

**BELDEN RUSSONELLO & STEWART**

RESEARCH AND COMMUNICATIONS

# **2004 National Community Preference Survey**

**Conducted for Smart Growth America  
and National Association of Realtors®**

October 2004

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# Overview

As policy-makers and the public debate the different aspects of growth and development, Smart Growth America and the National Association of Realtors® asked Belden Russonello & Stewart to look at Americans' preferences for the type of communities they want to live in and the policies they support for creating those communities. The preferences and other opinions expressed in the survey suggest a direction for solving the conflicting pressures of the desire to develop and the wish to preserve communities.

BRS conducted a national random sample survey of 1,130 adults, age 18 and older from August 26 through September 6, 2004 using the Knowledge Networks Web-enabled panel. The Knowledge Networks sample is derived from a random digit dial (RDD) telephone methodology that represents all U.S. households with telephones. The margin of error for the survey is plus or minus 3.0 percentage points. The data have been weighted by race and age to match the U.S. population as represented in the U.S. Census.

The 2004 National Community Preference Survey covers many opinions that Americans hold about where they live, where they would like to live, and the policies for getting there. The survey reveals three main points:

- 1) Americans favor smart growth communities with shorter commute times, sidewalks, and places to walk more than sprawling communities.
- 2) The length of their commute to work holds a dominant place in Americans' decisions about where to live. Americans place a high value on limiting their commute times and they are more likely to see improved public transportation and changing patterns of housing development as the solutions to longer commutes than increasing road capacities. This unambiguous finding suggests that, while public policies are going in one direction, public opinion is running down another path.
- 3) Americans want government and business to be investing in existing communities before putting resources into newer communities farther out from cities and older suburbs. The public's priorities for development include more housing for people with moderate and low incomes and slowing the rate of development of open space. Many Americans also express the desire for more places to walk or bike in their communities.

# Findings

The report is broken down into the following sections:

The Dream: Americans' preferences for different types of development and aspects of community.

The Reality: The public's level of satisfaction with the choices they have currently.

Policies - getting from dream to reality: The public's support for specific policies to address the issues of how we live and where and how we develop.

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# The Dream

Americans want to live in convenient, inter-generational communities located in or near cities. For most, a dream community would be within a short commute from work and have sidewalks and places to walk.

Looking to the near future, potential homebuyers in the next three years are more likely to say they would like a smart growth community than a sprawl community.

## **1. Americans favor suburbs close to a city over farther out suburbs.**

When asked where they would choose to live, a plurality of Americans would choose to live in a suburb close to a city (33%) or in a city (13%) and about a third (35%) would like to live in a rural community. Only 18% of the public say they want to live in suburbs that are farther out from a city.

Those who are in the market to buy a home are more likely to say they want to be in or near a city than farther away (15% city, 38% suburb close to a city, 19% farther out suburb, 27% rural). These potential homebuyers are likely to currently be living in a city (45%), to be members of Generation X plus (63%), to have children (46%) and to currently be renting (48%).

## **2. More Americans prefer a smart growth community over a sprawl community.**

After hearing detailed descriptions of two communities, 55% of Americans select the smart growth community and 45% select the sprawl community.

Women (59%), African Americans (78%), and Hispanics (57%) are more likely to select the smart growth community, rather than the sprawl community. In particular, African Americans are more than three times more likely to choose the smart growth over the sprawl community (78% to 22%). Men (51% smart growth to 49% sprawl) and Caucasians (50% to 50%) are more mixed in their preferences.

Six in ten people (61%) who think they will buy a house in the next three years are more likely to look for a home in a smart growth community rather than a sprawl community (39%).

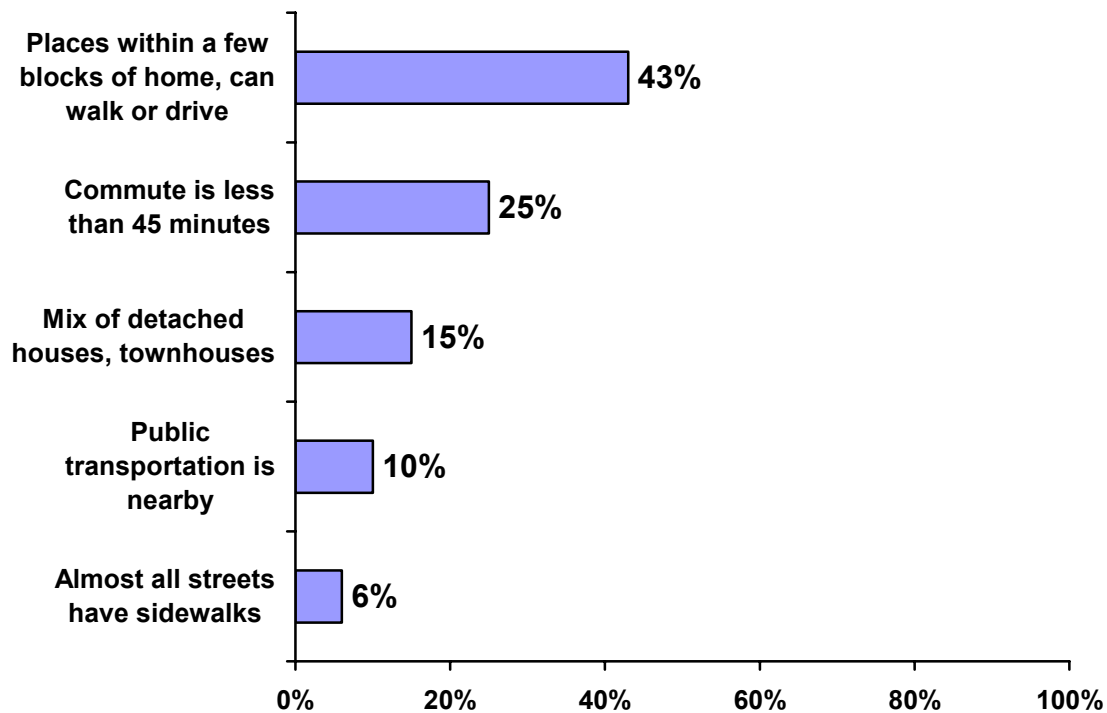
Regionally, residents of the Northeast (62%) are the most likely to select the smart growth community, while majorities of Midwesterners (56%) and Westerners (57%) also select the smart growth community. Residents in the South are split between the two types of communities (49% smart growth to 51% sprawl).

| Community A   | Community B   |
|---|---|
| There are <b>only single family houses</b> on one acre lots   | There is a <b>mix</b> of single family detached houses, townhouses, apartments and condominiums on various sized lots                           |
| There are <b>no sidewalks</b>   | Almost all the streets have <b>sidewalks</b>  |
| Places such as shopping, restaurants, library, and a school are within a <b>few miles</b> of your home and you <b>have to drive</b> to most | Places such as shopping, restaurants, library, and a school are within <b>a few blocks</b> of your home and you can <b>either walk or drive</b> |
| There is enough parking when you drive to local stores, restaurants and other places  | Parking is <b>limited</b> when you decide to drive to local stores, restaurants and other places  |
| Your one-way commute is <b>45 minutes or over</b>   | Your one-way commute is less than <b>45 minutes</b>   |
| Public transportation, such as train, bus, and light rail, is <b>distant or unavailable</b>   | Public transportation, such as train, bus, and light rail, is <b>nearby</b>   |

An examination of the reasons that Americans give for choosing one type of community over another reveals that smart growth choosers do so largely because of the convenience of being within walking distance to shops and restaurants and close to work. Those who prefer the sprawl community are motivated mostly by desire to live on larger lots.

A plurality (43%) of those who choose the smart growth community is most attracted to having shopping and restaurants near-by. A quarter is most attracted to a commute time under 45 minutes. A mix of housing types (15%), proximity to public transportation (10%) and the presence of sidewalks (6%) are the most attractive features for fewer of those who choose the smart growth community.

### Attractions of the Smart Growth Community [of those choosing the smart growth community]

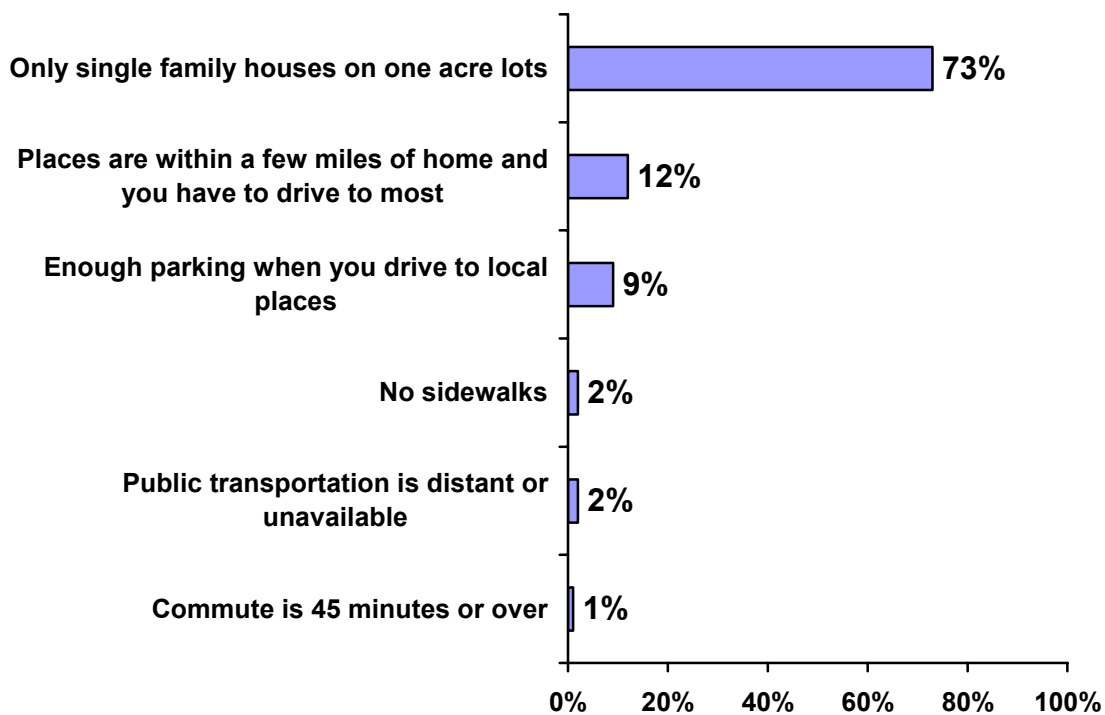


[Base is those choosing the smart growth community in Q7; N=623.] Q8. Look at the community you selected and choose the ONE most appealing characteristic of that community for you.

On the other hand, large houses on plots of at least an acre. Almost three-quarters (73%) of those who choose the sprawl community say large houses on large plots are the most appealing feature on the list.

### Attractions of the Sprawl Community

[of those choosing the sprawl community]



[Base is those choosing the sprawl community in Q7; N=508.] Q8. Look at the community you selected and choose the ONE most appealing characteristic of that community for you.

### **3. Convenience vs. Sprawl: Desire for shorter commute times competes with wish for larger lots.**

Throughout the survey, two characteristics of communities – convenience and space – compete with each other as Americans consider where and how they want to live.

Large majorities prioritize a short commute and places to walk when considering many aspects of a community. When the choice is narrowed specifically to a short commute versus a large lot size, Americans are sharply divided. But when the choice is between a large lot size and convenience to stores and restaurants, large majorities opt for a larger lot.

#### Priorities in deciding where to live:

A limited commute time is, for most Americans, an important factor in deciding where to live. Being within a 45-minute commute to work is rated highest among a list of fourteen priorities in thinking about where to live (79% “very” or “somewhat” important), followed by easy access to highways (75%) and having sidewalks and places to walk (72%).

