

BELDEN RUSSONELLO & STEWART

RESEARCH AND COMMUNICATIONS

2004 National Community Preference 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	25%
	Gotten worse	23
	Stayed the same	52
	DK/REF	*

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]

	Too much	Right amount	Too little	DK/REF
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

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 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

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?

	Selected Community A N = 508	Selected Community B N = 623
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

	Very important	Somewhat important	Not very important	Not at all important	DK/ REF
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 INSERT Q _____ 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? 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