

2011 Community Preference Survey

Conducted for the National Association of Realtors®

Summary prepared by Joe Molinaro



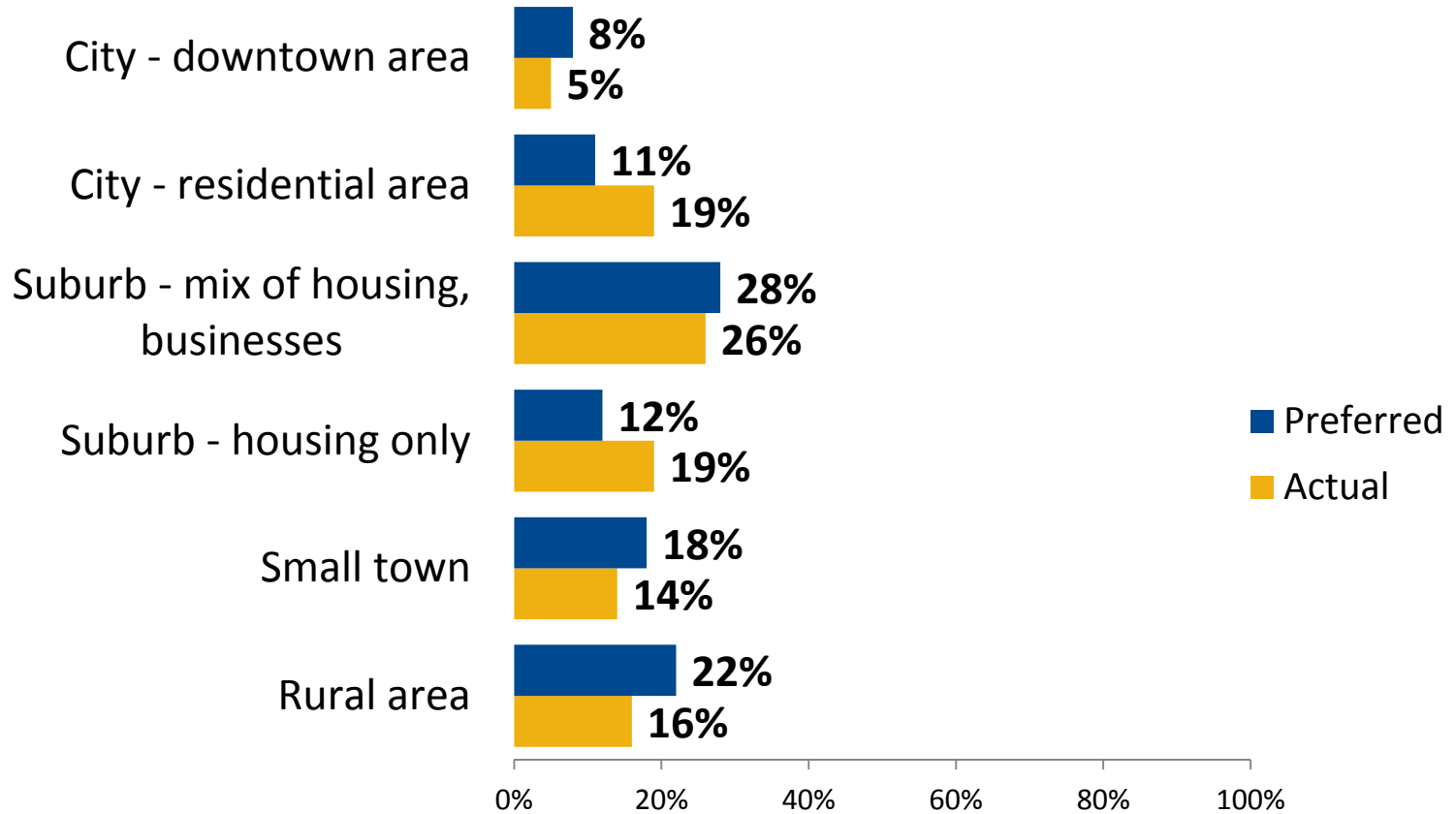
Opinion Research ■ Strategic Communication

