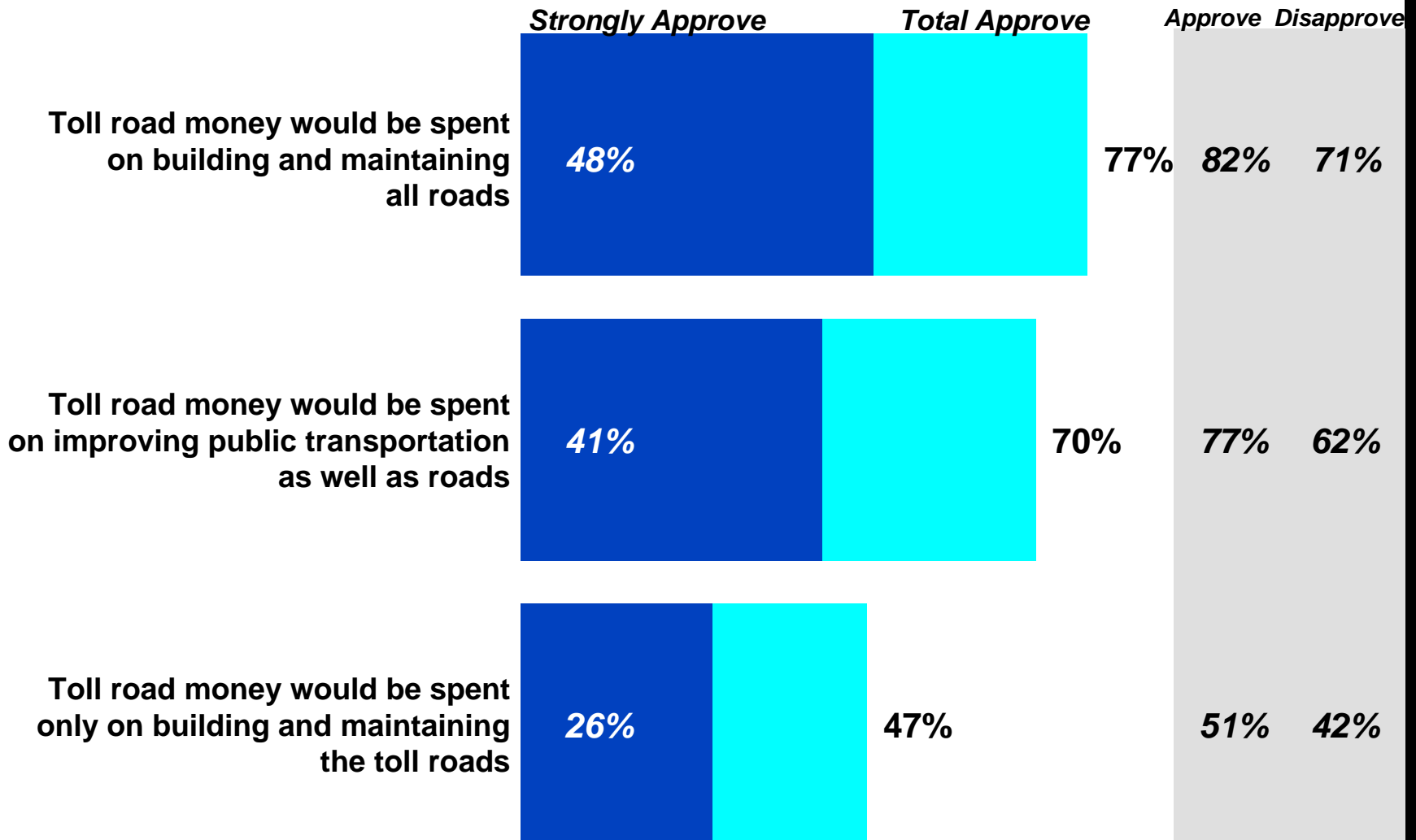
Total Approve	Percent
Pacific Region	63%
Hispanic	63%
Democrat	62%
Age 65+	62%
Homemaker	61%
Women Age 55+	61%
West Region	60%
Women	60%
White Women	60%
Rent - Looking to Move	60%
Urban	59%
Non-White Women	59%
Great Lakes Region	58%
Age 45-54	58%
Working Women	58%
Women Age 18-54	58%
Income - Over \$80K	58%
All Respondents	55%

Total Disapprove	Percent
New England Region	55%
Rural	53%
Men Age 18-54	51%
Outer South Region	50%
Non-White Men	50%
Independent	49%
African American	49%
Men	49%
White Men	49%
Farm Belt Region	48%
Age 18-44	48%
North-east Region	47%
Men Age 55+	47%
Income - Under \$40K	47%
All Respondents	44%

Approval of Tolls by Region



“I am going to read you a list of proposals about what to spend money on if more tolls are charged on roads. After I read each one, please tell me if you approve or disapprove of spending the money raised from tolls from that proposal.”