A short commute is particularly important to people who plan to buy a home in the next three years (87%) and women and African Americans place high importance on sidewalks and places to walk (76% and 85%, respectively).

For some Americans the dream of homeownership includes a large piece of land and privacy. Majorities say living in a place that’s away from it all (60%) and having a home with an acre of land (57%) are important factors in deciding where to live. Conversely, “being in the center of it” all is much less important to Americans when they consider where to live, with just over a quarter (26%) saying this is important. Forty-two percent of Americans say living at the center of it all is “not very” important and 31% say it is “not at all” important.

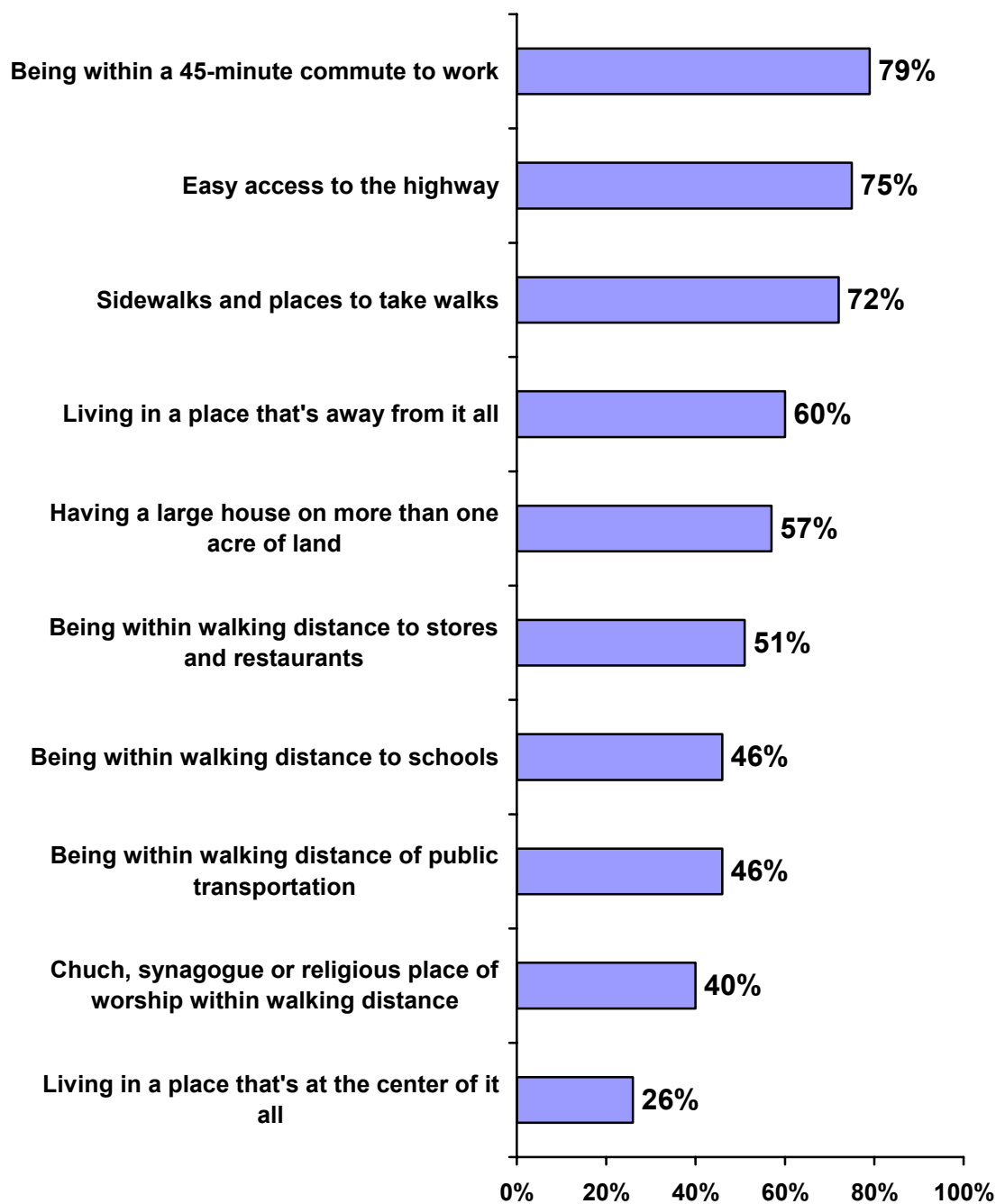
The next set of characteristics that Americans place high importance on when looking for a home includes walking to specific destinations in their communities. Half of Americans (51%) say being within walking distance to stores and restaurants is important when thinking about where to live. Nearly as many Americans place importance on being within walking distance to schools (46%) and public transportation (46%).

African Americans and Hispanics place a higher priority than Caucasians on being within walking distances of stores (African Americans 68%; Hispanics 63%; Caucasians 45%) and schools (70%; 62%; 40%) and public transportation (77%; 67%; 38%).

Americans who live in the Northeast place higher importance on being within walking distance of stores and restaurants (58%) and public transportation (56%) than do Americans in other parts of the country.

### Factors in Deciding Where To Live

[% saying "very" or "somewhat" important]



Q10. 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? a. Being within walking distance of public transportation. b. Being within walking distance to schools. c. Being within walking distance to stores and restaurants. d. Sidewalks and places to take walks. f. Having a large house on more than one acre of land. g. Being within a 45-minute commute to work. h. Easy access to the highway. l. Church, synagogue or religious place of worship within walking distance. m. Living in a place that's away from it all. n. Living in a place that's at the center of it all.

### Commute time versus lot size:

Two questions in the survey look specifically at the trade-offs people make when choosing where to live. When we look at the trade-offs of living in houses built far apart and having the ability to walk to stores and places of interest, we find that large majorities of all Americans would select a community with houses built farther apart even if they have to drive to stores and restaurants (70% versus 30%).

However, Americans are less likely to want to trade a shorter commute for a larger lot size. Fifty-one percent would choose a large lot with a commute of 45 minutes or more and 48% would opt for smaller houses with a shorter commute time.

Women (51%), African Americans (59%), and people who may buy a house in the near future (52%) are more likely to opt for the community with a shorter commute and houses closer together whereas men (55%) and Caucasians (54%) are more likely to want the large lot size even if it means a longer commute.

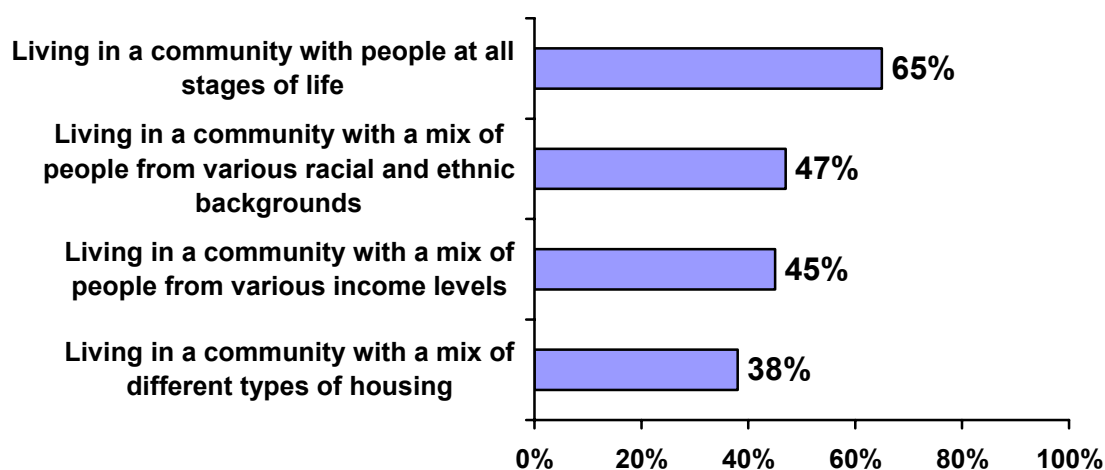
#### 4. Americans want to live in inter-generational communities.

Two-thirds (65%) of Americans want to live in communities that have people at different stages of life – single adults, families with children, and older people.

Also of importance to close to half of Americans (47%) is the racial and ethnic diversity of a place. Diversity of incomes is important to 45%, and four in ten (38%) say a mix of housing types is important in deciding where to live.

#### Importance of Community Diversity in Deciding Where To Live

[% saying “very” or “somewhat” important]



Q10. 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? e. Living in a community with a mix of different types of housing – single family detached houses, townhouses, apartments, and condominiums. i. Living in a community with a mix of people from various racial and ethnic backgrounds. j. Living in a community with a mix of people from various income levels. k. Living in a community with people at all stages of life – single adults, families with children and older people.

Women and African Americans are more likely than men and Caucasians to place importance on living in an intergenerational community (women 70% to men 58%; African Americans 74% to Caucasian 63%).

Minorities, more so than Caucasians, consider community diversity an important aspect in a community. Three-quarters (74%) of African Americans and 64% of Hispanics consider living in a community that has a mix of ethnic and racial backgrounds important compared to 41% of Caucasians. Similar differences in importance surround the diversity of incomes (African Americans 63%; Hispanics 51%; Caucasians 40%) and the diversity of housing type (53%; 49%; 35%).

Regionally, Northeasterners, more so than residents elsewhere, place importance on living in communities with a mix of generations (70%) and income levels (54%).

# The Reality

Americans express general satisfaction with their current communities. Most Americans (70%) say the last time they moved they found the type of community they were looking for, but three in ten (30%) say they had to settle for a second or third choice.

Sizeable segments of Americans, however, find their current communities lacking in important aspects, such as the amount of housing for moderate and low income families, public transportation, and places to walk and bike.

## **1. A sizable complaint: We need more housing for low and moderate income families, public transportation, and places to walk.**

In a series of questions, people rated their own communities. While the public is generally satisfied with their communities, sizable segments find them lacking in important areas. Half of Americans (49%) thinks there is too little housing for people with low incomes in their communities. And, four in ten (39%) think there is too little housing for people of moderate incomes in their communities.

At least four in ten would also like to see more public transportation within walking distance (46% “too little”), more places to bike (46%), more shops or restaurants within walking distance (42%), more places to walk or exercise for fun (40%) in their communities.