Where we are now: Views of current housing and communities

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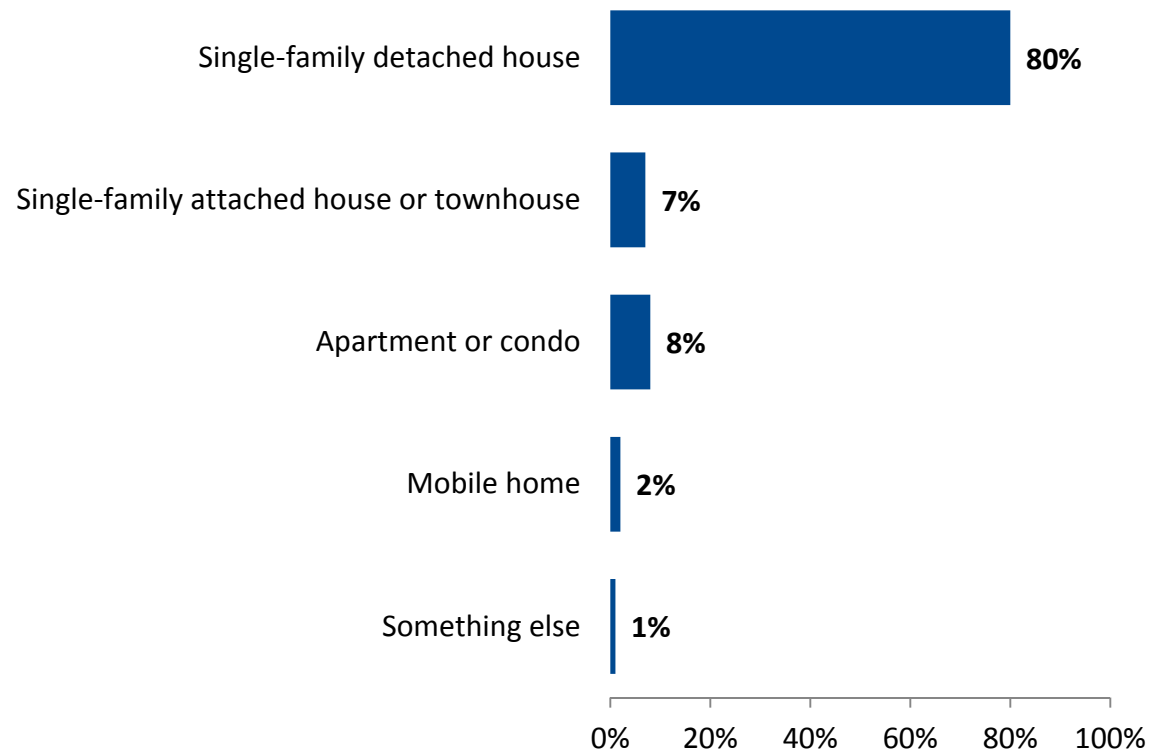
Preferred versus Actual Community Type



