

NAHB National Survey



Key findings from a national survey of 2,000 likely voters, conducted May 3-9, 2011.

Neil Newhouse | Robert Blizzard

GOA PUBLIC OPINION STRATEGIES

**Celinda Lake
Jonathan Voss**



#11190





Methodology

METHODOLOGY

On behalf of the National Association of Home Builders, Public Opinion Strategies and Lake Research Partners conducted a national survey of N=2,000 likely 2012 voters. The survey was conducted May 3-9, 2011 and has a margin of error of $\pm 2.19\%$.

Due to the large sample size of our survey, we are able to show key data among both homeowners and renters. Fully 73% of voters in our survey identified themselves as homeowners, which is slightly higher than recent public polls among adults. However, this is not surprising as voters tend to be a higher educated, higher income audience than the adult population.

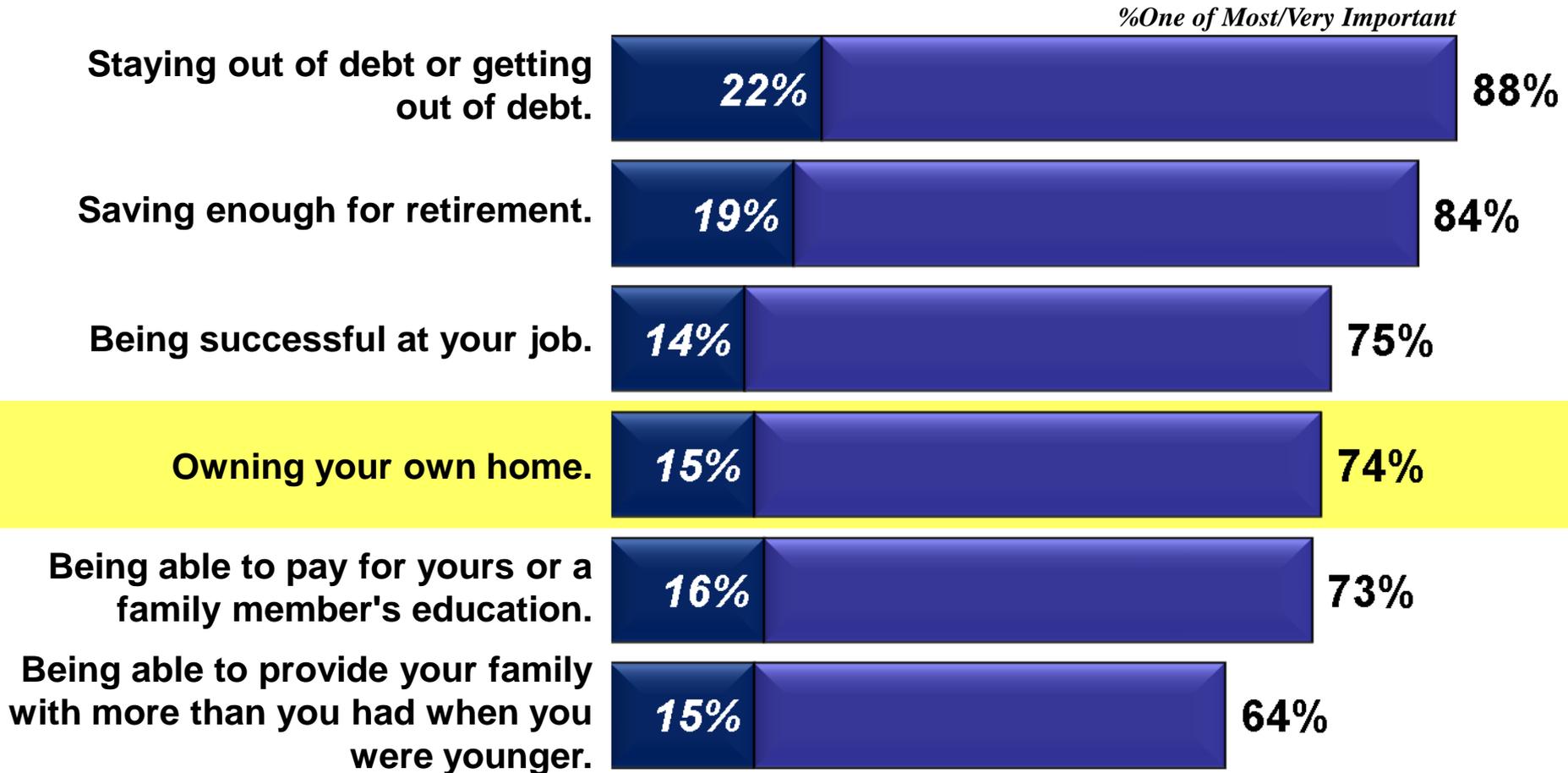


The Value of Home Ownership



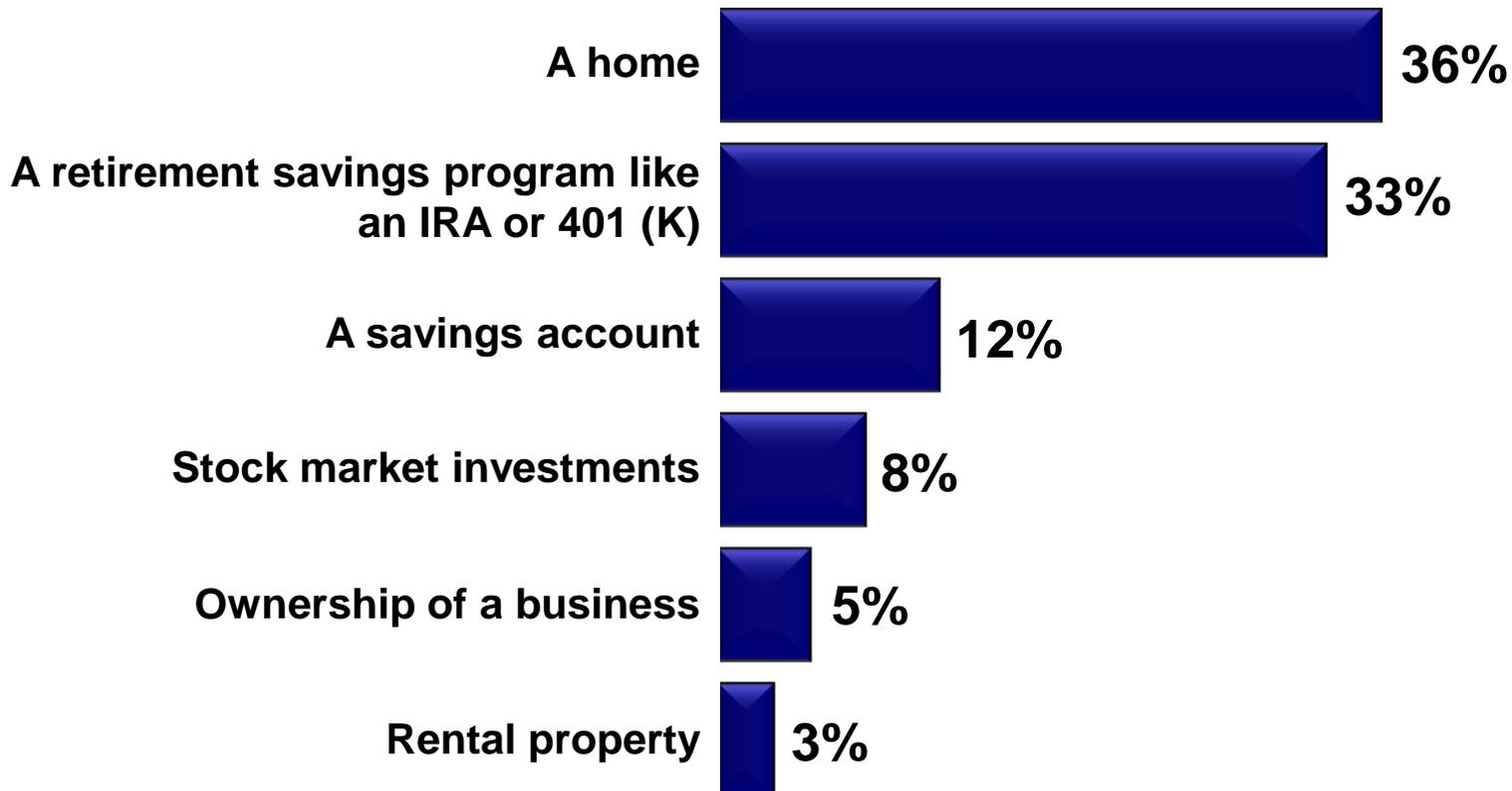
- ✓ Despite the housing crisis, ups and downs in the market and the decline in the value of homes, owning a home is still very much a part of the American dream.
- ✓ Even in this weak housing market that some may describe as risky, those Americans who do not currently own a home, especially those under the age of 50, overwhelmingly say they want to buy a home.
- ✓ Americans consider their homes as their single best investment.
- ✓ What Americans are saying is that despite the ups and downs of the housing market and the risks, home ownership is worth the risk – clear and simple.

Americans believe that owning their own home is as important as being successful at their job or being able to pay for a family member's education.



