Consumers' Perspectives on Housing Density and Zoning

National Housing Survey Special Topics Report

Q2 2024

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Overview: Housing Density and Zoning

NHS Special Topics Report, Q2 2024

Background

Over the past several decades, the U.S. housing market has struggled to keep up with demand. Homebuilding has not kept pace with population growth, which has resulted in higher home prices, higher rental costs, and ultimately an overall shortage of affordable housing.

High-density housing developments have been proposed as a potential solution to housing shortages. Building new homes in an area or neighborhood to accommodate a higher population density than average can help boost the overall housing supply and reduce the cost of housing. With these advantages in mind, high-density housing can play a meaningful role in providing consumers greater access to more affordable housing options.

For our Q2 2024 NHS Special Topics Report, we explore consumers' overall sentiment toward and perceived impacts of increasing housing density in their area.

Research Objectives

1. Understand the level of difficulty for consumers to find affordable housing in the current market
2. Explore consumer sentiment toward the development of more affordable or 'missing middle' housing in their own neighborhoods – especially between current homeowners and renters
3. Explore perceived impacts of increasing housing density in consumers' neighborhoods, including the top benefits and drawbacks

For more information on methodology and weighting schemes, please refer to the Appendix.

Methodology

NHS Special Topics Report, Q2 2024

The **National Housing Survey® (NHS)** is a monthly attitudinal survey, which polls a nationally representative sample of household financial decision makers in the United States to assess attitudes toward owning and renting a home, purchase and rental prices, household finance, and overall confidence in the economy.

Approximately 1,000 American adults (aged 18 and older) who make or share in their household's financial decisions participate in the NHS each month. The survey was fielded through AmeriSpeak®, NORC at the University of Chicago's probability-based panel, in coordination with Fannie Mae and PSB Insights. Most participants complete the self-administered survey online (~95%), with a small percentage opting to complete via telephone with a live interview administrator (~5%). The NHS is available to respondents in both English and Spanish.

Each quarter, a series of special topic questions are asked that delve into a new aspect of the housing market. This quarter, the special topic questions focused on "**housing density and zoning**." The special topic questions in this report were asked in the NHS from **April to June 2024** among a general population (GP) of 3,250 mortgage borrowers, owners, and renters. Throughout the report, results from the current quarter wave of the report are compared to previous quarters where available.

For more information on methodology and weighting schemes, please refer to the Appendix.

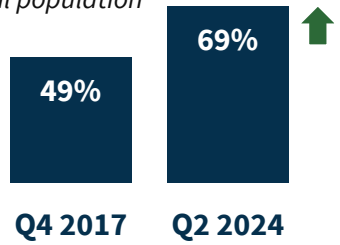
Executive Summary

- Most consumers (69%) now say affordable housing is difficult to find (significantly higher than 2017).
- Significantly more renters (73%) than homeowners (44%) support building more affordable housing in their neighborhood.
- While homeowners are more likely to support building additional single-family detached homes, renters are more likely to support building other housing types (such as townhomes, apartments, or condos).
- However, despite the support for building more housing, few consumers expect that it will result in greater access to more affordable housing options.

Housing Density & Zoning

Showing percentage (%) of general population

Affordable housing is "difficult to find"



Perceived Impacts of Building More Homes

Showing percentage (%) of general population

59% say home prices **will increase**
(vs. **13%** who say home prices **will decrease**)

59% say rental costs **will increase**
(vs. **11%** who say rental costs **will decrease**)

61% say local taxes **will increase**
(vs. **7%** who say local taxes **will decrease**)

> *"They would build **houses that are too expensive**. People would buy them to rent them out— too expensive to own anything."*
> - Renter in an area with high housing costs

Support for Increased Housing Density

Q2 2024

Showing percentage (%) who agree (very/somewhat) with the statement

"We need **more affordable housing** to be built in my neighborhood"

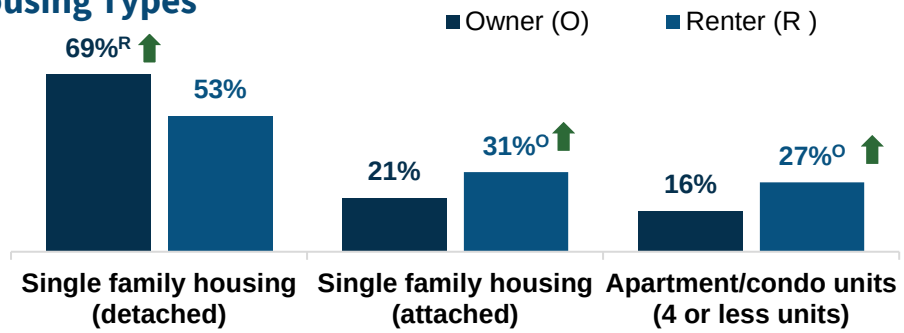
"The **benefits of new housing development** outweigh the drawbacks."