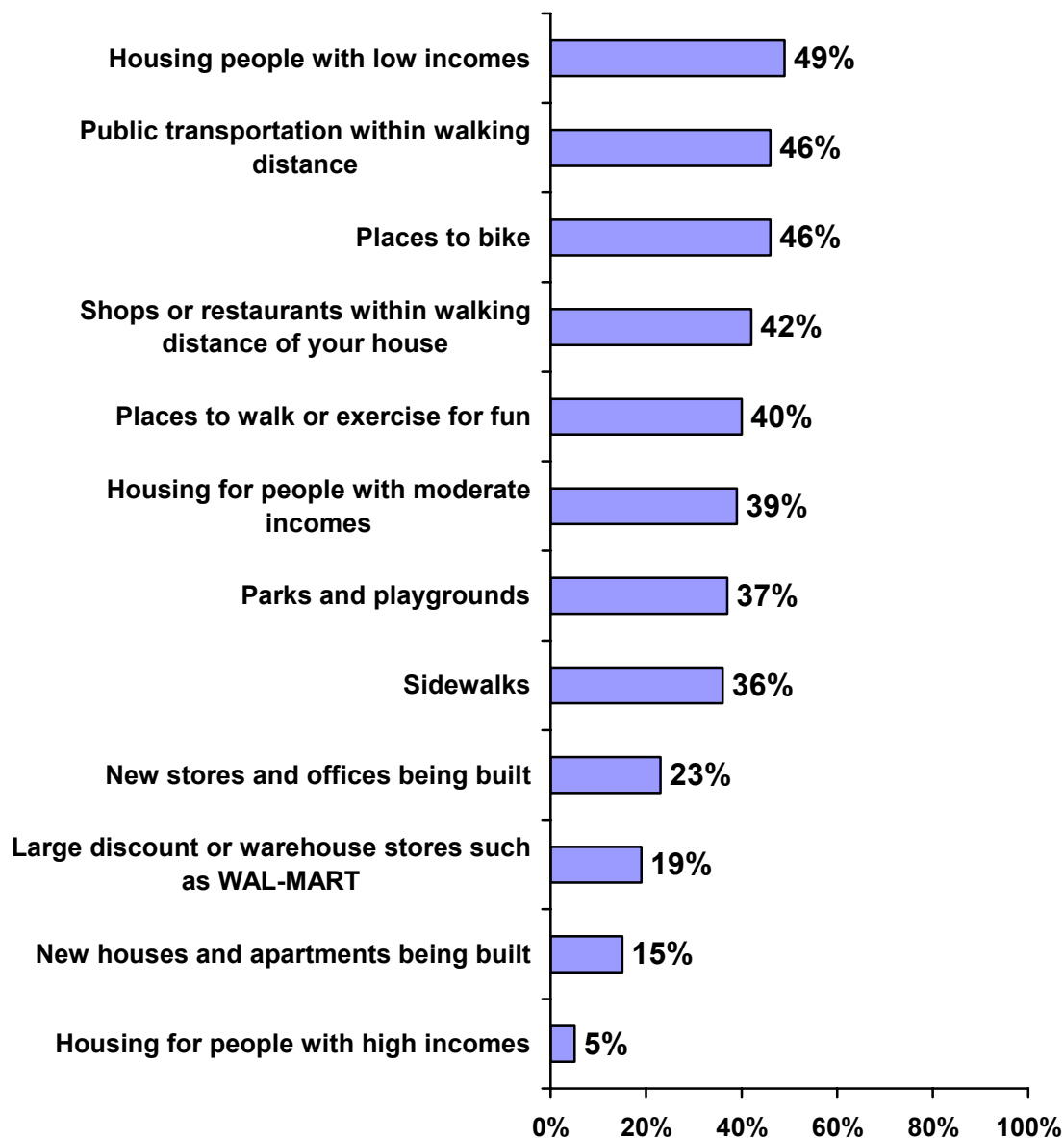
African Americans are among the most critical of their communities with large majorities saying there is too little housing for people with low (80%) and moderate (66%) incomes, places to bike (67%) and walk (57%), and parks and playgrounds (56%) and shops or restaurants to walk to (53%).

Residents of the Midwest, South Atlantic, and Deep South want more public transportation (50% Midwest; 51% South Atlantic; 53% Deep South) and shops or restaurants within walking distance of their homes (47%; 49%; 49%).

Residents of the South are also more likely to be looking for more sidewalks (52% South Atlantic; 46% Deep South), parks and playgrounds (44%; 47%), and places to walk (48%; 50%) and bike (53%; 59%).

### What Communities Lack

[% saying "too little"]

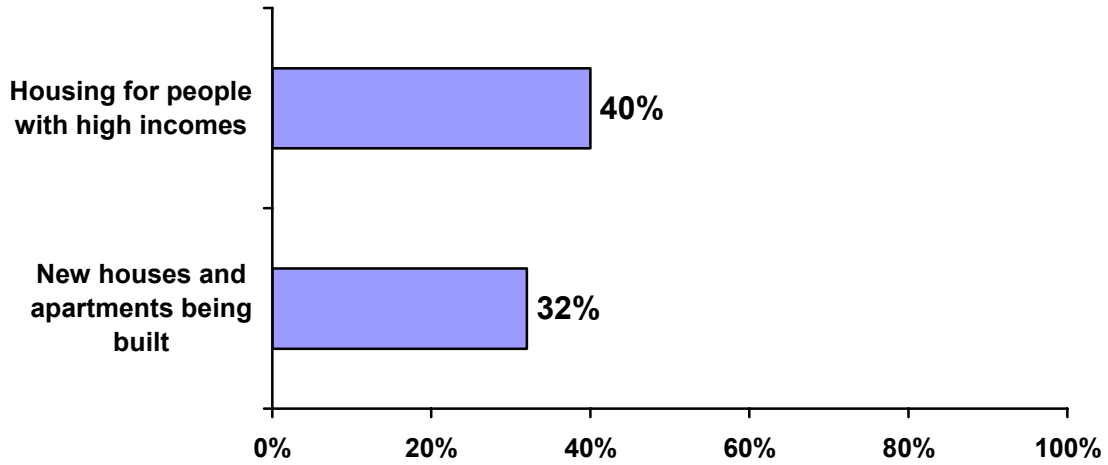


Q3. Do you think there is too much, too little, or the right amount of each of the following in the area close to where you live? a. Shops or restaurants within walking distance of your house. b. Sidewalks. c. Public transportation within walking distance. d. Parks and playgrounds. e. Places to walk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

The public does feel there is an over abundance of some things in their communities. Four in ten think there is too much housing for people with high incomes and a third (32%) thinks there are too many new houses and apartments being built.

### What Communities Have in Abundance

[% saying "too much"]



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? i. Housing for people with high incomes. k. New houses and apartments being built.

# Policy Priorities

In setting priorities for their states, more Americans want their state governments to improve existing communities including cities and older suburbs rather than give incentives to developers to build in the countryside. They complain that there is too much housing being built for high income families and not enough for families of moderate and low income.

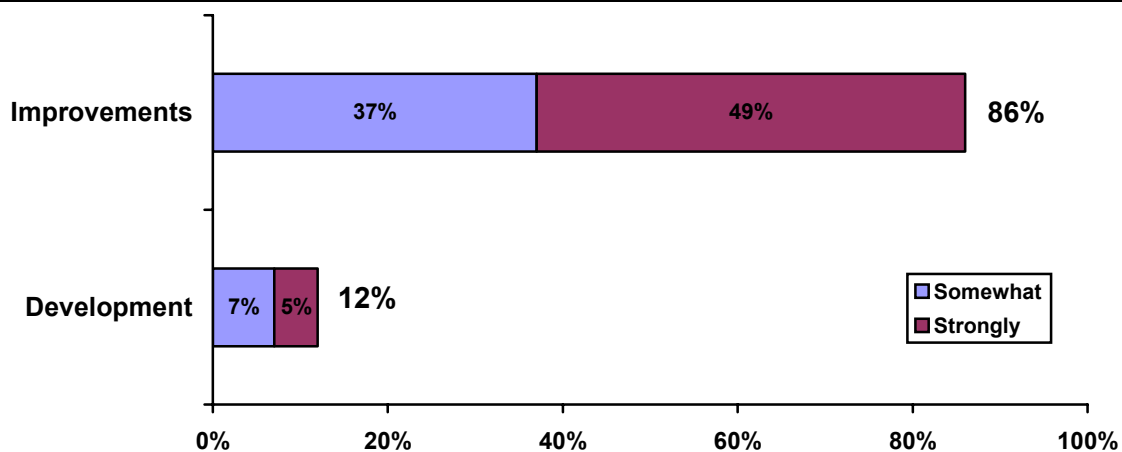
Americans also do not feel they have a voice in important development decisions that they see being driven too often by private developers.

## 1. Public to policy makers: Improve existing areas before development moves to the countryside.

Nearly nine in ten Americans (86%) want their states to fund improvements in existing communities over incentives for new development in the countryside (12%), with a majority (49%) saying they strongly prefer funding for improvements in existing communities.

While large majorities of all demographic groups favor improvements in existing communities, registered voters (89%) and African Americans (94%) are more likely than non-registered voters (77%) and Caucasians (87%) to favor funding improvements in existing communities over new development.

### Improvements in Existing Communities v. New Development



Q16. Which of the following two should receive funding priority from the state government: Improvements in existing communities or incentives for new development in the countryside? Is that strongly or somewhat?

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In a series of questions, the public places higher priority on a number of smart growth policies than on developing sprawl communities.

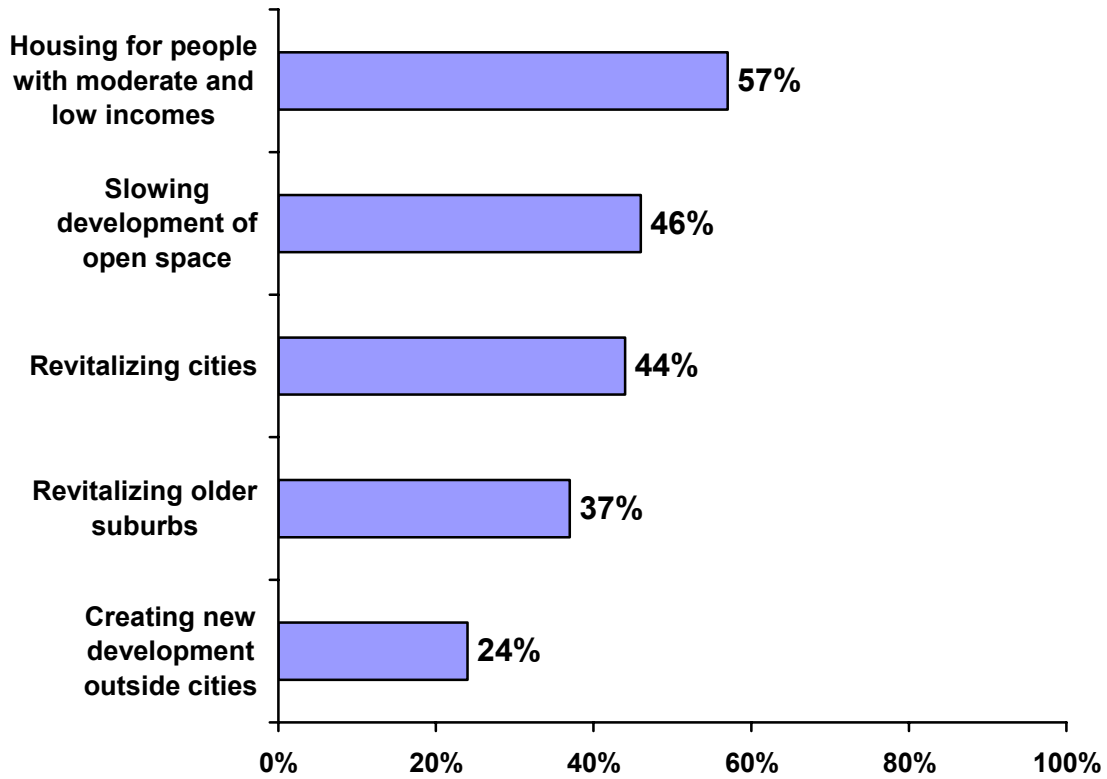
- A majority (57%) of Americans considers the smart growth goal of having housing for moderate and low income people to be a high priority for their state governments.
- More than four in ten place a high priority on slowing the rate of development of open space (46%) and revitalizing cities (44%).
- Thirty-seven percent consider revitalizing older suburbs a high priority.
- Only 24% of Americans think creating new development outside of cities should be a high priority for their state government to address.

African Americans (76%) and Hispanics (65%) place a high priority on having housing for people with moderate and low incomes and African Americans prioritize revitalizing cities (64%) and older suburbs (58%).

Regionally, residents of the South Atlantic place a high priority on slowing the rate at which open space is being developed (57%) and residents of the Northeast are particularly concerned about revitalizing cities (54%).

### Priorities

[% saying "extremely high" or "high" priority]



2. 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? f. Slowing the rate at which open space is being developed. g. Revitalizing older suburbs. h. Revitalizing cities. j. Creating new development outside the cities. k. Having housing for people with moderate and low incomes.

