

May 8-17, 2017

1,501 Total Respondents

633 Respondents in Top 25 Metro Statistical Areas (MSAs)

754 Split A Respondents, 747 Split B Respondents

789 Landline respondents, 712 Wireless respondents

Margin of error: Total: ± 2.5 percentage points, Top 25 MSAs: ± 3.9 percentage points

## National Association of REALTORS® PULSE National Survey 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>	<b>Top 25 MSAs</b>
Yes (TERMINATE)	-	-
No	100	100
(Don't know) (TERMINATE)	-	-
(Refused) (TERMINATE)	-	-

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

	<b>Total</b>	<b>Top 25 MSAs</b>
Male	49	53
Female	51	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?

	<b>Total</b>	<b>Top 25 MSAs</b>
Right direction	28	25
Wrong track	59	64
(Don't know)	12	10
(Refused)	1	1
<b>Right direction - Wrong track</b>	<b>-31</b>	<b>-39</b>

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)	Very/ Fairly big prob	Mod/Slight/ Not at all a prob	Very/Fairly big prob - Mod/Slight/ Not at all a prob
A. Lack of affordable health insurance									
<b>Total</b>	38	14	19	9	14	8	51	41	11
<b>Top 25 MSAs</b>	39	14	18	8	14	8	53	39	13
B. Lack of available housing that is affordable									
<b>Total</b>	32	13	19	13	18	5	44	51	-6
<b>Top 25 MSAs</b>	40	12	19	10	14	5	52	43	8
C. Job layoffs and unemployment									
<b>Total</b>	19	11	24	18	22	5	30	65	-35
<b>Top 25 MSAs</b>	18	9	26	18	23	5	28	67	-39
D. Heroin and opioid drug abuse									
<b>Total</b>	36	13	14	11	15	11	49	40	9
<b>Top 25 MSAs</b>	32	12	13	11	19	12	44	43	1
E. People buying homes that they cannot afford									
<b>Total</b>	18	12	21	16	20	13	29	57	-28
<b>Top 25 MSAs</b>	20	12	20	16	19	13	32	55	-23
F. Low wages and debt making it hard to save money									
<b>Total</b>	36	18	22	11	10	3	54	43	11
<b>Top 25 MSAs</b>	38	18	22	9	9	3	56	41	15

Q.6 Now think for a moment 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)	Total Conc	Total Not Conc	Total Conc - Total Not Conc
A. People falling behind on their mortgages								
<b>Total</b>	23	33	17	18	9	56	35	21
<b>Top 25 MSAs</b>	26	33	15	17	9	59	32	27
B. The cost to buy or own a home in your area								
<b>Total</b>	31	29	18	20	2	60	37	23
<b>Top 25 MSAs</b>	39	30	14	15	2	69	29	40
C. The high price for rental homes and apartments in your area								
<b>Total</b>	37	25	15	19	4	61	34	27
<b>Top 25 MSAs</b>	43	25	14	14	4	68	28	40
D. (SPLIT A) The lack of affordable housing for public service employees, like teachers, firemen, and police								
<b>Total</b>	27	28	15	25	5	55	40	15
<b>Top 25 MSAs</b>	35	27	15	17	6	62	32	30
E. (SPLIT B) The lack of affordable housing for working class and service employees, like construction workers, store clerks, or administrative staff								
<b>Total</b>	35	31	16	15	4	65	31	35
<b>Top 25 MSAs</b>	40	31	13	12	3	71	26	46

Q.7 Now I'm going to read you two statements about people who need public assistance for housing. Please tell me whether you agree more with Statement A or Statement B, even if neither one is exactly right. (ROTATE CHOICES)

STATEMENT A: Most people who need public assistance for housing are struggling because they have made poor personal and financial decisions.

STATEMENT B: Most people who need public assistance for housing are struggling because of low wages, high rents, and limited job opportunities.

(AFTER STATEMENTS) Do you agree more with (ROTATE) statement A or statement B?

(FOLLOW UP) Is that much more, or somewhat more?

