



The 2011 Community Preference Survey **What Americans are looking for when deciding where to live**

Analysis of a survey of 2,071 American adults nationally

Conducted for the National Association of Realtors®

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Introduction

The National Association of Realtors® asked Belden Russonello & Stewart LLC to update research done in 2004 on Americans' preferences regarding the communities in which they live. There have been major changes in the economy and the housing market since the 2004 Community Preference Survey was conducted. Property values have dropped significantly in many areas, foreclosures are at record highs, and fluctuating gas prices have made long commutes more costly. This research explores how Americans' preferences regarding communities and housing have changed over the last seven years. The research covers characteristics consumers are looking for in a community, the reality of their current communities, and what policies they would support to improve their communities in the future.

The 2011 BRS/NAR Community Preference Survey is a web-enabled survey of adults nationwide using the Knowledge Networks panel. Knowledge Networks uses probability methods to recruit its panel, allowing results to be generalized to the population of adults in the U.S. A total of 2,071 questionnaires were completed from February 15 to 24, 2011. The data have been weighted by gender, age, race, region, metropolitan status, and Internet access. The margin of sampling error for the sample of 2,071 is plus or minus 2.2 percentage points at the 95% level of confidence. A detailed methodology can be found in Appendix A.

Prior to the survey, two focus group discussions were held in Northern Virginia on January 6, 2011 with residents of urban and suburban areas. The groups were conducted to inform changes to the questionnaire and to incorporate how attitudes on housing and communities have changed over the seven years since the previous survey. Several quotes from the focus groups are included to provide context in this report.

In reading this report, tables and graphs in the text highlight selected survey findings and are expressed in percentages. The base for each table is all respondents (n=2,071) unless otherwise noted. Due to weighting, rounding, omission of "don't know," "refuse," or other responses, percentages may add to more or less than 100%.

This report contains an executive summary, followed by detailed findings that examine public attitudes toward:

- Where we are now: Views of current communities and housing
- Where we want to be: Priorities
- Making Choices
- Making Changes

The final chapter of the report examines the attitudes of key groups, such as young singles, African-American and Latino families, and prospective homebuyers.

Executive Summary

The 2011 Community Preference Survey reveals that, ideally, most Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes and their jobs are a short commute away; as long as those communities can also provide privacy from neighbors and detached, single-family homes. If this ideal is not possible, most prioritize shorter commutes and single-family homes above other considerations.

1. The economy has had a substantial impact on attitudes toward housing and communities

- The economy, attracting businesses and creating jobs, has become Americans' clear top priority (84% extremely high or high priority), while concern for other issues has dropped somewhat since 2004.
- Americans are three times more likely to say that the quality of life in their communities has gotten worse (35%) rather than better (12%) in the last three years. In 2004, the public was more optimistic: 25%, gotten better; 23%, gotten worse; 52%, stayed the same.
- Fewer Americans report having bought their home in the last three years (15%, 2011; 26%, 2004) or that they are planning to buy a home in the next three years (20%, 2011; 28%, 2004). A quarter of the public (24%) says that the economy has made them less likely to buy.
- Six in ten adults (59%) would rather stay within their budget, even if it meant they could not live in their desired community, compared to 39% who would stretch their budgets. Those with lower incomes are particularly hesitant to go out on a limb financially.

2. Overall, Americans' ideal communities have a mix of houses, places to walk, and amenities within an easy walk or close drive

- When selecting a community, nearly half of the public (47%) would prefer to live in a city (19%) or a suburban neighborhood with a mix of houses, shops, and businesses (28%). Another four in ten (40%) would prefer a rural area (22%) or a small town (18%). Only one in ten (12%) say they would prefer a suburban neighborhood with houses only.
- After hearing detailed descriptions of two different types of communities, 56% of Americans select the smart growth community and 43% select the sprawl community. Smart growth choosers do so largely because of the convenience of being within walking

distance to shops and restaurants (60%). Those who prefer the sprawl community are motivated mostly by desire to live in single-family homes on larger lots (70%).

- In a forced choice question, being within walking distance of amenities is preferred by a majority of Americans. Nearly six in ten adults (58%) would prefer to live in a neighborhood with a mix of houses and stores and other businesses within an easy walk. Four in ten (40%) select a community with housing only, where residents need to drive to get to businesses.

3. Desire for privacy is a top consideration in deciding where to live

- While walkability is seen as a desirable attribute by most, majorities of Americans are willing to live in communities where they have to drive most places if it means they would have larger lots with more distance from neighbors:
 - 61% choose larger lots and needing to drive over smaller lots and being able to walk to schools, stores, and restaurants (37%).
 - The preference is not as clear when choosing between larger lots and needing to drive (56%) and smaller lots and being able to walk to parks, playgrounds, and recreation areas (43%). In another set of questions, the public places a greater priority on having sidewalks and places to take walks (77%, important) than on being within walking distance of specific places in a community, such as stores and restaurants (66%).
- Privacy from neighbors is the top consideration tested for Americans in deciding where to live (45%, very important; 42%, somewhat). Other top priorities include, high quality public schools (44%; 31%), commute time (36%; 42%), and sidewalks and places to walk (31%; 46%).
- Living in a single-family, detached home is important to most Americans. Eight in ten (80%) would prefer to live in single-family, detached houses over other types of housing such as townhouses, condominiums, or apartments.
- Six in ten (59%) would accept a longer commute and having to drive to shops and restaurants if it meant they could live in a single-family detached home, rather than living in an attached home or apartment (38%).

4. But, having a reasonable commute can temper desire for more space

- While majorities of Americans prioritize space and privacy, a lengthy commute can sway them to consider smaller houses and lots. Six in ten (59%) would choose a smaller house and lot if it meant a commute time of 20 minutes or less. Four in ten (39%) would stick with the larger houses even if their commute was 40 minutes or longer.
- More than three-quarters of Americans (78% very or somewhat important) consider being within 30 minutes of work important in choosing where to live, making it among the most important factors tested, behind privacy.

5. Community characteristics are more important than size of home

- Seven times more people say the neighborhood where a house is located (88%) is a bigger consideration in deciding where to live than the size of the house (12%).
- Community factors such as high quality public schools (75% very or somewhat important) and sidewalks and places to take walks (77%) are among the top community characteristics people consider important when deciding where to live.
- Two-thirds (66% very or somewhat important) see being within an easy walk of places in their community as an important factor in deciding where to live. Specifically, being within an easy walk of a grocery store (75%), pharmacy (65%), hospital (61%), and restaurants (60%) is important to at least six in ten Americans.

6. Improving existing communities preferred over building new roads and developments

- Americans see improving existing communities (57%) and building new developments within existing communities (32%) as much higher priorities than building new developments in the countryside (7%).
- Preserving farms and open areas from development are a higher priority (53% extremely high or high priority) than creating new developments (24%).
- The public's attitudes toward traffic solutions have remained consistent over the last seven years. Improving public transportation is viewed as the best answer to traffic congestion by half of the country (50%). Three in ten (30%) prefer building communities where fewer people need to drive long distances to work and shop. Far fewer want to see more roads (18%).

7. Major differences in community preferences of various types of Americans

- Younger people who are unmarried tend to prefer the convenience of smart growth, walkable communities. Subdivision-type communities appeal more to middle-aged, married couples.
- Political views are predictive of what type of communities Americans prefer. Democrats and liberals tend to prefer smart growth-type communities, while Republicans and conservatives are more likely to favor sprawl-type communities.
- In general, adults' current housing situations reflect their preferences. Those who live in housing-only suburbs, small towns, and rural areas prefer more spread out, less walkable communities, whereas urban residents and those who live in suburbs with a mix of housing and businesses prefer more walkable, smart growth-type communities.
- Those on both ends of the socio-economic scale tend to prefer smart growth communities while those in the middle are more drawn to sprawl-type communities.

Detailed Findings

A. Where We Are: Views of current communities and housing

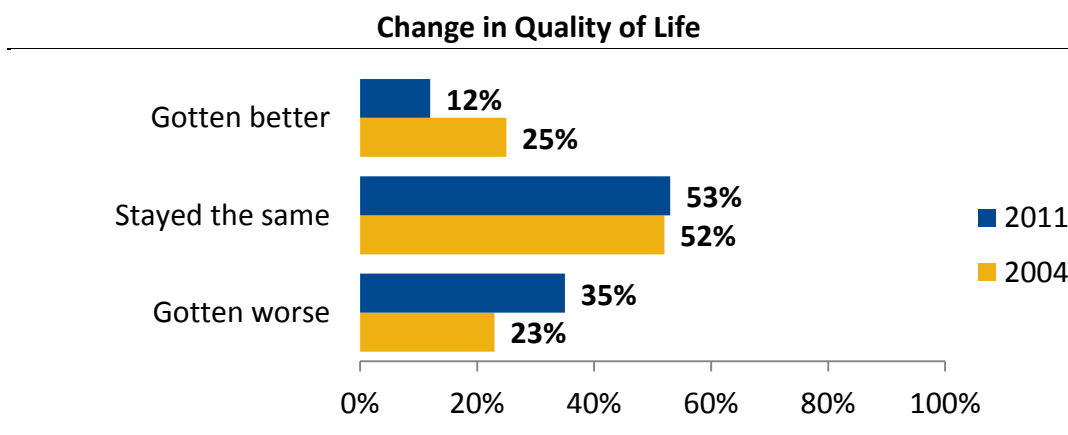
The economy continues to top Americans' priorities and has had an impact on attitudes toward housing issues. The priority Americans place on community issues has dropped somewhat as economic concerns outweigh other issues. A sizeable segment of prospective homebuyers expresses more caution about entering the housing market and shows reluctance to stretch personal budgets.

1. Assessment of communities

Among other factors, the economic recession of the last several years has taken a toll on Americans' perceived quality of life. While half (53%) says that the quality of life in their community has remained the same over the last three years, a third of Americans (35%) reports that their quality of life has worsened, an increase of 12 percentage points over the last seven years (23%, 2004). Only one in ten (12%) says the quality of life in their community has improved over the last three years, down from 25% in 2004.

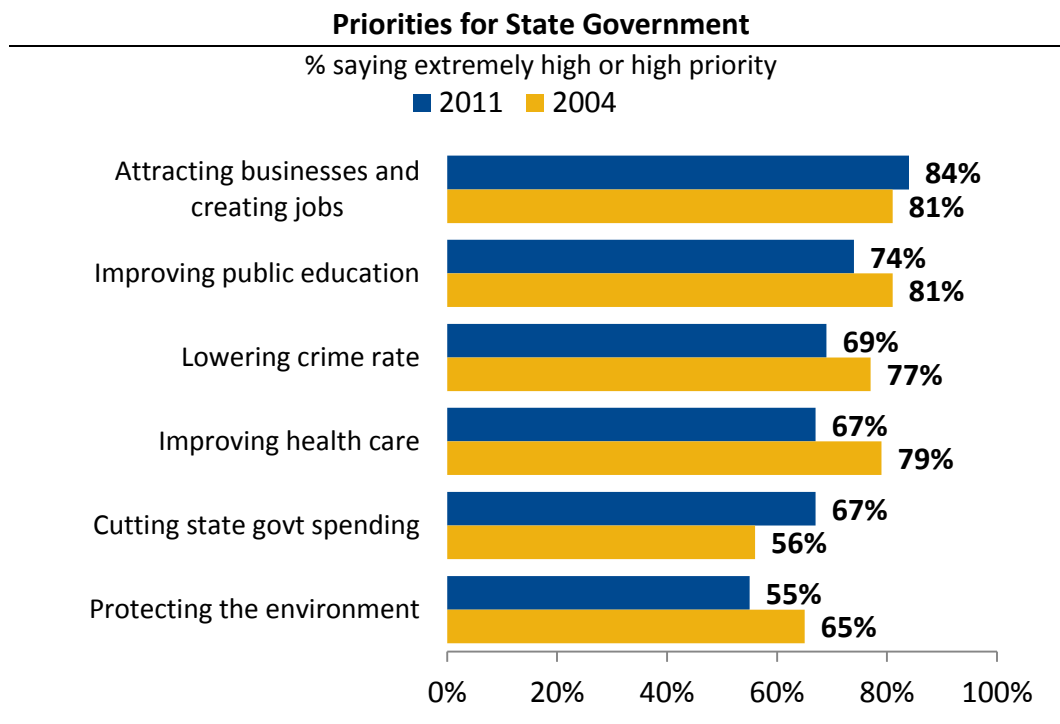
The following groups are more likely than others to say the quality of life has worsened in their communities:

- Older Americans (40%, 50-59; 39%, 60+); and
- Those with lower income (39%, <\$25,000; 39%, \$25,000-50,000).



Q1. Thinking about the community in which you live, do you think the quality of life has gotten better, gotten worse, or stayed the same in the past three years?

Most Americans would like their state leaders to focus on attracting businesses and creating jobs right now (84%, extremely high or high priority). Other top priorities include improving public schools (74%), lowering the crime rate (69%), improving health care (67%), and cutting government spending (67%). A majority (55%) also calls protecting the environment an extremely high or high priority.



Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE) i. Attracting businesses and creating jobs; d. Improving public education; c. Lowering the crime rate; a. Improving the health care system; b. Cutting state government spending; e. Protecting the environment

“ Things are getting a little better with the economy but there are still a lot of places that aren’t hiring at all and a lot of people who need work. – *Urban/inner suburban man*

People are losing their homes. If they can get a job, it’s not the kind of job they would want or that can support a family. – *Outer suburban woman* ”

Overall, priorities have remained consistent over the last seven years; however, as economic and budgetary concerns have intensified, the priority that Americans place on most other issues has dropped somewhat. This is also true of the housing and community issues tested in the survey. Housing for people with moderate and low incomes (46%, 2011; 57%, 2004), revitalizing cities (39%; 44%), and revitalizing older suburbs (26%; 37%) have all become lower priorities in the last seven years.

Despite these decreases, sizeable segments of the population highly prioritize several housing issues. Slight majorities consider preserving farms and open spaces (53%, extremely high or high priority) and improving the availability of affordable housing (51%) high priorities for state government.

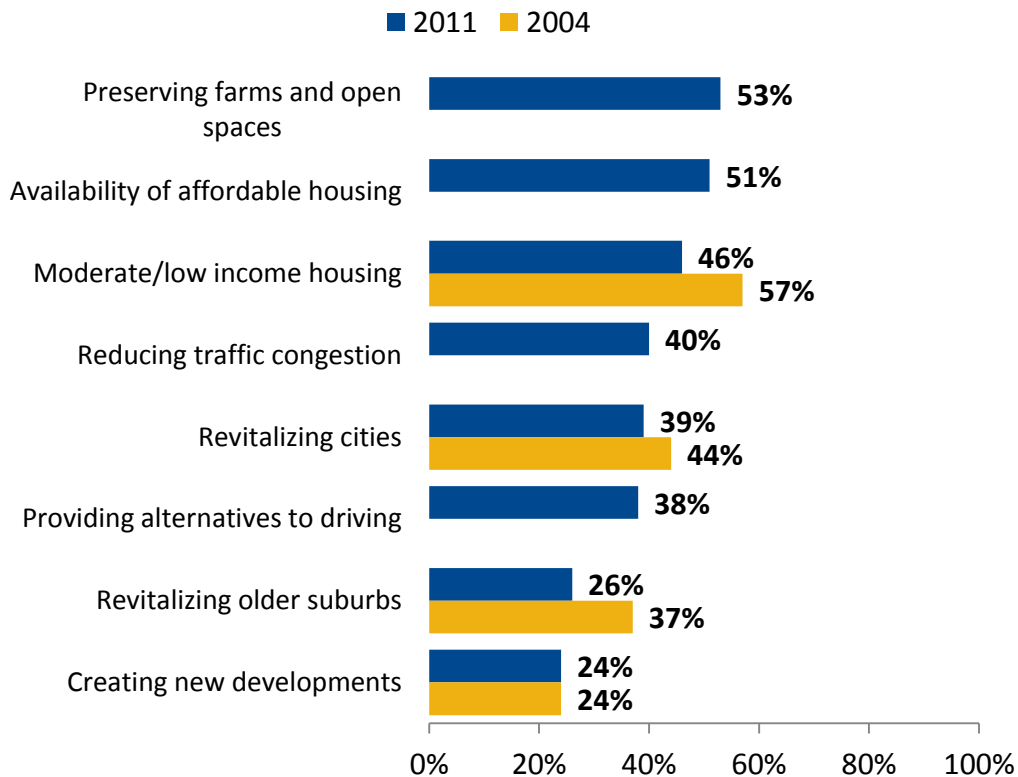
Four in ten consider each of the following high priorities:

- Having housing for people with moderate and low incomes (46%, extremely high or high priority);
- Reducing traffic congestion (40%);
- Revitalizing cities (39%); and
- Providing convenient alternatives to driving such as walking, biking, and public transportation (38%).

Revitalizing older suburbs (26%, extremely high or high priority) and building new developments (24%) are overall lower priorities for most Americans.

Priorities for State Government on Housing and Community Issues

% saying extremely high or high priority



Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE) f. Preserving farms and open spaces from development; l. Improving the availability of affordable housing; k. Having housing for people with moderate and low incomes; m. Reducing traffic congestion; h. Revitalizing cities; n. Providing convenient alternatives to driving such as walking, biking, and public transportation; g. Revitalizing older suburbs; j. Creating new development outside the cities

“ We need more affordable housing. I moved here because it was affordable but now it’s just getting too expensive. – *Urban/inner suburban woman* ”

2. Changes in the housing market

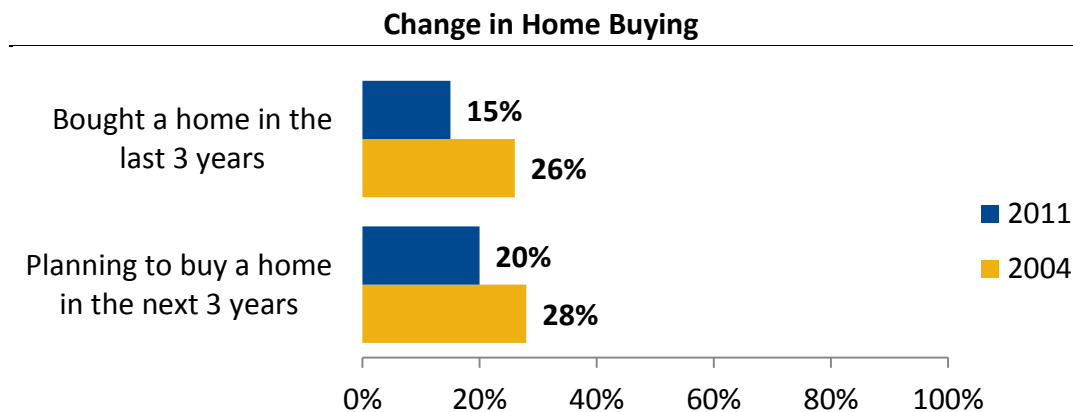
The 2011 survey reflects the impact of the recent decline in the housing market. American homeowners are less likely than they were seven years ago to report having purchased a home recently (15%, 2011; 26%, 2004) and they are also less likely to say they plan to buy a home in the near future (20%; 28%).

The following groups are more likely than others to have bought their homes in the last three years:

- Americans in their 30s (24%) and 40s (20%);
- Those living in the Inland South (24%);
- African Americans (20%) Latinos (25%); and
- Those who live in apartments or townhouses, rather than single-family detached homes (24%).

The following groups are more likely than others to say that they plan to buy a home in the next three years:

- Americans under 40 years old (29%, 18-29; 35%, 30-39);
- African Americans (32%) and Latinos (27%);
- Renters (34%);
- Those living in urban areas (28%); and
- Those with children under 18 (28%).



D7. (IF OWN HOME, n=1,557) Have you purchased your home in the last three years? D8. Looking ahead to the next three years, do you think you will purchase a home?

Among those who have bought a home in the last three years, there is a wide range of reasons for deciding to buy. In an open-ended question, the most common reason mentioned is changing family needs (20%), primarily marriage or a growing family, although some also mention divorce. One in ten mentions wanting a bigger or more updated home (11%) or a desire to stop renting (9%). Others give the following reasons for buying:

- Can now afford to buy (8%);
- Needed or wanted to relocate (8%);
- As an investment (5%);
- For more privacy or land (4%);
- Moving for a job or to be closer to work (3%);
- Downsizing (2%);
- Other retirement or aging issues (1%); and
- Proximity to services or public transportation (1%).

Among those who say they are planning to buy within the next three years, an open-ended question reveals that their motivations are similar to those who purchased recently. Nearly one-quarter plans to buy because of changes in family needs (23%). One in ten wants a bigger or nicer house (9%) or wants to stop renting (9%). Others give the following reasons for wanting to buy:

- Needed or wanted to relocate (8%);
- As an investment (5%);
- Retirement or aging issues (4%);
- Moving for a job or to be closer to work (3%);
- For more privacy or land (2%);
- Downsizing (2%);
- Can now afford to buy (2%);
- Proximity to services or public transportation (2%).

Unlike recent buyers, some prospective buyers mention more intangible motivators such as pride in ownership or the “American dream” (3%) or desires relating to being a first time homebuyer (1%).