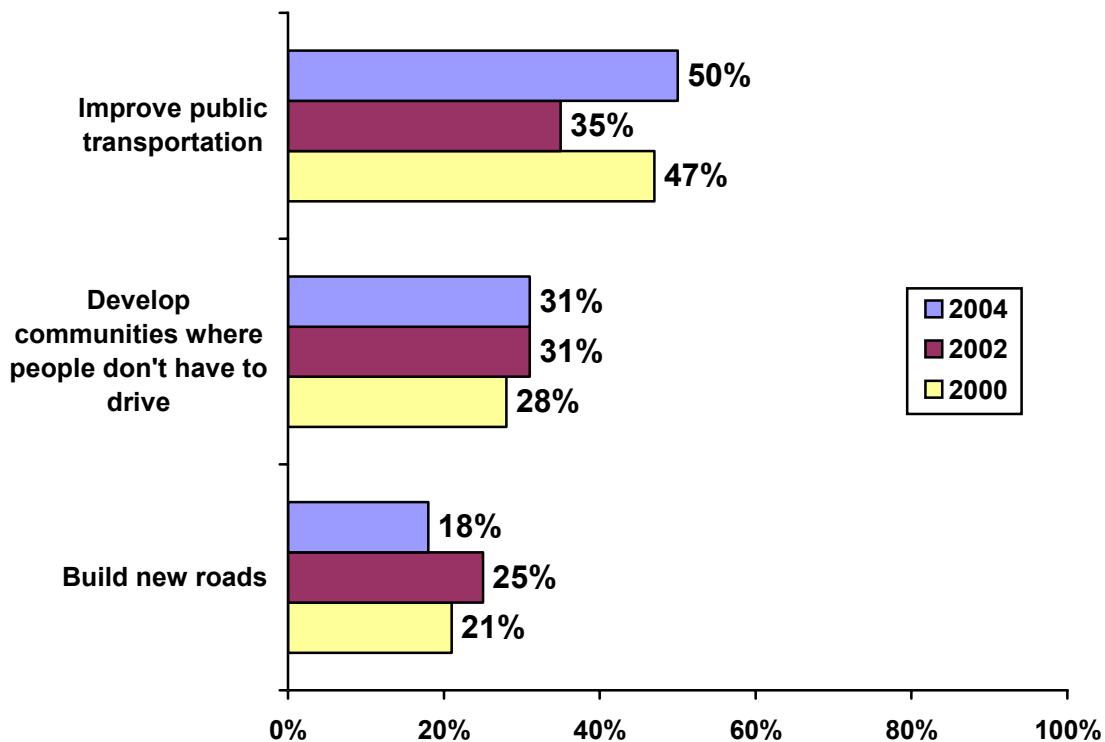
## 2. Public to policy makers: Public transportation not roads is answer to traffic problems.

As commute times and traffic congestion continue to increase across the country, Americans believe the answer to traffic lies in improved public transportation and changes in patterns of housing development more than in building new roads.

Half of Americans (50%) choose improving public transportation when given three options to solve long-term traffic problems in their states. A third of the public (31%) believes the best answer is developing communities where people do not have to drive long distances, and less than two in ten (18%) believe the answer is building new roads.

Consistently over the past four years, improving public transportation and developing communities where people do not have to drive long distances have been more popular than building new roads.

**Answers to Traffic Problems**



Q15. Which of the following proposals is the best long term solution to reducing traffic in your state: Build new roads; Improve public transportation such as trains, buses, and light rail; Develop communities where people do not have to drive long distances to work or shop?

### **3. Public to policy makers: Listen more to people like me.**

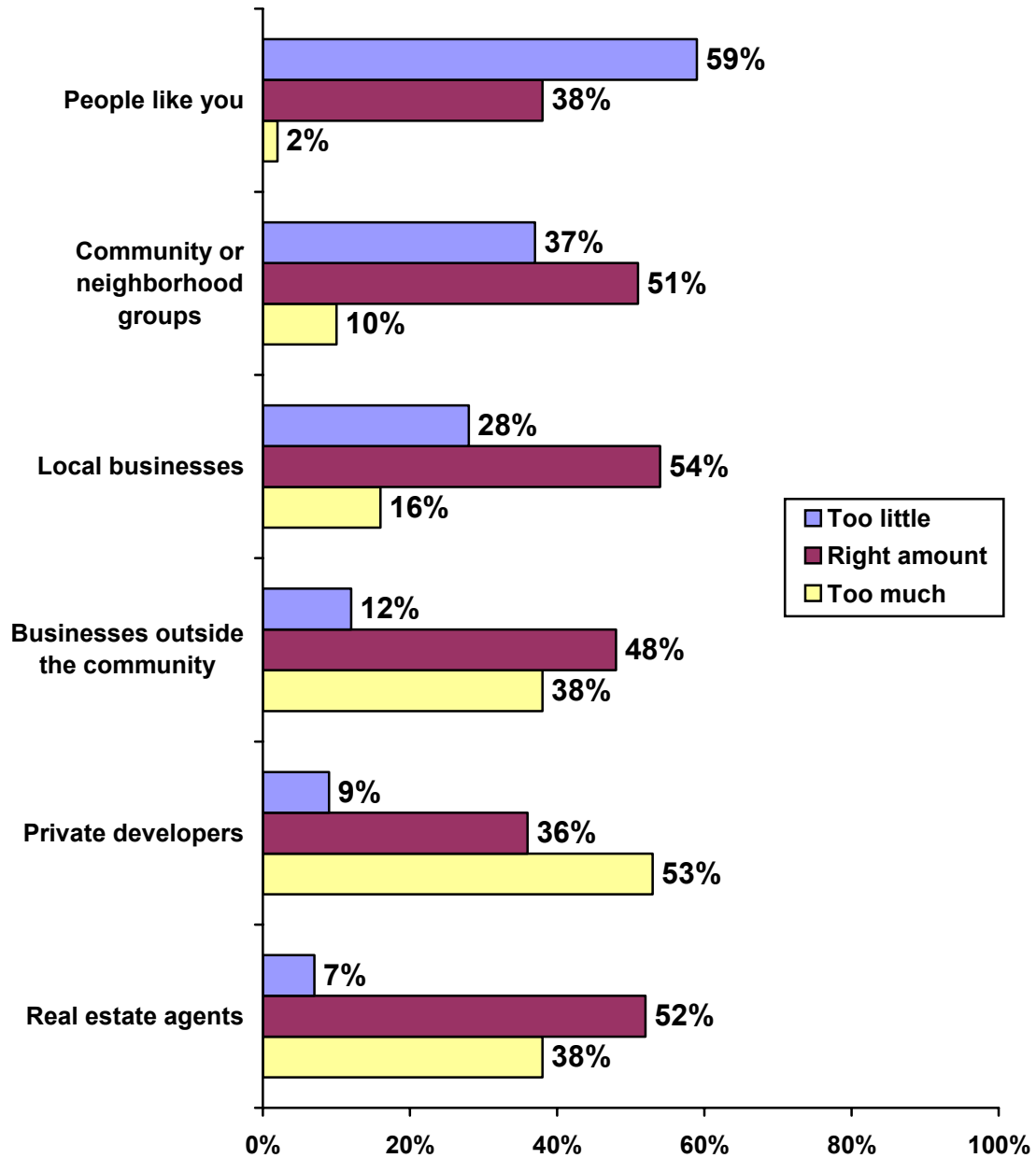
Many Americans feel they do not have a voice in development decisions – decisions that they see being driven too often by private developers.

Six in ten (59%) Americans say “people like themselves” have too little input in the development decisions made in their communities and nearly four in ten (37%) believe community groups have too little say. Who, then, is making development decisions? According to the public, it is private developers (53% “too much” say).

Americans under 59 years old (60% 18-39 year olds and 61% 40-58 year olds) are more likely than older Americans (53%) to feel they have too little say in development decisions in their communities.

Registered voters more so than non-voters believe people like them have too little say (60% to 54%) and that private developers have too much say (56% to 42%).

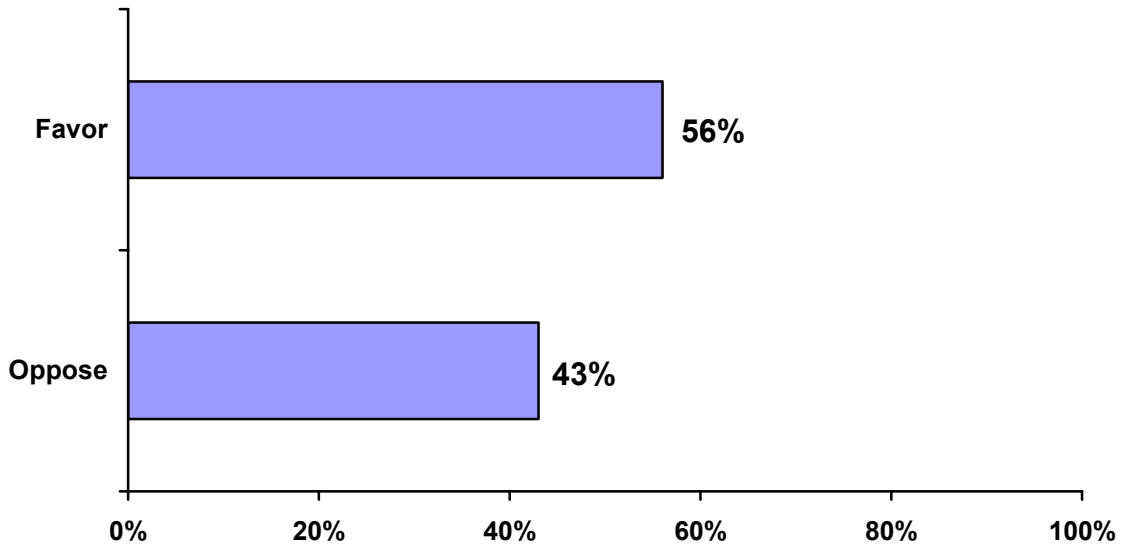
### Say in Development Decisions



Q21. Do you feel each of the following groups have too little, the right amount, or too much of a say in development decisions by local government in your community. a. People like you. b. Private developers. c. Real estate agents. d. Local businesses. e. Businesses outside the community. f. Community or neighborhood groups.

Majorities of Americans would like to have their state governments involved in planning for growth. Seventy-two percent say they want their state government to be active in managing growth across local communities in the state. Fifty-six percent favor increasing coordinated efforts among local communities in their state, even at the expense of local control over decision making.

**Increasing Coordination between  
Communities at Expense of Local Control**



Q17. Do you favor or oppose increasing coordinated efforts among local communities in your state to plan for growth, even if it requires giving up some of your own community's ability to decide on its own how it will grow?

#### **4. Mixed impressions of recent development.**

Americans are divided over whether new development in their communities has been well planned and benefited their quality of life.