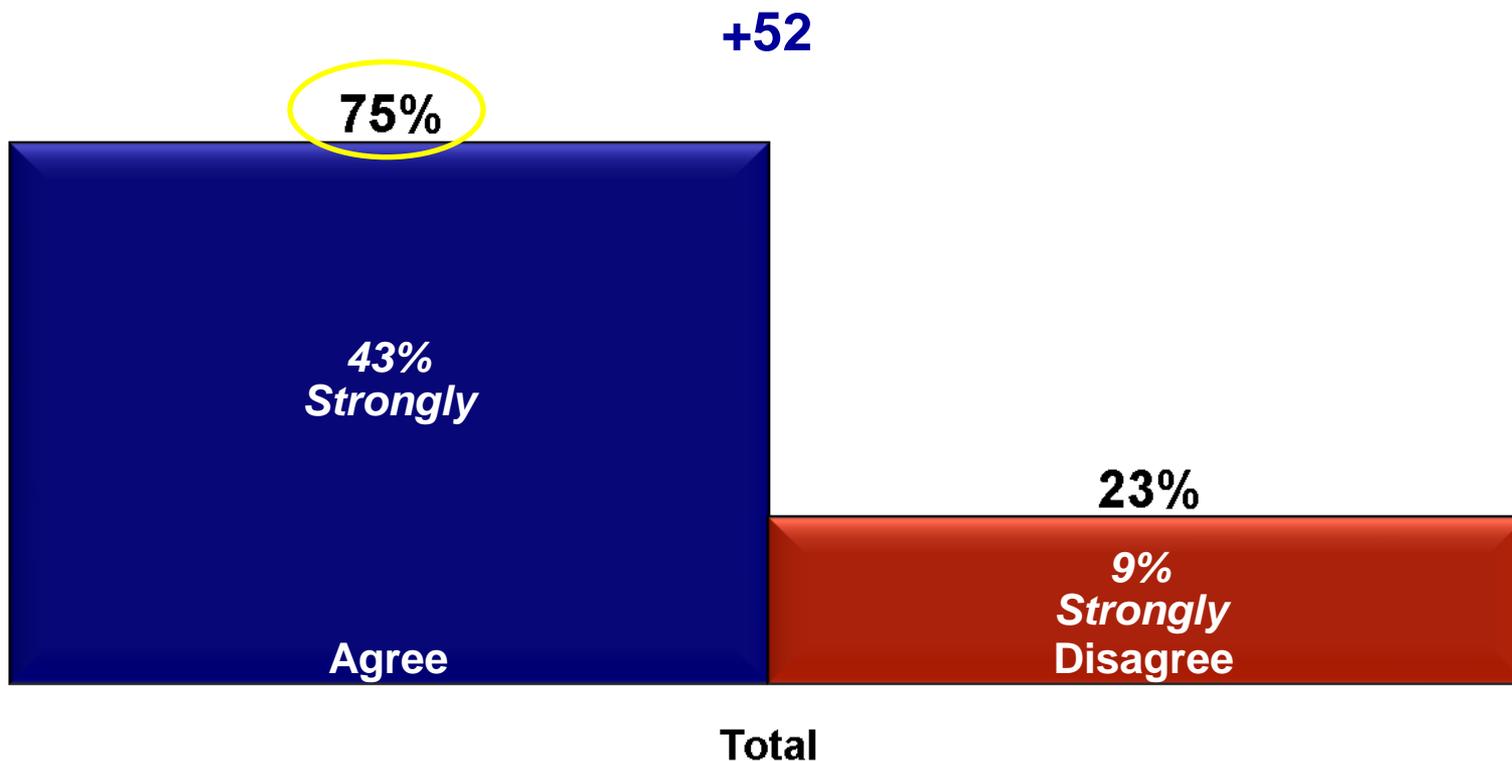
Home ownership and a retirement savings program are considered by voters to be their best investments.

Which ONE of these would you say is your best investment?



An overwhelming number of Americans say owning a home is worth the ups and downs of the housing market.

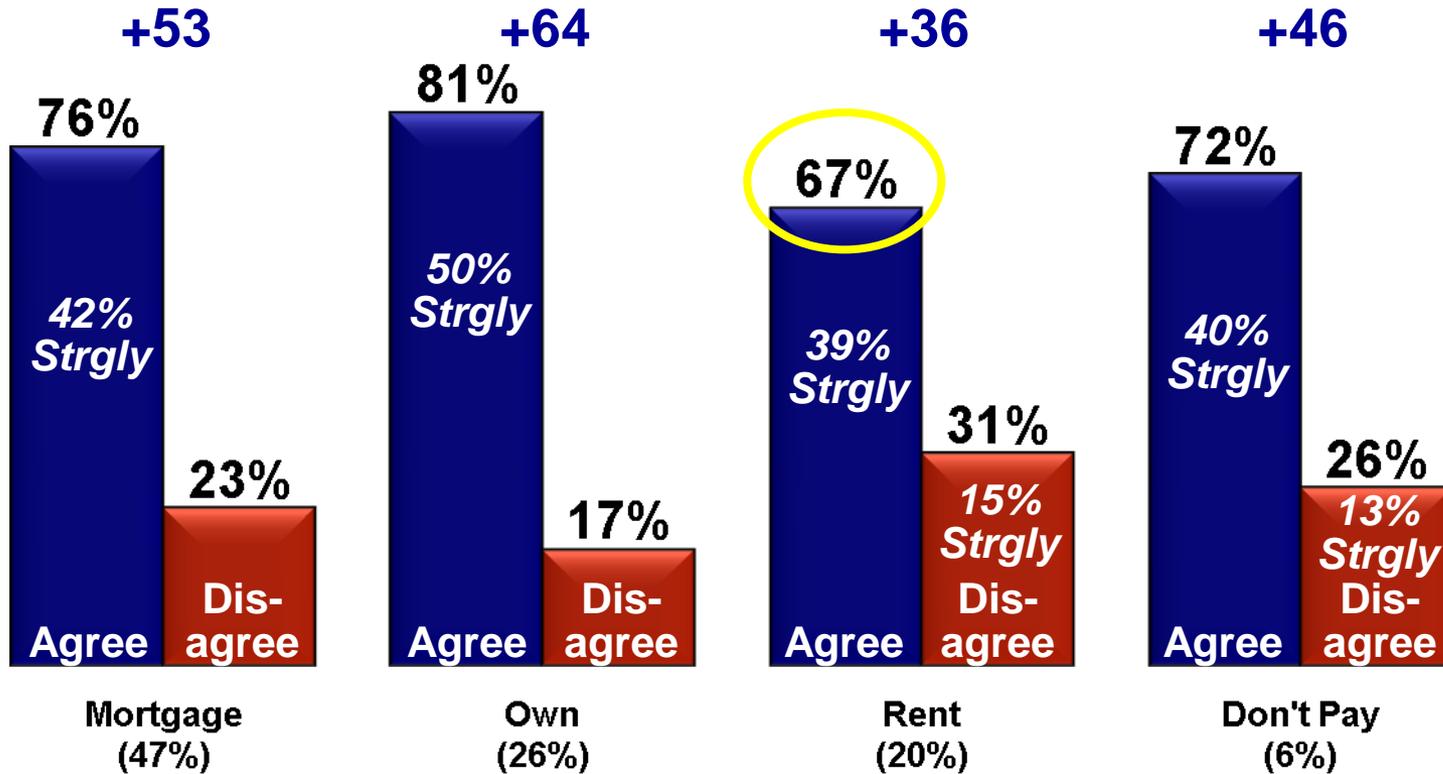
Some people say that owning a home is the best long-term investment they can make and is worth the risk of ups and downs in the housing market. Do you agree or disagree with this statement?