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

Choice of Housing Unit Type

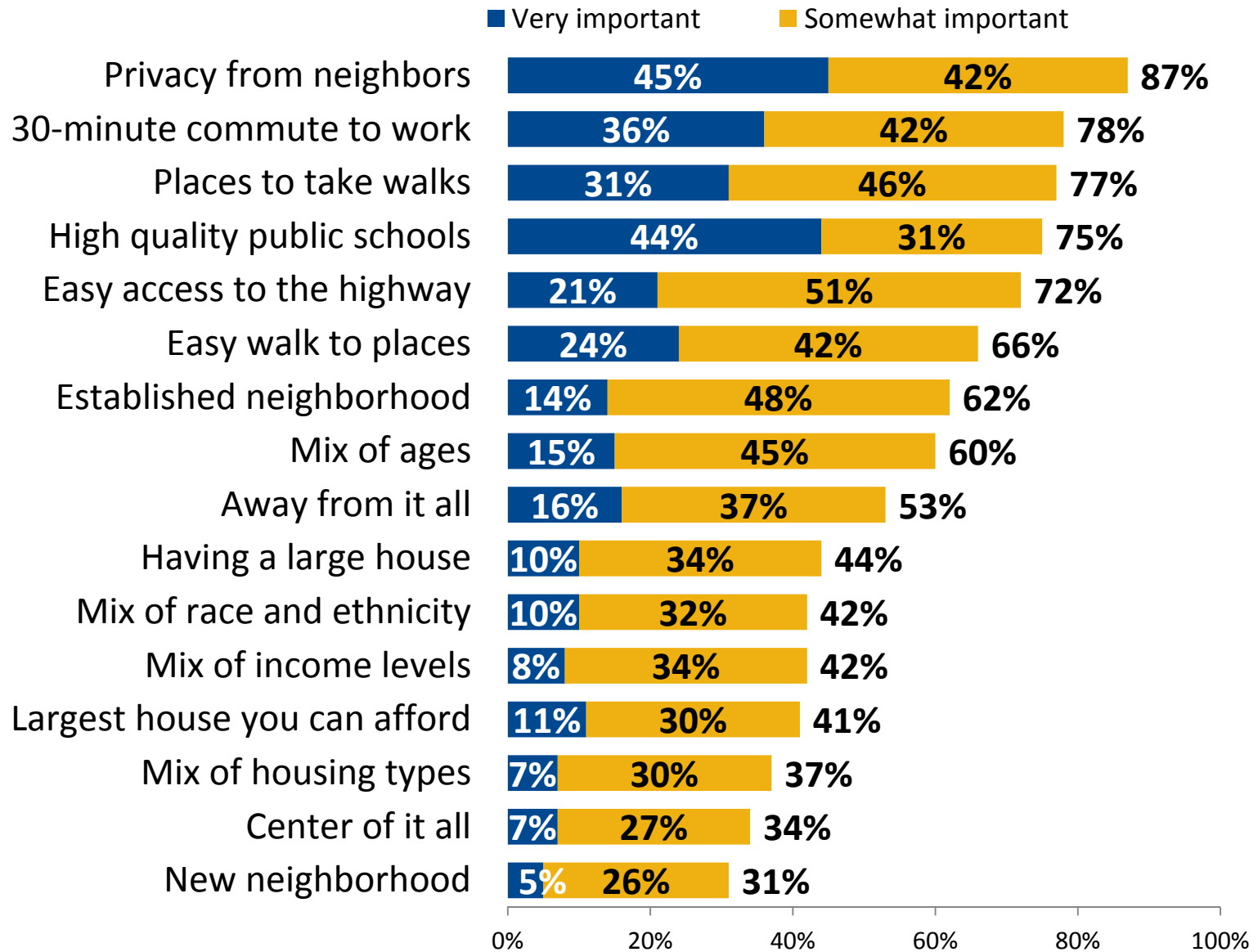


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