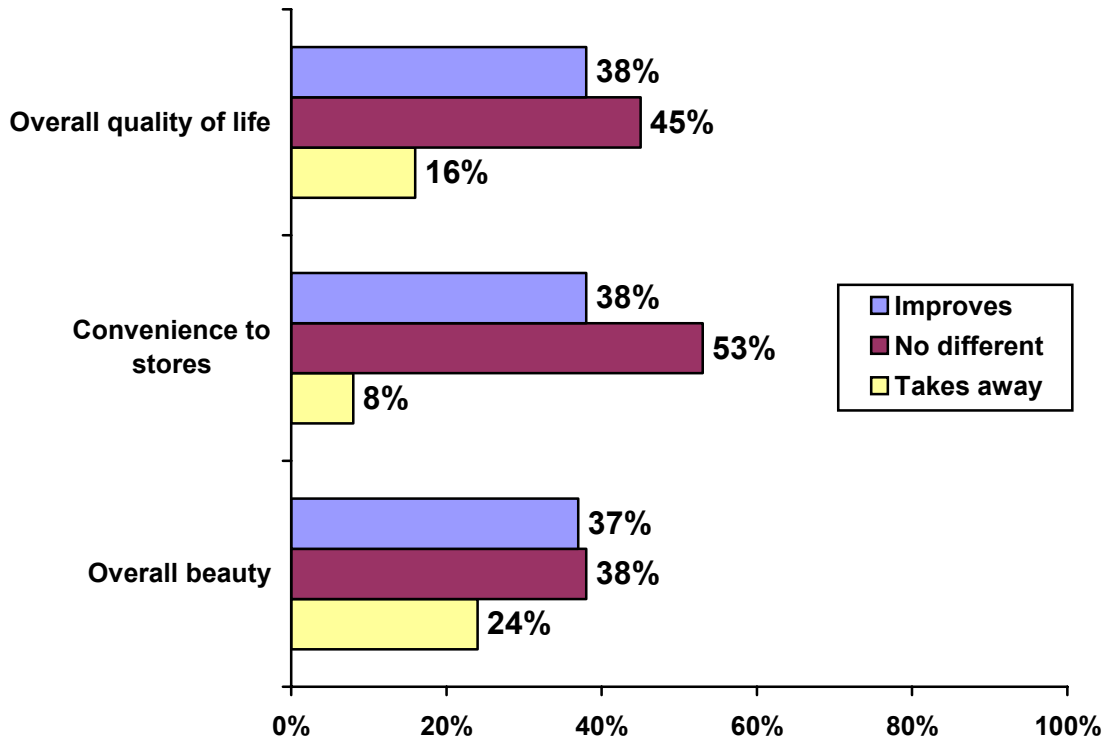
A slim majority of Americans (54%) thinks the development that has occurred in their communities over the past three years has been well planned. However, Americans are not overly impressed with the development as only eight percent consider it to have been “very” well planned and over four in ten (46%) say it has not been well planned.

Regionally, residents of the Midwest are more likely than others to view recent development in their communities as well planned (62%).

When asked about specific benefits, close to four in ten Americans think recent development in their communities has improved convenience to stores, businesses and schools (38%), improved the overall beauty of the community (37%), and the overall quality of life (38%). But, more so than not, Americans believe the development has not made much of a difference, specifically, when it comes to overall quality of life and convenience.

African Americans are more likely than others to say recent development in their communities has added to the overall beauty (61%), convenience (47%) and quality of life in the community (49%).

### Impacts of Recent Development



Q20. Do you think new development that has occurred in your community in the last three years generally improves or takes away from \_\_\_\_\_ or has it not made a difference? a. The overall beauty of the community. b. Convenience to stores, businesses and schools. c. Overall quality of life in the community.

# **APPENDIX A: Selected Tables**

### Where Americans Want to Live

Q4. If you could choose where to live, in which type of the following locations would you most like to live?

|                             | City       | Suburb close<br>to city | Suburb farther<br>from city | Rural<br>community | DK/REF   |
|-----------------------------|------------|-------------------------|-----------------------------|--------------------|----------|
| <b>Total</b>                | <b>13%</b> | <b>33</b>               | <b>18</b>                   | <b>35</b>          | <b>1</b> |
| Male                        | 10%        | 31                      | 20                          | 38                 | 1        |
| Female                      | 16%        | 35                      | 17                          | 32                 | *        |
| 18-39                       | 17%        | 36                      | 18                          | 28                 | 1        |
| 40-58                       | 10%        | 30                      | 19                          | 41                 | *        |
| 59+                         | 11%        | 32                      | 19                          | 38                 | --       |
| White                       | 9%         | 29                      | 20                          | 41                 | 1        |
| Black                       | 29%        | 47                      | 13                          | 11                 | --       |
| Hispanic                    | 21%        | 35                      | 17                          | 25                 | 1        |
| Buy home in<br>next 3 years | 15%        | 38                      | 19                          | 27                 | 1        |
| Northeast                   | 13%        | 35                      | 17                          | 34                 | 1        |
| Midwest                     | 11%        | 28                      | 18                          | 42                 | 1        |
| South Atlantic              | 9%         | 39                      | 19                          | 33                 | *        |
| Deep South                  | 16%        | 31                      | 18                          | 35                 | --       |
| West                        | 18%        | 33                      | 20                          | 29                 | *        |

## Smart Growth v. Sprawl

Q7. Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, or cost of house is exactly the same in the two communities. 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?

|                          | <b>Community A</b>  | <b>Community B</b>  |
|--------------------------|---|---|
|                          | There are <b>only single family houses</b> on one acre lots   | There is a <b>mix</b> of single family detached houses, townhouses, apartments and condominiums on various sized lots                           |
|                          | There are <b>no sidewalks</b>   | Almost all the streets have <b>sidewalks</b>  |
|                          | Places such as shopping, restaurants, library, and a school are within a <b>few miles</b> of your home and you <b>have to drive</b> to most | Places such as shopping, restaurants, library, and a school are within <b>a few blocks</b> of your home and you can <b>either walk or drive</b> |
|                          | There is enough parking when you drive to local stores, restaurants and other places  | Parking is <b>limited</b> when you decide to drive to local stores, restaurants and other places  |
|                          | Your one-way commute is <b>45 minutes or over</b>   | Your one-way commute is less than <b>45 minutes</b>   |
|                          | Public transportation, such as train, bus, and light rail, is <b>distant or unavailable</b>   | Public transportation, such as train, bus, and light rail, is <b>nearby</b>   |
| <b>Total</b>             | <b>45%</b>  | <b>55</b>   |
| Male                     | 49%   | 51  |
| Female                   | 41%   | 59  |
| 18-39                    | 43%   | 56  |
| 40-58                    | 45%   | 55  |
| 59+                      | 47%   | 53  |
| White                    | 50%   | 50  |
| Black                    | 22%   | 78  |
| Hispanic                 | 43%   | 57  |
| Buy home in next 3 years | 39%   | 61  |
| Northeast                | 38%   | 62  |
| Midwest                  | 44%   | 56  |
| South Atlantic           | 52%   | 48  |
| Deep South               | 51%   | 49  |
| West                     | 43%   | 57  |

### Top Considerations in Deciding Where to Live

Q10. 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?

% saying "very" or "somewhat" important

|                             | < 45 minute<br>commute to work | Easy highway access | Sidewalks/other<br>walking places |
|-----------------------------|--------------------------------|---------------------|-----------------------------------|
| <b>Total</b>                | <b>79%</b>                     | <b>75%</b>          | <b>72%</b>                        |
| Male                        | 77%                            | 74%                 | 67%                               |
| Female                      | 83%                            | 77%                 | 76%                               |
| 18-39                       | 87%                            | 74%                 | 75%                               |
| 40-58                       | 83%                            | 78%                 | 72%                               |
| 59+                         | 65%                            | 73%                 | 67%                               |
| White                       | 79%                            | 75%                 | 70%                               |
| Black                       | 84%                            | 84%                 | 85%                               |
| Hispanic                    | 80%                            | 74%                 | 70%                               |
| Buy home in<br>next 3 years | 87%                            | 74%                 | 75%                               |
| Northeast                   | 78%                            | 69%                 | 75%                               |
| Midwest                     | 84%                            | 76%                 | 71%                               |
| South Atlantic              | 80%                            | 78%                 | 72%                               |
| Deep South                  | 83%                            | 81%                 | 69%                               |
| West                        | 75%                            | 73%                 | 71%                               |

### Importance of Being Within Walking Distance in Deciding Where to Live

Q10. 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?

% saying "very" or "somewhat" important

|                             | Walking distance<br>to stores/<br>restaurants | Walking distance<br>to schools | Walking distance<br>to public trans. | Walking distance<br>to place of<br>worship |
|-----------------------------|---|--------------------------------|--------------------------------------|--|
| <b>Total</b>                | <b>51%</b>                                    | <b>46%</b>                     | <b>46%</b>                           | <b>40%</b>                                 |
| Male                        | 47%   | 43%                            | 42%                                  | 36%  |
| Female                      | 54%   | 50%                            | 49%                                  | 43%  |
| 18-39                       | 52%   | 60%                            | 44%                                  | 38%  |
| 40-58                       | 53%   | 40%                            | 43%                                  | 40%  |
| 59+                         | 44%   | 34%                            | 51%                                  | 43%  |
| White                       | 45%   | 40%                            | 38%                                  | 35%  |
| Black                       | 68%   | 70%                            | 77%                                  | 60%  |
| Hispanic                    | 63%   | 62%                            | 67%                                  | 61%  |
| Buy home in<br>next 3 years | 51%   | 53%                            | 42%                                  | 45%  |
| Northeast                   | 58%   | 46%                            | 56%                                  | 45%  |
| Midwest                     | 48%   | 46%                            | 43%                                  | 37%  |
| South Atlantic              | 45%   | 41%                            | 41%                                  | 37%  |
| Deep South                  | 49%   | 51%                            | 39%                                  | 48%  |
| West                        | 53%   | 48%                            | 49%                                  | 36%  |

### Importance of Space and Privacy in Deciding Where to Live

Q10. 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?

% saying "very" or "somewhat" important

|                             | Living in a place that's<br>away from it all | Living on a lot with >1<br>acre of land | Living in a place that's<br>the center of it all |
|-----------------------------|--|---|--|
| <b>Total</b>                | <b>60%</b>                                   | <b>57%</b>                              | <b>26%</b>                                       |
| Male                        | 62%  | 56%                                     | 24%  |
| Female                      | 59%  | 59%                                     | 29%  |
| 18-39                       | 61%  | 67%                                     | 32%  |
| 40-58                       | 63%  | 57%                                     | 22%  |
| 59+                         | 53%  | 41%                                     | 24%  |
| White                       | 63%  | 58%                                     | 23%  |
| Black                       | 44%  | 57%                                     | 36%  |
| Hispanic                    | 60%  | 61%                                     | 34%  |
| Buy home in<br>next 3 years | 63%  | 63%                                     | 30%  |
| Northeast                   | 58%  | 53%                                     | 28%  |
| Midwest                     | 60%  | 56%                                     | 26%  |
| South Atlantic              | 56%  | 60%                                     | 20%  |
| Deep South                  | 65%  | 65%                                     | 31%  |
| West                        | 62%  | 56%                                     | 27%  |

### Importance of Diversity in Deciding Where to Live

Q10. 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?

% saying "very" or "somewhat" important

|                             | Community with<br>people at all<br>stages of life | Community with<br>a mix of<br>ethnic/racial<br>backgrounds | Community with<br>a mix of income<br>levels | Community with<br>a mix of different<br>types of housing |
|-----------------------------|---|--|---|--|
| <b>Total</b>                | <b>65%</b>  | <b>47%</b>   | <b>45%</b>                                  | <b>38%</b>   |
| Male                        | 58%   | 43%  | 39%   | 33%  |
| Female                      | 70%   | 51%  | 49%   | 42%  |
| 18-39                       | 64%   | 50%  | 45%   | 39%  |
| 40-58                       | 65%   | 46%  | 42%   | 36%  |
| 59+                         | 65%   | 45%  | 45%   | 39%  |
| White                       | 63%   | 41%  | 40%   | 35%  |
| Black                       | 74%   | 74%  | 63%   | 53%  |
| Hispanic                    | 68%   | 64%  | 51%   | 49%  |
| Buy home in<br>next 3 years | 66%   | 48%  | 45%   | 38%  |
| Northeast                   | 70%   | 55%  | 54%   | 45%  |
| Midwest                     | 66%   | 44%  | 42%   | 41%  |
| South Atlantic              | 60%   | 45%  | 41%   | 28%  |
| Deep South                  | 63%   | 42%  | 44%   | 36%  |
| West                        | 61%   | 51%  | 41%   | 38%  |

## Large Lots v. Convenience and Commute Time

Imagine for a moment that you are moving to a new 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.

**Q5. Community A:** Houses are built far apart on lots of one acre or more and you have to drive to get to stores and restaurants, or **Community B:** Houses are built close together on lots of ¼ acre or less and you can walk to stores and restaurants.