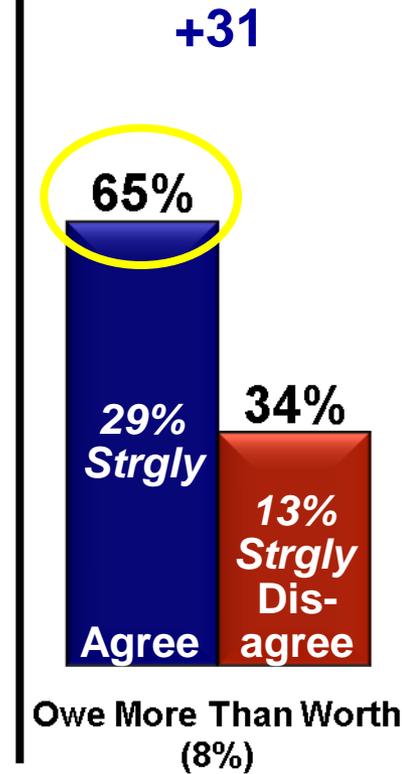
That sentiment is strong among renters and those who currently owe more than their home is worth.

Some people say that owning a home is the best long-term investment they can make and is worth the risk of ups and downs in the housing market. Do you agree or disagree with this statement?

By Residence Type



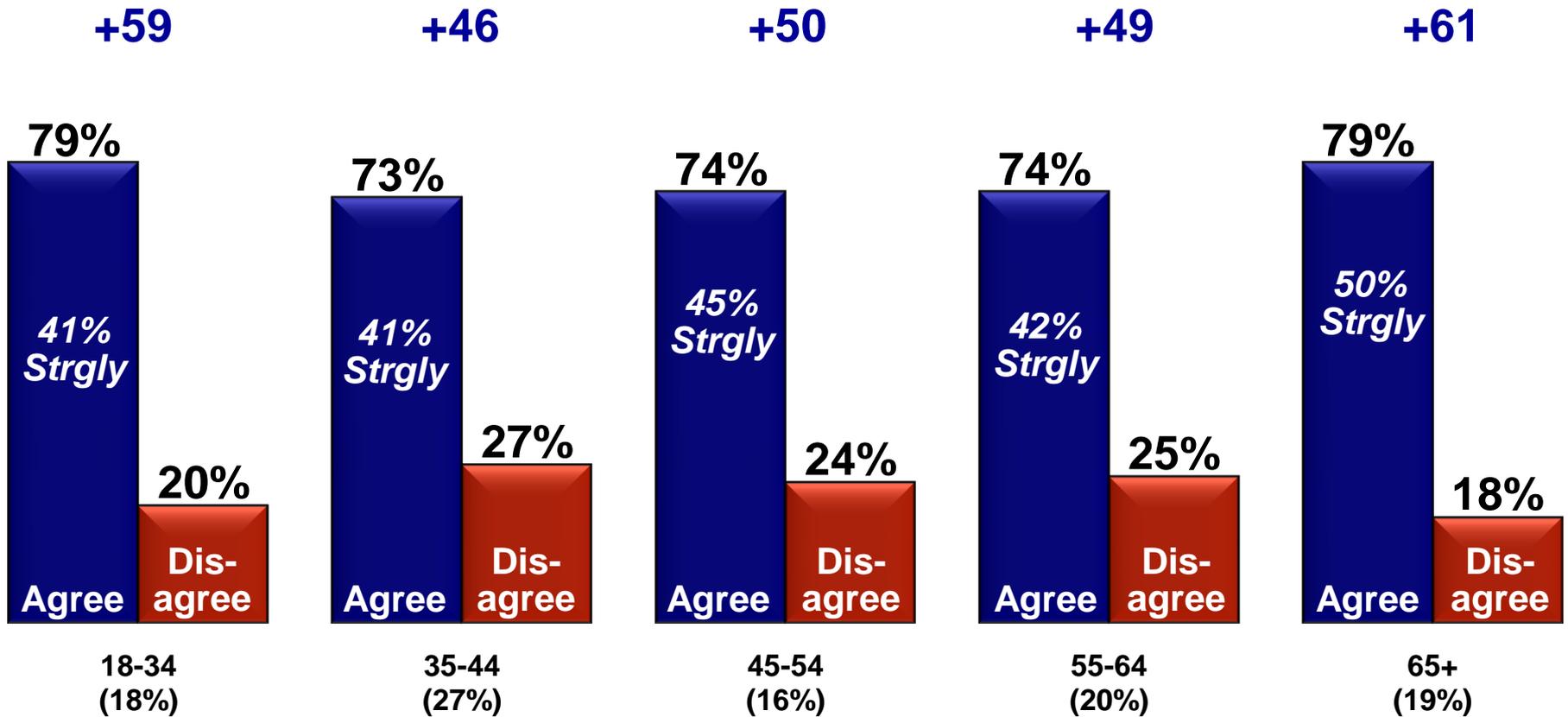
Among Those Who Owe More On Their Home Than It Is Worth



And, there is agreement across age groups.