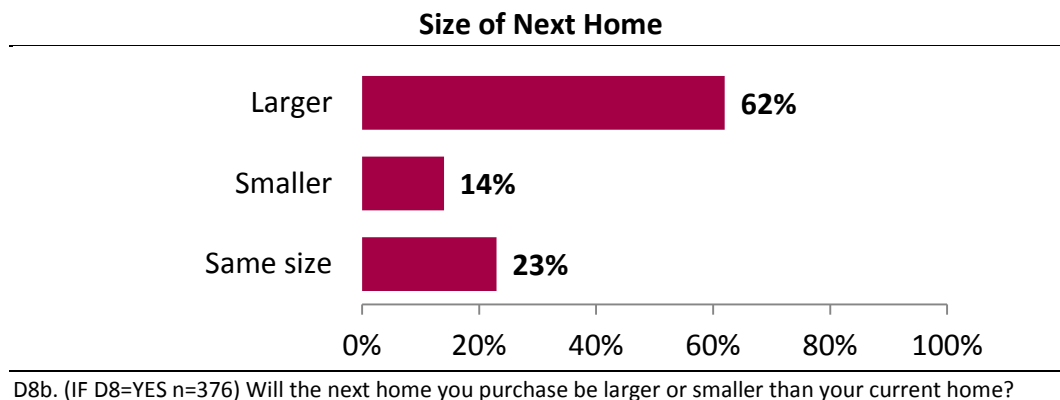
“ We’ll probably be adding another member to the family. We don’t need a really big house, but we need more than we have now. There’s no room for a baby here. – *Urban/inner suburban man*

We want to move to closer to the grandkids, and it’s probably time to downsize.
– *Outer suburban woman* ”

“ I’m sick of throwing money away on rent. I want to get away from having neighbors right on top of me. I need a little more privacy. – *Urban/inner suburban man* ”

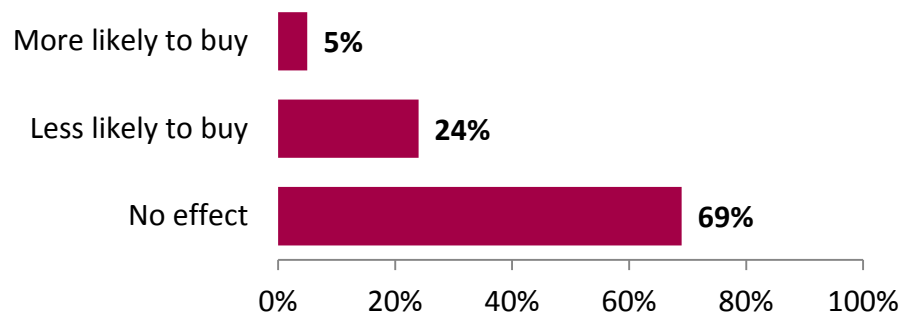
In their next home purchase, six in ten prospective homebuyers (62%) will be looking for a larger home. Relatively few are looking to downsize (14%) and nearly one-quarter (23%) would like a home that is the same size as their current home.

A person’s age is the most important factor in determining the size of their next home purchase. Buyers over age 60 are in roughly equal proportions looking for a larger home (39%), as looking for a smaller home (34%). Buyers in their 30s are overwhelmingly more interested in a larger home (74%). People with children under 18 in their households are also more likely to want a larger home (69%).



Seven in ten Americans (69%) say that the economy has had no effect on their plans to purchase a home. However, a sizeable segment of 24% reports that the downturn in the economy has made them less likely to buy a house in the next three years. Only five percent say the downturn has made them more likely to buy.

Effect of Economy on Home Buying



D10. Has the economic downturn affected your plans to buy a house in the next three years?

Groups that are more likely to want to buy, but who are not as financially secure, are the most likely to say that the economy has impacted their decisions:

- Americans under 30 (31%, less likely to buy);
- Latinos (35%);
- Those earning less than \$25,000 annually (32%);
- Renters (37%); and
- Singles (30%).

Among those who say they plan to buy in the next three years, 22% have become more likely due to the economy, 32% have become less likely, and 45% say the economy has had no impact on their decision.

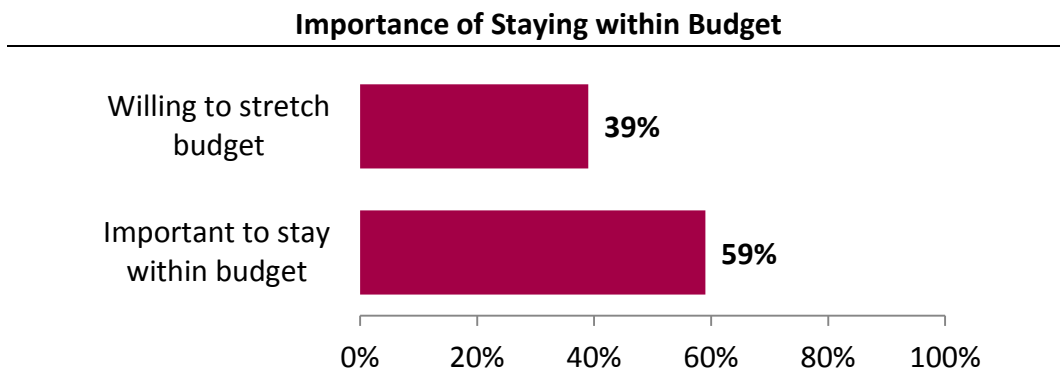
The economic downturn may have made Americans more cautious about stretching their budgets. A majority of Americans (59%) says they would sacrifice living in their preferred neighborhood to stay within their budget. Four in ten (39%) would stretch their budget to get into their preferred community.

A majority of nearly all segments of the public prioritize staying within their budget. In particular, those more likely than others to prioritize their budget over neighborhood include:

- Those over 50 (63%, 50-59; 65%, 60+);
- African Americans (71%);
- Those with lower incomes (71%, less than \$25,000; 64%, \$25,000-50,000); and
- Those who prefer smart growth-type communities.

The following groups are more likely than others to say they would stretch their budget for a good neighborhood:

- Men under 40 (48%);
- Those with higher education (47%, college graduates; 47%, post graduates) and income (46%, \$75,000-100,000; 50%, \$100,000+); and
- Recent homebuyers (50%).



Q12. Which of the following best describes you: I would be willing stretch my budget to spend more on housing so I could live in my preferred community OR It is important for me to stay within my budget even if it means I would be unable to live in my preferred neighborhood

B. Where We Want to Be: Priorities

Most Americans agree that privacy, convenience, and quality of life are key considerations when deciding where to live – but these considerations take on different meanings for different people. For some, walkability is a key component of quality of life – for others high quality schools or a short commute are more important.

Americans are generally happy with the type of community in which they currently live, although suburban areas with a mixture of housing and other amenities and small towns and rural areas are more appealing than other communities. While there is a range of communities that are popular with Americans, single-family homes are the undisputed favorite housing type.

1. Types of communities

The types of communities in which Americans want to live largely match the places they actually live, with a slight preference for more rural or small town areas and suburbs with a mix of housing and businesses. Nearly one-quarter of the public (24%) reports residing in an urban neighborhood, with more living in residential areas of a city (19%) than the downtown area (5%). Slightly fewer (19%) say that the city is their preferred community type. Although nearly as many say they would prefer to live in the downtown area of a city (8%) as would want to live in a residential area (11%). Younger people (31%, under 30), African Americans (26%), Latinos (29%), and singles (29%) are more likely than others to prefer city living.

More than four in ten Americans (45%) report currently living in a suburban community including one-quarter (26%) in a suburb with a mix of housing and businesses and two in ten (19%) in areas with housing only. Looking at preferences, however, fewer people want to live in suburban neighborhoods that consist of only housing (12%) rather than a mix of housing, shops, and other businesses (28%).

The following groups are more likely than others to prefer suburban areas with a mix of housing and businesses:

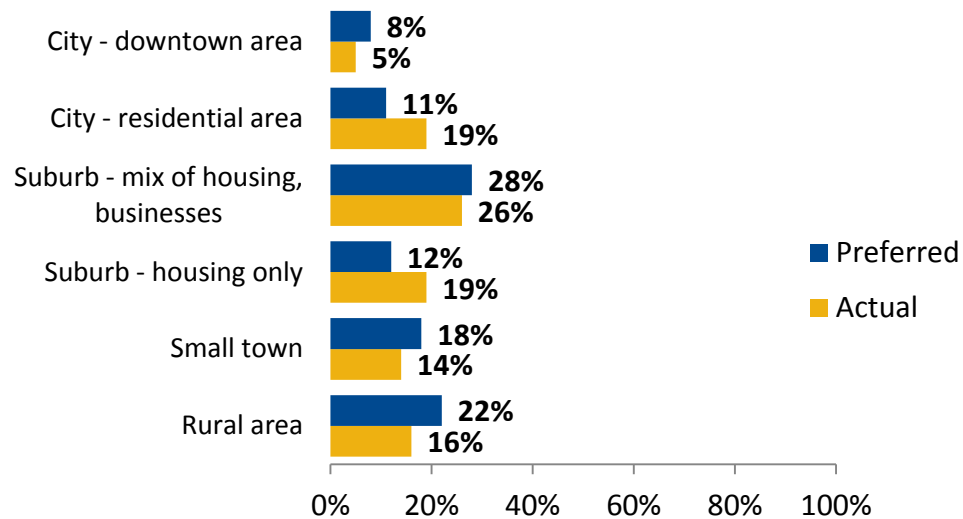
- Women under 40 (35%);
- African Americans (40%); and
- Those with higher levels of education (35%, college graduate; 36%, post graduate) or income (38%, \$100,000 or more).

Small town and rural communities appeal to many Americans. Three in ten (30%) currently describe their community as a small town (14%) or a rural area (16%); however, four in ten Americans (40%) would like to live in one of these types of communities (18%, small town; 22% rural area).

Small towns and rural areas appeal most to the following groups:

- Americans over 40 (47%, 40-49; 47%, 50-59; 46%, 60+);
- Those living in the Inland South region (48%); and
- Those earning between \$25,000 and \$50,000 annually (47%).

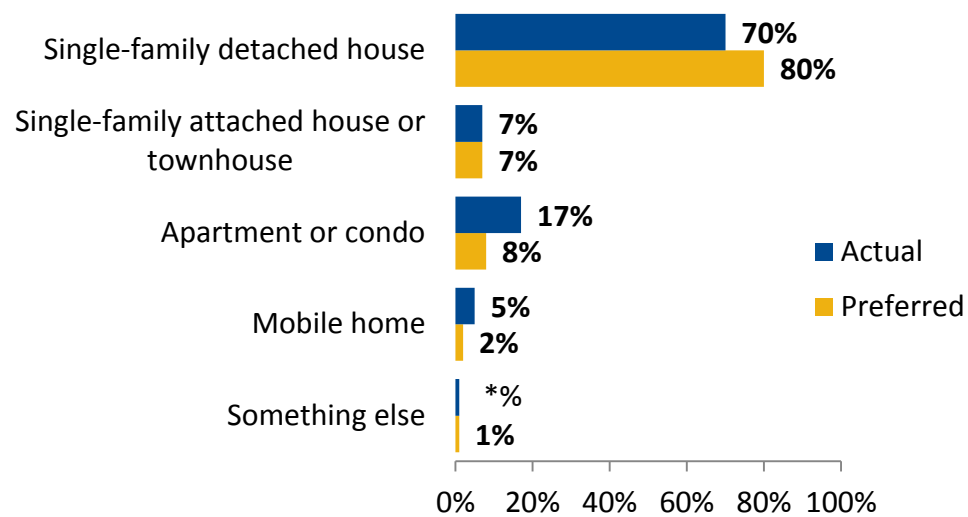
Preferred versus Actual Community Type



Q4. Which of the following best describes the place where you live: City – downtown, with a mix of offices, apartments, and shops, City – more residential neighborhood, Suburban neighborhood with a mix of houses, shops, and businesses, Suburban neighborhood with houses only, Small town, Rural area
 Q5. If you could choose where to live, in which type of the following locations would you most like to live? City – downtown, with a mix of offices, apartments, and shops, City – more residential neighborhood, Suburban neighborhood with a mix of houses, shops, and businesses, Suburban neighborhood with houses only, Small town, Rural area

The detached, single-family home is the clear favorite for housing in America. Seven in ten Americans (70%) live in a detached, single-family home and another ten percent would like to do so (80%, preferred). Nearly two in ten Americans (17%) live in an apartment or condo, although this is the preference for only 8%. Fewer than one in ten live or want to live in attached, single-family homes or townhouses (7%, actual; 7%, preferred). Large majorities of all subgroups analyzed would prefer to live in a detached, single-family home.

Preferred versus Actual Housing Type



Q6. Right now, if you could choose, which of the following would you prefer to live in: Single-family detached house; Single-family attached house or townhouse; An apartment or condominium; A mobile home; Something else

2. Community characteristics

Americans consider many factors when choosing a neighborhood. Key among these are space or privacy and convenience, although the quality of public schools plays an important role for many.

The top factors include privacy from neighbors, length of commute, having sidewalks and places to walk, and high quality schools. At least three-quarters of the public say that each of these factors is at least somewhat important and more than three in ten call them very important.

- Privacy from neighbors (87%, important; 45%, very);
- Being within a 30-minute commute to work (78%; 36%);
- Sidewalks and places to take walks (77%; 31%); and
- High quality public schools (75%; 44%).

High quality schools are “very” important to many people, especially:

- Americans in their 30s (54%, very important) and 40s (50%);
- Women under 40 (54%);

- African Americans (49%) and Latinos (50%);
- Those with higher levels of education (49%, college graduate; 52%, post graduate);
- Those earning more than \$100,000 annually (53%);
- Those with children under 18 in the household (64%); and
- Prospective homebuyers (52%).

The next tier includes considerations that are important to majorities, but are “very important” to less than a quarter of the public. These include:

- Easy access to the highway (72%, important; 21%, very);
- Being within an easy walk of other places and things in the community (66%; 24%);
- An established neighborhood with older homes and mature trees (62%; 14%);
- Living in a community with people at all stages of life – single adults, families with children, and older people (60%; 15%); and
- Living in a place that’s away from it all (53%; 16%).

The third tier includes items that are important to less than half of the public:

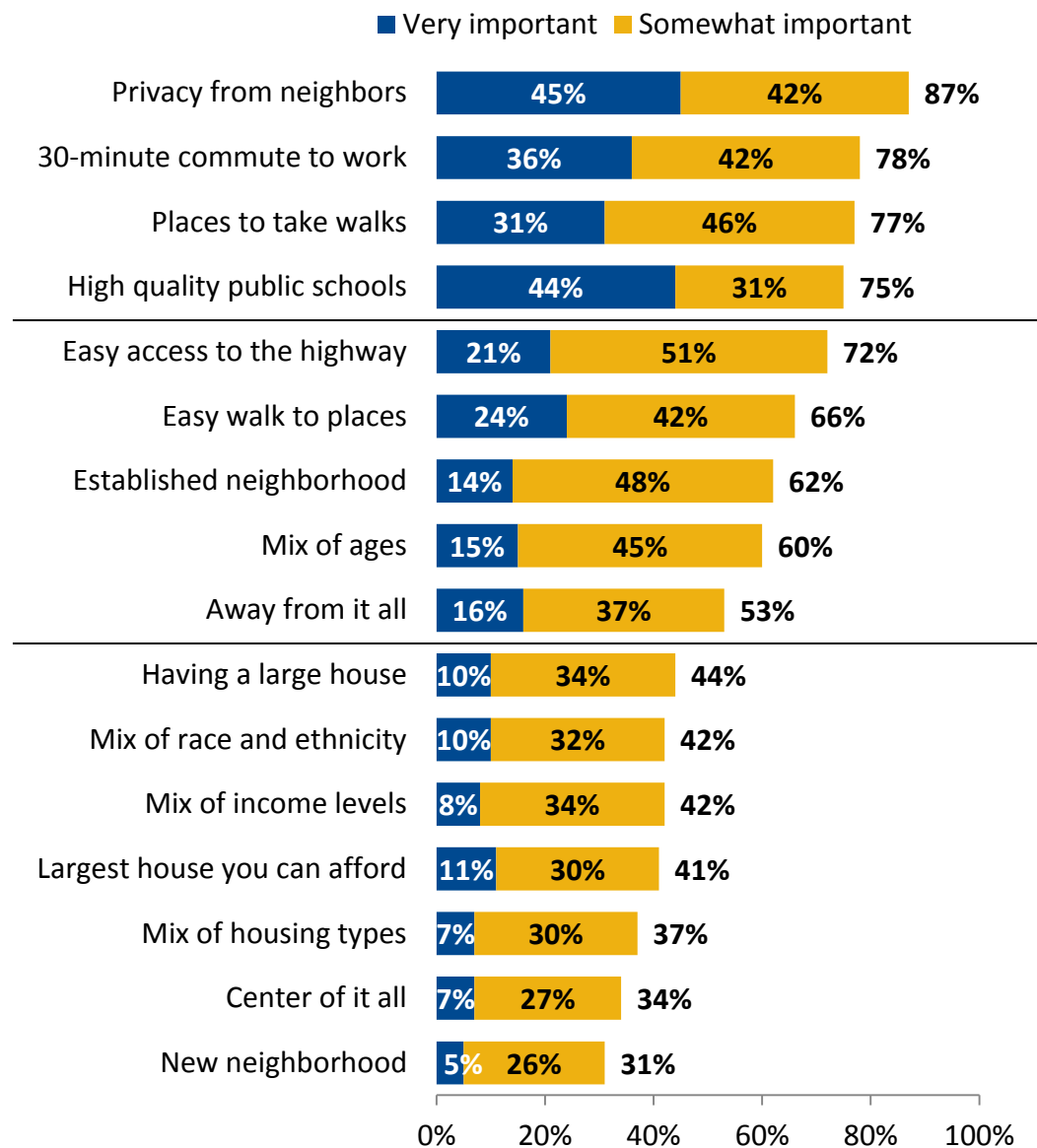
- Having a large house (44%, important; 10%, very);
- Living in a community with a mix of people from various racial and ethnic backgrounds (42%; 10%);
- Living in a community with a mix of people from various income levels (42%; 8%);
- Being able to buy as large a house as you can (41%; 11%);
- Living in a community with a mix of different types of housing – single-family detached houses, townhouses, apartments, and condominiums (37%; 7%);
- Living in a place that’s at the center of it all (34%; 7%); and
- A new neighborhood with recently built homes (31%; 5%).

Looking at the second and third tiers, several distinctions emerge.

- Twice as many Americans are looking for established neighborhoods with older homes and mature trees (62%, important) as compared to new neighborhoods with recently built homes (31%).
 - Established neighborhoods are especially appealing to women over 40 (69%, important).
 - Newer neighborhoods are especially appealing to African Americans (51%) and Latinos (47%).

- Diversity in terms of racial and ethnic backgrounds (42%, important), income levels (42%), and housing types (37%) are low priorities, although a majority of Americans would prefer to live in areas with diversity in terms of life stage or age (60%).
- Living in an area that is “away from it all” (53%, important) is appealing for more Americans than one that is “in the center of it all” (34%).

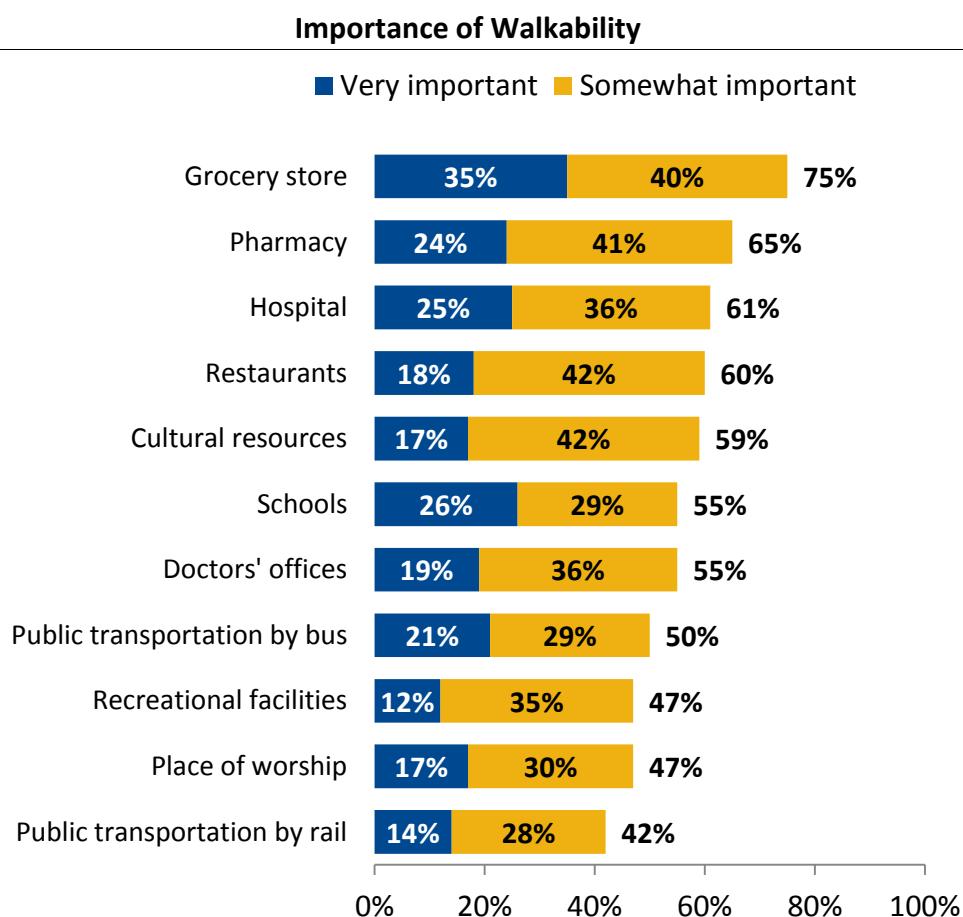
Importance of Community Characteristics



Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE)

n. Privacy from neighbors; e. Being within a 30-minute commute to work; b. Sidewalks and places to take walks l. High quality public schools; f. Easy access to the highway; a. Being within an easy walk of other places and things in the community; m. An established neighborhood with older homes and mature trees; i. Living in a community with people at all stages of life – single adults, families with children and older people; j. Living in a place that’s away from it all; d. Having a large house; g. Living in a community with a mix of people from various racial and ethnic backgrounds; h. Living in a community with a mix of people from various income levels; p. Being able to buy as large a house as you can; c. Living in a community with a mix of different types of housing – single-family detached houses, townhouses, apartments, and condominiums; k. Living in a place that’s at the center of it all; o. A new neighborhood with recently built homes

As noted, walkability is important to many in deciding where to live. More than three-quarters of the public (77%) consider having sidewalks and places to take walks important and two-thirds (66%) place importance on being able to walk to places in their community. Americans are particularly interested in being within an easy walk of grocery stores (75%, important), pharmacies (65%), hospitals (61%), restaurants (60%), and cultural resources like libraries or theaters (59%). At least half of the public also considers being able to walk to schools (55%), doctors' offices (55%), and public transportation by bus (50%) important in deciding where to live. Walking to recreational facilities (47%), places of worship (47%), or public transportation by rail (42%) are slightly less important.