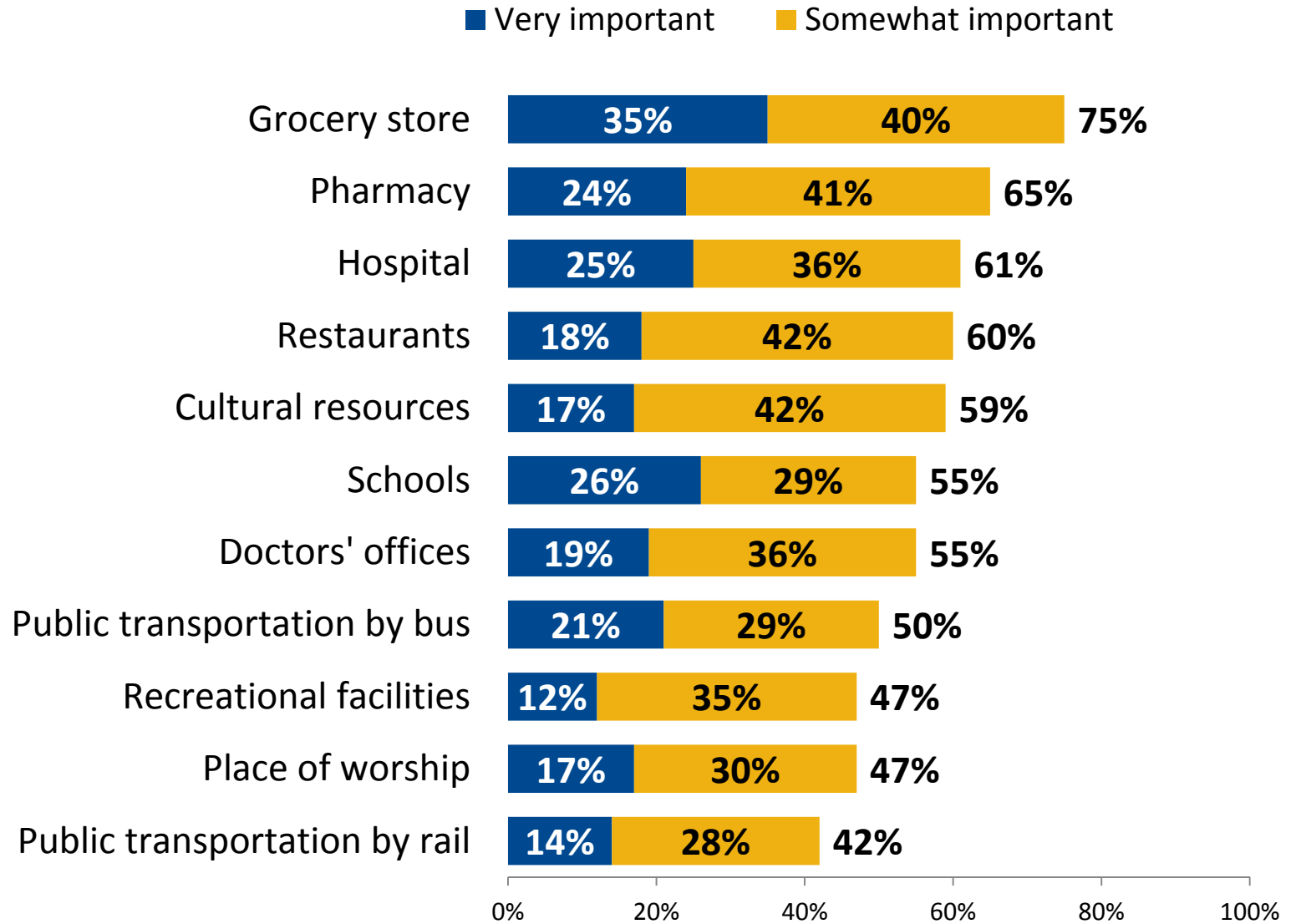
Q6. Right now, if you could choose, which of the following would you prefer to live in?

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)