"I support **changing local zoning codes or regulations** to allow more homes to be built in my neighborhood."

Support for Building Additional Housing Types*

Showing percentage (%) of the general population who say they would support building additional housing types (as shown) in/near their neighborhood

General Population
82% would support new housing types
vs. **16%** would not support ("none")



**Rank order based on the general population (highest to lowest support)*

Denotes a % is significantly higher/lower between the comparison set (reporting period or homeowner group) at the 95% confidence level

Note: "Don't know" responses were implicit participant responses (volunteered/skipped) and were intentionally omitted from the data presented above for better visibility of insights.
Percentage values across answer choices within each category may not always total to 100% due to rounding.

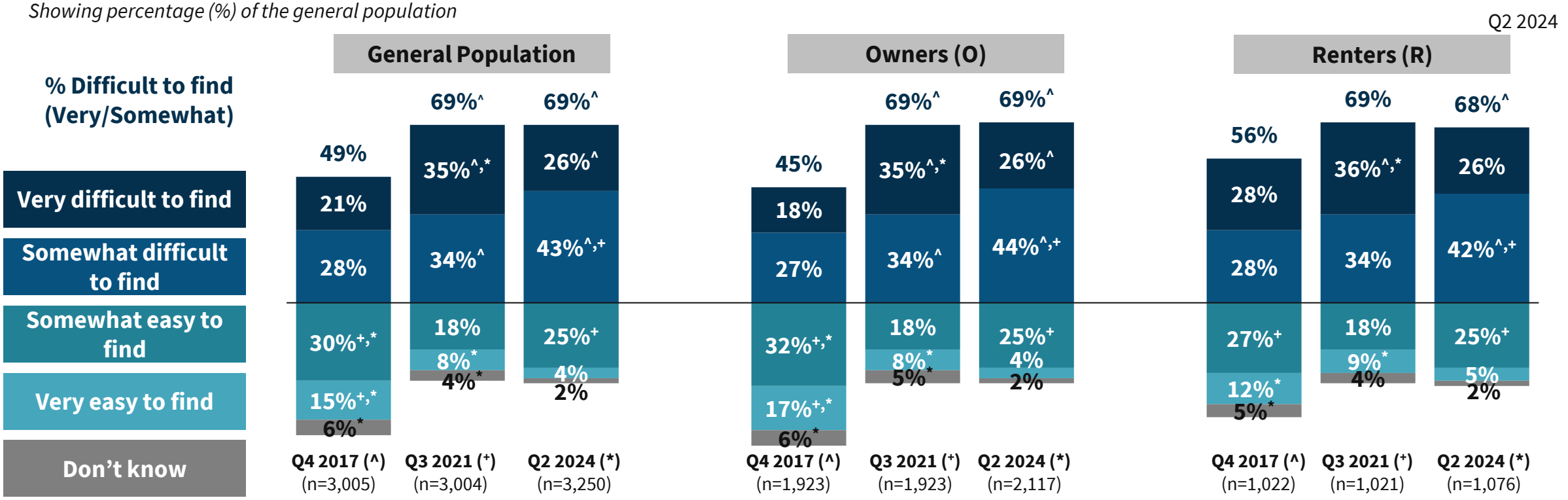
Finding Affordable Housing

The share of consumers who say affordable housing is difficult to find grew significantly between Q4 2017 and Q3 2021 and remains high in Q2 2024.

- However, fewer consumers in Q2 2024 than in Q3 2021 say that affordable housing is “very difficult to find,” indicating a decrease in the intensity of difficulty.
- A similar share of owners (69%) and renters (68%) say that it is difficult to find affordable housing in their area.

Ease/Difficulty of Finding Affordable Housing

Showing percentage (%) of the general population



Note: Symbols next to the data labels indicate whether a percentage value is significantly higher when compared to Q4 2017 (^), Q3 2021 (+), or Q2 2024 (*) at the 95% confidence level.
The letters (O,R) next to the data label indicate whether a percentage is significantly higher than owners (O) or renters (R) at the 95% confidence level within Q2 2024.