Some people say that owning a home is the best long-term investment they can make and is worth the risk of ups and downs in the housing market. Do you agree or disagree with this statement?

By Age

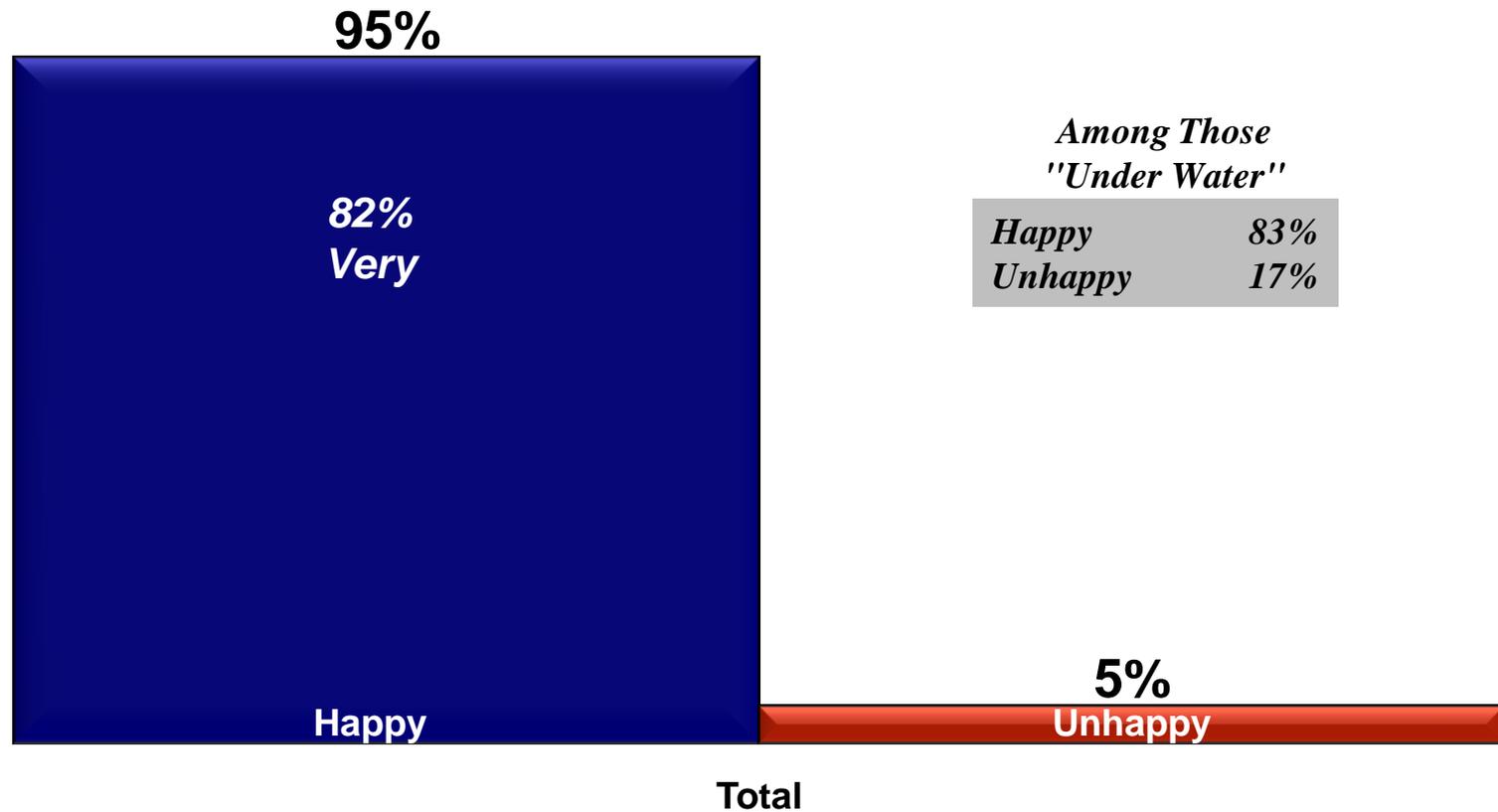




Attitudes of Homeowners

Almost every homeowner is happy with their decision to own a home.

