



May 28-June 5, 2013  
 2000 Respondents  
 1000 Respondents in all split samples  
 1500 Landline respondents, 500 Wireless respondents  
 Margin of error 2.2%

**PULSE NATIONAL  
 FREQUENCIES**

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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?

	<b>Total</b>
Yes .....	-
No.....	100
(Not sure/refused) .....	-
(ref:MEDSCRN)	

Q.3 Are you registered to vote at this address?

	<b>Total</b>
Yes .....	89
No.....	11
(Don't know) .....	0
(Refused) .....	-
(ref:REGVT)	

Q.5 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?

	<b>Total</b>
Right direction .....	33
Wrong track.....	58
(Don't know) .....	9
(Refused) .....	1
<b>Right direction - Wrong track .....</b>	<b>-25</b>
(ref:DIRECT)	

Q.6 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 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...

	Very Big Prob	Fairly Big Prob	Mod Prob	Slight Prob	Not At all Prob	(DK/ Ref)	Total Big Prob	Slight/ Not Prob
6 Lack of affordable health care options .....	29	15	24	11	16	6	44	27
7 Lack of available housing that is affordable .....	17	12	28	16	22	5	29	38
8 Job layoffs and unemployment .....	30	18	26	12	10	4	48	22
9 Crime .....	15	11	34	22	17	1	26	38
10 Keeping Americans safe from terrorism.....	17	10	22	16	32	3	27	48
11 Foreclosures on homes..... (ref:PROBLEM)	16	13	28	19	17	7	29	36

Q.12 And thinking some more about housing, in general do you believe buying a home is a good financial decision, or not?

	Total
Strongly good decision.....	70
Not so strongly good decision.....	10
Not so strongly not good decision.....	5
Strongly not good decision.....	9
(Don't know) .....	5
(Refused) .....	0
<b>Total Good decision .....</b>	<b>80</b>
<b>Total Not good decision.....</b>	<b>15</b>
<b>Good decision - Not good decision .....</b>	<b>65</b>
(ref:BUYHOME)	

Q.13 And, do you believe now is a good time to buy a home, or not?

	Total
Strongly yes .....	58
Not so strongly yes.....	10
Not so strongly no .....	9
Strongly no .....	17
(Don't know) .....	5
(Refused) .....	0
<b>Total Yes.....</b>	<b>68</b>
<b>Total No .....</b>	<b>26</b>
<b>Yes - No.....</b>	<b>41</b>
(ref:HOMETIME)	

Q.14 In the last year in the area in which you live, do you feel that activity in the housing market has 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?

	<b>Total</b>
Slowed Down .....	22
Increased .....	38
Stayed about the same .....	35
(Don't know) .....	5
(Refused) .....	-
(ref:ACTIVITY)	

Q.15 And do you believe house prices in your neighborhood are more or less expensive than they were a year ago?

	<b>Total</b>
Much more expensive.....	13
Somewhat more expensive.....	36
Somewhat less expensive .....	23
Much less expensive.....	8
(About the same).....	13
(Don't know) .....	8
(Refused) .....	-
<b>Total More</b> .....	<b>49</b>
<b>Total Less</b> .....	<b>31</b>
<b>More - Less</b> .....	<b>18</b>
(ref:HEMOCOST)	

Q.16 And in the next year ahead, do you expect real estate sales in your area to increase, decrease, OR remain about the same?

	<b>Total</b>
Increase .....	37
Decrease.....	7
Remain about the same.....	52
(Don't know) .....	4
(Refused) .....	0
(ref:RESALES)	

Q.17 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 very concerned, somewhat concerned, not very concerned, or not at all concerned about that?

	Very Conc	Smwt Conc	Not Very Conc	Not At all Conc	(DK/ Ref)	Total Conc	Total Not Conc	Conc - Not
17 The drop in home values in your area.....	31	27	17	23	2	58	40	17
18 People falling behind on their mortgages .....	35	34	14	14	3	69	28	42
19 The high price for homes and rent .....	31	33	17	17	2	64	34	30
20 (SPLIT A) The lack of affordable housing for public service employees, like teachers, firemen and police.....	24	30	18	26	3	53	44	9
21 (SPLIT B) The lack of affordable housing for working class and service employees, like construction workers, store clerks or administrative staff .....	32	32	17	16	3	65	33	32
22 (SPLIT A) Not enough homes and condos for sale in your area.....	11	17	26	44	3	28	70	-42
23 (SPLIT B) Too many homes and condos for sale in your area..... (ref:STCKCON)	11	20	28	38	3	31	66	-35

Q.24 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 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.