Q: Thinking about the housing in your area, is affordable housing…

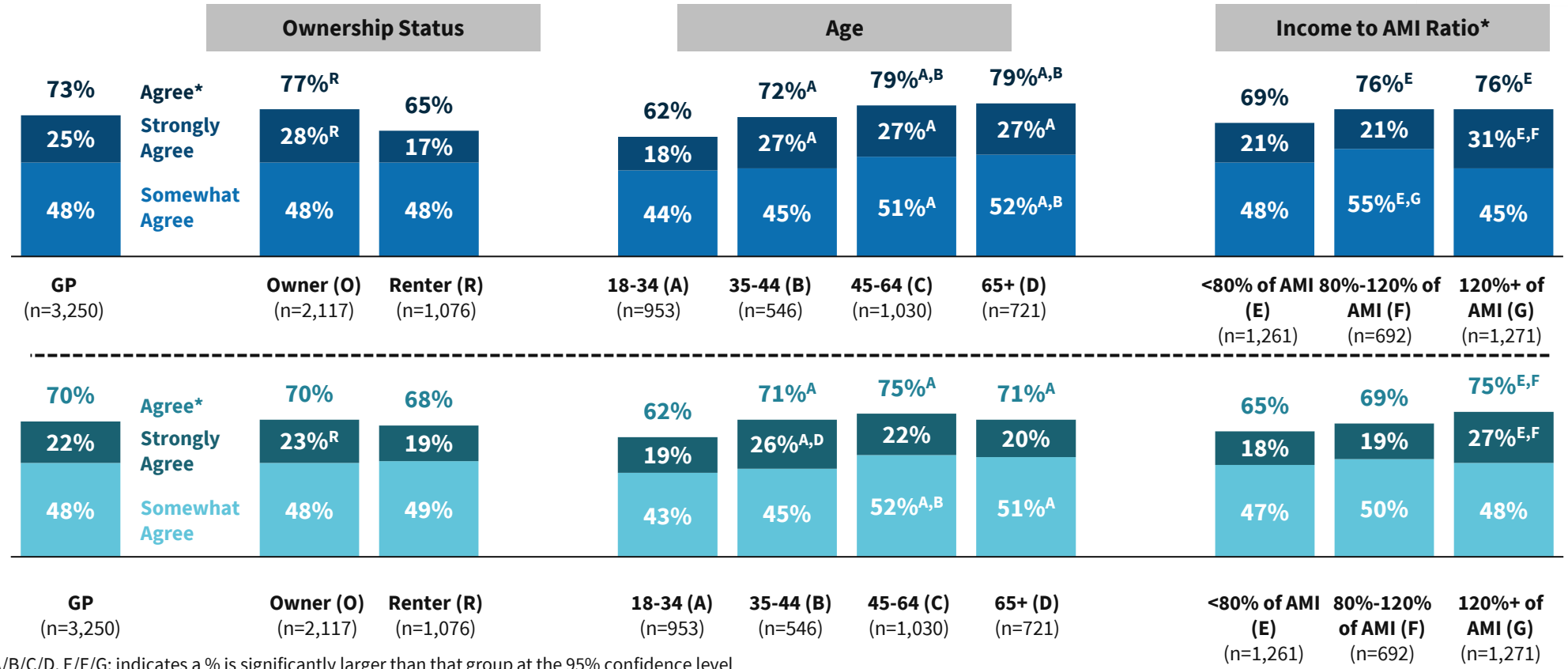
Although most are satisfied with the mix of housing types available to buy or rent in their neighborhood, renters are significantly less satisfied than homeowners with the mix of housing types to buy.

- Younger (aged 18-34) and lower-income (household incomes less than 80% of AMI) consumers are significantly less satisfied than other groups with the mix of housing types available to buy or rent.

Satisfaction with Mix of Housing Types

Showing percentage (%) who agree (very/somewhat) with the statement

Q2 2024



*Agree (very/somewhat)

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level

Q: Please read each of the following statements and indicate your agreement level: I *am satisfied with the mix of housing types (single family, townhomes, condos) available to buy in my area/neighborhood*.