	<b>Total</b>	<b>Top 25 MSAs</b>
Statement A, much more	20	16
Statement A, somewhat more	13	13
Statement B, somewhat more	21	23
Statement B, much more	36	39
(Both)	8	7
(Neither)	2	2
(Don't know/refused)	1	1
<b>Total Statement A</b>	<b>32</b>	<b>29</b>
<b>Total Statement B</b>	<b>57</b>	<b>62</b>
<b>Total Statement A - Total Statement B</b>	<b>-24</b>	<b>-33</b>

Q.8 And still thinking 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?

	<b>Total</b>	<b>Top 25 MSAs</b>
Strongly good decision	72	72
Not so strongly good decision	12	14
Not so strongly not good decision	5	3
Strongly not good decision	6	5
(Don't know)	5	5
(Refused)	0	0
<b>Total Good decision</b>	<b>84</b>	<b>86</b>
<b>Total Not good decision</b>	<b>10</b>	<b>8</b>
<b>Total Good decision - Total Not good decision</b>	<b>74</b>	<b>77</b>

Q.9 Now I am going to read you a list of reasons that some people have given for why it is financially 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 at all an important reason to own a home, and 10 means it is a very important reason to own a home, how important of a reason to own a home is that?

(PROMPT FOR REMAINING STATEMENTS) On a scale of 1 to 10, how important of a reason to own a home is that?

(RANDOMIZE) (ENTER 999 FOR REFUSED)

	1	2	3	4	5	6	7	8	9	10	(Ref)	Mean	1-3	4-7	8-10
A. Home ownership is an investment opportunity that builds long term wealth and increases net-worth.															
<b>Total</b>	3	1	2	3	10	7	11	17	10	35	1	7.7	7	30	62
<b>Top 25 MSAs</b>	3	1	2	3	9	4	11	18	11	37	1	7.9	7	27	65
B. Home ownership means a stable and predictable monthly mortgage payment.															
<b>Total</b>	3	1	2	3	12	6	11	20	9	32	1	7.6	7	32	61
<b>Top 25 MSAs</b>	3	2	2	2	11	5	12	18	9	34	1	7.7	7	30	62
C. Home ownership allows for various deductions on federal, state, and local income taxes.															
<b>Total</b>	5	2	3	4	15	8	13	16	6	27	2	7.1	9	40	49
<b>Top 25 MSAs</b>	4	2	2	3	14	8	13	17	7	29	1	7.3	7	39	52
D. Home ownership creates the opportunity to pay off a mortgage and own your home by the time you retire.															
<b>Total</b>	3	1	2	3	9	6	10	17	8	41	1	7.9	6	28	66
<b>Top 25 MSAs</b>	2	1	2	2	9	5	10	16	11	41	1	8.0	5	26	68
E. Home ownership means the money you spend on housing goes towards building equity, rather than to a landlord.															
<b>Total</b>	2	1	1	1	6	4	9	15	11	49	0	8.4	4	20	76
<b>Top 25 MSAs</b>	2	0	1	1	5	4	9	14	12	50	1	8.5	4	19	76

Q.10 Okay. Some people say that home ownership provides a number of other benefits, and is important to quality of life, and mental and physical health. I am going to read to you a list of these potential benefits. For each one, please tell me if you agree or disagree with the statement, using a seven-point scale where 1 is strongly disagree and 7 is strongly agree. You can use any number between one and seven, the higher the number, the more you agree with the statement.

The first/next statement is...(READ ITEM)

(PROMPT) Using a seven-point scale where 1 is strongly disagree and 7 is strongly agree, please tell me if you agree or disagree with that statement. You can use any number between 1 and 7.

(RANDOMIZE) (ENTER 999 FOR REFUSED)

	1	2	3	4	5	6	7	(Ref)	Mean	1-3	4	5-7
A. Home ownership provides a stable and safe environment for children and other family members.												
<b>Total</b>	3	2	4	6	13	17	54	0	5.9	8	6	85
<b>Top 25 MSAs</b>	2	2	4	6	13	17	54	0	6.0	8	6	85
B. Home owners tend to remain in their homes longer than renters, and help build safe and secure neighborhoods.												
<b>Total</b>	2	1	3	6	12	17	59	1	6.1	6	6	87
<b>Top 25 MSAs</b>	2	1	2	6	12	17	59	0	6.1	6	6	88
C. Home ownership is associated with a stable home environment, which leads to greater educational success for children.												
<b>Total</b>	4	3	4	8	16	17	47	1	5.7	11	8	80
<b>Top 25 MSAs</b>	3	4	4	9	16	16	47	1	5.7	11	9	79
D. Home ownership can reduce the stress and anxiety associated with rentals and moving, and improve mental health.												
<b>Total</b>	5	4	7	9	20	16	40	1	5.4	16	9	75
<b>Top 25 MSAs</b>	5	4	8	9	16	17	40	1	5.4	18	9	73
E. A home mortgage is often less expensive than renting, which can improve family health by freeing up money for healthier food and doctors' appointments.												
<b>Total</b>	6	4	8	10	18	17	36	1	5.3	17	10	72
<b>Top 25 MSAs</b>	6	5	9	11	17	15	37	1	5.2	19	11	69