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) 6

Making Choices: Community Tradeoffs

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Community Descriptions

Sprawl vs. Smart Growth

Community A – 43%

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 – 56%

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**

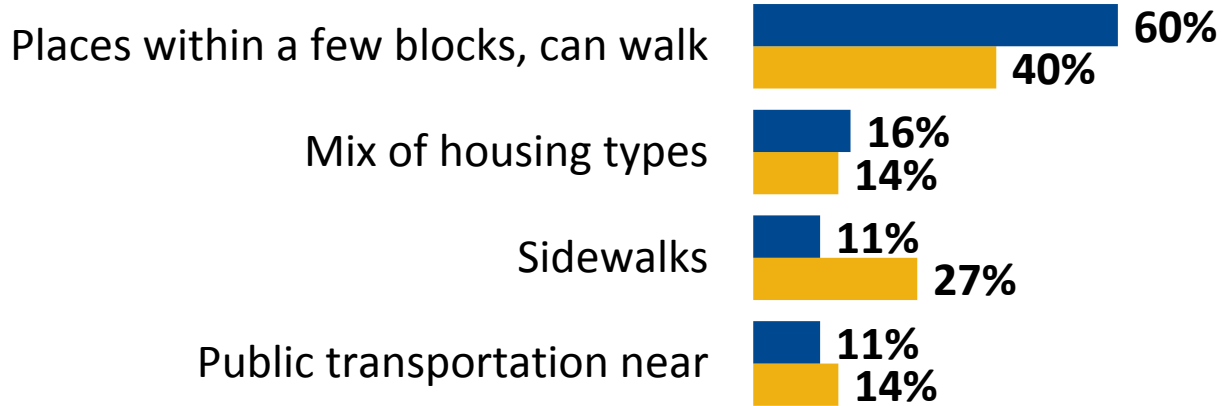
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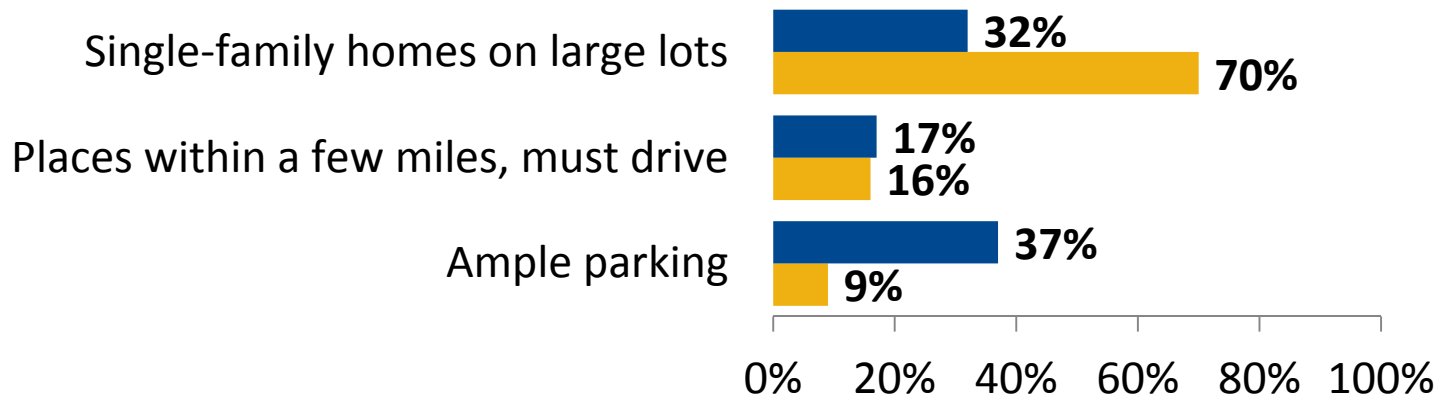
Most Attractive Aspects of Community Descriptions