	Huge	Med	Small	Not	(DK/ Ref)	Huge/ Med	Small/ Not
24 Having enough money for a down payment and closing costs.....	45	35	9	8	3	80	17
25 Being able to find a home they like that they can afford. ....	29	38	18	13	2	67	31
26 Having enough confidence in their job security. ....	39	38	12	9	3	77	21
27 Having enough confidence that they would be approved for a home mortgage.....	30	39	15	12	4	69	27
28 Banks making it too hard to qualify for a home mortgage loan. ....	37	34	13	12	5	70	25

	Huge	Med	Small	Not	(DK/ Ref)	Huge/ Med	Small/ Not
29 Being concerned that the value of the home will decline after buying it.....	25	33	19	21	2	58	40
30 Having a full time job but still not making enough to afford a home or apartment close to work.....	49	29	10	9	2	78	20
31 Having too much debt from college and student loans..... (ref:OBSTACLE)	49	28	10	9	3	77	20

Q.32 Still talking about housing, how about you...do you own or rent your home? And, do you want to move sometime in the next few years?

	Total
Own - will not move.....	51
Own - will move.....	21
Rent - will not move.....	7
Rent - will move.....	17
(Don't know).....	3
(Refused).....	1
<b>Total Own</b> .....	<b>72</b>
<b>Total Rent</b> .....	<b>24</b>
<b>Own - Rent</b> .....	<b>48</b>
(ref:OWNRENT)	

Q.33 And how much of a financial strain on your budget is paying your rent or mortgage each month? Is it a significant strain, a slight strain, not much of a strain, or no strain at all?

	Total
A significant strain.....	21
A slight strain .....	22
Not much of a strain .....	19
No strain at all .....	34
(Don't know).....	3
(Refused).....	1
<b>Total Strain</b> .....	<b>43</b>
<b>Total No strain</b> .....	<b>53</b>
<b>Strain - No strain</b> .....	<b>-10</b>
(ref:STRAIN)	

**[477 Respondents]**

Q.34 (IF RENT HOME) 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.

*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*

Which ONE of those statements do you agree with most?

	<b>Total</b>
Thinking more about buying (GO TO OWNFUTR) .....	36
Home ownership is not affordable (GO TO OWNFUTR) .....	37
I prefer to rent (GO TO HIMD1) .....	25
(Don't know) (GO TO OWNFUTR).....	2
(Refused) (GO TO OWNFUTR) .....	0
(ref:RENTCHOI)	

**[356 Respondents]**

Q.35 (IF RENT HOME AND DO NOT PREFER TO RENT) 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?

	<b>Total</b>
One of highest priorities .....	51
Moderate priority .....	27
Not a very big priority .....	10
Not a priority at all .....	11
(Don't know) .....	0
<b>Total Priority</b> .....	<b>79</b>
<b>Total Not priority</b> .....	<b>21</b>
<b>Priority - Not priority</b> .....	<b>58</b>
(ref:OWNFUTR)	

Q.36 And still thinking about buying a home, most banks and lenders require a down payment on the cost of the home before they will approve a mortgage. What percentage of the total purchase price do you think is reasonable for a bank or lending company to require for a down payment on a home mortgage -- less than five percent of the total purchase price, five percent of the total purchase price, ten percent of the total purchase price, fifteen percent of the total purchase price, or twenty percent of the total purchase price?

	<b>Total</b>
Less than five percent .....	13
Five percent .....	26
Ten percent .....	34
Fifteen percent .....	9
Twenty percent .....	13
(Other percentage above twenty percent) .....	0
(Don't know) .....	5
(Refused) .....	0
(ref:DPAY2)	



Q.43 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...

	Mean	% 10	% 8-10	% 6-10	% 0-5	(DK/ Ref)
43 Home ownership is an investment opportunity that builds long term wealth and increases net worth. ....	7.9	37	65	80	19	1
44 Home ownership means a stable and predictable monthly mortgage payment.....	7.8	35	62	81	18	2
45 Home ownership allows you to deduct the mortgage interest and property taxes you pay on your federal income tax return.....	7.7	38	60	77	21	2
46 Home ownership creates the opportunity to live in a neighborhood that you enjoy.....	8.3	45	73	86	13	1
47 Home ownership allows you the right to decorate, modify and renovate your home as you see fit. ....	8.0	45	67	81	18	1
48 Home ownership provides a stable and safe environment for children and other family members.....	8.4	49	75	86	13	1
49 Home ownership ensures your children can stay in the public schools in your neighborhood.....	7.6	38	62	75	24	1
50 Home ownership creates the opportunity to pay off a mortgage and own your home by the time you retire.....	8.1	43	68	83	16	1
51 Home ownership means the money you spend on housing goes towards building equity, rather than to a landlord. ....	8.5	49	73	86	12	2
52 Home ownership improves your credit which creates more borrowing power. .... (ref:HOMIMPRT)	7.8	38	64	79	21	1



Finally, I would like to ask you a few questions for statistical purposes.

