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Interview dates: September 19-26, 2006  
Interviews: 2,001 adults, 289 past 2 year home  
purchasers and 401 likely to buy home next 2 years.  
Margin of error:  $\pm 2.2$  for all adults,  $\pm 5.8$  for past 2 year home  
purchasers and  $\pm 4.9$  for likely to buy home next 2 years.

**THE AP/AOL POLL  
CONDUCTED BY IPSOS PUBLIC AFFAIRS  
PROJECT # 81-5681-10**

**NOTE: all results shown are percentages unless otherwise labeled.**

**REAL ESTATE STUDY**

1. During the past two years, did you buy a house or apartment, or not?

Yes	16
No	84
(DK/NS)	-

2. How likely is it that you will buy a house or apartment in the next two years? Is it ...

Almost certain	7
Very likely	8
Somewhat likely	10
Not too likely	21
Will definitely not	53
(DK/NS)	1
Top3Box (Almost certain/Very likely/Somewhat likely)	26
Low2Box (Not too likely/Will not buy)	74

3. Do you currently ...

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Own your home	70	84	50
Rent	28	16	48
(DK/NS)	2	-	2

4. Do you think the housing market in your area is ...

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Overpriced	46%	39%	51%
Under priced	5%	7%	5%
Priced about right	45%	53%	43%
(DK/NS)	4%	1%	1%

5. During the next two years, do you think housing prices in your area will ...

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Go up	49%	46%	50%
Go down	18%	19%	22%
Stay about the same	32%	33%	26%
(DK/NS)	1%	2%	2%

6. In general, how difficult do you think it is for most first-time homebuyers to afford a home?

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very difficult	40%	32%	38%
Somewhat difficult	40%	40%	42%
Not too difficult	13%	20%	16%
Not at all difficult	5%	7%	4%
(DK/NS)	2%	1%	-
Total Difficult	80%	72%	80%
Total Not Difficult	18%	28%	20%

7. Do you think it is more difficult, less difficult, or about as difficult for first-time homebuyers to afford a home as it was 5 years ago?

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
More difficult	59%	53%	53%
Less difficult	14%	21%	25%
About the same	26%	25%	22%
(DK/NS)	1%	1%	-

8. I'm going to read you a list of factors that might be important in buying or renting a home. For each one, please tell me if this factor is very important, somewhat important, not too important, or not at all important to you in buying or renting a home.

8-1. **Price**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	79%	77%	80%
Somewhat important	18%	21%	17%
Not too important	2%	1%	2%
Not at all important	1%	1%	1%
(DK/NS)	-	-	-
Total Important	97%	98%	98%
Total Not Important	3%	2%	2%

8-2. **Location close to work**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	42%	45%	47%
Somewhat important	40%	37%	36%
Not too important	12%	13%	12%
Not at all important (DK/NS)	-	-	-
Total Important	82%	82%	83%
Total Not Important	18%	17%	17%

8-3. **Quality of schools in the area**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	68%	72%	69%
Somewhat important	15%	14%	15%
Not too important	9%	7%	8%
Not at all important (DK/NS)	-	-	-
Total Important	83%	86%	84%
Total Not Important	16%	13%	16%

8-4. **Pleasant views**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	28%	30%	36%
Somewhat important	48%	49%	45%
Not too important	17%	17%	15%
Not at all important (DK/NS)	6%	2%	4%
	1%	2%	-
Total Important	77%	79%	81%
Total Not Important	22%	19%	19%

8-5. **Square footage**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	45%	50%	50%
Somewhat important	45%	42%	43%
Not too important	7%	5%	6%
Not at all important (DK/NS)	2%	2%	1%
	1%	1%	-
Total Important	90%	92%	93%
Total Not Important	10%	8%	7%

**8-6. Closet and storage space**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	54%	49%	52%
Somewhat important	37%	40%	35%
Not too important	7%	9%	10%
Not at all important (DK/NS)	-	-	-
Total Important	91%	89%	87%
Total Not Important	9%	11%	13%