**Q6. Community A:** Houses are built far apart on lots of one acre or more and your drive to work is 45 minutes or longer; or **Community B:** Houses are built close together on lots of ¼ acre or less and you can drive to work in just a few minutes.

|                          | Community A | Community B | Community A | Community B |
|--------------------------|-------------|-------------|-------------|-------------|
| <b>Total</b>             | <b>70%</b>  | <b>30</b>   | <b>51%</b>  | <b>48</b>   |
| Male                     | 72%         | 27          | 55%         | 44          |
| Female                   | 68%         | 31          | 48%         | 51          |
| 18-39                    | 71%         | 28          | 51%         | 49          |
| 40-58                    | 73%         | 27          | 52%         | 47          |
| 59+                      | 63%         | 36          | 51%         | 47          |
| White                    | 74%         | 26          | 54%         | 45          |
| Black                    | 61%         | 38          | 40%         | 59          |
| Hispanic                 | 63%         | 37          | 48%         | 51          |
| Buy home in next 3 years | 73%         | 27          | 47%         | 52          |
| Northeast                | 63%         | 36          | 48%         | 50          |
| Midwest                  | 71%         | 28          | 52%         | 47          |
| South Atlantic           | 76%         | 24          | 54%         | 45          |
| Deep South               | 75%         | 25          | 57%         | 42          |
| West                     | 66%         | 34          | 46%         | 54          |

### Lacking in the Area Where You Live

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?

|                             | % saying "too little"    |  |                   |   |   |                               |
|-----------------------------|--------------------------|--|-------------------|---|---|-------------------------------|
|                             | Low<br>income<br>housing | Public<br>trans. in<br>walking<br>distance | Places to<br>bike | Shops/<br>restaurants<br>in walking<br>distance | Places to<br>walk/<br>exercise for<br>fun | Moderate<br>income<br>housing |
| <b>Total</b>                | <b>49%</b>               | <b>46%</b>                                 | <b>46%</b>        | <b>42%</b>                                      | <b>40%</b>                                | <b>39%</b>                    |
| Male                        | 44%                      | 44%  | 41%               | 42%   | 36%                                       | 37%                           |
| Female                      | 53%                      | 47%  | 51%               | 42%   | 44%                                       | 41%                           |
| 18-39                       | 47%                      | 48%  | 49%               | 40%   | 45%                                       | 39%                           |
| 40-58                       | 50%                      | 44%  | 50%               | 45%   | 39%                                       | 40%                           |
| 59+                         | 51%                      | 45%  | 36%               | 42%   | 33%                                       | 39%                           |
| White                       | 44%                      | 47%  | 45%               | 41%   | 37%                                       | 36%                           |
| Black                       | 80%                      | 46%  | 67%               | 53%   | 57%                                       | 66%                           |
| Hispanic                    | 47%                      | 36%  | 40%               | 46%   | 46%                                       | 35%                           |
| Buy home in<br>next 3 years | 49%                      | 44%  | 50%               | 38%   | 43%                                       | 42%                           |
| Northeast                   | 55%                      | 40%  | 49%               | 30%   | 38%                                       | 47%                           |
| Midwest                     | 45%                      | 50%  | 39%               | 47%   | 32%                                       | 34%                           |
| South Atlantic              | 47%                      | 51%  | 53%               | 49%   | 48%                                       | 36%                           |
| Deep South                  | 46%                      | 53%  | 59%               | 49%   | 50%                                       | 41%                           |
| West                        | 52%                      | 38%  | 37%               | 38%   | 38%                                       | 40%                           |

### Lacking in the Area Where You Live

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?

|                             | % saying "too little"  |            |                           |                    |                            |                           |
|-----------------------------|------------------------|------------|---------------------------|--------------------|----------------------------|---------------------------|
|                             | Parks &<br>playgrounds | Sidewalks  | New stores<br>and offices | Discount<br>stores | New<br>houses and<br>apts. | High<br>income<br>housing |
| <b>Total</b>                | <b>37%</b>             | <b>36%</b> | <b>23%</b>                | <b>19%</b>         | <b>15%</b>                 | <b>5%</b>                 |
| Male                        | 36%                    | 33%        | 23%                       | 18%                | 13%                        | 7%                        |
| Female                      | 39%                    | 39%        | 22%                       | 21%                | 17%                        | 3%                        |
| 18-39                       | 44%                    | 38%        | 24%                       | 20%                | 15%                        | 5%                        |
| 40-58                       | 36%                    | 35%        | 23%                       | 20%                | 15%                        | 3%                        |
| 59+                         | 29%                    | 34%        | 21%                       | 18%                | 16%                        | 5%                        |
| White                       | 34%                    | 37%        | 21%                       | 17%                | 12%                        | 3%                        |
| Black                       | 56%                    | 45%        | 38%                       | 31%                | 32%                        | 5%                        |
| Hispanic                    | 39%                    | 29%        | 20%                       | 27%                | 23%                        | 11%                       |
| Buy home in<br>next 3 years | 38%                    | 35%        | 19%                       | 20%                | 15%                        | 4%                        |
| Northeast                   | 37%                    | 31%        | 23%                       | 26%                | 26%                        | 4%                        |
| Midwest                     | 30%                    | 31%        | 25%                       | 19%                | 15%                        | 4%                        |
| South Atlantic              | 44%                    | 52%        | 22%                       | 16%                | 12%                        | 5%                        |
| Deep South                  | 47%                    | 46%        | 26%                       | 19%                | 14%                        | 5%                        |
| West                        | 33%                    | 27%        | 19%                       | 17%                | 9%                         | 6%                        |

### Funding Priorities for State Governments

Q16. Which of the following two should receive funding priority from the state government: Improvements in existing communities or incentives for new development in the countryside? Is that strongly or somewhat?

% responding "strongly" or "somewhat"

|                             | Improvements in existing<br>communities | Incentives for new development |
|-----------------------------|---|--------------------------------|
| <b>Total</b>                | <b>86%</b>                              | <b>12</b>                      |
| Male                        | 87%                                     | 12                             |
| Female                      | 86%                                     | 13                             |
| 18-39                       | 84%                                     | 15                             |
| 40-58                       | 88%                                     | 11                             |
| 59+                         | 87%                                     | 10                             |
| White                       | 87%                                     | 12                             |
| Black                       | 94%                                     | 6                              |
| Hispanic                    | 83%                                     | 14                             |
| Buy home in<br>next 3 years | 85%                                     | 15                             |
| Voters                      | 89%                                     | 11                             |
| Non-voters                  | 77%                                     | 22                             |
| Northeast                   | 89%                                     | 10                             |
| Midwest                     | 88%                                     | 11                             |
| South Atlantic              | 85%                                     | 14                             |
| Deep South                  | 84%                                     | 16                             |
| West                        | 85%                                     | 12                             |

## Priorities

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 low priority, or an extremely low priority for your state government?

|                             | % saying "extremely high" or "high" |                                    |                      |                                |                          |
|-----------------------------|-------------------------------------|------------------------------------|----------------------|--------------------------------|--------------------------|
|                             | Moderate/<br>low income<br>housing  | Slow rate of<br>open space<br>dev. | Revitalize<br>cities | Revitalize<br>older<br>suburbs | New dev.<br>outside city |
| <b>Total</b>                | <b>57%</b>                          | <b>46%</b>                         | <b>44%</b>           | <b>37%</b>                     | <b>24%</b>               |
| Male                        | 53%                                 | 44%                                | 44%                  | 34%                            | 23%                      |
| Female                      | 58%                                 | 47%                                | 44%                  | 40%                            | 25%                      |
| 18-39                       | 56%                                 | 41%                                | 42%                  | 37%                            | 23%                      |
| 40-58                       | 55%                                 | 49%                                | 44%                  | 36%                            | 23%                      |
| 59+                         | 59%                                 | 48%                                | 49%                  | 38%                            | 27%                      |
| White                       | 52%                                 | 47%                                | 42%                  | 33%                            | 22%                      |
| Black                       | 76%                                 | 48%                                | 64%                  | 58%                            | 32%                      |
| Hispanic                    | 65%                                 | 43%                                | 49%                  | 41%                            | 33%                      |
| Buy home in<br>next 3 years | 58%                                 | 42%                                | 45%                  | 38%                            | 28%                      |
| Northeast                   | 54%                                 | 43%                                | 54%                  | 38%                            | 16%                      |
| Midwest                     | 58%                                 | 40%                                | 43%                  | 27%                            | 26%                      |
| South Atlantic              | 54%                                 | 57%                                | 43%                  | 42%                            | 29%                      |
| Deep South                  | 55%                                 | 38%                                | 44%                  | 45%                            | 29%                      |
| West                        | 61%                                 | 50%                                | 38%                  | 39%                            | 22%                      |

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### Answers to Traffic Problems

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Q15. Which of the following proposals is the best long term solution to reducing traffic in your state: Build new roads; Improve public transportation such as trains, buses, and light rail; Develop communities where people do not have to drive long distances to work or shop?

|                          | <b>Build new roads</b> | <b>Improve public transportation</b> | <b>Develop communities where don't have to drive</b> |
|--------------------------|------------------------|--------------------------------------|--|
| <b>Total</b>             | <b>18%</b>             | <b>50</b>                            | <b>31</b>  |
| Male                     | 20%                    | 47                                   | 33   |
| Female                   | 17%                    | 53                                   | 30   |
| 18-39                    | 21%                    | 48                                   | 31   |
| 40-58                    | 18%                    | 50                                   | 31   |
| 59+                      | 14%                    | 52                                   | 33   |
| White                    | 19%                    | 49                                   | 31   |
| Black                    | 11%                    | 57                                   | 32   |
| Hispanic                 | 22%                    | 44                                   | 35   |
| Buy home in next 3 years | 20%                    | 46                                   | 34   |
| Voters                   | 18%                    | 50                                   | 31   |
| Non-voters               | 19%                    | 48                                   | 32   |
| Northeast                | 14%                    | 51                                   | 34   |
| Midwest                  | 21%                    | 45                                   | 33   |
| South Atlantic           | 20%                    | 54                                   | 26   |
| Deep South               | 23%                    | 42                                   | 35   |
| West                     | 13%                    | 57                                   | 29   |

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### Say in Development Decisions

Q21. Do you feel each of the following groups have too little, the right amount, or too much of a say in development decisions by local government in your community:

% saying "too little"

|                          | People like you | Community or neighborhood groups | Local businesses | Businesses outside the community | Private developers | Real estate agents |
|--------------------------|-----------------|----------------------------------|------------------|----------------------------------|--------------------|--------------------|
| Total                    | 59%             | 37%                              | 28%              | 12%                              | 9%                 | 7%                 |
| Male                     | 60%             | 36%                              | 25%              | 11%                              | 9%                 | 8%                 |
| Female                   | 57%             | 37%                              | 31%              | 13%                              | 9%                 | 7%                 |
| 18-39                    | 60%             | 38%                              | 34%              | 14%                              | 11%                | 9%                 |
| 40-58                    | 61%             | 40%                              | 24%              | 11%                              | 7%                 | 7%                 |
| 59+                      | 53%             | 30%                              | 26%              | 9%                               | 8%                 | 5%                 |
| White                    | 60%             | 37%                              | 28%              | 10%                              | 8%                 | 6%                 |
| Black                    | 58%             | 46%                              | 32%              | 16%                              | 16%                | 19%                |
| Hispanic                 | 58%             | 31%                              | 25%              | 17%                              | 11%                | 9%                 |
| Buy home in next 3 years | 63%             | 39%                              | 29%              | 14%                              | 10%                | 10%                |
| Voters                   | 60%             | 38%                              | 28%              | 11%                              | 8%                 | 7%                 |
| Non-voters               | 54%             | 30%                              | 29%              | 17%                              | 11%                | 9%                 |
| Northeast                | 58%             | 37%                              | 30%              | 12%                              | 12%                | 9%                 |
| Midwest                  | 59%             | 34%                              | 30%              | 9%                               | 7%                 | 7%                 |
| South                    |                 |                                  |                  |                                  |                    |                    |
| Atlantic                 | 64%             | 37%                              | 29%              | 15%                              | 6%                 | 9%                 |
| Deep South               | 58%             | 37%                              | 28%              | 15%                              | 15%                | 10%                |
| West                     | 55%             | 39%                              | 25%              | 10%                              | 5%                 | 3%                 |