Q18. In deciding where to live, indicate how important it would be to you to have each of the following within an easy walk: very important, somewhat important, not very important, or not at all important. (RANDOMIZE) b. Grocery store; c. Pharmacy or drug store; g. A hospital; i. Restaurants; e. Cultural resources like libraries or theaters; a. Schools; d. Doctors' offices; h_a. (SPLIT SAMPLE A, n=1,011) Public transportation by bus; f. Recreational facilities like swimming, golf, or tennis; j. Church, synagogue, or other place of worship; h_b. (SPLIT SAMPLE B, n=1,060) Public transportation by rail

C. Making Choices

Often, making decisions on housing means making tradeoffs – do you pay more for a shorter commute? Choose a smaller house in a better neighborhood? This section asks people to make those kinds of decisions in terms of what kind of community is most appealing. We find that, while walkability is seen as a positive attribute, distance from neighbors is more important to many; although a shorter commute can entice some to give up larger lot sizes. A majority of Americans prefers a “smart growth” community over a more typical “sprawl” community; although a sizeable segment prefers the latter and there are variations in opinion across several demographic and attitudinal lines.

1. Sprawl versus Smart Growth

When asked to choose between two different community descriptions, a majority (56%) selects the description of a typical “smart growth” community, with a mix of various types of housing and businesses, more sidewalks and public transportation, but less parking. A sizeable minority (43%) selects the description of a typical “sprawl” community, with larger housing spaced farther apart, no sidewalks and little public transportation, but ample parking. A full description of each community is below (Community A: Sprawl; Community B: Smart growth).

Community A
There are only single-family houses on large lots
There are no sidewalks
Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive most places
There is enough parking when you drive to local stores, restaurants, and other places
Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable

Community B
There is a mix of single-family detached houses, townhouses, apartments, and condominiums on various sized lots
Almost all of the streets have sidewalks
Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive
Parking is limited when you decide to drive to local stores, restaurants, and other places
Public transportation, such as bus, subway, light rail, or commuter rail, is nearby

The most attractive element of the smart growth community for those who select it is the fact that amenities such as restaurants, stores, schools, and libraries are within a few blocks (60%).

Slightly more than one in ten is primarily attracted by each of the following:

- There is a mix of single-family detached houses, townhouses, apartments, and condominiums on various sized lots (16%);
- Almost all of the streets have sidewalks (11%); and
- Public transportation, such as bus, subway, light rail, or commuter rail, is nearby (11%).

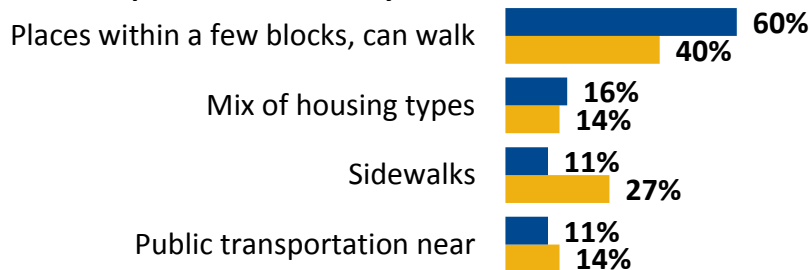
A large majority of those who selected the sprawl community do so because of the single-family homes on large lots (70%). Fewer are attracted by the fact that places such as shopping, restaurants, a library, and a school are within a few miles of home and you have to drive to most places (16%) or that there is enough parking when you drive to local stores, restaurants, and other places (9%).

When asked to choose the most appealing aspect of the community they did **not** select, there are slightly different results. Smart growth selectors are most attracted to the fact that there is ample parking in the sprawl community (37%), followed by single-family homes on large lots (32%). Nearly two in ten (17%) select the fact that places like shopping, restaurants, schools, and libraries are within a few miles. Sprawl selectors are most attracted to the fact that shopping, restaurants, schools, and libraries are within a few blocks (40%), followed by sidewalks (27%), nearby public transportation (14%), and a mix of housing types (14%).

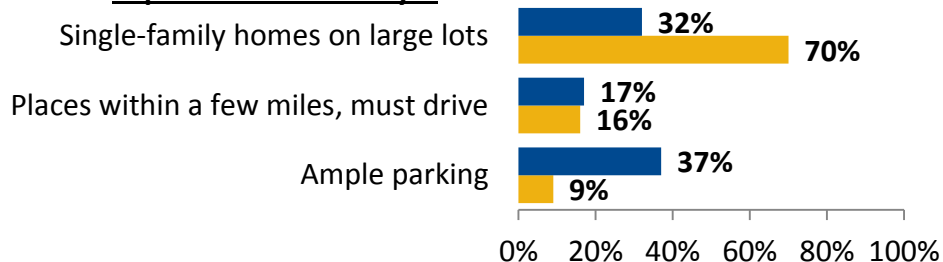
Most Attractive Aspects of Community Descriptions

■ Smart growth selector ■ Sprawl selector

Aspects of Community B



Aspects of Community A



Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you? Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list? (Selected Community A, n=923; Selected Community B, n=1,138)

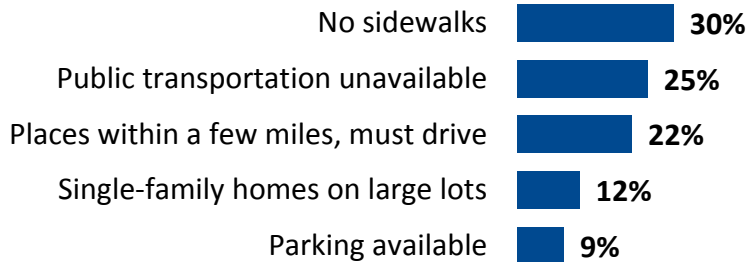
Those who do not select the sprawl community are most turned off by the lack of sidewalks (30%), the limited availability of public transportation (25%), and the fact that they would need to drive to places like stores, restaurants, schools, and libraries (22%). One in ten finds having only single-family homes on large lots (12%) and having ample parking (9%) unappealing.

Those who do not select the smart growth community are primarily dissuaded by the lack of parking (36%) and the mix of housing types rather than only single-family homes (28%). Relatively few find the following most unappealing:

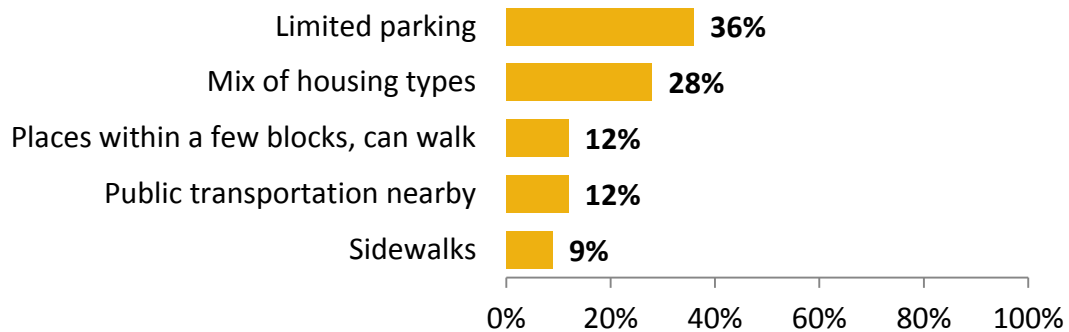
- Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive (12%);
- Public transportation, such as bus, subway, light rail, or commuter rail, is nearby (12%); and
- Almost all of the streets have sidewalks (9%).

Least Appealing Aspects of Community Descriptions

Aspects of Community A



Aspects of Community B



Q16. Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community? (Selected Community A, n=923; Selected Community B, n=1,138)

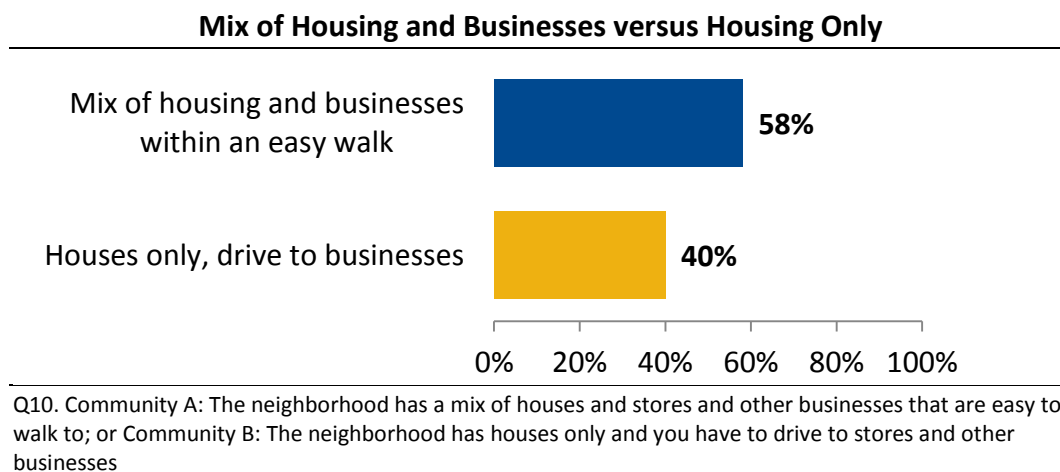
“ There were no sidewalks where I lived so there were no people out and about. It didn’t have that community feel that I like. – *Outer suburban man*

When they have this ‘mixed-use’ but they don’t have enough parking, it just causes a mess. – *Urban/inner suburban woman* ”

2. Space versus Driving

Now looking at specific tradeoffs, past research has shown that the most important factors in deciding where to live are space and convenience. This research sought to discover how walkability compares with other priorities.

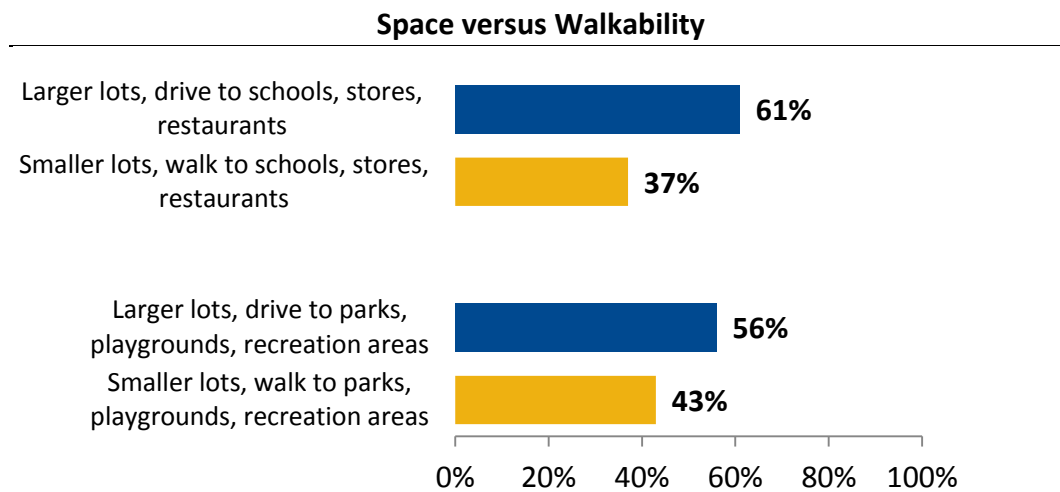
A majority of Americans (58%) finds communities with stores and other businesses within an easy walk appealing. Four in ten (40%) would prefer a community with houses only, even if driving is necessary to get most places.



“ You have so many amenities, restaurants, shops, friends nearby, culture.
 – *Urban/inner suburban woman* ”

While we see that walkability is generally viewed as a positive aspect of a community, we also see that space from neighbors often trumps desires for a walkable neighborhood. Majorities of Americans would prefer to live in an area with houses built on larger lots, even if it means they would have to drive to schools, stores, and restaurants (61%) or parks, playgrounds, and recreation areas (56%). Four in ten Americans would choose smaller lots if it meant being able to walk to these community features. Being able to walk to parks, playgrounds, and recreation areas (43%) holds slightly more sway than being able to walk to schools, stores, and restaurants (37%). As we saw with Americans' priorities for their communities, people put a higher priority on sidewalks and having places to take walks (77%, important), than on being within walking distance of specific places (66%).

While this may seem to contradict results of the community description question detailed on page 22, subtle differences in the question wording can explain the results. In the description of the “smart growth” community, there are many aspects of the communities listed that are not mentioned in this specific question on walkability versus lot size, such as proximity to public transportation. Also, the community description question (Q13) says that there were different types of housing on various sized lots, rather than just smaller lots as described in the more specific question (Q8).



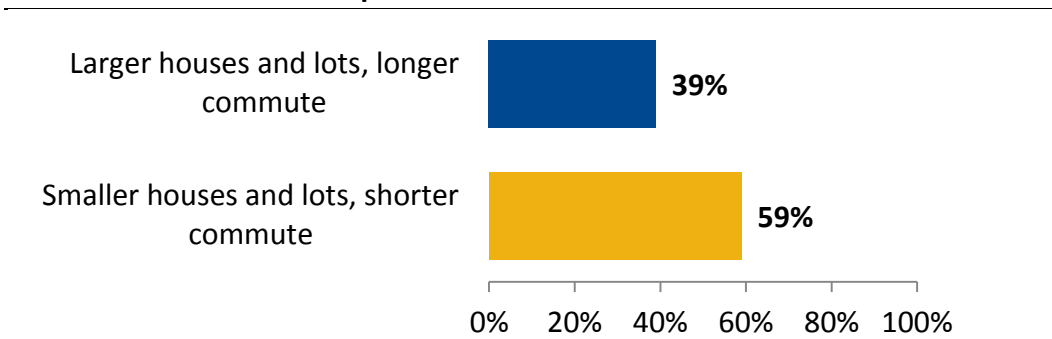
Q8a. (SPLIT SAMPLE A, n=1,026) Community A: Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants, or Community B: Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants; Q8b. (SPLIT SAMPLE B, n=1,045) Community A: Houses are built far apart on larger lots and you have to drive to get to parks, playgrounds, and recreation areas, or Community B: Houses are built close together on smaller lots and it is easy to walk to parks, playgrounds, and recreation areas

“ It doesn’t even have to be a large house, I just want space between my neighbors and me. – *Urban/inner suburban man*

I’m at the stage where I like gardening. I like putting up my bird feeders. I’d really like a place that has that kind of space. – *Urban/inner suburban woman* ”

While most Americans would not give up a larger lot to avoid driving to places in their community, they would sacrifice lot and house size to shorten their commute. Six in ten (59%) would prefer a community with smaller houses on smaller lots if their commute was 20 minutes or less. Four in ten (39%) would prefer a larger house on a larger lot, even if their commute was 40 minutes or more.

Space versus Commute Time



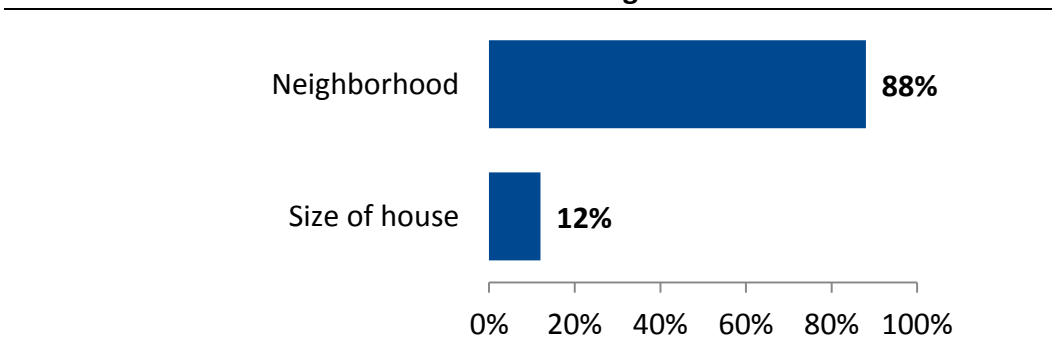
Q9. Community A: Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less; or Community B: Houses are larger on larger lots, and you would have a longer commute to work, 40 minutes or more.

“ Quality of life is convenience for me. Being able to walk to public transportation means I spend less time commuting. We could have a bigger house somewhere else, but it wouldn’t be worth it for me. – *Urban/inner suburban man* ”

3. House versus neighborhood

Facing limited resources, many homebuyers need to decide between getting into a good neighborhood and having a larger home. For most Americans, neighborhood is the clear winner with more than seven times as many choosing a good neighborhood (88%) over a larger home (12%).

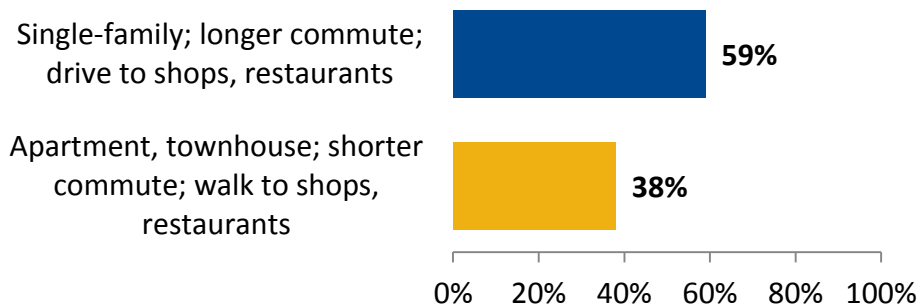
Size of House versus Neighborhood



Q7. Which is more important to you in deciding where to live: (ROTATE) The size of a house; The neighborhood

Americans' desires for detached, single-family houses overshadow desires for walkable communities and short commute times. Six in ten (59%) would accept a longer commute and having to drive to live in a detached, single-family home. Four in ten (38%) would consider living in a townhouse or apartment if it would mean a shorter commute and more walkable community. This is a sizeable segment of the population selecting the shorter commute time, considering 80% of the country would normally prefer to live in a single-family, detached home.

Single-family Detached House versus Walkability and Commute Time



Q11. Community A: Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work; or
Community B: Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work

4. Demographic distinctions

Community preference is shaped by a number of demographic and attitudinal factors. In this analysis, we segment the public based on responses to the community choice questions.¹ Those that select the more typical sprawl community in at least four of the five community choice questions are in the sprawl group. Those who select the typical smart growth community in at least four of the five community choice questions are in the smart growth community. Those who are more evenly split between the two options are in the middle group. (Detailed description can be found in the methods section).

Overall, one-third of the public (34%) falls into the sprawl group. The following people are more likely to prefer sprawl-type communities, with more space between houses, but less walkability:

- People in their 40s (44%);
- Men over 40 (41%);
- Those living in the Inland South region (44%);

¹ Q8-11 and Q13.

- Those who already live in similar communities (41%, housing-only suburb; 52%, small town or rural area);
- Those who are married (44%);
- Recent homebuyers (41%);
- Republicans (47%); and
- Conservatives (43%).

Another third (35%) are in the smart growth group. The following people are more likely to prefer a smart growth-type community, with a variety of housing types, smaller lot sizes, and more walkability:

- People under 30 (43%);
- Women under 40 (40%);
- Those living in the Midwest region (40%);
- African Americans (42%);
- Those with post-graduate education (46%);
- Those earning less than \$25,000 annually (41%);
- Renters (45%);
- Those who already live in similar communities (51%, city; 41%, suburb with mix of housing and businesses);
- Singles (45%);
- Democrats (45%); and
- Liberals (48%).