**8-7. Outdoor space and landscaping**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	40%	41%	43%
Somewhat important	45%	48%	44%
Not too important	12%	8%	9%
Not at all important (DK/NS)	-	-	-
Total Important	85%	89%	87%
Total Not Important	15%	11%	13%

**8-8. Quality of construction and plumbing**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	87%	88%	89%
Somewhat important	11%	10%	9%
Not too important	1%	1%	1%
Not at all important (DK/NS)	-	-	-
Total Important	98%	98%	99%
Total Not Important	2%	2%	1%

**8-9. Possibility of appreciation in value**

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very important	57%	67%	64%
Somewhat important	34%	28%	32%
Not too important	6%	3%	2%
Not at all important (DK/NS)	-	-	-
Total Important	91%	95%	96%
Total Not Important	9%	4%	4%

**IF "CODE 1" TO Qu. 3, ASK Qu. 9; OTHERWISE, SKIP TO Qu. 12a.**

9. Do you currently have a mortgage on your home, or not?

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Yes	62%	83%	70%
No	38%	17%	29%
(DK/NS)	-	-	1%

**IF "CODE 1" TO Qu. 3, ASK Qu. 9; OTHERWISE, SKIP TO Qu. 12a.**

10. Is your mortgage an adjustable rate mortgage, or not

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Yes	22%	24%	28%
No	74%	74%	68%
(DK/NS)	4%	2%	4%

**IF "YES" TO Qu. 10, ASK Qu. 11; OTHERWISE, SKIP TO Qu. 12a.**

11. How concerned are you that you will not be able to afford to make your monthly payments if your payments increase under your adjustable rate mortgage?

	<b>General population</b>	<b>Past 2 year home purchaser</b>	<b>Likely to buy a home next 2 years</b>
Very concerned	17%	9%	20%
Somewhat concerned	19%	13%	11%
Not too concerned	32%	48%	33%
Not at all concerned	32%	29%	36%
(DK/NS)	-	1%	-
Total Concerned	36%	22%	31%
Total Not Concerned	64%	77%	69%

**IF "YES" TO Qu. 1, ASK Qu. 12a; OTHERWISE, SKIP TO Qu. 17.**

12a. Thinking about the most recent house or apartment you bought, approximately how far is this house or apartment from your previous residence? Please estimate the distance in miles.

1 mile or less	15%
2 to 3 miles	11%
4 to 5 miles	12%
6 to 10 miles	12%
11 to 25 miles	16%
26 to 50 miles	8%
51 to 500 miles	9%
More than 500	15%
(DK/NS)	2%
Mean	621.4
Median	9.7

12b. Approximately how far is this house or apartment from your work? Please estimate the distance in miles.

1 mile or less	19%
2 to 3 miles	9%
4 to 5 miles	5%
6 to 10 miles	15%
11 to 15 miles	22%
16 to 20 miles	10%
21 to 25 miles	2%
26 to 50 miles	11%
More than 50 miles	5%
Not employed	13%
(DK/NS)	1%
Mean	16.0
Median	7.8

13. What tools or resources did you use in your search for a house or apartment?

13-1. **Use a professional real estate agent**

Yes	62%
No	38%
(DK/NS)	-

13-2. **Use the Internet**

Yes	53%
No	47%
(DK/NS)	-

13-3. **Check print newspaper ads**

Yes	40%
No	60%
(DK/NS)	-

13-4. **Visit open houses**

Yes	37%
No	63%
(DK/NS)	-

13-5. **Use friends or family**

Yes	55%
No	45%
(DK/NS)	-

13-6. **Drive or walk around looking for "for sale" signs**

Yes	51%
No	49%
(DK/NS)	-

14. How did you FIRST learn about the house or apartment you bought?

Through a professional real estate agent	32%
Through friends or family	29%
Driving or walking around looking for 'for sale' signs	19%
On the internet	11%
Through newspaper ads	6%
(NOT READ) I built it	3%
Other	2%

15. Thinking about the most recent house or apartment you bought, overall, would you rate your home buying experience as positive or negative?