Q.53 In politics today, do you consider yourself to be a Republican, a Democrat or something else?

	<b>Total</b>
Strong Democrat .....	22
Not-so-strong Democrat .....	12
Lean Democrat .....	10
(Something else/independent) .....	19
Lean Republican .....	9
Not-so-strong Republican .....	9
Strong Republican .....	14
(Don't know) .....	3
(Refused) .....	3
<b>Democrat</b> .....	<b>34</b>
<b>Independent</b> .....	<b>38</b>
<b>Republican</b> .....	<b>23</b>
(ref:PTYID1)	

Q.54 Thinking in political terms, would you say that you are Liberal, Moderate, or Conservative?

	<b>Total</b>
Liberal .....	19
Moderate .....	34
Conservative .....	39
(Don't know/refused) .....	7
(ref:IDEO1)	

Q.55 In what year were you born?

	<b>Total</b>
18 - 24 .....	12
25 - 29 .....	8
30 - 34 .....	8
35 - 39 .....	8
40 - 44 .....	9
45 - 49 .....	11
50 - 54 .....	8
55 - 59 .....	9
60 - 64 .....	8
Over 64 .....	16
(No answer) .....	3
<b>18 - 49</b> .....	<b>56</b>
<b>50 and over</b> .....	<b>41</b>
(ref:AGE)	

Q.56 And, what was the last grade you completed in school, thus far?

	<b>Total</b>
Some grade school .....	1
Some high school .....	4
Graduated high school.....	25
Technical or vocational school.....	3
Some college .....	22
Graduated college.....	29
Graduate/professional school .....	14
(Refused) .....	2
<b>H.S. or less .....</b>	<b>31</b>
<b>Post H.S./Some college.....</b>	<b>25</b>
<b>College graduate.....</b>	<b>43</b>
(ref:EDUC)	

Q.57 Is the type of home you are currently living in best described as a 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?

	<b>Total</b>
Detached single family home.....	76
Town-home .....	6
Low-rise, up to four stories condominium or apartment.....	9
Mid- to high-rise, five or more stories condominium or apartment..	4
(Other types of housing) .....	3
(Don't know) .....	1
(Refused) .....	1
(ref:TYPEHOME)	

Q.58 And, for statistical purposes only, is your total annual household income greater or less than \$60,000 dollars? (IF LESS THAN \$60,000) Is it under \$20,000 dollars, between \$20,000 dollars and \$40,000 dollars, or over \$40,000 dollars? (IF GREATER THAN \$60,000) Is it under \$80,000 dollars, between \$80,000 dollars and \$100,000 dollars, or over \$100,000 dollars?

	<b>Total</b>
Under \$20,000 .....	10
Between \$20,000 and \$40,000 .....	17
Over \$40,000 but under \$60,000 .....	14
Under \$80,000 but over \$60,000 .....	15
Between \$80,000 and \$100,000 .....	11
Over \$100,000 .....	17
(Don't know/refused) .....	15
(ref:INCOME)	

Q.59 Which of the following best describes your household: professional or business class, working class, or a struggling family or household?

	<b>Total</b>
Professional or business class.....	32
Working class.....	49
A struggling family or household.....	11
(More than one applies) .....	1
(None apply) .....	7
(ref:CLASS)	

Q.60 Other than being an American, what is your main ethnic or racial heritage? African American or Black, White, Hispanic American or Latino, or Asian American?

	<b>Total</b>
African American or Black.....	12
White.....	62
Hispanic American or Latino.....	15
Asian American.....	4
(Other).....	3
(Refused).....	3
(ref:RACE)	

Line type

	<b>Total</b>
Landline.....	75
Wireless.....	25
(ref:LINE)	

Q.4 Sex of respondent

	<b>Total</b>
Male.....	49
Female.....	51
(ref:GENDER)	