The remaining third (31%) falls into a middle category. This group finds some aspects of sprawl communities appealing – primarily more space from neighbors – but also prefers some aspects of the smart growth communities – like walkability and shorter commutes. The following people are more likely than others to fall into the middle group:

- People in their 30s (37%); and
- Men under 40 (38%).

Latinos, prospective homebuyers, and people with kids in the household are split across the three segments.

D. Making Changes

Americans recognize several areas in which their communities need help. Nearly half say their communities do not have enough public transportation or housing for people with low income. Many say their communities also lack features that would make them more pleasant like places to bike, walk, or exercise. A majority prioritizes government making improvements to existing communities, such as adding parks and sidewalks, over supporting new developments. Investing in better public transportation is seen as the answer to traffic congestion.

1. Problems in current community

In considering their current communities, Americans identify several unmet needs. Pluralities believe that their communities lack adequate public transportation (51%, too little) and low-income housing (47%).

Americans who are most likely to identify a lack of public transportation in their communities include those who:

- Live in the South (too little: 56%, South Atlantic; 63%, Inland South);
- Have higher levels of education (55%, college graduates; 56%, post graduates); and
- Live in suburbs with housing only (58%) or small towns and rural areas (59%).

Americans who are most likely to identify a lack of housing for those with low incomes include:

- Women over 40 (53%);
- African Americans (65%) and Latinos (52%);
- Those with a high school degree or less (58%);
- Those with lower levels of income (67%, less than \$25,000; 56%, \$25,000-50,000);
- Renters (60%);
- Those who are not currently married (53%, single; 57%, divorced, separated, or widowed); and
- Democrats (57%) and liberals (53%).

Other needs related to exercise or recreation in the community are less glaring, although more than one-third believes their communities lack enough of the following:

- Shops or restaurants within an easy walk (46%);
- Places to bike (45%);
- Housing for moderate incomes (42%);
- Places to walk or exercise for fun (41%);
- Sidewalks (40%); and
- Parks and playgrounds (36%).

Large segments also believe that there are not enough shops or restaurants within an easy walk (46%, too little) or housing for people with moderate incomes (42%).

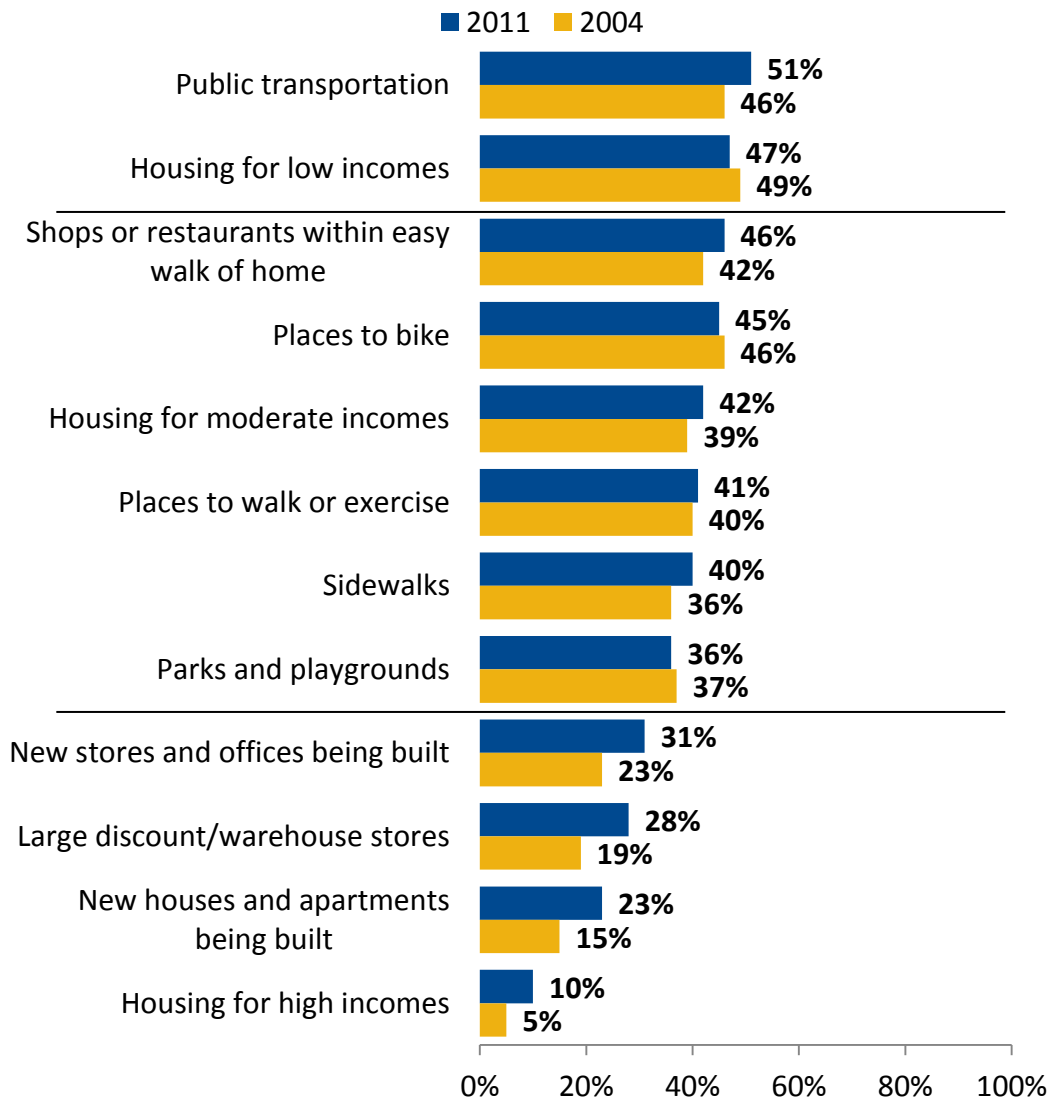
Smaller numbers believe that their communities lack enough of the following, and majorities believe that their communities either have the right amount or too much of each:

- New stores and offices being built (48%, right amount; 20%, too much);
- Large discount or warehouse stores (58%; 12%);
- New houses and apartments being built (52%; 23%); and
- Housing for people with high incomes (57%; 37%).

Since the 2004 survey, Americans have become slightly more concerned about a lack of new construction, both in housing (too little: 23%, 2011; 15%, 2004) and businesses (31%; 23%). Americans have also become somewhat more likely to see a lack of discount or warehouse stores in their communities (28%, 2011; 19%, 2004).

Community Needs

% saying too little in their current community



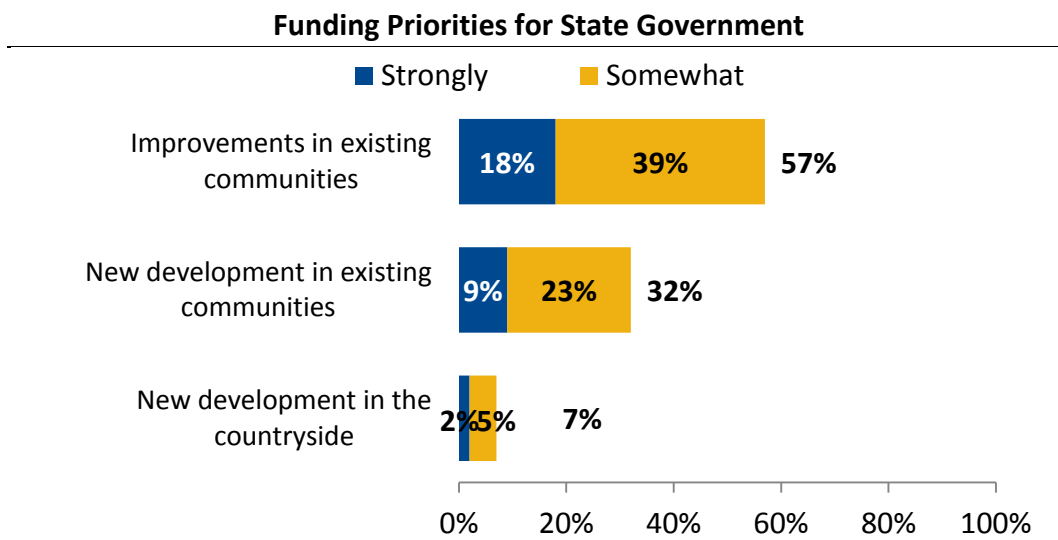
Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live: (RANDOMIZE) c. Public transportation within an easy walk (2004 wording "... within walking distance"); g. Housing for people with low incomes; a. Shops or restaurants within an easy walk of your house; f. Places to bike; h. Housing for people with moderate incomes; e. Places to walk or exercise for fun; b. Sidewalks; d. Parks and playgrounds; j. New stores and offices being built; l. Large discount or warehouse stores; k. New houses and apartments being built; i. Housing for people with high incomes

2. Policies

A majority of Americans (57%) believes that their state government’s funding priority should be making improvements to existing communities, such as with sidewalks and parks. Nearly a third (32%) would like state government to put resources in developing within existing communities. Fewer than one in ten (7%) would have state government support development in the countryside.

Majorities of all subgroups analyzed prioritize improving existing communities. Those most likely to do so include:

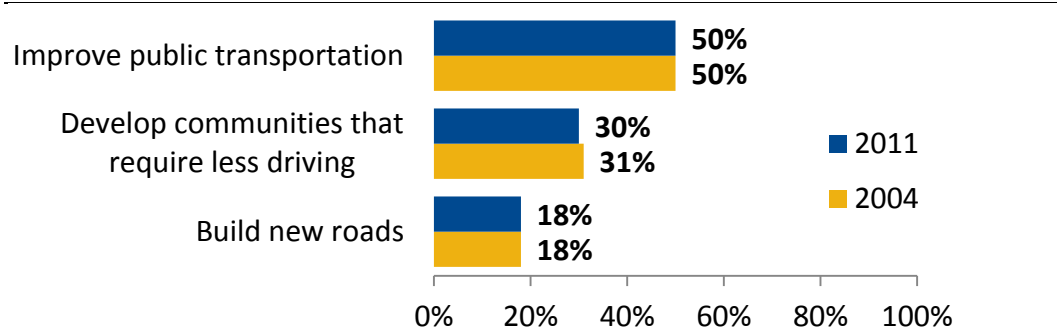
- Those with high levels of education (62%, college graduate; 68%, post graduate);
- Those earning more than \$100,000 annually (62%);
- Those living in suburban areas with housing only (64%);
- Those with school-aged children in the household (63%); and
- Democrats (63%) and liberals (64%).



Q20. Which of the following should receive funding priority from the state government: (SELECT ONLY ONE: ROTATE ANSWERS) Improvements in existing communities, such as sidewalks and parks; New development in existing communities; New development in the countryside. Do you feel that way strongly or somewhat?

There has been little change in attitudes toward reducing traffic congestion over the last seven years. Half of the public (50%) still believes that the best answer is to invest in better public transportation. Three in ten (30%) favor developing communities where fewer people need to drive as much. Two in ten (18%) would invest in building more roads.

Reducing Traffic Congestion



Q19. Which of the following proposals is the best long term solution to reducing traffic in your state: ROTATE; Build new roads; Improve public transportation, such as trains, buses and light rail; Develop communities where more people do not have to drive long distances to work or shop

E. Key Audiences

This chapter deals with the community preferences of several key groups. These groups are of interest either because they are more likely than others to having changing housing needs in the near future, or because they are significantly different from the overall population. These groups are not mutually exclusive.

1. Prospective buyers

We define prospective buyers as those who say they plan to buy a home in the next three years. Two in ten Americans (20%) plan to buy in the near future, down from 28% in 2004. Those who are most likely to consider buying a new home in the next three years include:

- Those under 40 (18-29, 29%; 30-39, 35%);
- African Americans (32%) and Latinos (27%);
- Renters (34%);
- Those currently living in a city (28%); and
- Those with children under 18 in the house (28%).

Prospective buyers place a higher priority on having high quality public schools than other considerations:

- High quality schools (52%, very important);
- Privacy from neighbors (46%);
- Being within a 30-minute commute to work (36%);
- Sidewalks and places to walk (33%); and
- Being within an easy walk of places (25%).

Prospective buyers are more likely than the overall population to call each of the following a very important factor in deciding where to live:

- High quality schools (very important: 52%, prospective buyers; 44%, overall);
- Buying as large a house as can have (19%; 11%);
- Having a large house (17%; 10%); and
- Living in an area with a mix of people from different racial and ethnic backgrounds (17%; 10%).

While a majority (54%) would still choose a smaller house and lot with a shorter commute, they are less emphatic than the general public in their preference (larger house and lot/longer commute: 45%, prospective homebuyer; 39%, overall).

Prospective buyers are also more likely than others to stretch their budget to get into their preferred neighborhood (47%, prospective buyers; 39%, overall).

Prospective buyers' preferences for smart growth versus sprawl communities mirror that of the general public (57%, smart growth; 42%, sprawl).

2. Young families with kids

Young families with kids are defined as married adults under 40 with children under 18 in the household. They are likely to have changing housing needs because many Americans who have bought recently or are planning to buy do so because of growing families. Nearly four in ten young families with kids (37%) plan to purchase a home in the next three years.

Because these families are primarily looking for housing to meet their growing families' needs space is especially important to them. Single-family homes, even with more driving required (73%, young families; 59%, overall), are especially popular with this group; more so than apartments or townhouses in communities with more walkable amenities and shorter commutes (24%; 38%).

Unlike the overall population, which is more likely to prefer a shorter commute, even if they have to sacrifice space, this group is evenly divided between communities with larger homes and lots, even if it means a longer commute (48%, young families; 39%, overall) over smaller homes and lots with a shorter commute (50%; 59%).

Young families with kids are more likely than others to currently live in suburban areas with housing only (24%, young families; 19%, overall) and are especially likely to prefer the sprawl community when asked to choose (56%; 43%).

Like prospective buyers, young families place the most importance, by far, on having high quality public schools and privacy from neighbors:

- High quality schools (64%, very important);
- Privacy from neighbors (51%);
- Being within a 30-minute commute to work (36%);
- Sidewalks and places to walk (22%); and
- Buying as large a house as can have (17%).

In addition to schools and privacy, space, or having a larger house, is more important to this group than to the public as a whole:

- Having a large house (very important: 19%, young families; 10%, overall); and
- Buying as large a house as can have (17%; 11%).

To be able to afford a house in a neighborhood that has these preferred features, young families are more likely than others to stretch their budgets (51%, young families; 39%, overall).

Walkability is less of a priority for young families:

- Sidewalks and places to walk (very important: 22%, young families; 31%, overall);
- Being within an easy walk of places (15%; 24%); and
- Established neighborhood with older homes and mature trees (9%; 14%).

3. Retirement-minded adults

Aging issues, such as a desire to be near resources and family and wanting to downsize, also appear in open-ended responses about reasons for purchasing a new home. Older adults, who are at or nearing retirement age often consider changing their living situations, either to downsize or relocate entirely. We consider retirement-minded adults to be those between 55 and 70 who do not have children under 18 in their households.

Retirement-minded adults, like older Americans in general, are more likely to live in rural areas (23%, retirement-minded; 16%, overall), and more likely to prefer living in rural areas (31%; 22%). Staying within their budget is especially important, even if they cannot live in their preferred neighborhood (65%; 59%).

Retirement-minded adults have similar priorities to the overall public, although they care less about schools than other key groups:

- Privacy from neighbors (42%, very important);
- High quality schools (31%);
- Sidewalks and places to walk (28%);
- Being within a 30-minute commute to work (27%); and
- Easy access to highways (23%).

Along with schools, retirement-minded adults are less concerned about commute times or having large homes or lots, which can be seen as more of a detriment for those looking to downsize:

- High quality public schools (very important: 31%, retirement-minded; 44%, overall);
- Being within a 30-minute commute of work (27%; 36%);
- As large a house as you can afford (8%; 11%); and
- Having a large house (4%; 10%).

Similarly to the overall population, retirement-minded adults are more likely to choose the description of a smart growth community (54%) over the sprawl community (45%).

4. Young singles

Young singles, those who have never married and are under 35, have different priorities and preferences when it comes to the communities in which they live. Young singles are more likely to live in (31%, young singles; 24%, overall) and prefer to live in (31%; 19%) cities.

Walkability is much more important to members of this group:

- Being within an easy walk of places (very important: 32%, young singles; 24%, overall); and
- Sidewalks and places to take walks (37%; 31%).

While schools and privacy are also important to young singles, walkability and reasonable commute times are nearly as important:

- High quality schools (44%, very important);
- Privacy from neighbors (43%);
- Being within a 30-minute commute to work (39%);
- Sidewalks and places to walk (37%); and
- Being within an easy walk of places (32%).

Young singles are especially likely to prefer a neighborhood with a mix of houses and businesses (73%) over an area with housing only (25%), and they are one of the few groups analyzed that would prefer an apartment or townhouse within an easy walk of places (56%) over a single-family home that requires more driving (39%). Nearly seven in ten young singles (68%) choose the smart growth community over the sprawl community (31%).

5. African-American families

African-American families, those with children under 18 in the household, also prefer smart growth, walkable communities (68%, African-American families; 56%, overall). These families are more likely than others to live in cities (38%, 24%) and more likely to prefer living in cities (30%, 19%) or suburbs with a mix of housing and businesses (38%, 28%). Four in ten African-American families (43%) plans to buy in the near future.

Unlike the general public, which prefers more space between houses, African-American families are evenly split between preferring larger lots and having to drive to places like restaurants and parks (48%) and smaller lots within an easy walk to places in the neighborhood (48%). Seven in ten African-American families prefer neighborhoods with a mix of houses and businesses (72%) over neighborhoods with housing only (26%).

African-American families have similar priorities to other Americans when considering a community, with the addition of racial diversity:

- High quality schools (56%, very important);
- Privacy from neighbors (55%);
- Living in a community with a mix of races and ethnicities (37%);
- Sidewalks and places to walk (34%); and
- Being within a 30-minute commute to work (29%).

African-American families are more interested than others in diversity of both race and life stage:

- High quality schools (56%, African-American families; 44%, overall);
- Living in a community with racial diversity (37%; 10%);
- Living in a community with people at all stages of life (22%; 15%); and
- New neighborhood with recently built homes (12%; 5%).

While these community features are important to African-American families, so is staying within their budget for housing. More than two-thirds would prefer to stay within their budget even if it means they could not live in their preferred neighborhood (68%; 59%).

6. Latino families

Latino families are more likely than others to live in cities (36%, Latino families; 24%, overall) or suburbs with a mix of housing and businesses (32%; 26%), and are more likely to prefer city living (33%, 19%). As such, seven in ten Latino families prefer communities with a mix of houses and businesses (68%) over communities with housing only (30%). Latino families are more likely than the general public to consider buying in the next three years (41%; 20%).

While Latino families are similar to African-American families in many ways, there are some differences. Latinos are more willing than other Americans to stretch their housing budget to get into a better neighborhood (47%, Latino families; 39%, overall). Unlike African-American families, Latino families are no more likely than others to call living in an area with a mix of people from different racial and ethnic backgrounds very important (11%, Latino families; 10%, overall).

The most important community elements for Latino families are similar to other families, although they are also more interested in being able to walk to places in their communities:

- High quality schools (64%, very important);
- Privacy from neighbors (55%);
- Being within a 30-minute commute to work (35%);
- Sidewalks and places to walk (35%); and

- Being within an easy walk of places (28%).

In addition to schools and privacy, Latinos are somewhat more interested than other Americans in having larger, newly built homes:

- High quality public schools (very important: 64%, Latino families; 44%, overall);
- Privacy from neighbors (55%; 45%);
- Having a large house (23%; 10%);
- Buying as large a house as possible (22%; 11%);
- Living in a place that's at the center of it all (15%; 7%); and
- New neighborhood with recently built homes (12%; 5%).

Nearly six in ten Latino families (58%) choose the description of a smart growth community description over the sprawl community (39%).

Appendix A: Detailed Methodology

National Survey

The questionnaire used in this study was designed by BRS in close collaboration with the National Association of Realtors[®], which offered valuable insights and contributed much to the thinking that developed the survey questions. Many of the questions were also asked in the 2004 survey and are repeated for tracking changes in public opinion.

The fieldwork for the survey was conducted between February 15 and 24, 2011, using a web-enabled panel provided by Knowledge Networks.

Sample

The universe for the study is non-institutionalized adults age 18 and over residing in the United States. To sample the population, Knowledge Networks randomly sampled households from its KnowledgePanel, a probability-based web panel designed to be representative of the United States.

Knowledge Networks has recruited the first online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Knowledge Networks selects households by using address-based sampling methods; formerly, KN relied on random-digit dialing (RDD). Once households are recruited for the panel, they are contacted by e-mail for survey taking or panelists visit their online member page for survey taking (instead of being contacted by phone or postal mail).

A total of 2,071 questionnaires were completed. All sample surveys are subject to possible sampling error; that is, the results may differ from those that would be obtained if the entire population under study were interviewed. The margin of sampling error for a sample of this size is plus or minus 2.2 percentage points at the 95% level of confidence. This means that in 95 out of 100 samples of this size the results obtained in the sample would fall in a range of ± 2.2 percentage points of what would have been obtained if every adult in the U.S. had been interviewed. The sampling error is larger for smaller groups within the sample.