■ Smart growth selector ■ Sprawl selector

Aspects of Community B

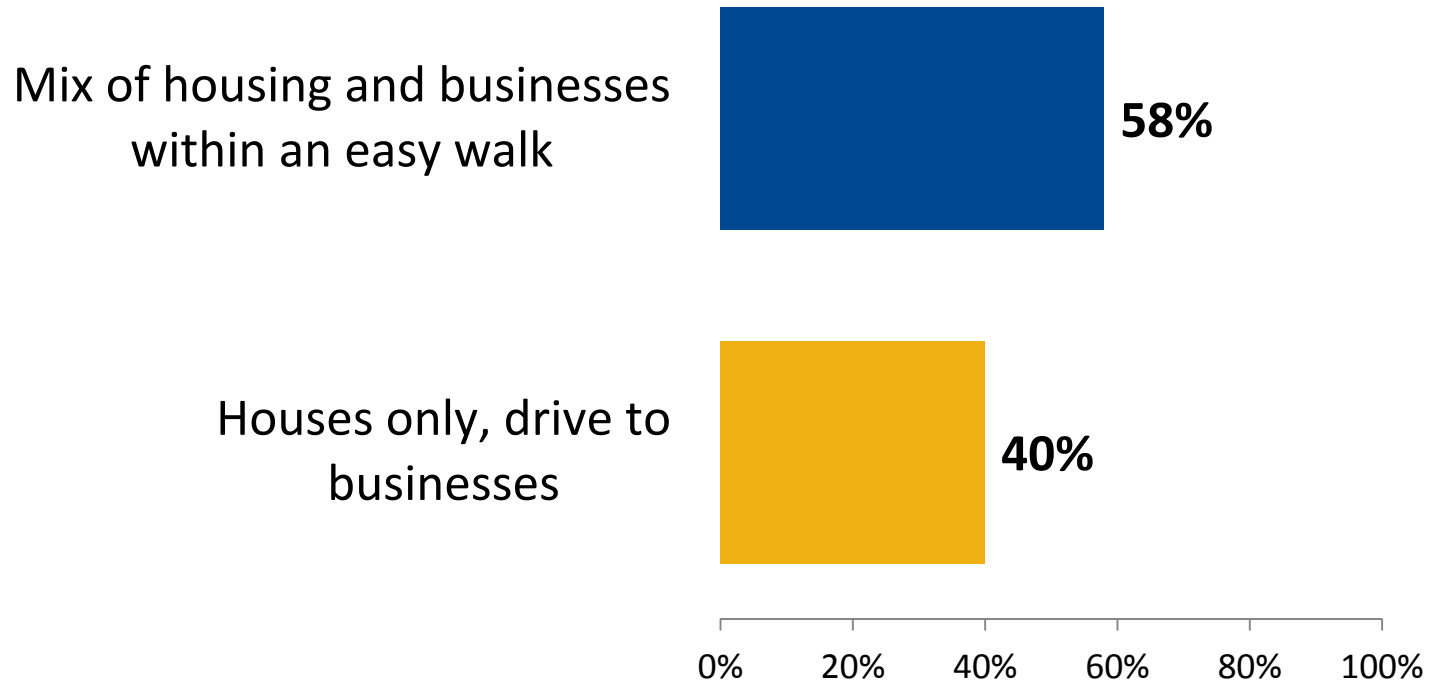


Aspects of Community A



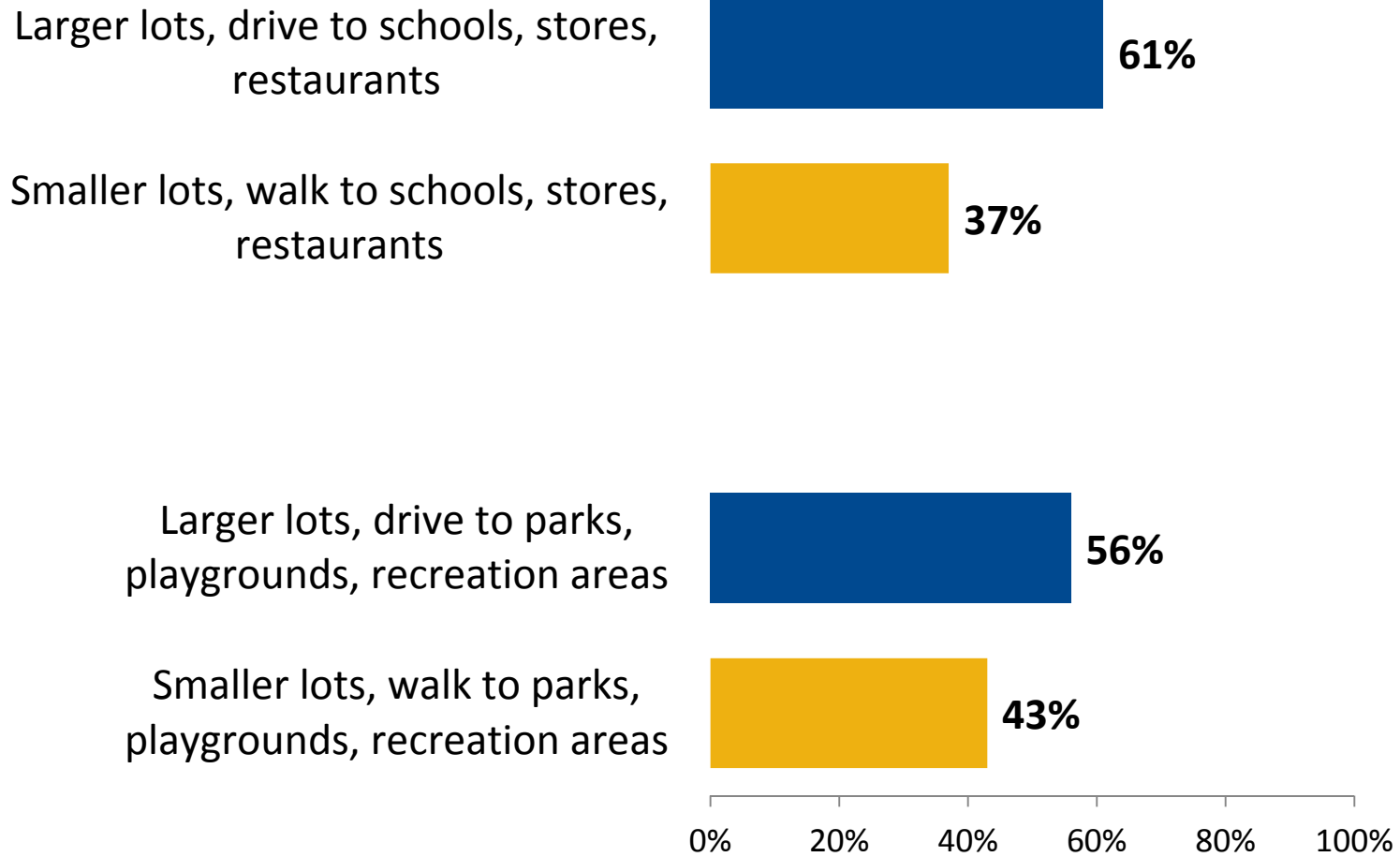
Q14. Look at the community you selected and choose the ONE most appealing characteristic of that community for you? Q15. Looking at the community you did NOT select, choose the ONE most appealing characteristic of that community you would like to have from that list? (Selected Community A, n=923; Selected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