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

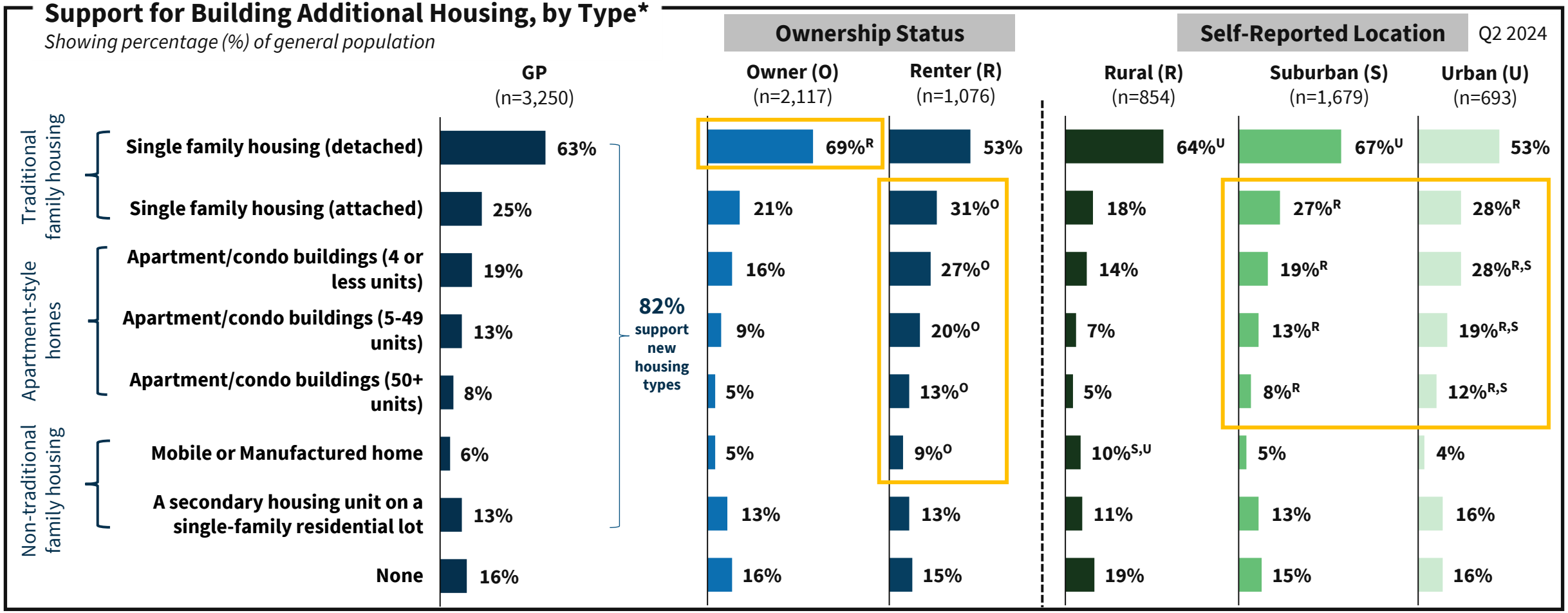
Support for Increased Housing Density

Most consumers generally support the building of additional housing types in or near their current neighborhood. Only 1 in 6 consumers do not support new housing types around their neighborhood.

- Support for building single-family detached homes is higher than other housing types.
- Homeowners are significantly more likely than renters to support the building of single-family detached homes. Renters, however, are more likely than homeowners to support building non-traditional housing types (single-family attached homes, apartments, etc.).
- Consumers who describe their neighborhood as urban or suburban are more likely to support development of denser housing types.

Support for Building Additional Housing, by Type*

Showing percentage (%) of general population



Q: What types of additional housing would you support building in, or near, your current neighborhood (within a few blocks/streets)? Please select all that apply.

O/R, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*Note: To optimize visualization of the data results, housing type descriptions were shortened. Participants who responded "don't know" or skipped the question were also intentionally excluded from the chart. . For full answer choice descriptions, please see the data tables in the Appendix section.

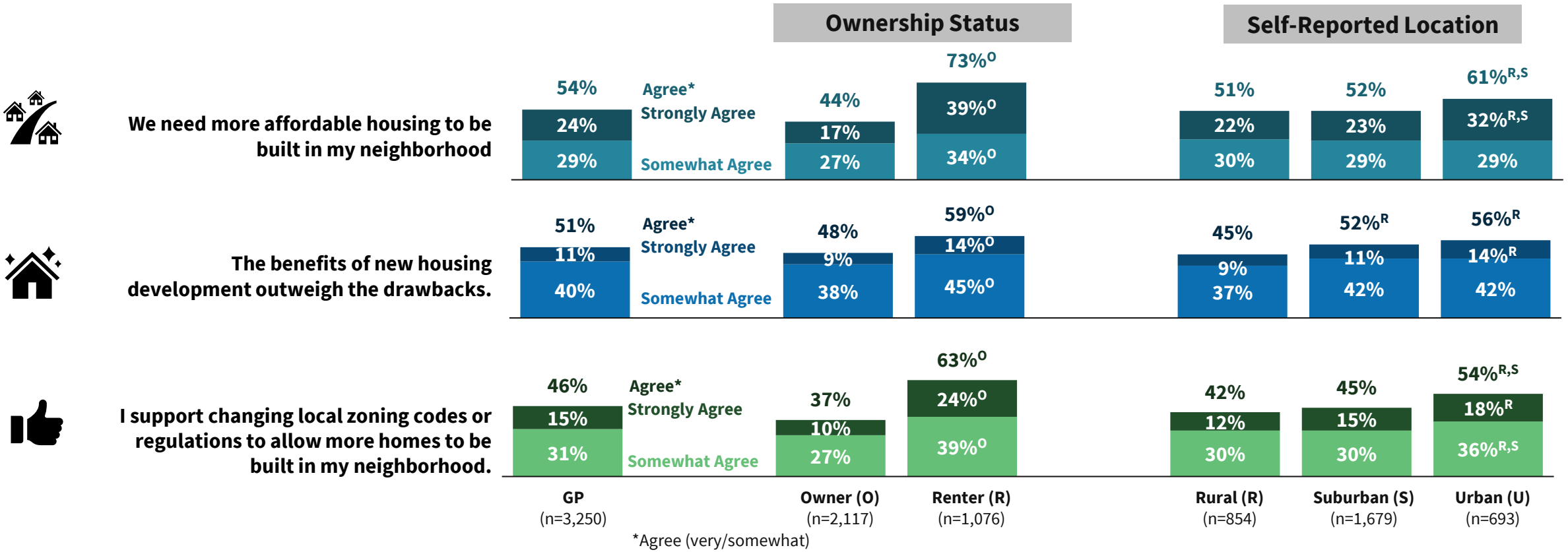
Significantly more renters than homeowners support the need for increased housing density.