Very positive	51%
Somewhat positive	37%
Somewhat negative	9%
Very negative	3%
(DK/NS)	-
Total Positive	88%
Total Negative	12%

16. Was this the first house or apartment you have ever purchased or not?

Yes (most recent)	40%
No	60%
(DK/NS)	-

**IF "CODE 1-3" TO Qu. 2, ASK Qu. 17; OTHERWISE, SKIP TO Qu. 22.**

17. Are you currently actively looking to buy a house or apartment, or not?

Yes (actively looking)	40%
No	60%
(DK/NS)	-

18. When thinking about buying a house or apartment, do you worry about each of the following a lot, some, not too much or not at all?

18-1. **Paying above the fair market value at the time**

A lot	39%
Some	39%
Not too much	11%
Not at all	10%
(DK/NS)	1%
Top2Box (A lot/Some)	78%
Low2Box (Not too much/Not at all)	21%

18-2. **The potential that the home will decline in value**

A lot	27%
Some	35%
Not too much	22%
Not at all	15%
(DK/NS)	1%
Top2Box (A lot/Some)	62%
Low2Box (Not too much/Not at all)	37%

18-3. **Finding enough money for the down payment**

A lot	34%
Some	24%
Not too much	20%
Not at all	22%
(DK/NS)	-
Top2Box (A lot/Some)	58%
Low2Box (Not too much/Not at all)	41%

18-4. **Being able to afford the mortgage payment**

A lot	40%
Some	25%
Not too much	16%
Not at all	19%
(DK/NS)	-
Top2Box (A lot/Some)	65%
Low2Box (Not too much/Not at all)	35%

18-5. **Rising interest rates**

A lot	46%
Some	39%
Not too much	9%
Not at all	6%
(DK/NS)	-
Top2Box (A lot/Some)	84%
Low2Box (Not too much/Not at all)	16%

18-6. **Not being able to afford the kind of home you really want**

A lot	34%
Some	29%
Not too much	20%
Not at all	17%
(DK/NS)	-
Top2Box (A lot/Some)	63%
Low2Box (Not too much/Not at all)	37%



18-7. **Not being able to find a home that you like**

A lot	24%
Some	40%
Not too much	19%
Not at all	16%
(DK/NS)	1%
Top2Box (A lot/Some)	64%
Low2Box (Not too much/Not at all)	35%

18-8. **Not being able to find a home in the area where you want to live**

A lot	36%
Some	28%
Not too much	16%
Not at all	20%
(DK/NS)	-
Top2Box (A lot/Some)	64%
Low2Box (Not too much/Not at all)	36%