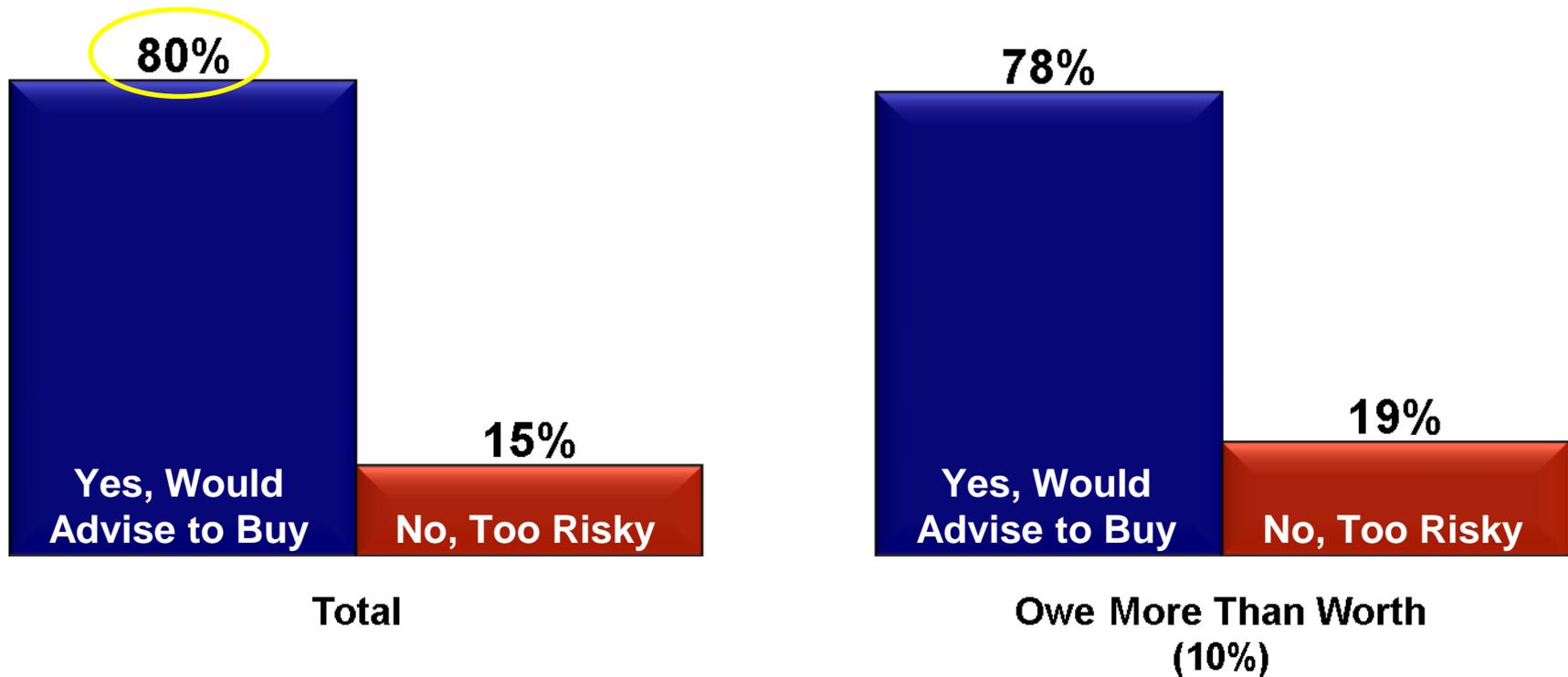
How happy would you say you are with your decision to own a home? (N=1,460)



Fully 80% of homeowners would advise a close friend or family member just starting out to buy a home. (That's true even among those homeowners "under water" on their mortgage.)

And, would you advise a member of your family or a close personal friend just starting out to buy a home in order to build long-term assets, or do you think owning a home is too risky of an investment? (N=1,460)