Q.11 And which of the following two communities would you choose to live in if you had to make a choice:

[ROTATE STATEMENTS]

In a neighborhood that has high quality schools and is close to good job opportunities but where the housing prices are a strain on your budget.

OR

In a neighborhood that has lower quality schools and is further from good job opportunities but where the housing prices are comfortably within your budget.

	<b>Total</b>	<b>Top 25 MSAs</b>
Housing prices are a strain on your budget	51	53
Housing prices are comfortably within your budget	41	41
(Neither/can't decide)	5	5
(Don't know/refused)	2	1
<b>Strain on budget - Comfortably within budget</b>	<b>10</b>	<b>13</b>

Q.12 How about you...do you own or rent your home? (FOLLOW UP) And, do you want to move sometime in the next few years?

	<b>Total</b>	<b>Top 25 MSAs</b>
Own - will not move	50	46
Own - will move	16	16
Rent - will not move	10	12
Rent - will move	19	21
(Don't know)	3	3
(Refused)	2	2
<b>Total Own</b>	<b>66</b>	<b>62</b>
<b>Total Rent</b>	<b>29</b>	<b>33</b>
<b>Total Own - Total Rent</b>	<b>37</b>	<b>29</b>

Q.13 Thinking about the specific amount you pay in rent or mortgage, that includes the amount you pay in principal and interest, property taxes and insurance, I would like to read you some ranges that people may fall into in terms of what they pay each month in rent or mortgage. Please tell which range best describes where you fit in terms of the amount you pay each month in rent or mortgage. Is it [ROTATE TOP TO BOTTOM AND BOTTOM TO TOP]

	<b>Total</b>	<b>Top 25 MSAs</b>
Less than \$500	20	13
More than \$500 but less than \$1,000	25	18
More than \$1,000 but less than \$1,500	18	21
More than \$1,500 but less than \$2,000	13	17
More than \$2,000	14	21
(Don't know/refused)	10	10
<b>Less than \$1K</b>	<b>45</b>	<b>31</b>
<b>Less than \$2K</b>	<b>31</b>	<b>38</b>
<b>Greater than \$2K</b>	<b>14</b>	<b>21</b>

Q.14 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?

	<b>Total</b>	<b>Top 25 MSAs</b>
A significant strain	14	16
A slight strain	24	29
Not much of a strain	23	21
No strain at all	37	30
(Don't know)	2	2
(Refused)	1	1
<b>Significant/Slight strain</b>	<b>38</b>	<b>45</b>
<b>Not much/No strain</b>	<b>59</b>	<b>52</b>
<b>Significant/Slight strain - Not much/No strain</b>	<b>-22</b>	<b>-6</b>



Q.15 As you probably know, most banks and lenders require a down payment on the cost of the home before they will approve a mortgage. If you were to buy a home today, what percentage of the total purchase price do you expect a bank or lending company would require as a down payment for a home mortgage -- less than five percent of the total purchase price, five percent, ten percent, fifteen percent, or twenty percent of the total purchase price?

	<b>Total</b>	<b>Top 25 MSAs</b>
Less than 5 percent	10	8
Five percent	13	12
Ten percent	26	24
Fifteen percent	11	12
Twenty percent	28	33
(Other percentage above 20)	2	2
(Don't know)	10	9
(Refused)	1	1
<b>Ten percent or lower</b>	<b>49</b>	<b>43</b>
<b>Fifteen percent or higher</b>	<b>41</b>	<b>47</b>

Q.16 And 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, ten percent, fifteen percent, or twenty percent of the total purchase price?