- Consumers who describe their neighborhood as urban are significantly more likely than those who describe their neighborhood as rural to 'agree' with the need to build more affordable housing, that the benefits of new housing development outweigh the drawbacks, and support changing local zoning codes to allow more homes to be built in their neighborhood.

Support for Increased Housing Density

Showing percentage (%) of general population who agree (very/somewhat) with the statement shown

Q2 2024



Q: If more homes were built in your area/neighborhood, how strongly would you agree or disagree with the following? *The benefits of new housing outweigh the drawbacks.*

Q: Please read each of the following statements and indicate your agreement level. *We need more affordable housing to be built in my neighborhood. / I support changing local zoning codes or regulations to allow more homes to be built in my neighborhood.*

O/R, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

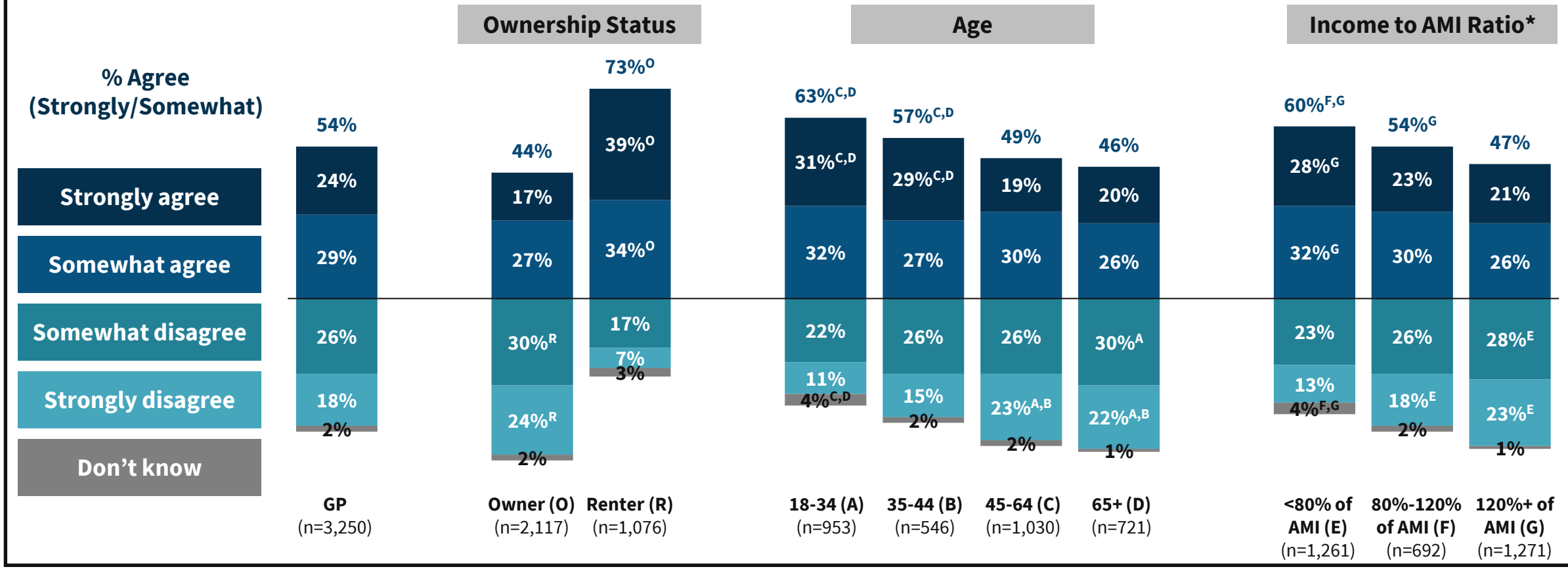
Younger consumers (aged 18-44) are more likely than older consumers (age 45+) to support the need to build more affordable housing in their neighborhood.