### Planning of Recent Development

Q19. Thinking about the development that has occurred in your community in the last three years, would you say it has been very well planned by local government, somewhat well planned, somewhat poorly planned, or very poorly planned by local government?

|                             | <b>Very<br/>well planned</b> | <b>Somewhat<br/>well planned</b> | <b>Somewhat<br/>poorly planned</b> | <b>Very<br/>poorly planned</b> |
|-----------------------------|------------------------------|----------------------------------|------------------------------------|--------------------------------|
| <b>Total</b>                | <b>8%</b>                    | <b>46</b>                        | <b>30</b>                          | <b>14</b>                      |
| Male                        | 9%                           | 47                               | 30                                 | 14                             |
| Female                      | 8%                           | 46                               | 31                                 | 14                             |
| 18-39                       | 6%                           | 50                               | 31                                 | 12                             |
| 40-58                       | 9%                           | 44                               | 31                                 | 16                             |
| 59+                         | 13%                          | 43                               | 28                                 | 15                             |
| White                       | 8%                           | 46                               | 31                                 | 14                             |
| Black                       | 10%                          | 51                               | 26                                 | 13                             |
| Hispanic                    | 7%                           | 43                               | 32                                 | 17                             |
| Buy home in<br>next 3 years | 7%                           | 45                               | 30                                 | 17                             |
| Northeast                   | 6%                           | 42                               | 35                                 | 15                             |
| Midwest                     | 12%                          | 50                               | 28                                 | 9                              |
| South Atlantic              | 8%                           | 43                               | 29                                 | 18                             |
| Deep South                  | 6%                           | 49                               | 32                                 | 13                             |
| West                        | 8%                           | 45                               | 29                                 | 18                             |

### New Development as Improvement

Q20. Do you think new development that has occurred in your community in the last three years generally improves or takes away from \_\_\_\_\_ or has it not made a difference? a. Overall beauty of the community. b. Convenience to stores, businesses and schools. c. Overall quality of life in the community.

|                             | % saying "improves"                |  |   |
|-----------------------------|------------------------------------|--|---|
|                             | Overall beauty of the<br>community | Convenience to stores,<br>businesses and schools | Overall quality of life<br>in the community |
| <b>Total</b>                | <b>37%</b>                         | <b>38%</b>                                       | <b>38%</b>                                  |
| Male                        | 36%                                | 36%  | 37%   |
| Female                      | 38%                                | 39%  | 39%   |
| 18-39                       | 36%                                | 41%  | 37%   |
| 40-58                       | 35%                                | 38%  | 39%   |
| 59+                         | 40%                                | 32%  | 38%   |
| White                       | 33%                                | 38%  | 36%   |
| Black                       | 61%                                | 47%  | 49%   |
| Hispanic                    | 40%                                | 31%  | 40%   |
| Buy home in<br>next 3 years | 37%                                | 38%  | 41%   |
| Northeast                   | 27%                                | 27%  | 32%   |
| Midwest                     | 38%                                | 35%  | 37%   |
| South Atlantic              | 37%                                | 41%  | 41%   |
| Deep South                  | 42%                                | 39%  | 42%   |
| West                        | 41%                                | 46%  | 38%   |

# **APPENDIX B:**

## **Detailed Methodology**

The Belden Russonello & Stewart survey of national adults, conducted for Smart Growth America and the National Association of Realtors®, interviewed 1,130 American adults ages 18 and older. The interviews took place from August 26 to September 6, 2004, using the Knowledge Networks Web-enabled panel.

The Knowledge Networks sample is derived from a random digit dial (RDD) telephone methodology that represents all U.S. households with telephones. The company employs a complex sample stratification design that incorporates the known probabilities of selection associated with geographical location, the number of phone lines, and whether or not the phone number is listed. Persons in selected households are invited by telephone to participate in the web-enabled panel. Those who agree to participate are sent an Internet appliance and receive an Internet service connection provided by Knowledge Networks. In some cases, people who already have computers and Internet service are permitted to participate using their own equipment. These panelists receive unique log-in information for accessing surveys online.

The margin of sampling error for the entire sample is plus or minus 3.0 percentage points at the 95% level of confidence. The margin of error is larger for subgroups of the population.

### *Data Analysis*

The demographic characteristics of the sample, obtained via the selection methods described above, were matched to U.S. Census data from 2000. The data collected have been weighted statistically to bring age and race into their proper proportions for American adults ages 18 and older. The table on the next page shows the demographic composition of the survey respondents.

The following are the regional breaks used in the study:

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

### Composition Table of Survey Respondents

|                             | Unweighted number | Unweighted percent | Weighted percent |
|-----------------------------|-------------------|--------------------|------------------|
| Men                         | 537               | 48%                | 46%              |
| Women                       | 593               | 52                 | 54               |
| 18-39                       | 378               | 33%                | 41%              |
| 40-58                       | 437               | 39                 | 34               |
| 59+                         | 315               | 28                 | 24               |
| White                       | 888               | 79%                | 72%              |
| Black                       | 92                | 8                  | 11               |
| Hispanic                    | 110               | 10                 | 11               |
| Other                       | 40                | 4                  | 6                |
| Parents (kids<18)           | 323               | 29%                | 31%              |
| <HS/HS                      | 535               | 47%                | 46%              |
| Some college                | 333               | 29                 | 31               |
| College graduate+           | 262               | 23                 | 24               |
| <\$25K                      | 316               | 28%                | 29%              |
| \$25K-\$49K                 | 402               | 36                 | 36               |
| \$50K-\$74K                 | 263               | 23                 | 23               |
| \$75K+                      | 149               | 13                 | 12               |
| City                        | 365               | 32%                | 35%              |
| Suburb near city            | 338               | 30                 | 30               |
| Farther out suburb          | 129               | 11                 | 10               |
| Rural                       | 282               | 25                 | 23               |
| Northeast                   | 225               | 20%                | 19%              |
| Midwest                     | 274               | 24                 | 24               |
| South Atlantic              | 197               | 17                 | 17               |
| Deep South                  | 186               | 16                 | 17               |
| West                        | 248               | 22                 | 23               |
| Homeowner                   | 781               | 69%                | 65%              |
| Renter                      | 293               | 26                 | 29               |
| Buy home in<br>next 3 years | 290               | 26%                | 28%              |

**APPENDIX C:  
Questionnaire  
with Response Totals**

# 2004 American Community Survey

## Conducted for Smart Growth America and National Association of Realtors®

Interviewing conducted August 26, 2004 through September 6, 2004.  
N = 1,130 adults ages 18 and older.

Margin of sampling error is ±3.0 percentage points.  
The data have been weighted by race and age.

Percents may add to 99% or 101% due to rounding.  
\* indicates less than 1% , - indicates zero.

|  |  |                      |
|--|--|----------------------|
| 1. 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<br>Gotten worse<br>Stayed the same<br>DK/REF | 25%<br>23<br>52<br>* |
|--|--|----------------------|

2. 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]

|  | Extremely high | High | Middle | Low | Extremely low | DK/REF |
|--|----------------|------|--------|-----|---------------|--------|
| a. Improving the health care system                        | 47%            | 32   | 17     | 2   | 1             | 1      |
| b. Cutting state government spending                       | 25%            | 31   | 33     | 8   | 2             | 1      |
| c. Lowering the crime rate                                 | 41%            | 36   | 18     | 3   | 1             | *      |
| d. Improving public education                              | 45%            | 36   | 16     | 2   | 1             | 1      |
| e. Protecting the environment                              | 30%            | 35   | 27     | 5   | 2             | 1      |
| f. Slowing the rate at which open space is being developed | 21%            | 25   | 36     | 14  | 4             | 1      |
| g. Revitalizing older suburbs                              | 10%            | 27   | 43     | 16  | 3             | *      |
| h. Revitalizing cities                                     | 14%            | 30   | 42     | 11  | 2             | 1      |
| i. Attracting businesses and creating jobs                 | 40%            | 41   | 16     | 2   | 1             | 1      |
| j. Creating new development outside the cities             | 7%             | 17   | 44     | 24  | 7             | 1      |
| k. Having housing for people with moderate and low incomes | 24%            | 33   | 33     | 8   | 2             | 1      |

3. 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]

|   | <b>Too much</b>                     | <b>Right amount</b> | <b>Too little</b> | <b>DK/REF</b> |
|---|-------------------------------------|---------------------|-------------------|---------------|
| a. Shops or restaurants within walking distance of your house   | 4%                                  | 54                  | 42                | *             |
| b. Sidewalks  | 2%                                  | 61                  | 36                | 1             |
| c. Public transportation within walking distance  | 3%                                  | 51                  | 46                | 1             |
| d. Parks and playgrounds  | 1%                                  | 61                  | 37                | 1             |
| e. Places to walk or exercise for fun   | 1%                                  | 58                  | 40                | *             |
| f. Places to bike   | 2%                                  | 51                  | 46                | 1             |
| g. Housing for people with low incomes  | 7%                                  | 43                  | 49                | 1             |
| h. Housing for people with moderate incomes   | 3%                                  | 58                  | 39                | *             |
| i. Housing for people with high incomes   | 40%                                 | 55                  | 5                 | 1             |
| j. New stores and offices being built   | 21%                                 | 55                  | 23                | 1             |
| k. New houses and apartments being built  | 32%                                 | 52                  | 15                | 1             |
| l. Large discount or warehouse stores such as WAL-MART  | 18%                                 | 62                  | 19                | 1             |
| <hr/>   |                                     |                     |                   |               |
| 4. If you could choose where to live, in which type of the following locations would you most like to live? | In a city                           |                     |                   | 13%           |
|   | In a suburb close to a city         |                     |                   | 33            |
|   | In a suburb farther out from a city |                     |                   | 18            |
|   | In a rural community                |                     |                   | 35            |
|   | DK/REF                              |                     |                   | 1             |

Imagine for a moment that you are moving to a new 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: [ROTATE Q5 AND Q6]

|  |             |     |
|--|-------------|-----|
| 5. Community A: Houses are built far apart on lots of one acre or more and you have to drive to get to stores and restaurants, or<br>Community B: Houses are built close together on lots of ¼ acre or less and you can walk to stores and restaurants. [ROTATE] | Community A | 70% |
|  | Community B | 30  |
|  | DK/REF      | 1   |
| <hr/>  |             |     |
| 6. Community A: Houses are built far apart on lots of one acre or more and your drive to work is 45 minutes or longer; or Community: B Houses are built close together on lots of ¼ acre or less and you can drive to work in just a few minutes. [ROTATE]       | Community A | 51% |
|  | Community B | 48  |
|  | DK/REF      | 1   |

**Community A**

There are **only single family houses** on one acre lots

There are **no sidewalks**

Places such as shopping, restaurants, 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

Your one-way commute is **45 minutes or over**

Public transportation, such as train, bus, and light 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 the streets have **sidewalks**

Places such as shopping, restaurants, 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

Your one-way commute is less than **45 minutes**

Public transportation, such as train, bus, and light rail, is **nearby**

7. Please read the two descriptions below and answer the following questions. Assume that the quality of the schools, crime rates, or cost of house is exactly the same in the two communities. 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? [ROTATE]

|             |     |
|-------------|-----|
| Community A | 45% |
| Community B | 55  |
| DK/REF      | *   |

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

9. 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?