	<b>Total</b>	<b>Top 25 MSAs</b>
Less than 5 percent	13	13
Five percent	24	23
Ten percent	31	30
Fifteen percent	9	9
Twenty percent	13	17
(Other percentage above 20)	1	1
(Don't know)	7	7
(Refused)	1	0
<b>Ten percent or lower</b>	<b>69</b>	<b>66</b>
<b>Fifteen percent or higher</b>	<b>23</b>	<b>27</b>

Q.17 Imagine for a moment that you were going to buy a home or property. I am going to read to you a list of people and institutions that provide information about buying a home. For each one, please tell me how much you trust it as a source of information about buying a home or property. Would you say that you trust that source a lot, a little, not too much, or not at all?

(PROMPT) Do you trust [READ ITEM] a lot, a little, not too much or not at all as a source of information when buying a home or property?

(RANDOMIZE)

	A lot	A little	Not too much	Not at all	(Dk/Ref)	A lot/ A little	Not too much/ Not at all	A lot/ A little - Not too much/ Not at all
A. Family and friends								
<b>Total</b>	48	35	8	8	1	<b>84</b>	<b>15</b>	<b>68</b>
<b>Top 25 MSAs</b>	48	36	8	7	1	<b>84</b>	<b>15</b>	<b>69</b>
B. A local REALTOR or real estate agent								
<b>Total</b>	37	41	11	8	2	<b>79</b>	<b>20</b>	<b>59</b>
<b>Top 25 MSAs</b>	36	43	13	7	1	<b>80</b>	<b>19</b>	<b>60</b>
C. Your local newspaper								
<b>Total</b>	14	41	19	23	3	<b>56</b>	<b>41</b>	<b>14</b>
<b>Top 25 MSAs</b>	15	39	20	24	3	<b>53</b>	<b>44</b>	<b>9</b>
D. Real estate company websites								
<b>Total</b>	15	46	17	18	3	<b>61</b>	<b>35</b>	<b>26</b>
<b>Top 25 MSAs</b>	16	46	17	18	3	<b>62</b>	<b>36</b>	<b>26</b>
E. Facebook friends and social media								
<b>Total</b>	5	26	20	46	4	<b>31</b>	<b>65</b>	<b>-34</b>
<b>Top 25 MSAs</b>	6	27	21	42	3	<b>33</b>	<b>63</b>	<b>-30</b>
F. Your bank or mortgage lender								
<b>Total</b>	39	38	11	10	3	<b>76</b>	<b>21</b>	<b>55</b>
<b>Top 25 MSAs</b>	34	41	11	11	3	<b>75</b>	<b>22</b>	<b>53</b>
G. Nonprofit housing organizations								
<b>Total</b>	26	37	12	17	9	<b>63</b>	<b>29</b>	<b>34</b>
<b>Top 25 MSAs</b>	27	39	11	17	7	<b>66</b>	<b>27</b>	<b>38</b>
H. Internet websites like zillow.com and REALTOR.com								
<b>Total</b>	15	42	16	21	6	<b>57</b>	<b>37</b>	<b>20</b>
<b>Top 25 MSAs</b>	17	46	15	16	6	<b>63</b>	<b>31</b>	<b>31</b>

Q.18 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?

(IF REPUBLICAN/DEMOCRAT, FOLLOW UP) Would you call yourself a strong REPUBLICAN/DEMOCRAT or a not-so-strong REPUBLICAN/DEMOCRAT?

(IF SOMETHING ELSE/INDEPENDENT, FOLLOW UP) Do you think of yourself as closer to (ROTATE) the Republican Party or the Democratic Party?

	<b>Total</b>	<b>Top 25 MSAs</b>
Strong Republican	16	14
Not-so-strong Republican	7	6
Lean Republican	4	5
(Something else/independent)	32	31
Lean Democrat	5	7
Not-so-strong Democrat	8	10
Strong Democrat	21	24
(Don't know)	3	2
(Refused)	2	2
<b>Democrat</b>	<b>29</b>	<b>34</b>
<b>Independent with Leanners</b>	<b>42</b>	<b>42</b>
<b>Republican</b>	<b>24</b>	<b>20</b>
<b>Democrat - Republican</b>	<b>5</b>	<b>14</b>
<b>Democrat and Lean Democrat</b>	<b>34</b>	<b>41</b>
<b>Pure Independent</b>	<b>32</b>	<b>31</b>
<b>Republican and Lean Republican</b>	<b>28</b>	<b>24</b>
<b>Democrat and Ind. Lean Dem - Republican and Ind. Lean Repub</b>	<b>6</b>	<b>16</b>