- Consumers with lower incomes (household incomes less than 80% of AMI) are significantly more likely than those with higher incomes to support the need to build more affordable housing.

Support for Building more Affordable Housing

Asked among all respondents, showing percentage (%) by GP, Ownership Status, Age, and Income to AMI Ratio

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
We need more affordable housing to be built in my neighborhood.

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

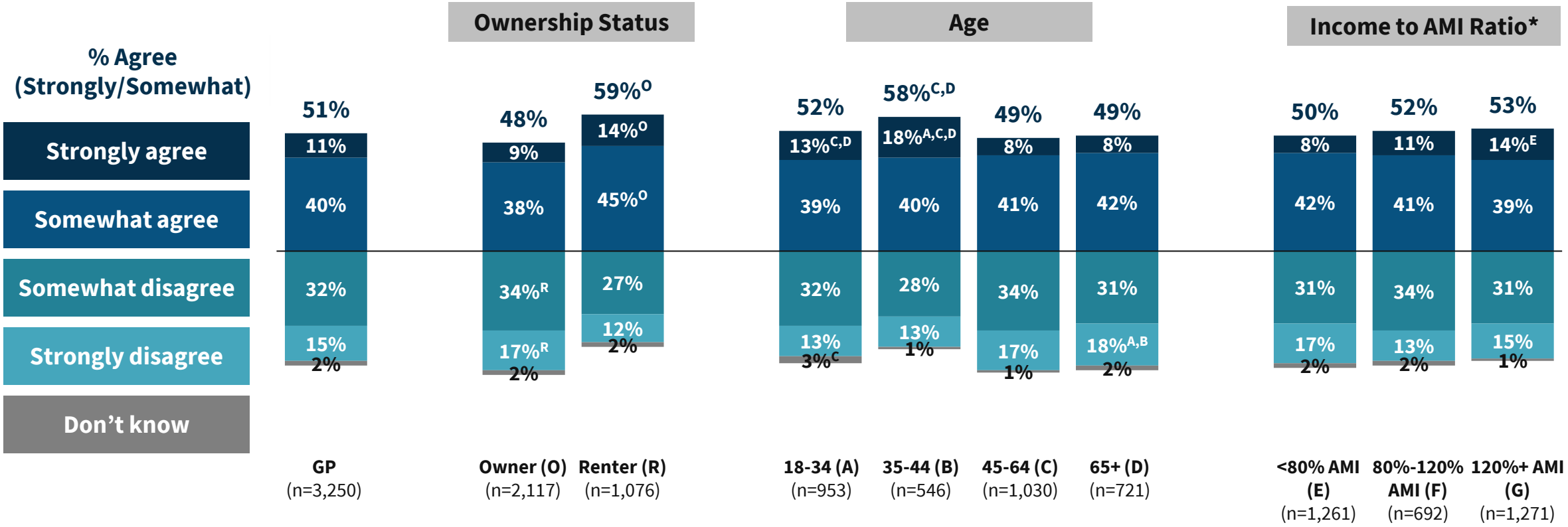
Although consumers are nearly split on whether the benefits of new housing outweigh the drawbacks, slightly more consumers support (strongly/somewhat agree).

- Renters are significantly more likely than homeowners to agree that the benefits outweigh the drawbacks.
- Consumers between the ages of 35-44 are more likely than older consumers to say the benefits of new housing development outweigh the drawbacks.

Agreement That Benefits of New Housing Outweigh Drawbacks

Asked among all respondents, showing percentage (%) by GP, Ownership Status, Age, and Housing Cost Ratio

Q2 2024



Q: If more homes were built in your area/neighborhood, how strongly would you agree or disagree with the following? *The benefits of new housing development outweigh the drawbacks.*