Total and Among Those Who Owe More On Their Home Than It Is Worth

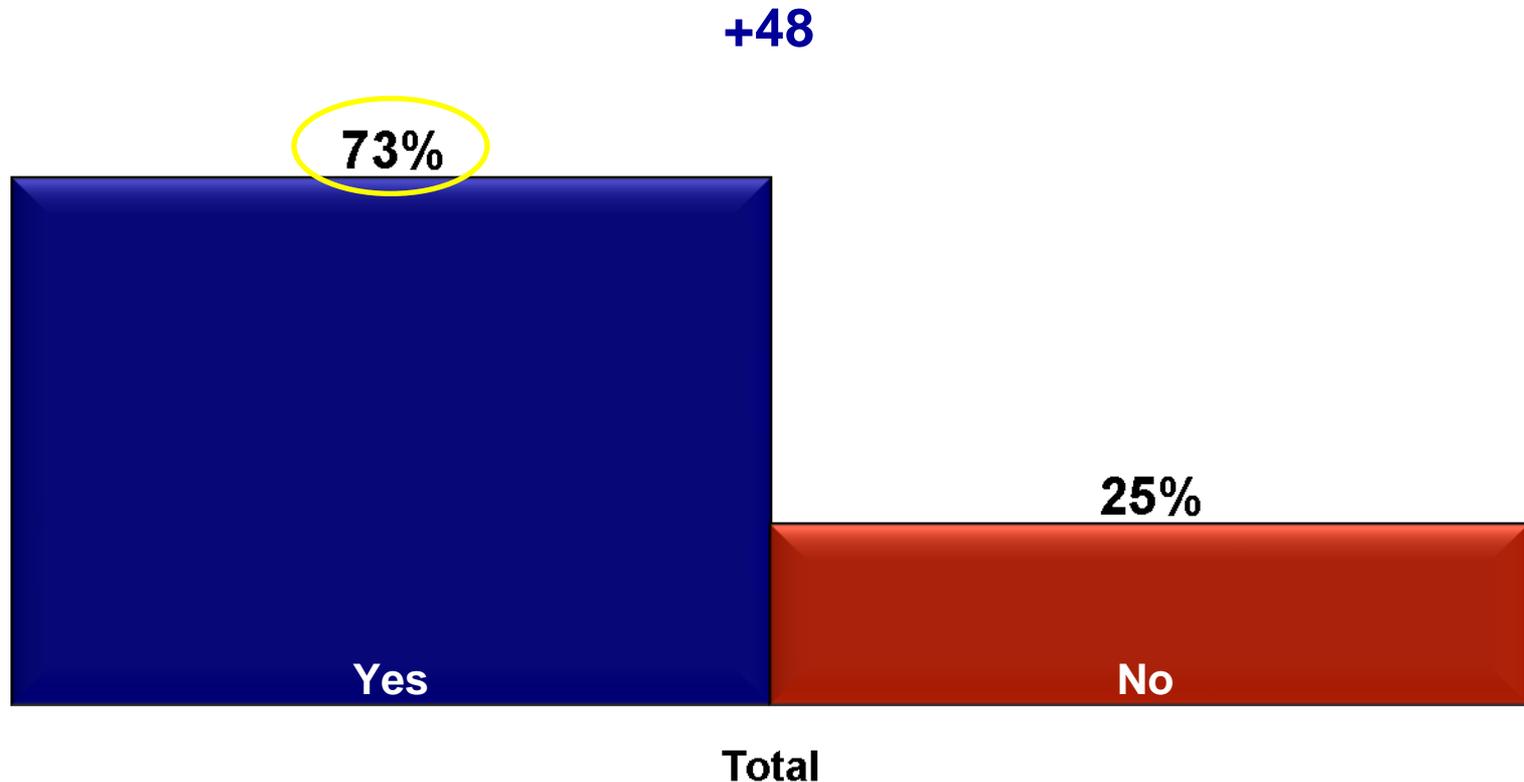




Attitudes of Non-Homeowners

Nearly three-fourths of voters who do not currently own a home say that it is a goal of theirs to eventually buy one.

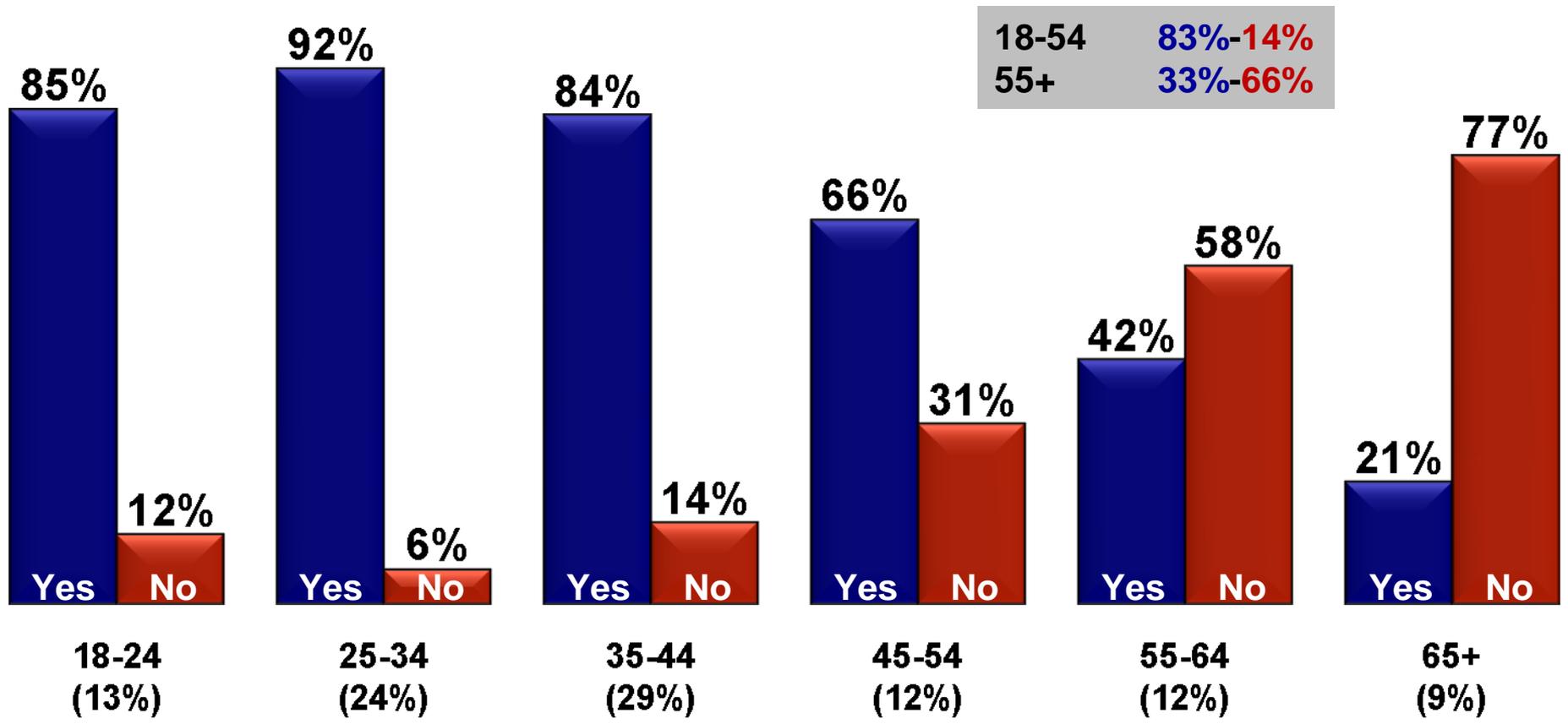
Is one of your goals to eventually buy a home, or is that NOT a goal of yours? (N=517)



Younger voters (those most likely to be in the market for a home in the next few years), overwhelmingly say buying a home is a goal of theirs.