Q.19 In what year were you born? (DON'T KNOW/REFUSED = 0000)

	<b>Total</b>	<b>Top 25 MSAs</b>
18 to 29	20	21
30 to 39	16	17
40 to 49	16	18
50 to 64	23	21
65+	20	18
Don't know/refused	4	6

Q.20 And, what was the last grade you COMPLETED in school, thus far? (DO NOT READ CHOICES)

	<b>Total</b>	<b>Top 25 MSAs</b>
Some grade school	1	1
Some high school	6	4
Graduated high school	20	18
Technical or vocational school	4	4
Some college	22	22
Graduated college	31	33
Graduated/professional school (Refused)	15 1	18 1
<b>H.S. or less</b>	<b>27</b>	<b>23</b>
<b>Post H.S.</b>	<b>26</b>	<b>26</b>
<b>College Graduate</b>	<b>47</b>	<b>51</b>
 <b>Not College</b>	 <b>52</b>	 <b>48</b>

Q.21 Which of the following best describes your community (READ OPTIONS - ROTATE BIG CITY TO RURAL; RURAL TO CITY):  
a big city, a small city, a suburb, a small town or a rural area.

	<b>Total</b>	<b>Top 25 MSAs</b>
Big city	22	33
Small city	23	18
Suburb	22	31
Small town	17	10
Rural area	14	6
(Don't know/refused)	2	2
 <b>Big city/Small city/Suburb</b>	 <b>67</b>	 <b>82</b>
<b>Small town/Rural area</b>	<b>31</b>	<b>16</b>

Q.22 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 THAN \$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?

	<b>Total</b>	<b>Top 25 MSAs</b>
Under \$20,000	9	7
Between \$20,000 and \$40,000	15	12
Over \$40,000 but under \$60,000	14	13
Over \$60,000 but under \$80,000	17	17
Over \$80,000 but under \$100,000	10	11
Over \$100,000	21	28
(Don't know/refused)	14	13
<b>Less than \$60K</b>	<b>38</b>	<b>32</b>
<b>\$60K - \$100K</b>	<b>27</b>	<b>28</b>
<b>Over \$100K</b>	<b>21</b>	<b>28</b>

Q.23 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?

	<b>Total</b>	<b>Top 25 MSAs</b>
African American or Black	12	16
White	63	56
Hispanic American or Latino	10	12
Asian American	2	3
(Other)	8	9
(Refused)	4	5

Q.25 Phone line type

	<b>Total</b>	<b>Top 25 MSAs</b>
Wireless	47	53
Not Wireless	53	47

Q.26 Region

	<b>Total</b>	<b>Top 25 MSAs</b>
New York City MSA	6	14
Los Angeles MSA	4	9
Chicago MSA	3	7
Midwest (minus Chicago)	20	11
Mountain west	7	5
Northeast (minus NYC)	14	14
Pacific northwest (minus LA)	11	13
Southeast	18	17
South central	17	8

MSA Flag

	<b>Total</b>	<b>Top 25 MSAs</b>
Top 25 MSAs	42	100
Not Top 25 MSAs	44	-
Micro	8	-
Not in an MSA or Micro	6	-

Split

	<b>Total</b>	<b>Top 25 MSAs</b>
A	50	48
B	50	52

## Survey Methodology

American Strategies designed and administered this telephone survey conducted by professional interviewers. The survey reached 1,501 adults, age 18 or older, throughout the United States. The survey was conducted from May 8 to May 17, 2017. The sample was randomly selected from TargetSmart's file of the United States voting-age population. Forty-seven percent of respondents were reached on wireless phones. The sample was stratified by gender, age, race, party score, and region. Quotas were assigned to reflect the demographic distribution of the national voting age population. The data were weighted by gender, age, race, and region to ensure an accurate reflection of the population. The overall margin of error is +/- 2.5%. The margin of error for subgroups is larger and varies. (Percentage totals may not add up precisely due to rounding.)