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

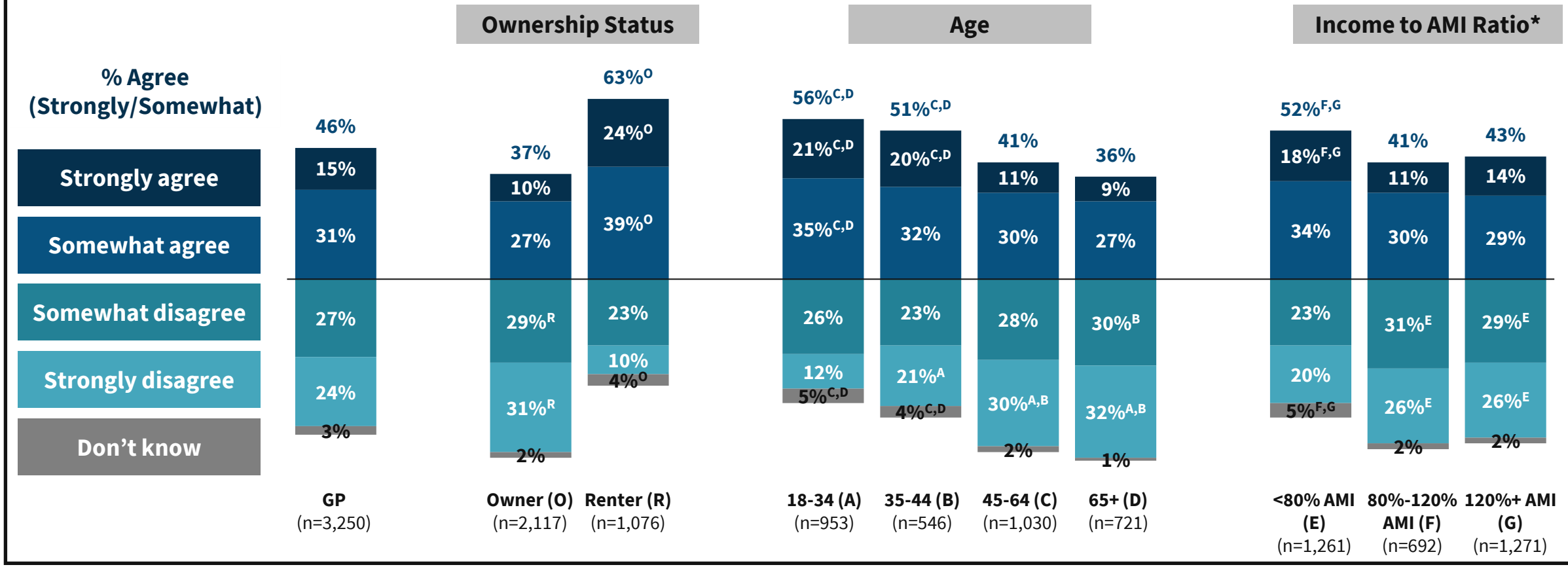
Consumers with lower incomes are more likely than those with mid-range and higher incomes to support changing local zoning codes or regulations to allow more housing to be built.

- Younger consumers (aged 18-44) are also more likely than older consumers (age 45+) to support changing local zoning codes or regulations to allow more housing to be built in their neighborhood.

Support For Changing Zoning Codes to Allow More Housing

Asked among all respondents, showing percentage (%) by GP, Ownership Status, Age, and Income to AMI Ratio

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I support changing local zoning codes or regulations to allow more homes to be built in my neighborhood.

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

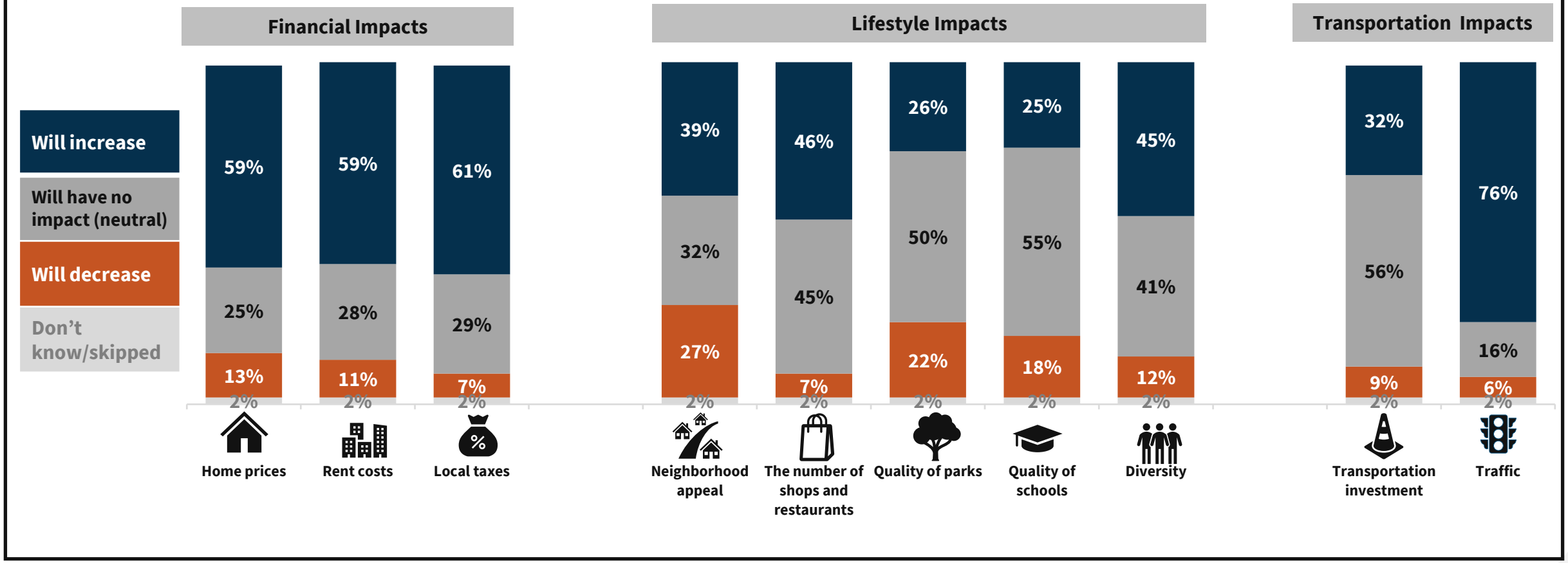
Perceived Impacts of Increased Housing Density