Data Analysis

The data have been weighted by gender, age, race, region, metropolitan status, and Internet access to match the demographics to the proper proportion in the current population of the United States according to the U.S. Census Bureau. The following table entitled "Sample Composition" shows the weighted and unweighted percentages. All tables and analysis in the text refer to the weighted data.

Community preference grouping

To segment the population into community preference groups we constructed a scale using the following forced-choice questions on community preference:

- Imagine for a moment that you are moving to another community. These questions are about the kind of community you would like to live in. Please select the community where you would prefer to live:
 - Q8. (SPLIT SAMPLE) Community A: Houses are built far apart on larger lots and you have to drive to get to (schools, stores and restaurants/parks, playgrounds, and recreation areas), or
Community B: Houses are built close together on smaller lots and it is easy to walk to (schools, stores and restaurants/parks, playgrounds, and recreation areas).
 - Q9. Community A: Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less; or
Community B: Houses are larger on larger lots, and you would have a longer commute to work, 40 minutes or more.
 - Q10. Community A: The neighborhood has a mix of houses and stores and other businesses that are easy to walk to; or
Community B: The neighborhood has houses only and you have to drive to stores and other businesses
 - Q11. Community A: Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work; or
Community B: Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work
- Q13 – Choosing between the two community descriptions.

If respondents gave “smart growth” responses to four or five of these questions (Q8: B, Q9: A, Q10: A, Q11: A, Q13: B) they were classified in the smart growth group. If respondents gave “sprawl” responses to four or five of these questions (Q8: A, Q9: B, Q10: B, Q11: B, Q13: A) they were classified in the sprawl group. All others fell into the middle category.

Description of Banner Points

Most of the banner points in the tables are self-evident; however, a few points should be noted:

Region

Regions consist of the following states:

Northeast	Midwest	South Atlantic	Inland South	West
Connecticut	Illinois	Delaware	Alabama	Alaska
Maine	Indiana	District of Columbia	Arkansas	Arizona
Massachusetts	Iowa	Florida	Kentucky	California
New Hampshire	Kansas	Georgia	Louisiana	Colorado
New Jersey	Michigan	Maryland	Mississippi	Hawaii
New York	Minnesota	North Carolina	Oklahoma	Idaho
Pennsylvania	Missouri	South Carolina	Tennessee	Montana
Rhode Island	Nebraska	Virginia	Texas	Nevada
Vermont	North Dakota	West Virginia		New Mexico
	Ohio			Oregon
	South Dakota			Utah
	Wisconsin			Washington
				Wyoming

Income

Income ranges are based on household income.

Reading this report

In reading the report, tables and graphs in the text highlight selected survey findings and are expressed in percentages. The base for each table is all respondents (n=2,071) unless otherwise noted. In reading these data, when the percent sign (%) appears at the top of a column, the numbers add vertically; when % appears at the left of a row, the numbers add horizontally. An asterisk (*) indicates less than 1%; a double hyphen (--) indicates zero. Due to rounding, omission of “don’t know,” “refuse,” or other responses, percentages may add to more or less than 100%.

Appendix B: Crosstab Tables

Quality of Life in Community

Q1. Thinking about the community in which you live, do you think the quality of life has gotten better, gotten worse, or stayed the same in the past three years?

	Gotten better	Gotten worse	Stayed the same
Total	12%	35	53
Men	11%	35	54
Women	13%	35	52
18-29	16%	31	52
30-39	13%	28	59
40-49	12%	33	55
50-59	8%	40	52
60+	11%	39	50
Men <40	13%	31	55
Men 40+	9%	38	53
Women <40	16%	29	55
Women 40+	11%	38	51
Northeast	9%	31	59
Midwest	8%	37	54
South Atlantic	12%	38	50
Inland South	13%	33	54
West	16%	35	49
White	9%	36	54
Black	13%	32	54
Latino	20%	34	46
High school or less	11%	37	52
Some college	11%	39	49
College	13%	30	57
Post-grad+	13%	25	62
<\$25,000	11%	39	49
\$25,000-\$50,000	11%	39	50
\$50,000-\$75,000	11%	35	54
\$75,000-\$100,000	12%	29	58
\$100,000+	13%	30	57
Own	11%	34	54
Rent	13%	36	51
City	16%	37	47
Suburban – mixed	12%	35	52
Suburban – housing	10%	30	59
Small town/rural	9%	36	55
Married	12%	34	54
Single	12%	32	55
Div./Sep./Widowed	10%	42	48
Kids under 18	14%	34	51
Recent homebuyer	19%	23	58
Prospective homebuyer	17%	33	50

Issues Facing the State

Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE) i. Attracting businesses and creating jobs; d. Improving public education; c. Lowering the crime rate; a. Improving the health care system; b. Cutting state government spending

<i>% saying "ex. high" + "high"</i>	Business + jobs	Public ed.	Crime rate	Health care	Gov't spending
Total	84%	74%	69%	67%	67%
Men	83%	69%	64%	61%	64%
Women	84%	77%	74%	71%	69%
18-29	75%	70%	61%	61%	54%
30-39	81%	74%	61%	63%	57%
40-49	87%	75%	69%	67%	73%
50-59	85%	74%	73%	69%	70%
60+	89%	74%	79%	71%	77%
Men <40	78%	68%	57%	57%	55%
Men 40+	86%	70%	69%	64%	69%
Women <40	77%	75%	65%	67%	56%
Women 40+	88%	79%	79%	73%	77%
Northeast	84%	71%	69%	68%	71%
Midwest	87%	70%	66%	64%	68%
South Atlantic	83%	75%	72%	71%	65%
Inland South	84%	79%	73%	72%	62%
West	81%	74%	66%	59%	66%
White	85%	72%	66%	64%	70%
Black	83%	79%	78%	79%	63%
Latino	79%	76%	75%	75%	55%
High school or less	82%	70%	73%	71%	68%
Some college	85%	75%	71%	64%	68%
College	83%	75%	65%	60%	67%
Post-grad+	86%	82%	54%	61%	57%
<\$25,000	84%	71%	73%	72%	67%
\$25,000-\$50,000	81%	72%	71%	70%	62%
\$50,000-\$75,000	87%	72%	71%	67%	74%
\$75,000-\$100,000	83%	76%	66%	60%	66%
\$100,000+	84%	76%	63%	60%	66%
Own	85%	73%	68%	65%	69%
Rent	81%	75%	71%	70%	62%
City	82%	75%	70%	71%	60%
Suburban – mixed	84%	76%	74%	66%	71%
Suburban – housing	85%	74%	68%	64%	70%
Small town/rural	85%	71%	66%	66%	68%
Married	85%	74%	70%	64%	68%
Single	79%	71%	64%	67%	59%
Div./Sep./Widowed	89%	76%	77%	71%	76%
Kids under 18	81%	77%	67%	65%	64%
Recent homebuyer	84%	76%	69%	65%	67%
Prospective homebuyer	83%	75%	72%	67%	61%

Issues Facing the State (cont.)

Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE) e. Protecting the environment; f. Preserving farms and open spaces from development; l. Improving the availability of affordable housing; k. Having housing for people with moderate and low incomes; m. Reducing traffic congestion

<i>% saying "ex. high" + "high"</i>	Environment	Open spaces	Afford. houses	Low-inc. houses	Congestion
Total	55%	53%	51%	46%	40%
Men	50%	49%	45%	41%	39%
Women	59%	57%	57%	52%	42%
18-29	54%	42%	52%	47%	38%
30-39	50%	51%	47%	44%	36%
40-49	52%	54%	50%	45%	42%
50-59	60%	58%	50%	47%	42%
60+	56%	59%	53%	49%	45%
Men <40	49%	44%	47%	43%	34%
Men 40+	50%	52%	43%	40%	42%
Women <40	56%	48%	53%	49%	40%
Women 40+	61%	62%	60%	54%	44%
Northeast	57%	55%	54%	45%	41%
Midwest	50%	51%	49%	46%	25%
South Atlantic	57%	55%	55%	48%	51%
Inland South	57%	56%	52%	49%	45%
West	53%	49%	47%	45%	42%
White	50%	52%	46%	41%	38%
Black	65%	53%	70%	72%	49%
Latino	64%	53%	57%	55%	43%
High school or less	57%	54%	58%	55%	41%
Some college	53%	55%	50%	47%	40%
College	51%	48%	40%	33%	40%
Post-grad+	56%	51%	41%	36%	39%
<\$25,000	62%	56%	67%	65%	38%
\$25,000-\$50,000	52%	56%	55%	52%	42%
\$50,000-\$75,000	56%	55%	48%	41%	40%
\$75,000-\$100,000	52%	54%	47%	46%	35%
\$100,000+	51%	44%	36%	30%	45%
Own	53%	54%	45%	40%	41%
Rent	61%	51%	66%	63%	40%
City	60%	50%	59%	56%	45%
Suburban – mixed	58%	50%	51%	46%	49%
Suburban – housing	50%	50%	42%	36%	41%
Small town/rural	52%	60%	52%	47%	30%
Married	51%	53%	43%	37%	40%
Single	57%	49%	56%	56%	38%
Div./Sep./Widowed	61%	59%	63%	57%	45%
Kids under 18	53%	48%	51%	47%	36%
Recent homebuyer	55%	59%	46%	40%	43%
Prospective homebuyer	55%	51%	57%	50%	44%

Issues Facing the State (cont.)

Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE) h. Revitalizing cities; n. Providing convenient alternatives to driving, such as walking, biking, and public transportation; g. Revitalizing older suburbs; j. Creating new development outside the cities

<i>% saying "ex. high" + "high"</i>	Revitalizing cities	Driving alternatives	Suburbs	New development
Total	39%	38%	26%	24%
Men	36%	35%	20%	21%
Women	40%	42%	30%	27%
18-29	38%	44%	26%	22%
30-39	39%	37%	22%	28%
40-49	38%	35%	29%	23%
50-59	37%	40%	23%	22%
60+	39%	35%	26%	27%
Men <40	39%	39%	21%	23%
Men 40+	35%	33%	19%	20%
Women <40	38%	43%	27%	26%
Women 40+	41%	41%	32%	28%
Northeast	40%	40%	28%	26%
Midwest	36%	34%	24%	22%
South Atlantic	40%	43%	26%	28%
Inland South	39%	38%	30%	31%
West	36%	38%	21%	18%
White	33%	35%	21%	21%
Black	60%	47%	44%	37%
Latino	41%	41%	31%	30%
High school or less	39%	35%	27%	26%
Some college	38%	37%	27%	28%
College	36%	41%	21%	18%
Post-grad+	38%	51%	21%	20%
<\$25,000	43%	38%	33%	33%
\$25,000-\$50,000	37%	37%	27%	28%
\$50,000-\$75,000	36%	38%	24%	20%
\$75,000-\$100,000	37%	36%	20%	24%
\$100,000+	37%	43%	21%	18%
Own	37%	36%	23%	23%
Rent	43%	44%	30%	28%
City	49%	46%	29%	24%
Suburban – mixed	40%	45%	31%	22%
Suburban – housing	34%	37%	21%	20%
Small town/rural	31%	29%	21%	30%
Married	34%	34%	21%	23%
Single	43%	45%	29%	25%
Div./Sep./Widowed	42%	38%	30%	27%
Kids under 18	34%	37%	23%	24%
Recent homebuyer	39%	43%	26%	25%
Prospective homebuyer	45%	44%	29%	30%

Community Needs

Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live: (RANDOMIZE) c. Public transportation within an easy walk; g. Housing for people with low incomes; a. Shops or restaurants within an easy walk of your house; f. Places to bike

<i>% saying "too little"</i>	PT within walking distance	Low-income housing	Shops within walking distance	Places to bike
Total	51%	47%	46%	45%
Men	49%	43%	45%	42%
Women	54%	51%	47%	48%
18-29	52%	48%	47%	46%
30-39	54%	42%	48%	52%
40-49	53%	47%	45%	47%
50-59	48%	49%	45%	46%
60+	51%	50%	45%	38%
Men <40	51%	42%	47%	48%
Men 40+	48%	44%	44%	38%
Women <40	54%	48%	47%	50%
Women 40+	53%	53%	47%	47%
Northeast	45%	47%	42%	45%
Midwest	50%	44%	48%	39%
South Atlantic	56%	49%	48%	55%
Inland South	63%	50%	55%	54%
West	46%	47%	39%	37%
White	52%	43%	47%	40%
Black	48%	65%	51%	61%
Latino	50%	52%	43%	54%
High school or less	49%	58%	46%	48%
Some college	50%	42%	47%	42%
College	55%	36%	48%	42%
Post-grad+	56%	36%	42%	47%
<\$25,000	52%	67%	45%	51%
\$25,000-\$50,000	52%	56%	49%	48%
\$50,000-\$75,000	53%	39%	44%	41%
\$75,000-\$100,000	54%	36%	45%	39%
\$100,000+	48%	32%	46%	43%
Own	51%	42%	47%	43%
Rent	52%	60%	41%	49%
City	43%	54%	40%	46%
Suburban – mixed	47%	46%	35%	44%
Suburban – housing	58%	35%	60%	47%
Small town/rural	59%	52%	53%	45%
Married	51%	40%	45%	44%
Single	53%	53%	47%	47%
Div./Sep./Widowed	49%	57%	48%	46%
Kids under 18	52%	48%	46%	49%
Recent homebuyer	55%	43%	56%	46%
Prospective homebuyer	52%	47%	47%	56%

Community Needs (cont.)

Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live: (RANDOMIZE) h. Housing for people with moderate incomes; e. Places to walk or exercise for fun; b. Sidewalks; d. Parks and playgrounds

<i>% saying "too little"</i>	Moderate-income housing	Places to walk or exercise for fun	Sidewalks	Parks and playgrounds
Total	42%	41%	40%	36%
Men	38%	39%	38%	34%
Women	45%	44%	42%	37%
18-29	40%	43%	44%	38%
30-39	45%	44%	42%	37%
40-49	42%	38%	40%	39%
50-59	43%	41%	38%	37%
60+	40%	39%	37%	31%
Men <40	42%	41%	40%	37%
Men 40+	36%	37%	37%	33%
Women <40	43%	46%	46%	38%
Women 40+	47%	42%	40%	37%
Northeast	46%	40%	29%	32%
Midwest	38%	37%	41%	26%
South Atlantic	43%	44%	46%	44%
Inland South	45%	50%	56%	47%
West	38%	37%	31%	34%
White	36%	36%	39%	31%
Black	61%	56%	48%	49%
Latino	51%	54%	44%	49%
High school or less	51%	45%	42%	40%
Some college	39%	40%	38%	32%
College	29%	37%	39%	33%
Post-grad+	32%	34%	38%	33%
<\$25,000	56%	45%	46%	42%
\$25,000-\$50,000	52%	45%	44%	37%
\$50,000-\$75,000	36%	40%	34%	37%
\$75,000-\$100,000	31%	37%	34%	29%
\$100,000+	28%	36%	40%	32%
Own	36%	40%	40%	34%
Rent	56%	44%	39%	39%
City	47%	41%	35%	37%
Suburban – mixed	43%	41%	33%	36%
Suburban – housing	29%	41%	45%	35%
Small town/rural	45%	42%	48%	36%
Married	38%	41%	42%	33%
Single	47%	40%	39%	37%
Div./Sep./Widowed	43%	43%	37%	41%
Kids under 18	42%	46%	47%	40%
Recent homebuyer	38%	45%	50%	42%
Prospective homebuyer	48%	48%	45%	43%

Community Needs (cont.)

Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live: (RANDOMIZE) j. New stores and offices being built; l. Large discount or warehouse stores; k. New houses and apartments being built; i. Housing for people with high incomes

<i>% saying "too little"</i>	New stores and offices being built	Large discount or warehouse stores	New houses and apt's being built	High-income housing
Total	31%	28%	23%	10%
Men	30%	27%	23%	10%
Women	32%	30%	23%	10%
18-29	32%	29%	23%	12%
30-39	36%	31%	25%	12%
40-49	29%	30%	22%	12%
50-59	28%	26%	25%	7%
60+	30%	27%	22%	9%
Men <40	34%	30%	24%	14%
Men 40+	27%	25%	23%	8%
Women <40	34%	30%	23%	10%
Women 40+	31%	29%	23%	10%
Northeast	29%	24%	19%	10%
Midwest	35%	28%	27%	8%
South Atlantic	29%	29%	19%	11%
Inland South	37%	35%	25%	12%
West	27%	27%	25%	10%
White	29%	22%	21%	7%
Black	43%	47%	35%	22%
Latino	33%	42%	29%	18%
High school or less	37%	39%	28%	13%
Some college	31%	25%	25%	10%
College	24%	18%	15%	6%
Post-grad+	19%	13%	11%	6%
<\$25,000	40%	41%	32%	14%
\$25,000-\$50,000	36%	36%	28%	11%
\$50,000-\$75,000	26%	24%	18%	8%
\$75,000-\$100,000	32%	21%	19%	10%
\$100,000+	21%	16%	16%	8%
Own	29%	25%	19%	9%
Rent	36%	36%	33%	15%
City	32%	28%	23%	13%
Suburban – mixed	22%	22%	19%	8%
Suburban – housing	26%	20%	16%	7%
Small town/rural	41%	40%	32%	12%
Married	30%	26%	20%	9%
Single	32%	30%	25%	13%
Div./Sep./Widowed	32%	31%	29%	9%
Kids under 18	31%	30%	22%	9%
Recent homebuyer	29%	27%	17%	9%
Prospective homebuyer	33%	31%	29%	15%

Actual Community Type

Q4. Which of the following best describes the place where you live: City – downtown, with a mix of offices, apartments, and shops; City – more residential neighborhood; Suburban neighborhood with a mix of houses, shops, and businesses; Suburban neighborhood with houses only; Small town; Rural area

	City, downtown	City, residential	Mixed suburban	Suburban, houses only	Small town	Rural area
Total	5%	19	26	19	14	16
Men	6%	22	25	18	13	17
Women	4%	17	26	20	15	16
18-29	11%	22	24	16	11	14
30-39	6%	18	27	21	14	13
40-49	2%	19	26	23	13	17
50-59	3%	20	24	19	16	18
60+	2%	19	28	16	16	20
Men <40	10%	22	26	17	10	14
Men 40+	3%	22	24	18	14	18
Women <40	8%	18	25	20	15	12
Women 40+	2%	17	27	19	16	19
Northeast	8%	16	32	18	14	12
Midwest	4%	22	20	18	18	18
South Atlantic	6%	16	25	24	10	18
Inland South	3%	21	16	17	18	25
West	4%	23	33	17	11	11
White	2%	17	24	21	15	20
Black	12%	28	24	14	9	11
Latino	9%	25	30	12	16	6
High school or less	5%	22	23	13	16	20
Some college	6%	19	28	17	13	17
College	5%	19	26	29	10	11
Post-grad+	2%	13	30	31	14	8
<\$25,000	9%	28	20	8	16	18
\$25,000-\$50,000	5%	20	24	13	17	19
\$50,000-\$75,000	4%	17	28	17	16	17
\$75,000-\$100,000	4%	13	25	28	14	15
\$100,000+	2%	16	31	30	7	12
Own	2%	17	24	24	14	20
Rent	14%	27	30	7	15	7
Married	2%	14	27	23	15	19
Single	9%	25	25	16	11	13
Div./Sep./Widowed	6%	23	24	13	18	16
Kids under 18	4%	19	24	22	15	14
Recent homebuyer	1%	19	24	27	11	19
Prospective homebuyer	10%	25	26	16	14	10

Preferred Community Type

Q5. If you could choose where to live, in which type of the following locations would you most like to live? City – downtown, with a mix of offices, apartments, and shops; City – more residential neighborhood; Suburban neighborhood with a mix of houses, shops, and businesses; Suburban neighborhood with houses only; Small town; Rural area

	City, downtown	City, residential	Mixed suburban	Suburban, houses only	Small town	Rural area
Total	8%	11	28	12	18	22
Men	9%	12	25	13	17	23
Women	7%	10	31	12	18	21
18-29	18%	13	30	12	11	14
30-39	7%	11	31	16	18	16
40-49	6%	8	27	11	18	29
50-59	4%	11	27	11	21	26
60+	4%	10	27	12	20	26
Men <40	14%	15	25	14	12	17
Men 40+	5%	10	25	12	19	27
Women <40	12%	9	35	13	16	12
Women 40+	3%	10	29	11	20	26
Northeast	8%	10	32	13	16	19
Midwest	8%	12	26	11	19	23
South Atlantic	8%	9	32	14	15	21
Inland South	7%	9	24	11	18	30
West	7%	14	28	13	18	19
White	6%	9	27	12	19	26
Black	13%	13	40	14	9	9
Latino	11%	18	26	13	16	15
High school or less	6%	12	24	11	19	26
Some college	9%	8	28	12	17	23
College	10%	12	35	15	12	14
Post-grad+	6%	10	36	12	21	15
<\$25,000	8%	15	22	10	20	23
\$25,000-\$50,000	8%	12	23	10	22	25
\$50,000-\$75,000	9%	7	30	11	14	27
\$75,000-\$100,000	6%	6	28	18	18	23
\$100,000+	6%	11	38	16	13	14
Own	6%	9	28	14	17	25
Rent	12%	15	30	9	18	15
City	16%	32	23	7	11	10
Suburban – mixed	5%	6	59	7	13	9
Suburban – housing	5%	4	26	42	10	13
Small town/rural	4%	2	9	3	32	49
Married	4%	8	28	14	18	26
Single	14%	15	28	10	15	16
Div./Sep./Widowed	7%	10	28	11	20	23
Kids under 18	8%	10	30	14	18	19
Recent homebuyer	6%	9	28	17	11	27
Prospective homebuyer	11%	13	29	11	18	17