Mix of Housing and Businesses versus Housing Only



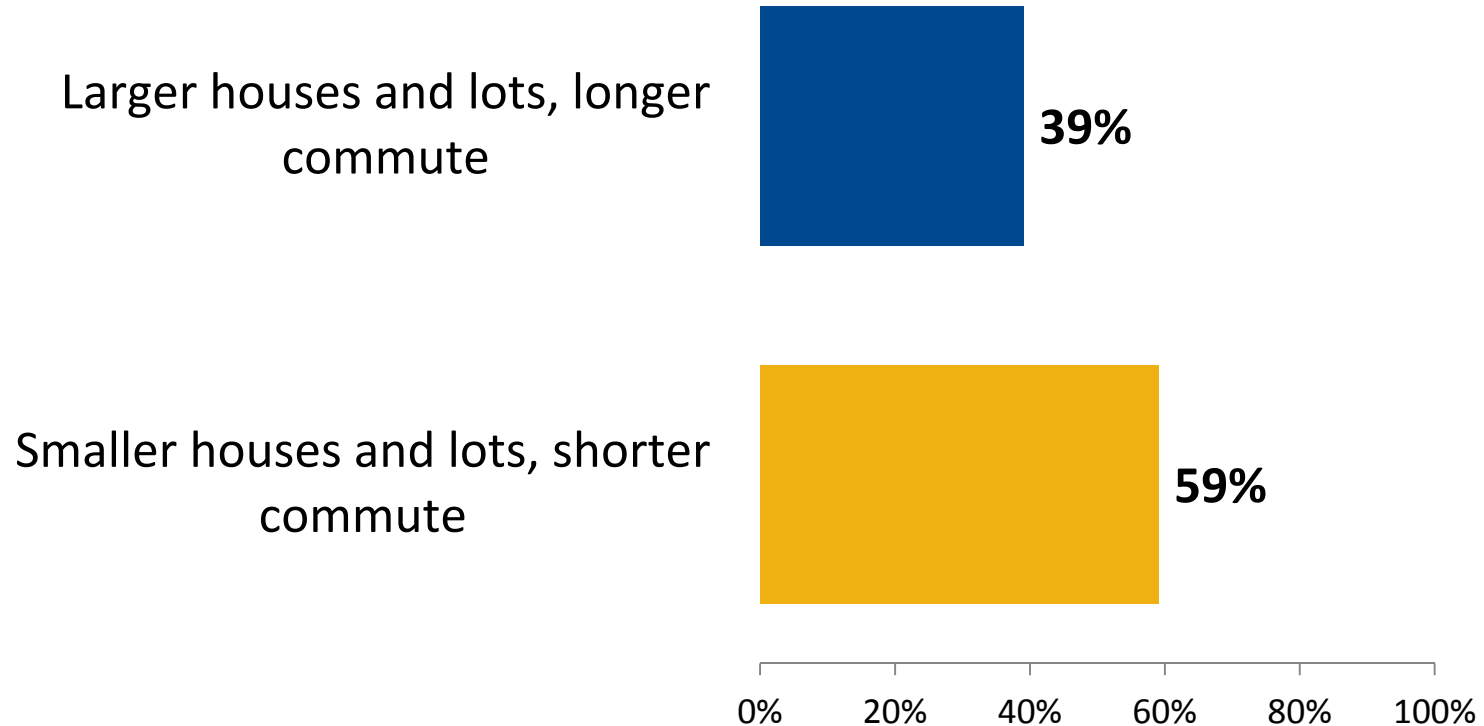
Q10. Community A: The neighborhood has a mix of houses and stores and other businesses that are easy to walk to; or Community B: The neighborhood has houses only and you have to drive to stores and other businesses