19. Which of the following resources are you using or do you expect to use in your search for a house or apartment?

19-1. **Using a professional real estate agent**

Yes	71%
No	28%
(DK/NS)	1%

19-2. **Using the Internet**

Yes	74%
No	26%
(DK/NS)	-

19-3. **Checking print newspaper ads**

Yes	69%
No	31%
(DK/NS)	-

19-4. **Visiting open houses**

Yes	70%
No	30%
(DK/NS)	-

19-5. **Using friends or family**

Yes	67%
No	33%
(DK/NS)	-

19-6. **Driving or walking around looking for “for sale” signs**

Yes	67%
No	33%
(DK/NS)	-

20. Will you seek an adjustable rate mortgage to finance your home purchase, or not?

Yes	35%
No	60%
(DK/NS)	5%

**IF “NO” TO Qu. 1 AND “CODE 1-3” TO Qu. 2, ASK Qu. 21; OTHERWISE, SKIP TO Qu. 22.**

21. Will this be the first house or apartment you have ever purchased, or not?

Yes	53%
No	47%
(DK/NS)	-

**IF “CODE 4-5” TO Qu. 2, ASK Qu. 22; OTHERWISE, SKIP TO Qu. 23.**

22. What is the MAIN reason you say you are unlikely to buy a house or apartment in the next two years?

I like the home I have now	25%
Can't afford a new home	16%
Don't need a new home	11%
Don't want to move	10%
Recently bought a home	10%
Age/ too old	3%
Housing prices are too high	3%
I've made an investment in my current home	3%
I own my home	2%
Retired	1%
Want to wait until prices drop	1%
Unemployed/ student	1%
Can't afford a down payment	1%
May move out of the area	1%
Interest rates are too high	1%
Children are in school	-
Not a US citizen/ not from here	-
Other	5%
Nothing	1%
(DK/NS)	5%

**IF "YES" TO "INTERNET" ON Qu. 13 OR Qu. 19, ASK Qu. 23-25; OTHERWISE, TERMINATE SECTION.**

23. What would you say is the best feature available when conducting real estate research online?

Photos of properties	19%
Search capabilities	14%
Variety and volume of listings	10%
Virtual tours	9%
More information available	4%
Ease of use	3%
Accessibility	3%
Free listings	1%
Price	1%
Other	24%
(DK/NS)	16%

24. Have you ever taken an online virtual tour of a home, or not?

Yes	71%
No	29%
(DK/NS)	-

25. Where would you say you spent the most time online searching real estate listings?

At home	83%
At work	11%
(NOT READ) Both equally	3%
(DK/NS)	3%

**DEMOGRAPHICS**

**NOTE: Results for demographic questions represent all adults unless otherwise indicated.**

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

**(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)**

D1c. Are you:

18-34 .....	30%
35-49 .....	27%
50-64 .....	25%
65 and over.....	16%
Refused/not sure .....	2%

D2. Are you employed:

<b>TOTAL EMPLOYED .....</b>	<b>61%</b>
- Full time.....	46%
- Part time .....	15%
Not employed .....	14%
Retired.....	23%
Refused/not sure .....	2%

D3. What is the last year of school you completed?

Grade school or some high school .....	6%
Completed high school .....	23%
Some community college or university, but did not finish .....	22%
Completed technical school or a community college .....	12%
Completed a university or Bachelor's degree ....	21%
Completed a post-graduate degree such as a Master's or Ph.D. ....	13%
Refused/not sure .....	3%

D4. Are you currently married?

Yes .....	55%
No.....	42%
Refused/not sure .....	3%

D5. Including yourself and any children, how many people are currently living in your household?

1 .....	19%
2 .....	32%
3 .....	18%
4 .....	17%
5 .....	7%
6 or more .....	4%
Refused/not sure .....	3%

**(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)**

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

<b>ANY CHILDREN – NET .....</b>	<b>35%</b>
Under 6.....	17%
6-12 .....	18%
13-17 .....	14%
<b>NO CHILDREN.....</b>	<b>61%</b>
Refused/not sure .....	3%

D10a. Are you of Hispanic ethnicity?

**(Q.D10b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D10a.)**

D10b. Are you white, black, Asian, or some other race?

**(RESULTS SHOWN IN SUMMARY BELOW.)**

White.....	68%
Black.....	11%
Hispanic .....	12%
Asian.....	3%
American Indian.....	1%
Other.....	1%
Refused .....	4%

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	11%
\$15,000 to less than \$20,000 .....	5%
\$20,000 to less than \$25,000 .....	7%
\$25,000 to less than \$30,000 .....	4%
\$30,000 to less than \$40,000 .....	9%
\$40,000 to less than \$50,000 .....	10%
\$50,000 to less than \$75,000 .....	15%
\$75,000 to less than \$100,000 .....	8%
\$100,000 or more .....	14%
Refused/not sure .....	17%

**REGION:**

Northeast.....	19%
Midwest .....	22%
South .....	36%
West .....	23%

**METROPOLITAN STATUS:**

Urban.....	32%
Suburban.....	49%
Rural.....	19%

**GENDER:**

Male.....	48
Female .....	52