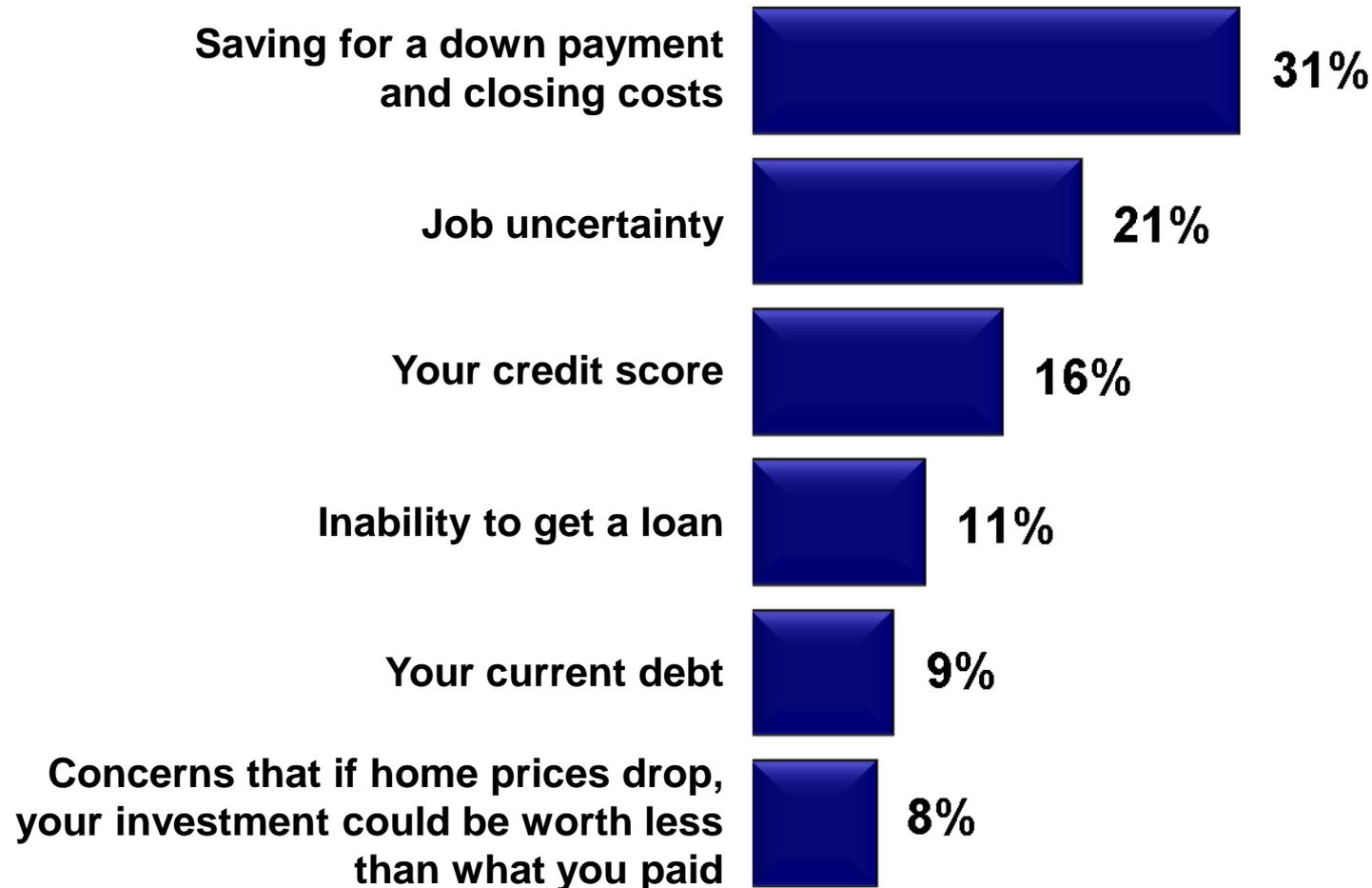
Is one of your goals to eventually buy a home, or is that NOT a goal of yours? (N=517)

By Age



The biggest barrier for those who want to own a home is money for a down payment and closing costs.

And, which one of the following would you say is your biggest barrier to buying a home? Is it...
(N=376)





Neil Newhouse | Robert Blizzard



PUBLIC OPINION STRATEGIES

*214 North Fayette Street
Alexandria, Virginia 22314
Phone: (703) 836-7655
Web: www.pos.org*

**Celinda Lake
Jonathan Voss**



*1726 M St., NW, Suite 1100
Washington, DC 20036
Phone: (202) 776-9066
Web: www.lakeresearch.org*

#11190