Housing Type Preference

Q6. Right now, if you could choose, which of the following would you prefer to live in: Single-family detached house; Single family attached house or townhouse; An apartment or condominium

	Single-family detached house	Single-family attached or townhouse	Apartment or condominium
Total	80%	7	8
Men	79%	7	10
Women	82%	6	7
18-29	74%	6	15
30-39	84%	8	4
40-49	84%	8	5
50-59	83%	3	8
60+	78%	8	8
Men <40	75%	8	12
Men 40+	82%	6	8
Women <40	82%	6	8
Women 40+	82%	7	7
Northeast	75%	6	14
Midwest	81%	6	9
South Atlantic	79%	7	9
Inland South	84%	6	5
West	83%	8	5
White	84%	5	7
Black	65%	13	15
Latino	75%	10	11
High school or less	77%	7	9
Some college	85%	5	7
College	79%	9	10
Post-grad+	83%	7	8
<\$25,000	75%	8	10
\$25,000-\$50,000	78%	7	9
\$50,000-\$75,000	80%	7	9
\$75,000-\$100,000	86%	6	7
\$100,000+	86%	5	7
Own	85%	5	6
Rent	70%	10	15
City	74%	10	14
Suburban – mixed	79%	9	9
Suburban – housing	89%	5	5
Small town/rural	83%	3	5
Married	86%	5	4
Single	74%	9	14
Div./Sep./Widowed	76%	6	12
Kids under 18	83%	6	6
Recent homebuyer	80%	8	7
Prospective homebuyer	82%	10	6

Size of House v. Neighborhood

Q7. Which is more important to you in deciding where to live: (ROTATE) The size of a house;
The neighborhood

	The size of the house	The neighborhood
Total	12%	88
Men	12%	87
Women	11%	88
18-29	14%	84
30-39	16%	82
40-49	10%	90
50-59	11%	89
60+	8%	92
Men <40	17%	81
Men 40+	9%	91
Women <40	14%	85
Women 40+	10%	90
Northeast	11%	88
Midwest	13%	86
South Atlantic	7%	92
Inland South	17%	82
West	11%	88
White	11%	88
Black	10%	89
Latino	13%	85
High school or less	14%	86
Some college	11%	88
College	9%	91
Post-grad+	9%	90
<\$25,000	15%	85
\$25,000-\$50,000	14%	85
\$50,000-\$75,000	10%	89
\$75,000-\$100,000	5%	93
\$100,000+	11%	88
Own	10%	89
Rent	16%	84
City	13%	87
Suburban – mixed	10%	90
Suburban – housing	12%	88
Small town/rural	13%	87
Married	12%	88
Single	15%	84
Div./Sep./Widowed	6%	93
Kids under 18	15%	84
Recent homebuyer	11%	89
Prospective homebuyer	15%	85

Comparing Communities: Schools, Stores, and Restaurants

Please select the community where you would prefer to live: Q8a. (SPLIT SAMPLE A, n=1,026) Community A: Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants, or Community B: Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants.

	Larger lots and you have to drive to get to schools, stores, and restaurants	Smaller lots and it is easy to walk to schools, stores, and restaurants
Total	61%	37
Men	62%	36
Women	60%	38
18-29	54%	43
30-39	64%	32
40-49	68%	32
50-59	64%	33
60+	58%	42
Men <40	59%	39
Men 40+	64%	34
Women <40	57%	37
Women 40+	62%	38
Northeast	56%	43
Midwest	61%	38
South Atlantic	57%	41
Inland South	66%	31
West	65%	33
White	65%	34
Black	51%	43
Latino	56%	40
High school or less	63%	35
Some college	63%	35
College	64%	33
Post-grad+	47%	52
<\$25,000	64%	34
\$25,000-\$50,000	58%	40
\$50,000-\$75,000	60%	38
\$75,000-\$100,000	68%	28
\$100,000+	59%	40
Own	63%	35
Rent	55%	43
City	43%	57
Suburban – mixed	53%	45
Suburban – housing	70%	29
Small town/rural	77%	22
Married	66%	32
Single	55%	43
Div./Sep./Widowed	57%	41
Kids under 18	68%	30
Recent homebuyer	66%	34
Prospective homebuyer	60%	40

Comparing Communities: Parks and Recreation Areas

Please select the community where you would prefer to live: Q8b. (SPLIT SAMPLE B, n=1,045) Community A: Houses are built far apart on larger lots and you have to drive to get to parks, playgrounds, and recreation areas, or Community B: Houses are built close together on smaller lots and it is easy to walk to parks, playgrounds, and recreation areas.

	Larger lots and you have to drive to get to parks, playgrounds, and recreation areas	Smaller lots and it is easy to walk to parks, playgrounds, and recreation areas
Total	56%	43
Men	58%	41
Women	54%	45
18-29	47%	52
30-39	61%	38
40-49	69%	31
50-59	59%	41
60+	50%	48
Men <40	53%	45
Men 40+	61%	38
Women <40	52%	47
Women 40+	55%	43
Northeast	51%	48
Midwest	52%	47
South Atlantic	63%	35
Inland South	68%	30
West	50%	49
White	56%	44
Black	56%	43
Latino	62%	36
High school or less	61%	38
Some college	62%	37
College	43%	56
Post-grad+	43%	56
<\$25,000	60%	39
\$25,000-\$50,000	54%	44
\$50,000-\$75,000	56%	43
\$75,000-\$100,000	62%	38
\$100,000+	50%	48
Own	59%	40
Rent	47%	52
City	47%	52
Suburban – mixed	49%	50
Suburban – housing	58%	40
Small town/rural	69%	31
Married	61%	38
Single	50%	49
Div./Sep./Widowed	55%	44
Kids under 18	58%	41
Recent homebuyer	59%	41
Prospective homebuyer	59%	40

Comparing Communities: Commute to Work

Please select the community where you would prefer to live: Q9. Community A: Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less; or Community B: Houses are larger on larger lots, and you would have a longer commute to work, 40 minutes or more.

	Smaller lots and you have a shorter commute to work, 20 minutes or less	Larger lots and you have a longer commute to work, 40 minutes or more
Total	59%	39
Men	55%	42
Women	62%	36
18-29	62%	36
30-39	53%	43
40-49	51%	48
50-59	59%	38
60+	65%	33
Men <40	56%	41
Men 40+	54%	43
Women <40	60%	38
Women 40+	64%	34
Northeast	59%	39
Midwest	65%	34
South Atlantic	59%	38
Inland South	50%	47
West	59%	38
White	60%	39
Black	60%	38
Latino	55%	42
High school or less	57%	41
Some college	59%	38
College	61%	37
Post-grad+	63%	35
<\$25,000	61%	36
\$25,000-\$50,000	62%	37
\$50,000-\$75,000	59%	38
\$75,000-\$100,000	55%	43
\$100,000+	56%	42
Own	56%	42
Rent	66%	31
City	70%	28
Suburban – mixed	62%	36
Suburban – housing	56%	43
Small town/rural	50%	48
Married	54%	43
Single	64%	34
Div./Sep./Widowed	62%	35
Kids under 18	54%	44
Recent homebuyer	54%	45
Prospective homebuyer	54%	45

Comparing Communities: Mix of Houses, Stores, and Businesses

Please select the community where you would prefer to live: Q10. Community A: The neighborhood has a mix of houses and stores and other businesses that are easy to walk to; or Community B: The neighborhood has houses only and you have to drive to stores and other businesses

	Mix of houses and stores and other businesses that are easy to walk to	Houses only and you have to drive to stores and other businesses
Total	58%	40
Men	56%	41
Women	59%	39
18-29	68%	30
30-39	55%	41
40-49	53%	47
50-59	56%	43
60+	56%	42
Men <40	61%	35
Men 40+	53%	45
Women <40	63%	35
Women 40+	56%	42
Northeast	61%	38
Midwest	59%	39
South Atlantic	58%	40
Inland South	51%	46
West	58%	39
White	54%	44
Black	71%	27
Latino	63%	36
High school or less	55%	42
Some college	56%	42
College	62%	37
Post-grad+	66%	32
<\$25,000	64%	33
\$25,000-\$50,000	56%	42
\$50,000-\$75,000	51%	47
\$75,000-\$100,000	55%	44
\$100,000+	60%	37
Own	53%	45
Rent	71%	27
City	72%	27
Suburban – mixed	71%	27
Suburban – housing	44%	55
Small town/rural	44%	54
Married	50%	48
Single	69%	30
Div./Sep./Widowed	60%	38
Kids under 18	56%	40
Recent homebuyer	47%	52
Prospective homebuyer	64%	35

Comparing Communities: Apartment/Townhouse v. Detached House

Please select the community where you would prefer to live: Q11. Community A: Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work; or Community B: Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work

	Own or rent apartment/townhouse and walk to shops, shorter commute	Own or rent a detached house and have to drive to shops, longer commute
Total	38%	59
Men	38%	60
Women	39%	59
18-29	50%	47
30-39	35%	63
40-49	30%	70
50-59	34%	64
60+	40%	57
Men <40	42%	55
Men 40+	35%	64
Women <40	44%	53
Women 40+	36%	62
Northeast	44%	54
Midwest	38%	60
South Atlantic	42%	57
Inland South	32%	66
West	36%	61
White	35%	64
Black	53%	44
Latino	41%	55
High school or less	39%	59
Some college	36%	61
College	39%	60
Post-grad+	41%	57
<\$25,000	49%	49
\$25,000-\$50,000	36%	62
\$50,000-\$75,000	35%	62
\$75,000-\$100,000	34%	64
\$100,000+	36%	62
Own	33%	65
Rent	53%	45
City	52%	47
Suburban – mixed	40%	57
Suburban – housing	32%	67
Small town/rural	31%	68
Married	27%	71
Single	53%	44
Div./Sep./Widowed	44%	55
Kids under 18	33%	65
Recent homebuyer	30%	69
Prospective homebuyer	40%	58

Budgeting v. Preferred Neighborhood

Q12. Which of the following best describes you: I would be willing stretch my budget to spend more on housing so I could live in my preferred community OR It is important for me to stay within my budget even if it means I would be unable to live in my preferred neighborhood

	Willing to stretch budget to spend more on housing, live in preferred community	Important to stay within budget even if unable to live in preferred neighborhood
Total	39%	59
Men	42%	56
Women	36%	62
18-29	45%	52
30-39	43%	55
40-49	40%	59
50-59	34%	63
60+	34%	65
Men <40	48%	50
Men 40+	38%	60
Women <40	41%	57
Women 40+	34%	65
Northeast	43%	56
Midwest	37%	61
South Atlantic	34%	63
Inland South	38%	61
West	44%	54
White	40%	58
Black	28%	71
Latino	41%	57
High school or less	35%	63
Some college	37%	61
College	47%	52
Post-grad+	47%	52
<\$25,000	27%	71
\$25,000-\$50,000	35%	64
\$50,000-\$75,000	41%	57
\$75,000-\$100,000	46%	53
\$100,000+	50%	48
Own	41%	57
Rent	36%	62
City	39%	60
Suburban – mixed	40%	58
Suburban – housing	40%	59
Small town/rural	39%	61
Married	45%	53
Single	35%	63
Div./Sep./Widowed	30%	69
Kids under 18	43%	55
Recent homebuyer	50%	49
Prospective homebuyer	47%	53

Comparing Communities: Sprawl v. Smart Growth

Q13. Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, and cost of house are exactly the same in the two communities: ROTATE

Community A: There are only single family houses on large lots. There are no sidewalks. Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most. There is enough parking when you drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable.

Community B: There is a mix of single family detached houses, townhouses, apartments and condominiums on various sized lots. Almost all of the streets have sidewalks. Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive. Parking is limited when you decide to drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is nearby.

	Community A	Community B
Total	43%	56
Men	47%	53
Women	41%	59
18-29	36%	62
30-39	45%	54
40-49	49%	51
50-59	47%	52
60+	42%	58
Men <40	41%	58
Men 40+	50%	49
Women <40	39%	59
Women 40+	41%	58
Northeast	37%	63
Midwest	42%	57
South Atlantic	46%	53
Inland South	49%	50
West	44%	55
White	47%	52
Black	30%	69
Latino	41%	58
High school or less	46%	54
Some college	45%	54
College	41%	58
Post-grad+	32%	67
<\$25,000	40%	59
\$25,000-\$50,000	46%	54
\$50,000-\$75,000	48%	51
\$75,000-\$100,000	47%	52
\$100,000+	38%	60
Own	48%	51
Rent	32%	68
City	30%	70
Suburban – mixed	32%	67
Suburban – housing	52%	48
Small town/rural	60%	40

Comparing Communities: Sprawl v. Smart Growth (cont.)

13. Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, and cost of house are exactly the same in the two communities: ROTATE Community A: There are only single family houses on large lots. There are no sidewalks. Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most. There is enough parking when you drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable.

Community B: There is a mix of single family detached houses, townhouses, apartments and condominiums on various sized lots. Almost all of the streets have sidewalks. Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive. Parking is limited when you decide to drive to local stores, restaurants and other places. Public transportation, such as bus, subway, light rail, or commuter rail, is nearby.

	Community A	Community B
Total	43%	56
Married	52%	47
Single	35%	65
Div./Sep./Widowed	36%	64
Kids under 18	45%	54
Recent homebuyer	54%	46
Prospective homebuyer	42%	57

Most Appealing Characteristics of A: Sprawl Selectors

Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you? Selected Community A (n=923) There are only single family houses on large lots; Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most; There is enough parking when you drive to local stores, restaurants and other places

	Only single-family homes on large lots	Shopping, school, etc. are within a few miles	There is enough parking at stores, other places
Total	70%	16	9
Men	72%	16	9
Women	68%	17	9
18-29	69%	18	10
30-39	67%	21	8
40-49	74%	12	8
50-59	75%	12	11
60+	67%	20	9
Men <40	68%	20	10
Men 40+	75%	14	9
Women <40	67%	19	8
Women 40+	68%	15	9
Northeast	68%	20	8
Midwest	62%	23	12
South Atlantic	75%	14	8
Inland South	73%	13	7
West	74%	13	10
White	74%	15	9
Black	59%	25	7
Latino	56%	22	13
High school or less	67%	18	10
Some college	73%	15	9
College	75%	16	9
Post-grad+	74%	13	7
<\$25,000	63%	17	11
\$25,000-\$50,000	62%	22	11
\$50,000-\$75,000	71%	19	8
\$75,000-\$100,000	75%	12	7
\$100,000+	84%	9	6
Own	75%	15	8
Rent	54%	26	13
City	57%	20	14
Suburban – mixed	63%	21	10
Suburban – housing	82%	10	7
Small town/rural	73%	16	8
Married	76%	13	8
Single	63%	21	11
Div./Sep./Widowed	60%	23	9
Kids under 18	72%	15	9
Recent homebuyer	68%	21	8
Prospective homebuyer	65%	22	8

Most Appealing Characteristics of B: Smart Growth Selectors

Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you? Selected Community B (n=1,138) Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive; There is a mix of single family detached houses, townhouses, apartments and condominiums on various sized lots; Almost all of the streets have sidewalks; Public transportation, such as bus, subway, light rail, or commuter rail, is nearby

	Shopping etc. are walking distance	Mix of different types of housing	Almost all streets have sidewalks	Public transportation is nearby
Total	60%	16	11	11
Men	57%	19	11	11
Women	62%	13	11	12
18-29	62%	13	13	10
30-39	58%	18	8	12
40-49	61%	18	10	11
50-59	62%	15	11	10
60+	57%	17	11	14
Men <40	56%	16	13	12
Men 40+	58%	21	9	10
Women <40	64%	14	9	10
Women 40+	60%	13	12	13
Northeast	61%	17	8	11
Midwest	57%	19	13	10
South Atlantic	55%	19	8	16
Inland South	59%	13	15	10
West	65%	12	11	10
White	63%	16	11	9
Black	51%	17	10	19
Latino	58%	19	10	10
High school or less	53%	19	11	13
Some college	60%	15	13	10
College	67%	15	10	8
Post-grad+	70%	10	8	12
<\$25,000	55%	19	8	14
\$25,000-\$50,000	57%	18	12	12
\$50,000-\$75,000	61%	12	10	13
\$75,000-\$100,000	63%	19	9	9
\$100,000+	65%	12	14	8
Own	62%	15	12	10
Rent	56%	18	9	14
City	59%	14	13	12
Suburban – mixed	59%	20	7	12
Suburban – housing	67%	8	14	9
Small town/rural	56%	19	12	12
Married	63%	14	12	10
Single	59%	15	10	14
Div./Sep./Widowed	55%	22	10	10
Kids under 18	62%	17	10	8
Recent homebuyer	66%	10	11	12
Prospective homebuyer	55%	19	12	12

Most Appealing Characteristics of A: Smart Growth Selectors

Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list? Selected Community B (n=1,138) There is enough parking when you drive to local stores, restaurants and other places; There are only single family houses on large lots; Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most

	There is enough parking at stores, other places	Only single-family homes on large lots	Shopping, school, etc. are within a few miles
Total	37%	32	17
Men	37%	28	19
Women	37%	35	15
18-29	38%	27	15
30-39	32%	34	15
40-49	34%	42	15
50-59	37%	36	16
60+	42%	26	21
Men <40	37%	27	15
Men 40+	38%	28	22
Women <40	34%	32	15
Women 40+	39%	37	14
Northeast	38%	29	17
Midwest	43%	31	12
South Atlantic	32%	29	23
Inland South	35%	32	19
West	38%	37	14
White	40%	32	14
Black	32%	25	26
Latino	30%	39	18
High school or less	33%	33	19
Some college	36%	31	19
College	42%	32	12
Post-grad+	47%	32	11
<\$25,000	37%	25	19
\$25,000-\$50,000	35%	32	22
\$50,000-\$75,000	33%	32	15
\$75,000-\$100,000	40%	33	12
\$100,000+	40%	38	13
Own	37%	35	15
Rent	38%	26	19
City	33%	34	18
Suburban – mixed	41%	25	21
Suburban – housing	39%	34	12
Small town/rural	37%	37	12
Married	35%	36	17
Single	38%	29	16
Div./Sep./Widowed	41%	29	17
Kids under 18	27%	40	16
Recent homebuyer	39%	34	14
Prospective homebuyer	36%	32	21

Most Appealing Characteristics of B: Sprawl Selectors

Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list? Selected Community A (n=923) Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive; There is a mix of single family detached houses, townhouses, apartments and condominiums on various sized lots; Almost all of the streets have sidewalks; Public transportation, such as bus, subway, light rail, or commuter rail, is nearby

	Shopping etc. are walking distance	Almost all streets have sidewalks	Mix of different types of housing	Public transportation is nearby
Total	40%	27	14	14
Men	40%	24	14	15
Women	39%	30	15	13
18-29	47%	22	14	10
30-39	45%	27	13	9
40-49	35%	32	14	14
50-59	33%	26	19	17
60+	40%	27	11	17
Men <40	48%	18	16	9
Men 40+	36%	27	13	18
Women <40	43%	31	11	10
Women 40+	36%	30	17	14
Northeast	38%	25	9	23
Midwest	41%	26	14	11
South Atlantic	38%	30	14	13
Inland South	42%	28	14	13
West	39%	26	20	11
White	41%	29	12	13
Black	42%	19	14	19
Latino	37%	19	23	14
High school or less	37%	24	17	16
Some college	41%	29	11	14
College	42%	30	16	10
Post-grad+	45%	30	8	9
<\$25,000	35%	19	17	23
\$25,000-\$50,000	38%	24	15	12
\$50,000-\$75,000	43%	34	10	12
\$75,000-\$100,000	48%	32	10	6
\$100,000+	37%	27	17	13
Own	40%	29	13	14
Rent	40%	18	21	11
City	39%	16	24	12
Suburban – mixed	36%	34	13	12
Suburban – housing	36%	35	13	11
Small town/rural	44%	24	12	17
Married	40%	31	13	10
Single	39%	22	18	17
Div./Sep./Widowed	37%	18	14	23
Kids under 18	40%	29	16	7
Recent homebuyer	42%	30	15	9
Prospective homebuyer	34%	29	16	13

Least Appealing Characteristics of A: Smart Growth Selectors

Q16. Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community? Selected Community B (n=1,138) There are no sidewalks; Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable; Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most; There are only single family houses on large lots; There is enough parking when you drive to local stores, restaurants and other places