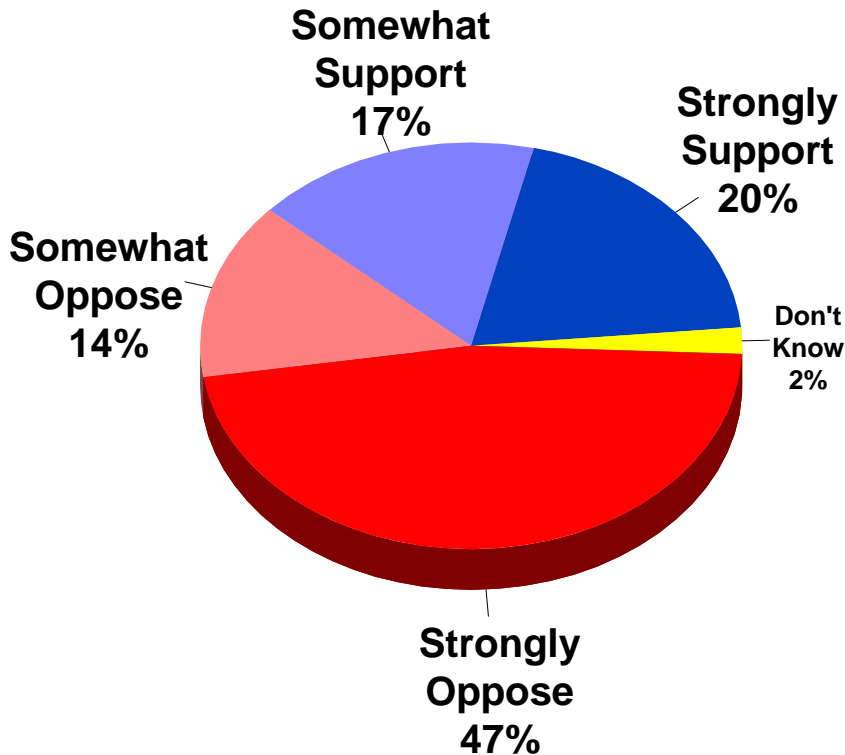
Tolls: as a way to restrict travel – No, to provide alternative transportation – Maybe.

“Would you support or oppose charging tolls on some freeways during rush hours as a way to reduce the congestion on those freeways?”

“Would you support or oppose charging tolls on freeways during rush hours as a way to reduce congestion if the money were spent to provide transportation alternatives to the freeway?”

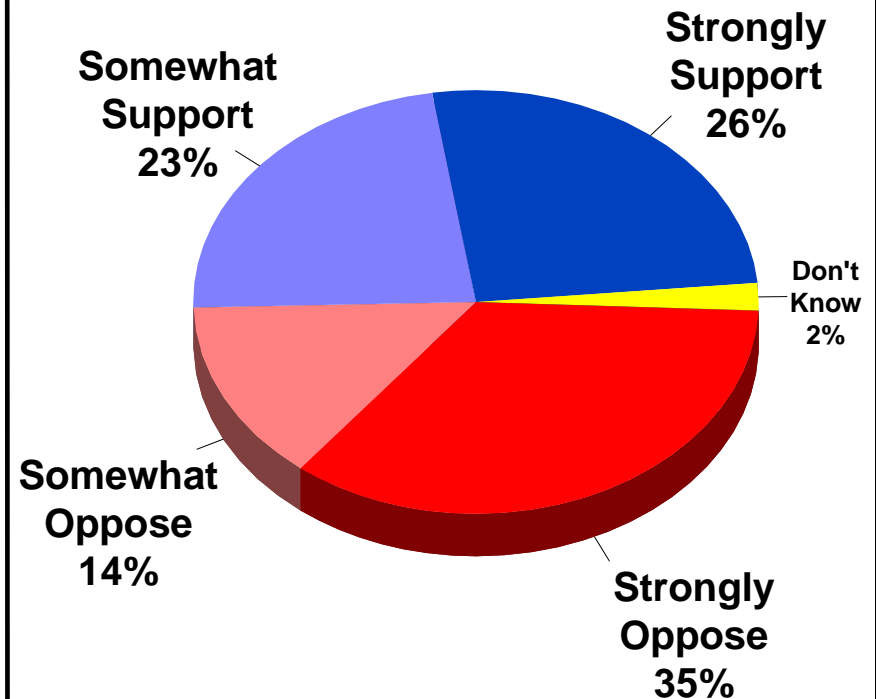
Total Support 37%
Total Oppose 61%

(N = 500)



Total Support 49%
Total Oppose 49%

(N = 500)



Voters believe Congress should spend more on maintaining and repairing roads, highways, freeways, and bridges.

“Should the United States Congress spend more maintaining and repairing roads, highways, freeways and bridges, expanding and improving bus, rail, and other mass transit ...or... expanding and improving roads, highways, freeways and bridges?”