|   | <b>Selected<br/>Community<br/>A<br/>N = 508</b> | <b>Selected<br/>Community<br/>B<br/>N = 623</b> |
|---|---|---|
| There are only single family houses on one acre lots  | 73%   | 36%   |
| There are no sidewalks  | 2   | 2   |
| Places such as shopping, restaurants, library, and a school are within a few miles of your home and you have to drive to most     | 12  | 13  |
| There is enough parking when you drive to local stores, restaurants, and other places   | 9   | 40  |
| Your one-way commute is 45 minutes or over  | 1   | 5   |
| Public transportation, such as train, bus, and light rail, is distant or unavailable  | 2   | 3   |
| -----   |   |   |
| There is a mix of single family detached houses, townhouses   | 9%  | 15%   |
| Almost all of the streets have sidewalks  | 10  | 6   |
| Places such as shopping, restaurants, library, and a school are within a few blocks of your home and you can either walk or drive | 24  | 43  |
| Parking is limited when you decide to drive to local stores, restaurants, and other places  | 2   | *   |
| Your one-way commute is less than 45 minutes  | 45  | 25  |
| Public transportation, such as train, bus, and light rail, is nearby  | 9   | 10  |

10. 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

|   | <b>Very<br/>important</b> | <b>Somewhat<br/>important</b> | <b>Not very<br/>important</b> | <b>Not at all<br/>important</b> | <b>DK/<br/>REF</b> |
|---|---------------------------|-------------------------------|-------------------------------|---------------------------------|--------------------|
| a. Being within walking distance of public transportation   | 17%                       | 29                            | 32                            | 22                              | 1                  |
| b. Being within walking distance to schools   | 14%                       | 32                            | 29                            | 24                              | 1                  |
| c. Being within walking distance to stores and restaurants  | 16%                       | 35                            | 35                            | 13                              | *                  |
| d. Sidewalks and places to take walks   | 26%                       | 46                            | 20                            | 7                               | 1                  |
| e. Living in a community with a mix of different types of housing – single family detached houses, townhouses, apartments, and condominiums | 7%                        | 31                            | 39                            | 23                              | 1                  |
| f. Having a large house on more than one acre of land   | 24%                       | 33                            | 29                            | 13                              | 1                  |
| g. Being within a 45-minute commute to work   | 41%                       | 38                            | 13                            | 6                               | 1                  |
| h. Easy access to the highway   | 22%                       | 53                            | 19                            | 5                               | 1                  |
| i. Living in a community with a mix of people from various racial and ethnic backgrounds  | 13%                       | 34                            | 34                            | 18                              | 1                  |
| j. Living in a community with a mix of people from various income levels  | 9%                        | 36                            | 40                            | 15                              | 1                  |
| k. Living in a community with people at all stages of life – single adults, families with children and older people                         | 17%                       | 48                            | 26                            | 9                               | 1                  |
| l. Church, synagogue or religious place of worship within walking distance  | 11%                       | 29                            | 35                            | 24                              | 1                  |
| m. Living in a place that's away from it all  | 21%                       | 39                            | 29                            | 11                              | 1                  |
| n. Living in a place that's at the center of it all   | 5%                        | 21                            | 42                            | 31                              | 1                  |

|   |  |     |
|---|--|-----|
| 11. Thinking about the last time you moved, did you find the type of community you were looking for, or did you have to settle for living in another type of community?   | Found type of community  | 70% |
|   | Had to settle for another type   | 30  |
|   | DK/REF   | 1   |
| 12. [In your retirement/Thinking about being retired], which of the following would you <u>prefer</u> to live in:   | Single-family detached home  | 77% |
|   | Single family attached house or townhouse  | 7   |
|   | An apartment or condominium  | 12  |
|   | A mobile home  | 3   |
|   | Something else   | 1   |
|   | DK/REF   | 1   |
| 13. [In your retirement/Thinking about being retired] In which type of the following locations would you most like to live:   | In a city  | 14% |
|   | In a suburb close to a city  | 37  |
|   | In a suburb father out from a city   | 19  |
|   | In a rural community   | 30  |
|   | DK/REF   | 1   |
| 14. How would you rate how easy it is for elderly people who do not drive to live on their own in your community?   | Very easy  | 12% |
|   | Somewhat easy  | 37  |
|   | Somewhat difficult   | 36  |
|   | Very difficult   | 15  |
|   | DK/REF   | *   |
| 15. Which of the following proposals is the best long term solution to reducing traffic in your state: [ROTATE]   | Build new roads  | 18% |
|   | Improve public transportation such as trains, buses, and light rail                  | 50  |
|   | Develop communities where people do not have to drive long distances to work or shop | 31  |
|   | DK/REF   | 1   |
| 16. Which of the following two should receive funding priority from the state government: Improvements in existing communities or incentives for new development in the countryside? Is that strongly or somewhat?            | Strongly improvements  | 49% |
|   | Somewhat improvements  | 37  |
|   | Somewhat development   | 7   |
|   | Strongly development   | 5   |
|   | DK/REF   | 1   |
| 17. Do you favor or oppose increasing coordinated efforts among local communities in your state to plan for growth, even if it requires giving up some of your own community's ability to decide on its own how it will grow? | Strongly favor   | 10% |
|   | Somewhat favor   | 46  |
|   | Somewhat oppose  | 32  |
|   | Strongly oppose  | 11  |
|   | DK/REF   | 1   |
| 18. How active should state government be in coordinating and managing growth across local communities in your state?   | Very active  | 22% |
|   | Somewhat active  | 50  |
|   | Not very active  | 21  |
|   | Not at all active  | 6   |
|   | DK/REF   | 1   |

|  |                         |    |
|--|-------------------------|----|
| 19. Thinking about the development that has occurred in your community in the last three years, would you say it has been very well planned by local government, somewhat well planned, somewhat poorly planned, or very poorly planned by local government? | Very well planned       | 8% |
|  | Somewhat well planned   | 46 |
|  | Somewhat poorly planned | 30 |
|  | Very poorly planned     | 14 |
|  | DK/REF                  | 1  |

20. Do you think new development that has occurred in your community in the last three years generally improves or takes away from \_\_\_\_\_ or has it not made a difference? ROTATE

|   | Improves | Does not make a difference | Takes away | DK/REF |
|---|----------|----------------------------|------------|--------|
| a. The overall beauty of the community                    | 37%      | 38                         | 24         | 1      |
| b. Convenience to stores, businesses and schools          | 38%      | 53                         | 8          | 1      |
| c. Overall quality of life in the community (ALWAYS LAST) | 38%      | 45                         | 16         | 1      |

21. Do you feel each of the following groups have too little, the right amount, or too much of a say in development decisions by local government in your community:

|                                     | Too much | Right amount | Too little | DK/REF |
|-------------------------------------|----------|--------------|------------|--------|
| a. People like you                  | 2%       | 38           | 59         | 1      |
| b. Private developers               | 53%      | 36           | 9          | 2      |
| c. Real estate agents               | 38%      | 52           | 7          | 2      |
| d. Local businesses                 | 16%      | 54           | 28         | 2      |
| e. Businesses outside the community | 38%      | 48           | 12         | 2      |
| f. Community or neighborhood groups | 10%      | 51           | 37         | 2      |

### **Demographics and Lifestyle**

Now I have a few questions for statistical purposes only.

|  |                          |     |
|--|--------------------------|-----|
| 22. [FOR THOSE EMPLOYED; N = 680 (IN DATABASE)] Most days, how do you get to work:                                       | By car                   | 88% |
|  | Public transportation    | 4   |
|  | Walking                  | 2   |
|  | Riding a bike            | 1   |
|  | Something else           | 4   |
|  | DK/REF                   | *   |
| 23. [FOR THOSE EMPLOYED; N = 680 (IN DATABASE)] About how much time does a <u>one-way</u> trip to your job usually take? | Less than 20 minutes     | 52% |
|  | 20 minutes to 44 minutes | 38  |
|  | 45 minutes or more       | 10  |
|  | DK/REF                   | 1   |

|   |                                     |     |
|---|-------------------------------------|-----|
| 24. Are you registered to vote?   | Yes                                 | 81% |
|   | No                                  | 19  |
|   | DK/REF                              | *   |
| 25. Do you consider yourself to be a Democrat, a Republican, an independent, or something else? | Democrat                            | 38% |
|   | Republican                          | 29  |
|   | Independent                         | 29  |
|   | Something else                      | 2   |
|   | DK/REF                              | 2   |
| 26. In terms of your political outlook, do you usually think of yourself as: ROTATE ORDER:      | Very conservative                   | 10% |
|   | Somewhat conservative               | 26  |
|   | Middle of the road                  | 40  |
|   | Somewhat liberal                    | 18  |
|   | Very liberal                        | 6   |
|   | DK/REF                              | 1   |
| 27. Which of the following best describes the place where you live:                             | In a city                           | 35% |
|   | In a suburb close to the city       | 30  |
|   | In a suburb farther out from a city | 10  |
|   | In a rural community                | 23  |
|   | Somewhere else                      | 1   |
|   | DK/REF                              | *   |
| 28. How long have you lived in the city or town where you now live:                             | Less than five years                | 29% |
|   | Five to 10 years                    | 22  |
|   | 11 to 20 years                      | 22  |
|   | More than 20 years                  | 27  |
|   | DK/REF                              | *   |
| 29. Have you purchased your home in the last three years?<br>n = 737                            | Yes                                 | 26% |
|   | No                                  | 74  |
|   | DK/REF                              | *   |
| 30. Looking ahead to the next three years, do you think you will purchase a home?               | Yes                                 | 28% |
|   | No                                  | 71  |
|   | DK/REF                              | *   |
| 31. About how often do you shop at a suburban shopping mall that you drive to?                  | About once a week                   | 27% |
|   | A few times a month                 | 33  |
|   | A few times a year                  | 32  |
|   | Never                               | 8   |
|   | DK/REF                              | 1   |
| 32. About how often do you shop at a store such as a WAL-MART, Target, Costco or Sam's Club?    | About once a week                   | 37% |
|   | A few times a month                 | 41  |
|   | A few times a year                  | 19  |
|   | Never                               | 3   |
|   | DK/REF                              | 1   |

**From Sample:**

|                  |                             |     |
|------------------|-----------------------------|-----|
| Gender           | Male                        | 46% |
|                  | Female                      | 54  |
| Age              | 18-34                       | 31% |
|                  | 35-44                       | 22  |
|                  | 45-54                       | 18  |
|                  | 55-64                       | 12  |
|                  | 65+                         | 17  |
| Race             | White, Non-Hispanic         | 72% |
|                  | Black, Non-Hispanic         | 11  |
|                  | Other, Non-Hispanic         | 6   |
|                  | Hispanic                    | 11  |
| Education        | Less than high school       | 17% |
|                  | High school graduate        | 29  |
|                  | Some college                | 31  |
|                  | Bachelor's degree or higher | 24  |
| Household Income | Less than \$25,000          | 29% |
|                  | \$25,000-\$49,999           | 36  |
|                  | \$50,000-\$74,999           | 23  |
|                  | \$75,000+                   | 12  |
| Marital status   | Married                     | 58% |
|                  | Single (never married)      | 25  |
|                  | Divorced                    | 10  |
|                  | Widowed                     | 6   |
|                  | Separated                   | 2   |
| Children         | Yes                         | 31% |
|                  | No                          | 69  |
| Housing type     | Single-family detached      | 66% |
|                  | Single-family attached      | 6   |
|                  | Apartment                   | 16  |
|                  | Condominium/co-op           | 3   |
|                  | Manufactured/mobile home    | 6   |
|                  | Other                       | 3   |
| Own/Rent         | Own                         | 65% |
|                  | Rent                        | 29  |
|                  | Do not pay for housing      | 6   |
| Region           | Northeast                   | 19% |
|                  | Midwest                     | 24  |
|                  | South                       | 34  |
|                  | West                        | 23  |