	No sidewalks	Public trans. is distant	Shopping etc. within miles	Only single-family homes	Enough parking
Total	30%	25	22	12	9
Men	32%	22	25	10	9
Women	28%	28	20	12	9
18-29	32%	21	27	7	12
30-39	27%	25	20	17	6
40-49	32%	25	22	13	9
50-59	27%	26	25	11	7
60+	29%	31	17	12	9
Men <40	32%	21	25	10	9
Men 40+	31%	23	25	11	8
Women <40	28%	24	23	13	10
Women 40+	28%	31	18	12	8
Northeast	30%	20	21	13	12
Midwest	32%	28	21	11	7
South Atlantic	25%	26	22	16	9
Inland South	27%	27	23	9	9
West	33%	26	23	8	7
White	31%	25	23	11	9
Black	30%	32	13	14	6
Latino	27%	22	27	12	9
High school or less	26%	24	22	14	10
Some college	30%	28	23	7	9
College	37%	26	18	11	7
Post-grad+	31%	25	24	13	6
<\$25,000	24%	26	21	11	14
\$25,000-\$50,000	29%	26	20	14	9
\$50,000-\$75,000	27%	25	22	13	7
\$75,000-\$100,000	31%	25	24	9	9
\$100,000+	37%	25	24	10	5
Own	33%	24	22	11	7
Rent	24%	28	21	12	13
City	29%	21	27	11	9
Suburban – mixed	29%	27	20	15	7
Suburban – housing	32%	29	21	9	7
Small town/rural	30%	26	20	10	12
Married	31%	25	21	12	10
Single	27%	25	27	11	8
Div./Sep./Widowed	33%	26	16	12	9
Kids under 18	35%	21	21	12	9
Recent homebuyer	41%	22	14	12	10
Prospective homebuyer	30%	27	21	8	11

Least Appealing Characteristics of B: Sprawl Selectors

Q16. Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community? Selected Community A (n=923) Parking is limited when you decide to drive to local stores, restaurants and other places; There is a mix of single family detached houses, townhouses, apartments and condominiums on various sized lots; Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive; Public transportation, such as bus, subway, light rail, or commuter rail, is nearby; Almost all of the streets have sidewalks

	No parking	Mix of homes	Can walk places	PT is nearby	Sidewalks
Total	36%	28	12	12	9
Men	35%	29	13	11	12
Women	38%	27	12	13	7
18-29	40%	33	11	8	7
30-39	41%	20	15	13	10
40-49	34%	24	13	13	14
50-59	34%	35	11	10	6
60+	34%	29	12	14	11
Men <40	40%	26	12	8	13
Men 40+	32%	31	13	12	11
Women <40	41%	27	14	13	4
Women 40+	36%	28	11	12	9
Northeast	44%	24	8	18	5
Midwest	38%	19	17	13	10
South Atlantic	36%	36	12	7	8
Inland South	31%	32	12	12	9
West	34%	29	12	10	13
White	38%	29	13	10	8
Black	36%	26	10	18	10
Latino	28%	31	14	13	14
High school or less	30%	34	14	12	9
Some college	42%	23	14	8	10
College	45%	23	8	13	9
Post-grad+	40%	29	9	15	6
<\$25,000	28%	33	13	9	14
\$25,000-\$50,000	31%	28	16	13	10
\$50,000-\$75,000	43%	27	12	11	6
\$75,000-\$100,000	42%	25	8	13	11
\$100,000+	40%	29	10	12	7
Own	37%	29	11	12	10
Rent	35%	29	16	12	7
City	31%	24	20	6	13
Suburban – mixed	38%	26	12	15	8
Suburban – housing	42%	31	7	10	9
Small town/rural	35%	30	13	13	9
Married	37%	30	13	10	10
Single	36%	24	13	13	11
Div./Sep./Widowed	36%	29	11	16	6
Kids under 18	42%	24	11	9	12
Recent homebuyer	35%	25	12	13	13
Prospective homebuyer	34%	25	11	14	11

Importance of Different Characteristics

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE)
 n. Privacy from neighbors; l. High quality public schools; e. Being within a 30-minute commute to work; b. Sidewalks and places to take walks

<i>% saying "very"</i>	Privacy from neighbors	High quality public schools	Being within a 30-minute commute	Sidewalks and places to walk
Total	45%	44%	36%	31%
Men	43%	40%	32%	25%
Women	47%	48%	39%	36%
18-29	42%	46%	43%	36%
30-39	51%	54%	38%	25%
40-49	50%	50%	40%	30%
50-59	45%	42%	36%	32%
60+	40%	33%	23%	30%
Men <40	47%	44%	39%	29%
Men 40+	40%	37%	27%	23%
Women <40	45%	54%	42%	33%
Women 40+	48%	44%	37%	38%
Northeast	43%	42%	33%	33%
Midwest	35%	44%	38%	29%
South Atlantic	47%	43%	35%	31%
Inland South	56%	46%	33%	27%
West	46%	45%	38%	34%
White	43%	42%	36%	28%
Black	50%	49%	34%	43%
Latino	48%	50%	35%	32%
High school or less	47%	41%	31%	28%
Some college	47%	43%	35%	31%
College	41%	49%	40%	33%
Post-grad+	39%	52%	48%	40%
<\$25,000	48%	38%	30%	30%
\$25,000-\$50,000	50%	42%	36%	29%
\$50,000-\$75,000	45%	41%	33%	31%
\$75,000-\$100,000	39%	45%	34%	28%
\$100,000+	40%	53%	44%	35%
Own	44%	44%	35%	28%
Rent	46%	42%	38%	39%
City	40%	42%	38%	37%
Suburban – mixed	37%	47%	39%	36%
Suburban – housing	49%	49%	39%	31%
Small town/rural	54%	41%	29%	21%
Married	46%	50%	35%	27%
Single	45%	37%	40%	35%
Div./Sep./Widowed	42%	40%	29%	33%
Kids under 18	48%	64%	37%	32%
Recent homebuyer	51%	46%	39%	33%
Prospective homebuyer	46%	52%	36%	33%

Importance of Different Characteristics (cont.)

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE) a. Being within an easy walk of other places and things in the community; f. Easy access to the highway; j. Living in a place that's away from it all; i. Living in a community with people at all stages of life – single adults, families with children and older people

<i>% saying "very"</i>	Being within easy walk of things	Easy access to the highway	Living in a place away from it all	People at all stages of life
Total	24%	21%	16%	15%
Men	21%	18%	17%	11%
Women	26%	23%	15%	18%
18-29	31%	19%	14%	17%
30-39	23%	19%	11%	12%
40-49	22%	20%	19%	16%
50-59	20%	20%	19%	15%
60+	21%	24%	15%	14%
Men <40	27%	17%	16%	13%
Men 40+	18%	18%	17%	11%
Women <40	29%	21%	9%	17%
Women 40+	24%	25%	18%	18%
Northeast	28%	21%	14%	17%
Midwest	23%	21%	18%	13%
South Atlantic	24%	25%	17%	15%
Inland South	20%	24%	17%	14%
West	22%	15%	13%	15%
White	20%	18%	16%	13%
Black	36%	36%	14%	24%
Latino	29%	22%	12%	14%
High school or less	23%	21%	19%	14%
Some college	23%	21%	16%	13%
College	24%	21%	10%	15%
Post-grad+	30%	18%	8%	18%
<\$25,000	29%	22%	19%	14%
\$25,000-\$50,000	22%	22%	17%	16%
\$50,000-\$75,000	22%	15%	16%	13%
\$75,000-\$100,000	19%	20%	15%	14%
\$100,000+	24%	23%	11%	15%
Own	19%	19%	16%	14%
Rent	36%	25%	14%	18%
City	35%	19%	10%	16%
Suburban – mixed	24%	25%	9%	19%
Suburban – housing	19%	19%	13%	11%
Small town/rural	17%	20%	27%	13%
Married	18%	20%	18%	13%
Single	31%	19%	13%	13%
Div./Sep./Widowed	26%	26%	13%	20%
Kids under 18	22%	18%	15%	18%
Recent homebuyer	22%	26%	18%	19%
Prospective homebuyer	25%	21%	14%	16%

Importance of Different Characteristics (cont.)

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE) m. An established neighborhood with older homes and mature trees; p. Being able to buy as large a house as you can; d. Having a large house; g. Living in a community with a mix of people from various racial and ethnic backgrounds

<i>% saying "very"</i>	Older homes and mature trees	Being able to buy largest house possible	Having a large house	Mix of people from various backgrounds
Total	14%	11%	10%	10%
Men	11%	11%	10%	8%
Women	16%	12%	9%	12%
18-29	13%	14%	14%	14%
30-39	7%	13%	16%	12%
40-49	16%	12%	10%	10%
50-59	18%	10%	6%	9%
60+	13%	9%	5%	7%
Men <40	10%	13%	15%	10%
Men 40+	12%	9%	7%	7%
Women <40	12%	13%	15%	16%
Women 40+	19%	11%	6%	10%
Northeast	15%	10%	8%	10%
Midwest	14%	10%	8%	8%
South Atlantic	13%	11%	10%	13%
Inland South	16%	18%	15%	13%
West	11%	10%	9%	9%
White	14%	9%	8%	6%
Black	10%	16%	15%	31%
Latino	16%	18%	18%	12%
High school or less	14%	13%	11%	9%
Some college	12%	10%	8%	10%
College	14%	10%	10%	13%
Post-grad+	17%	9%	10%	11%
<\$25,000	13%	14%	12%	10%
\$25,000-\$50,000	14%	11%	10%	11%
\$50,000-\$75,000	13%	9%	5%	10%
\$75,000-\$100,000	14%	9%	7%	10%
\$100,000+	14%	13%	13%	9%
Own	14%	10%	8%	8%
Rent	14%	14%	13%	17%
City	15%	10%	11%	15%
Suburban – mixed	14%	11%	8%	11%
Suburban – housing	14%	12%	13%	9%
Small town/rural	12%	12%	9%	7%
Married	14%	12%	10%	9%
Single	13%	11%	11%	12%
Div./Sep./Widowed	15%	11%	6%	10%
Kids under 18	12%	15%	14%	13%
Recent homebuyer	16%	13%	16%	13%
Prospective homebuyer	15%	19%	17%	17%

Importance of Different Characteristics (cont.)

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE) h. Living in a community with a mix of people from various income levels; c. Living in a community with a mix of different types of housing – single family detached houses, townhouses, apartments, and condominiums; k. Living in a place that’s at the center of it all; o. A new neighborhood with recently built homes

<i>% saying “very”</i>	Mix of people from various incomes	Mix of different types of housing	Living in a place at the center of it all	New neighborhood with new homes
Total	8%	7%	7%	5%
Men	6%	6%	7%	5%
Women	9%	8%	7%	6%
18-29	10%	9%	11%	9%
30-39	6%	5%	6%	5%
40-49	9%	6%	8%	5%
50-59	7%	6%	4%	3%
60+	5%	7%	5%	4%
Men <40	6%	7%	9%	7%
Men 40+	5%	5%	5%	3%
Women <40	10%	8%	9%	8%
Women 40+	9%	7%	6%	5%
Northeast	7%	6%	9%	8%
Midwest	6%	5%	7%	4%
South Atlantic	10%	10%	8%	5%
Inland South	8%	7%	5%	5%
West	7%	6%	6%	5%
White	5%	6%	4%	3%
Black	17%	13%	12%	13%
Latino	11%	6%	15%	9%
High school or less	9%	8%	7%	7%
Some college	6%	5%	7%	4%
College	8%	6%	6%	3%
Post-grad+	6%	6%	6%	5%
<\$25,000	11%	7%	8%	7%
\$25,000-\$50,000	8%	9%	8%	6%
\$50,000-\$75,000	8%	7%	6%	3%
\$75,000-\$100,000	5%	5%	6%	5%
\$100,000+	5%	5%	7%	6%
Own	5%	6%	5%	4%
Rent	15%	10%	13%	9%
City	11%	9%	12%	6%
Suburban – mixed	7%	8%	8%	6%
Suburban – housing	4%	5%	3%	6%
Small town/rural	7%	5%	4%	3%
Married	6%	7%	5%	4%
Single	10%	7%	10%	8%
Div./Sep./Widowed	8%	6%	7%	3%
Kids under 18	7%	8%	6%	7%
Recent homebuyer	9%	10%	8%	7%
Prospective homebuyer	12%	8%	9%	9%

Importance of Walkability

Q18. In deciding where to live, indicate how important it would be to you to have each of the following within an easy walk: very important, somewhat important, not very important, or not at all important. (RANDOMIZE) b. Grocery store; a. Schools; g. A hospital; c. Pharmacy or drug store; h_a. (SPLIT SAMPLE A, n=1,011) Public transportation by bus; d. Doctors' offices

<i>% saying "very"</i>	Grocery store	Schools	A hospital	Pharmacy/ drug store	Public trans. by bus	Doctors' offices
Total	35%	26%	25%	24%	21%	19%
Men	32%	25%	23%	22%	19%	17%
Women	38%	27%	27%	26%	23%	21%
18-29	40%	35%	28%	29%	25%	23%
30-39	31%	37%	23%	19%	20%	16%
40-49	31%	28%	20%	16%	19%	14%
50-59	37%	20%	21%	23%	19%	18%
60+	34%	16%	31%	30%	21%	22%
Men <40	35%	36%	26%	27%	22%	18%
Men 40+	29%	18%	20%	19%	16%	15%
Women <40	37%	35%	25%	22%	24%	22%
Women 40+	39%	23%	29%	28%	23%	21%
Northeast	35%	23%	23%	27%	25%	19%
Midwest	32%	26%	21%	21%	15%	15%
South Atlantic	37%	26%	30%	27%	22%	24%
Inland South	36%	27%	34%	29%	21%	24%
West	36%	28%	19%	18%	23%	15%
White	30%	21%	20%	19%	16%	14%
Black	53%	42%	43%	43%	42%	33%
Latino	42%	40%	39%	37%	31%	32%
High school or less	38%	30%	33%	30%	24%	25%
Some college	32%	23%	21%	21%	18%	17%
College	30%	24%	16%	18%	16%	10%
Post-grad+	35%	25%	16%	18%	22%	15%
<\$25,000	44%	34%	39%	35%	37%	33%
\$25,000-\$50,000	36%	26%	31%	29%	18%	21%
\$50,000-\$75,000	27%	17%	15%	16%	19%	14%
\$75,000-\$100,000	33%	28%	25%	20%	13%	15%
\$100,000+	32%	26%	14%	18%	15%	11%
Own	30%	22%	21%	19%	13%	14%
Rent	47%	38%	35%	38%	41%	30%
City	47%	35%	29%	35%	32%	25%
Suburban – mixed	39%	30%	26%	27%	25%	20%
Suburban – housing	28%	23%	19%	15%	12%	11%
Small town/rural	27%	19%	25%	19%	14%	19%
Married	26%	26%	21%	19%	13%	14%
Single	44%	29%	26%	28%	26%	22%
Div./Sep./Widowed	43%	23%	33%	32%	34%	26%
Kids under 18	32%	42%	27%	23%	19%	18%
Recent homebuyer	28%	29%	29%	22%	17%	17%
Prospective homebuyer	37%	34%	28%	27%	25%	23%

Importance of Walkability (cont.)

Q18. In deciding where to live, indicate how important it would be to you to have each of the following within an easy walk: very important, somewhat important, not very important, or not at all important. (RANDOMIZE) i. Restaurants; e. Cultural resources like libraries or theaters; j. Church, synagogue, or other place of worship; h_b. (SPLIT SAMPLE B, n=1,060) Public transportation by rail; f. Recreational facilities like swimming, golf, or tennis

<i>% saying "very"</i>	Restaurants	Cultural resources	Church, synagogue, etc.	Public trans. by rail	Recreational facilities
Total	18%	17%	17%	14%	12%
Men	17%	15%	13%	13%	11%
Women	18%	19%	20%	16%	13%
18-29	27%	22%	20%	18%	16%
30-39	18%	18%	13%	14%	15%
40-49	16%	15%	17%	12%	12%
50-59	15%	14%	15%	15%	9%
60+	14%	15%	18%	12%	10%
Men <40	24%	21%	16%	16%	14%
Men 40+	13%	11%	11%	10%	9%
Women <40	22%	19%	18%	17%	17%
Women 40+	16%	19%	22%	15%	11%
Northeast	18%	16%	15%	18%	14%
Midwest	18%	19%	16%	15%	8%
South Atlantic	22%	17%	19%	18%	15%
Inland South	15%	16%	23%	10%	9%
West	17%	17%	12%	9%	14%
White	15%	12%	12%	10%	9%
Black	27%	29%	41%	32%	23%
Latino	21%	26%	23%	20%	18%
High school or less	17%	15%	21%	14%	11%
Some college	17%	17%	16%	13%	13%
College	19%	17%	10%	12%	12%
Post-grad+	22%	24%	9%	21%	15%
<\$25,000	21%	21%	26%	13%	15%
\$25,000-\$50,000	15%	16%	20%	19%	10%
\$50,000-\$75,000	13%	15%	14%	9%	10%
\$75,000-\$100,000	20%	18%	11%	13%	11%
\$100,000+	21%	16%	11%	15%	15%
Own	14%	14%	13%	11%	10%
Rent	27%	23%	25%	23%	16%
City	26%	22%	21%	21%	16%
Suburban – mixed	20%	21%	18%	16%	15%
Suburban – housing	12%	13%	9%	12%	11%
Small town/rural	13%	12%	17%	9%	8%
Married	14%	14%	14%	10%	10%
Single	24%	22%	17%	20%	15%
Div./Sep./Widowed	19%	17%	23%	17%	11%
Kids under 18	17%	18%	19%	16%	15%
Recent homebuyer	13%	16%	17%	9%	13%
Prospective homebuyer	24%	20%	20%	20%	15%

Best Long Term Solution for Reducing Traffic

Q19. Which of the following proposals is the best long term solution to reducing traffic in your state: ROTATE Improve public transportation, such as trains, buses and light rail; Develop communities where more people do not have to drive long distances to work or shop; Build new roads

	Improve public transportation	Communities with less driving to work or shop	Build new roads
Total	50%	30	18
Men	47%	30	21
Women	54%	29	16
18-29	47%	31	20
30-39	49%	29	20
40-49	47%	30	22
50-59	53%	31	15
60+	55%	27	17
Men <40	47%	32	18
Men 40+	47%	29	23
Women <40	48%	29	22
Women 40+	57%	30	12
Northeast	57%	25	16
Midwest	50%	30	18
South Atlantic	47%	34	19
Inland South	52%	25	22
West	48%	33	18
White	50%	29	19
Black	54%	29	15
Latino	46%	33	18
High school or less	45%	34	20
Some college	55%	27	17
College	54%	26	20
Post-grad+	56%	27	16
<\$25,000	45%	36	18
\$25,000-\$50,000	50%	29	20
\$50,000-\$75,000	54%	29	15
\$75,000-\$100,000	50%	26	22
\$100,000+	53%	27	19
Own	50%	28	20
Rent	52%	32	14
City	56%	29	14
Suburban – mixed	52%	31	16
Suburban – housing	49%	28	22
Small town/rural	47%	31	22
Married	50%	28	20
Single	51%	31	17
Div./Sep./Widowed	50%	33	15
Kids under 18	47%	32	19
Recent homebuyer	58%	25	17
Prospective homebuyer	50%	31	17

Priority for Funding

Q20. Which of the following should receive funding priority from the state government: (SELECT ONLY ONE: ROTATE ANSWERS) Improvements in existing communities, such as sidewalks and parks; New development in existing communities; New development in the countryside. Do you feel that way strongly or somewhat?

	Net improvements in existing communities	Net new development in existing communities	Net new development in the countryside
Total	57%	32	7
Men	56%	33	8
Women	59%	31	7
18-29	61%	29	8
30-39	54%	31	9
40-49	60%	31	8
50-59	60%	31	6
60+	53%	36	7
Men <40	55%	32	9
Men 40+	56%	33	8
Women <40	61%	28	8
Women 40+	58%	33	6
Northeast	61%	28	7
Midwest	55%	35	7
South Atlantic	59%	30	9
Inland South	52%	32	11
West	59%	34	5
White	57%	32	8
Black	56%	32	7
Latino	60%	29	7
High school or less	53%	36	8
Some college	57%	31	8
College	62%	28	7
Post-grad+	68%	25	4
<\$25,000	52%	36	9
\$25,000-\$50,000	53%	35	8
\$50,000-\$75,000	61%	30	7
\$75,000-\$100,000	60%	28	9
\$100,000+	62%	29	5
Own	57%	32	8
Rent	60%	32	6
City	61%	31	6
Suburban – mixed	59%	34	5
Suburban – housing	64%	27	7
Small town/rural	50%	35	11
Married	56%	32	8
Single	59%	33	7
Div./Sep./Widowed	59%	31	7
Kids under 18	61%	28	7
Recent homebuyer	55%	35	8
Prospective homebuyer	59%	29	9

Transportation to Work

D1. (FOR THOSE EMPLOYED, n=1,111) Most days, how do you get to work? By car; Public transportation; Walking; Riding a bike; Work from home most days; Something else

	By car	All others
Total	85%	16
Men	85%	15
Women	84%	16
18-29	83%	16
30-39	83%	17
40-49	84%	16
50-59	88%	12
60+	85%	14
Men <40	86%	14
Men 40+	84%	16
Women <40	80%	20
Women 40+	88%	12
Northeast	75%	25
Midwest	89%	11
South Atlantic	83%	17
Inland South	92%	8
West	85%	15
White	86%	13
Black	83%	16
Latino	79%	21
High school or less	86%	14
Some college	89%	11
College	81%	19
Post-grad+	80%	20
<\$25,000	79%	21
\$25,000-\$50,000	87%	13
\$50,000-\$75,000	85%	15
\$75,000-\$100,000	84%	16
\$100,000+	86%	14
Own	87%	13
Rent	77%	22
City	78%	22
Suburban – mixed	86%	14
Suburban – housing	86%	14
Small town/rural	88%	12
Married	88%	12
Single	78%	22
Div./Sep./Widowed	87%	13
Kids under 18	88%	12
Recent homebuyer	82%	17
Prospective homebuyer	82%	18

Homeownership

D7. (IF OWN HOME, n=1,557) Have you purchased your home in the last three years?