Space versus Walkability



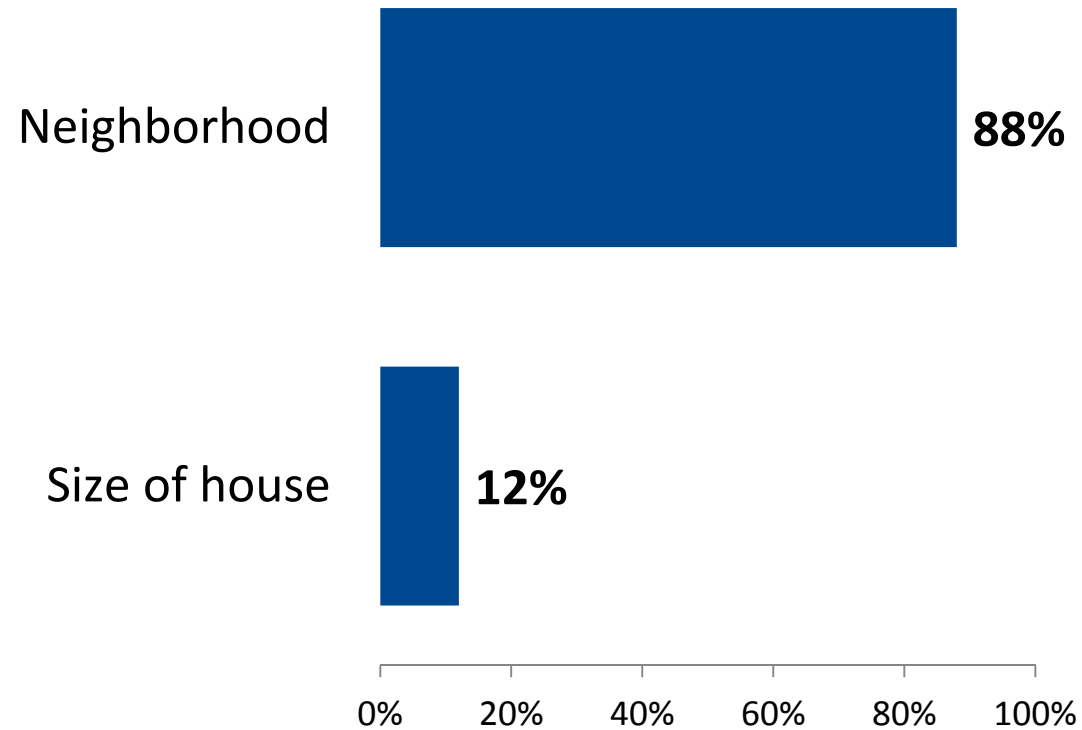
Q8a. (SPLIT SAMPLE A, n=1,026) Community A: Houses are built far apart on larger lots and you have to drive to get to schools, stores and restaurants, or Community B: Houses are built close together on smaller lots and it is easy to walk to schools, stores and restaurants; Q8b. (SPLIT SAMPLE B, n=1,045)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

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.

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?

References

NAR Community Preference Survey 2011

[http://www.realtor.org/government_ affairs/smart_growth/survey](http://www.realtor.org/government_affairs/smart_growth/survey)