D8. Looking ahead to the next three years, do you think you will purchase a home?

<i>% saying "yes"</i>	Purchased home in last three years	Will purchase home in next three years
Total	15%	20%
Men	17%	20%
Women	14%	20%
18-29	18%	29%
30-39	24%	35%
40-49	20%	21%
50-59	12%	13%
60+	8%	7%
Men <40	21%	30%
Men 40+	15%	13%
Women <40	21%	34%
Women 40+	10%	12%
Northeast	12%	21%
Midwest	12%	16%
South Atlantic	12%	21%
Inland South	24%	23%
West	18%	20%
White	13%	17%
Black	20%	32%
Latino	25%	27%
High school or less	11%	17%
Some college	16%	22%
College	20%	25%
Post-grad+	19%	21%
<\$25,000	10%	20%
\$25,000-\$50,000	12%	23%
\$50,000-\$75,000	20%	17%
\$75,000-\$100,000	19%	19%
\$100,000+	15%	19%
Own	15%	14%
Rent	--	34%
City	17%	28%
Suburban – mixed	15%	20%
Suburban – housing	18%	17%
Small town/rural	13%	16%
Married	17%	20%
Single	15%	25%
Div./Sep./Widowed	9%	13%
Kids under 18	19%	28%
Recent homebuyer	100%	15%
Prospective homebuyer	16%	100%

Effect of Economy on Plans to Buy

D10. Has the economic downturn affected your plans to buy a house in the next three years?

	Yes, more likely to buy	Yes, less likely to buy	No
Total	5%	24	69
Men	6%	24	69
Women	5%	24	70
18-29	7%	31	60
30-39	11%	26	61
40-49	5%	24	70
50-59	4%	24	70
60+	2%	16	82
Men <40	9%	29	60
Men 40+	3%	21	75
Women <40	8%	29	61
Women 40+	3%	21	75
Northeast	4%	26	69
Midwest	4%	21	73
South Atlantic	5%	27	66
Inland South	5%	25	68
West	8%	22	69
White	4%	21	73
Black	9%	29	61
Latino	7%	35	56
High school or less	4%	27	68
Some college	6%	26	66
College	8%	20	70
Post-grad+	5%	13	81
<\$25,000	5%	32	62
\$25,000-\$50,000	6%	27	66
\$50,000-\$75,000	4%	22	73
\$75,000-\$100,000	7%	22	70
\$100,000+	5%	16	77
Own	4%	18	76
Rent	10%	37	52
City	8%	27	64
Suburban – mixed	6%	28	65
Suburban – housing	6%	19	75
Small town/rural	3%	21	75
Married	5%	19	75
Single	7%	30	62
Div./Sep./Widowed	4%	26	68
Kids under 18	7%	28	64
Recent homebuyer	2%	20	78
Prospective homebuyer	22%	32	45

Community Preference Group

Community Preference group constructed using responses from Q8-11 and Q13. See Methodology section for full description

	Sprawl	Middle	Smart Growth
Total	34%	31	35
Men	36%	32	32
Women	32%	29	38
18-29	24%	32	43
30-39	35%	37	28
40-49	44%	27	30
50-59	37%	30	34
60+	33%	28	38
Men <40	28%	38	34
Men 40+	41%	28	31
Women <40	29%	31	40
Women 40+	34%	28	38
Northeast	29%	33	38
Midwest	31%	29	40
South Atlantic	35%	29	36
Inland South	44%	28	27
West	32%	32	35
White	38%	28	34
Black	20%	38	42
Latino	31%	35	34
High school or less	37%	31	32
Some college	36%	31	34
College	31%	30	39
Post-grad+	26%	28	46
<\$25,000	31%	28	41
\$25,000-\$50,000	37%	27	36
\$50,000-\$75,000	38%	29	32
\$75,000-\$100,000	37%	35	28
\$100,000+	29%	35	36
Own	39%	30	31
Rent	21%	34	45
City	19%	30	51
Suburban – mixed	24%	36	41
Suburban – housing	41%	33	27
Small town/rural	52%	24	24
Married	44%	29	28
Single	23%	31	45
Div./Sep./Widowed	26%	34	39
Kids under 18	36%	33	30
Recent homebuyer	41%	34	25
Prospective homebuyer	32%	32	35

Appendix C: Questionnaire with Response Totals



Opinion Research
Strategic Communication

2011 Community Preference Survey National Association of Realtors®

Web-enabled panel survey conducted February 15-24, 2011 by Knowledge Networks
N=2,071 adults nationally

The data have been weighted by gender, age, race, region, metropolitan status, and Internet access.

Margin of sampling error is ± 2.2 percentage points

Percents may add to 99% or 101% due to rounding

* indicates less than 1%; -- indicates zero

Q1. Thinking about the community in which you live, do you think the quality of life has gotten better, gotten worse, or stayed the same in the past three years?		2011	2004
	Gotten better	12%	25%
	Gotten worse	35	23
	Stayed the same	53	52
	DK/REF	*	*

Q2. Here are some issues [state] will be facing over the next few years. For each one please indicate how much of a priority it should be for your state to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your state government? (RANDOMIZE)

		Extr. High	High	Middle	Low	Extr. Low	DK/REF
a. Improving the health care system	2011	34%	33	23	6	3	1
	2004	47%	32	17	2	1	1
b. Cutting state government spending	2011	36%	31	24	6	2	2
	2004	25%	31	33	8	2	1
c. Lowering the crime rate	2011	33%	36	23	5	2	1
	2004	41%	36	18	3	1	*
d. Improving public education	2011	39%	35	20	4	2	1
	2004	45%	36	16	2	1	1
e. Protecting the environment	2011	23%	32	33	9	3	1
	2004	30%	35	27	5	2	1
f. Preserving farms and open spaces from development		21%	32	32	10	3	1
g. Revitalizing older suburbs	2011	7%	19	45	22	5	2
	2004	10%	27	43	16	3	*
h. Revitalizing cities	2011	11%	28	43	14	3	2
	2004	14%	30	42	11	2	1

(continued)		Extr. High	High	Middle	Low	Extr. Low	DK/ REF
i. Attracting businesses and creating jobs	2011	46%	38	13	2	1	1
	2004	40%	41	16	2	1	1
j. Creating new development outside the cities	2011	7%	17	40	26	8	2
	2004	7%	17	44	24	7	1
k. Having housing for people with moderate and low incomes	2011	17%	29	36	12	4	2
	2004	24%	33	33	8	2	1
l. Improving the availability of affordable housing		19%	32	33	11	4	1
m. Reducing traffic congestion		13%	27	36	18	4	2
n. Providing convenient alternatives to driving such as walking, biking, and public transportation		14%	24	38	17	6	1

Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live: (RANDOMIZE)

		Too much	Right amount	Too little	DK/REF
a. Shops or restaurants within an easy walk of your house	2011	4%	48	46	2
	2004	4%	54	42	*
b. Sidewalks	2011	3%	55	40	2
	2004	2%	61	36	1
c. Public transportation within an easy walk (2004 wording "... within walking distance")	2011	3%	44	51	2
	2004	3%	51	46	1
d. Parks and playgrounds	2011	4%	59	36	1
	2004	1%	61	37	1
e. Places to walk or exercise for fun	2011	3%	54	41	2
	2004	1%	58	40	*
f. Places to bike	2011	3%	50	45	1
	2004	2%	51	46	1
g. Housing for people with low incomes	2011	9%	43	47	2
	2004	7%	43	49	1
h. Housing for people with moderate incomes	2011	4%	53	42	1
	2004	3%	58	39	*
i. Housing for people with high incomes	2011	31%	57	10	1
	2004	40%	55	5	1
j. New stores and offices being built	2011	20%	48	31	1
	2004	21%	55	23	1
k. New houses and apartments being built	2011	23%	52	23	1
	2004	32%	52	15	1
l. Large discount or warehouse stores	2011	12%	58	28	2
	2004	18%	62	19	1

Q4. Which of the following best describes the place where you live:	City – downtown, with a mix of offices, apartments, and shops	5%
	City – more residential neighborhood	19
	Suburban neighborhood with a mix of houses, shops, and businesses	26
	Suburban neighborhood with houses only	19
	Small town	14
	Rural area	16
	DK/REF	1

Q5. If you could choose where to live, in which type of the following locations would you most like to live?	City – downtown, with a mix of offices, apartments, and shops	8%
	City – more residential neighborhood	11
	Suburban neighborhood with a mix of houses, shops, and businesses	28
	Suburban neighborhood with houses only	12
	Small town	18
	Rural area	22
	DK/REF	1

Q6. Right now, if you could choose, which of the following would you <u>prefer</u> to live in:	Single-family detached house	80%
	Single-family attached house or townhouse	7
	An apartment or condominium	8
	A mobile home	2
	Something else	1
	DK/REF	1

Q7. Which is more important to you in deciding where to live: (ROTATE)	The size of a house	12%
	The neighborhood	88
	DK/REF	1

Imagine for a moment that you are moving to another community. These questions are about the kind of community you would like to live in. Please select the community where you would prefer to live: (RANDOMIZE, ROTATE A/B)

Q8a. (SPLIT SAMPLE A, n=1,026) Community A: Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants, or Community B: Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants.	Community A	61%
	Community B	37
	DK/REF	2

Q8b. (SPLIT SAMPLE B, n=1,045) Community A: Houses are built far apart on larger lots and you have to drive to get to parks, playgrounds, and recreation areas, or Community B: Houses are built close together on smaller lots and it is easy to walk to parks, playgrounds, and recreation areas.	Community A Community B DK/REF	56% 43 1
Q9. Community A: Houses are smaller on smaller lots, and you would have a shorter commute to work, 20 minutes or less; or Community B: Houses are larger on larger lots, and you would have a longer commute to work, 40 minutes or more.	Community A Community B DK/REF	59% 39 2
Q10. Community A: The neighborhood has a mix of houses and stores and other businesses that are easy to walk to; or Community B: The neighborhood has houses only and you have to drive to stores and other businesses	Community A Community B DK/REF	58% 40 2
Q11. Community A: Own or rent an apartment or townhouse, and have an easy walk to shops and restaurants and have a shorter commute to work; or Community B: Own or rent a detached, single-family house, and have to drive to shops and restaurants and have a longer commute to work	Community A Community B DK/REF	38% 59 2
Q12. Which of the following best describes you: I would be willing stretch my budget to spend more on housing so I could live in my preferred community OR It is important for me to stay within my budget even if it means I would be unable to live in my preferred neighborhood	Willing to stretch budget Important to stay within budget DK/REF	39% 59 2

13. Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, and cost of house are exactly the same in the two communities: ROTATE

Community A

There are **only single-family houses** on large lots.

There are **no sidewalks**

Places such as shopping, restaurants, a library, and a school are within **a few miles** of your home and you **have to drive** to most

There is enough parking when you drive to local stores, restaurants and other places

Public transportation, such as bus, subway, light rail, or commuter rail, is **distant or unavailable**

Community B

There is a **mix** of single-family detached houses, townhouses, apartments and condominiums on various sized lots

Almost all of the streets have **sidewalks**

Places such as shopping, restaurants, a library, and a school are within **a few blocks** of your home and you can **either walk or drive**

Parking is **limited** when you decide to drive to local stores, restaurants and other places

Public transportation, such as bus, subway, light rail, or commuter rail, is **nearby**

Assuming that there are no differences between the communities apart from the ones we mentioned, which community would you rather live in: Community A or Community B?	Community A	43%
	Community B	56
	DK/REF	1

Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you?

Selected Community A (n=923)

There are only single-family houses on large lots.	70%
There are no sidewalks	2
Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most	16
There is enough parking when you drive to local stores, restaurants and other places	9
Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable	2
DK/REF	1

Selected Community B (n=1,138)

There is a mix of single-family detached houses, townhouses, apartments and condominiums on various sized lots	16%
Almost all of the streets have sidewalks	11
Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive	60
Parking is limited when you decide to drive to local stores, restaurants and other places	*
Public transportation, such as bus, subway, light rail, or commuter rail, is nearby	11
DK/REF	2

Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list?

Selected Community B (n=1,138)

There are only single-family houses on large lots.	32%
There are no sidewalks	4
Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most	17
There is enough parking when you drive to local stores, restaurants and other places	37
Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable	8
DK/REF	2

Selected Community A (n=923)

There is a mix of single-family detached houses, townhouses, apartments and condominiums on various sized lots	14%
Almost all of the streets have sidewalks	27
Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive	40
Parking is limited when you decide to drive to local stores, restaurants and other places	4
Public transportation, such as bus, subway, light rail, or commuter rail, is nearby	14
DK/REF	2

Q16. Looking at the community you did NOT select, choose the ONE LEAST appealing characteristic of that community?

Selected Community B (n=1,138)

There are only single-family houses on large lots.	12%
There are no sidewalks	30
Places such as shopping, restaurants, a library, and a school are within a few miles of your home and you have to drive to most	22
There is enough parking when you drive to local stores, restaurants and other places	9
Public transportation, such as bus, subway, light rail, or commuter rail, is distant or unavailable	25
DK/REF	3

Selected Community A (n=923)

There is a mix of single-family detached houses, townhouses, apartments and condominiums on various sized lots	28%
Almost all of the streets have sidewalks	9
Places such as shopping, restaurants, a library, and a school are within a few blocks of your home and you can either walk or drive	12
Parking is limited when you decide to drive to local stores, restaurants and other places	36
Public transportation, such as bus, subway, light rail, or commuter rail, is nearby	12
DK/REF	2

Q17. In deciding where to live, indicate how important each of the following would be to you: very important, somewhat important, not very important, or not at all important (RANDOMIZE)

		Very	Somewht	Not very	Not at all	DK/REF
a. Being within an easy walk of other places and things in the community		24%	42	26	7	2
b. Sidewalks and places to take walks	2011	31%	46	16	5	2
	2004	26%	46	20	7	1
c. Living in a community with a mix of different types of housing – single-family detached houses, townhouses, apartments, and condominiums	2011	7%	30	42	20	2
	2004	17%	31	39	23	1
d. Having a large house		10%	34	39	15	2
e. Being within a 30-minute commute to work		36%	42	11	10	2
f. Easy access to the highway	2011	21%	51	21	6	2
	2004	22%	53	19	5	1
g. Living in a community with a mix of people from various racial and ethnic backgrounds	2011	10%	32	38	18	2
	2004	13%	34	34	18	1
h. Living in a community with a mix of people from various income levels	2011	8%	34	41	16	2
	2004	9%	36	40	15	1
i. Living in a community with people at all stages of life – single adults, families with children and older people	2011	15%	45	28	9	2
	2004	17%	48	26	9	1
j. Living in a place that's away from it all	2011	16%	37	33	12	2
	2004	21%	39	29	11	1
k. Living in a place that's at the center of it all	2011	7%	27	41	23	2
	2004	5%	21	42	31	1
l. High quality public schools		44%	31	13	10	2
m. An established neighborhood with older homes and mature trees		14%	48	30	7	2
n. Privacy from neighbors		45%	42	9	2	2
o. A new neighborhood with recently built homes		5%	26	44	23	2
p. Being able to buy as large a house as you can		11%	30	38	19	2

Q18. In deciding where to live, indicate how important it would be to you to have each of the following within an easy walk: very important, somewhat important, not very important, or not at all important. (RANDOMIZE)

	Very	Somewht	Not very	Not at all	DK/REF
a. Schools	26%	29	24	18	2
b. Grocery store	35%	40	17	6	2
c. Pharmacy or drug store	24%	41	25	8	2
d. Doctors' offices	19%	36	33	10	2

(continued)	Very	Somewht	Not very	Not at all	DK/REF
e. Cultural resources like libraries or theaters	17%	42	28	11	2
f. Recreational facilities like swimming, golf, or tennis	12%	35	37	14	2
g. A hospital	25%	36	27	10	2
h_a. (SPLIT SAMPLE A, n=1,011) Public transportation by bus	21%	29	31	18	2
h_b. (SPLIT SAMPLE B, n=1,060) Public transportation by rail	14%	28	33	23	1
i. Restaurants	18%	42	30	9	2
j. Church, synagogue, or other place of worship	17%	30	31	20	2

Q19. Which of the following proposals is the best long term solution to reducing traffic in your state: ROTATE		2011	2004
Build new roads		18%	18%
Improve public transportation, such as trains, buses and light rail		50	50
Develop communities where more people do not have to drive long distances to work or shop		30	31
DK/REF		1	1

Q20. Which of the following should receive funding priority from the state government: (SELECT ONLY ONE: ROTATE ANSWERS)	Strongly improvements	18%
Improvements in existing communities, such as sidewalks and parks;	Somewhat improvements	39
New development in existing communities;	Strongly develop existing	9
New development in the countryside.	Somewhat develop existing	23
Do you feel that way strongly or somewhat?	Strongly develop countryside	2
	Somewhat develop countryside	5
	DK/REF	3

Now I have a few questions for statistical purposes only.

D0. Are you currently employed?	Yes	55%
	No	44
	DK/REF	1

D1. (FOR THOSE EMPLOYED, n=1,111) Most days, how do you get to work?	By car	85%
	Public transportation	6
	Walking	3
	Riding a bike	1
	Work from home most days	5
	Something else	1
	DK/REF	*
D2. (FOR THOSE EMPLOYED, n=1,111): About how much time does a <u>one-way</u> trip to your job usually take?	0-9 minutes	14%
	10-19	30
	20-29	23
	30-44	18
	45+	13
	DK/REF	*
D3. Are you registered to vote?	Yes	82%
	No	16
	DK/REF	1
D4. Do you consider yourself to be a Democrat, a Republican, an independent, or something else?	Democrat	37%
	Republican	27
	Independent	30
	Something else	4
	DK/REF	2
D5. In terms of your political outlook, do you usually think of yourself as: (ROTATE ORDER)	Very conservative	12%
	Somewhat conservative	24
	Middle of the road	39
	Somewhat liberal	18
	Very liberal	5
	DK/REF	2
D6. How long have you lived in the city or town where you now live?	Less than five years	20%
	Five to 10 years	19
	11 to 20 years	22
	More than 20 years	38
	DK/REF	1

D7. (IF OWN HOME, n=1,557) Have you purchased your home in the last three years?	Yes	15%
	No	84
	DK/REF	1
<hr/>		
D8. Looking ahead to the next three years, do you think you will purchase a home?	Yes	20%
	No	78
	DK/REF	2
<hr/>		
D8b. (IF D8=YES n=376) Will the next home you purchase be larger or smaller than your current home?	Larger	62%
	Smaller	14
	Same size	23
	DK/REF	1
<hr/>		
D9a. (IF D7=YES, n=207) What <u>was</u> your main reason for purchasing a new house? (OPEN END – CODED)	Kids/family	20%
	Bigger/better house	11
	Dislike renting	9
	Can afford/price/market	8
	Location/area/moving	8
	Investment	5
	Privacy/land	4
	Job	3
	Downsizing	2
	Retirement/aging issues	1
	Proximity to services/transportation	1
	Other	13
DK/REF	6	
<hr/>		
D9b. (IF D8=YES, n=376) What is your main reason for <u>planning</u> to purchase a new house? (OPEN END – CODED)	Kids/family	23%
	Bigger/better house	9
	Dislike renting	9
	Location/area/moving	8
	Investment	5
	Retirement/aging issues	4
	Pride in ownership	3
	Job	3
	Privacy/land	2
	Downsizing	2
	Can afford/price/market	2
	Proximity to services/transportation	2
	1 st -time homebuyer	1
	Other	6
DK/REF	1	

D10. Has the economic downturn affected your plans to buy a house in the next three years?	Yes, more likely to buy	5%
	Yes, less likely to buy	24
	No	69
	DK/REF	1

FROM SAMPLE

GENDER	Men	48%
	Women	52

AGE	18-24	12%
	25-34	19
	35-44	17
	45-54	17
	55-64	20
	65-74	10
	75+	5

RACE	White	68%
	African American	11
	Latino	14
	Other	6

EDUCATION	Less than high school	13%
	High school graduate	31
	Some college	28
	College graduate	16
	Post graduate	12

HOUSEHOLD INCOME	Less than \$25,000	21%
	\$25,000-50,000	25
	\$50,000-75,000	19
	\$75,000-100,000	12
	More than \$100,000	23

MARITAL STATUS	Married	50%
	Widowed	5
	Divorced	11
	Separated	2
	Never married	23
	Living with partner	10
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CHILDREN UNDER 18 IN HOUSEHOLD	Yes	34%
	No	66
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SCHOOL-AGED CHILDREN IN HOUSEHOLD	Yes	26%
	No	74
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HOUSING TYPE	Single-family detached house	70%
	Single-family attached house or townhouse	7
	An apartment or condominium	17
	A mobile home	5
	Something else (boat, RV, van, etc.)	*
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HOME OWNERSHIP	Own	71%
	Rent	27
	Do not pay for housing	2
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REGION	Northeast	19%
	Midwest	22
	South-Atlantic	20
	South	17
	West	23
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