Consumers perceive mixed financial, lifestyle, and transportation impacts to their area with increased housing density

- More than half of consumers believe increased density will increase housing costs and taxes in their area.
- Additionally, more than three-quarters believe increased density will have a negative impact on traffic.
- Consumers are mixed about whether increased density will have a positive or negative impact on neighborhood appeal.

Perceived Impact of Increased Housing Density

Showing percentage (%) among the general population (n=3,250)



Q: Suppose more homes were to be built in your neighborhood. What do you think would be the likely effect on your neighborhood?

Open-ended consumer feedback further illustrates their concern that home prices, rent costs, and taxes will rise if housing density increases.

- Homeowners shared concerns of potential taxes increases if more homes were built resulting in "hardship" for their neighborhood while "not necessarily increasing home value."
- Renters' written responses shared concerns that rent costs could increase in order to "compete" with the cost of the new housing builds.

Perceived Financial Impact of Increased Housing Density

Showing open-end verbatim responses from the general population

Q2 2024

In your own words, if more homes were built in your neighborhood, how would that affect your neighborhood/area?

Quotes were gathered from open-end verbatim responses

> *"Housing [is] so expensive these days. I think the **new homes built would be extremely expensive** and limit opportunities for all people..."*
> - Renter in an area with mid housing costs*

> *"**Property taxes would rise** and that would cause hardship for my neighborhood."*
> - Outright Owner in an area with mid housing costs*

> *"They would build **houses that are too expensive**. People would buy them to rent them out— too expensive to own anything."*
> - Renter in an area with high housing costs*

> *"Newer houses would mean that **they would cost more**, which would **raise the rent** of the surrounding apartments to match the price. Higher prices would keep certain types of people out of the community."*
> - Boarder in an area with mid housing costs*

> *"**Increased rent rates** to compete with the new structures."*
> - Renter in an area with mid housing costs*

> *"**Home prices would increase**, but **rent would also go up** for renters."*
> - Mortgage Borrower in an area with high housing costs*

> *"…there isn't really room for more housing. [Housing] **costs are ridiculous**, but I don't think more apartments is the solution."*
> - Renter in an area with mid housing costs*

> *"The community is already at capacity. The newer homes built in the last 10 years have **increased the taxes while not necessarily increasing home value**."*
> - Mortgage Borrower in an area with mid housing costs*

Q: Suppose more homes were to be built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Q: In your own words, if more homes were built in your neighborhood, how would that affect your neighborhood/area?
*The housing cost ratio is calculated using ACS data by taking the median housing cost and dividing it by the median household income in the respondents' zip code. Low: <0.18, Mid: 0.18 – 0.28, High: >0.28.

More consumers expect home prices to increase rather than decrease as a result of increased housing density, but they are divided on whether it would be good or bad for their neighborhood.

- Homeowners, who would benefit from an increase in home prices, are significantly more likely (38%) than renters (31%) to say an increase in the prices of homes currently owned in the area will make their neighborhood better.
- Renters, however, may fear that their rent will increase if home prices go up. Given this, significantly more renters (40%) than homeowners (24%) say a decrease in home prices will make their neighborhood better.

Perceived Impact of Increased Housing Density on Home Prices

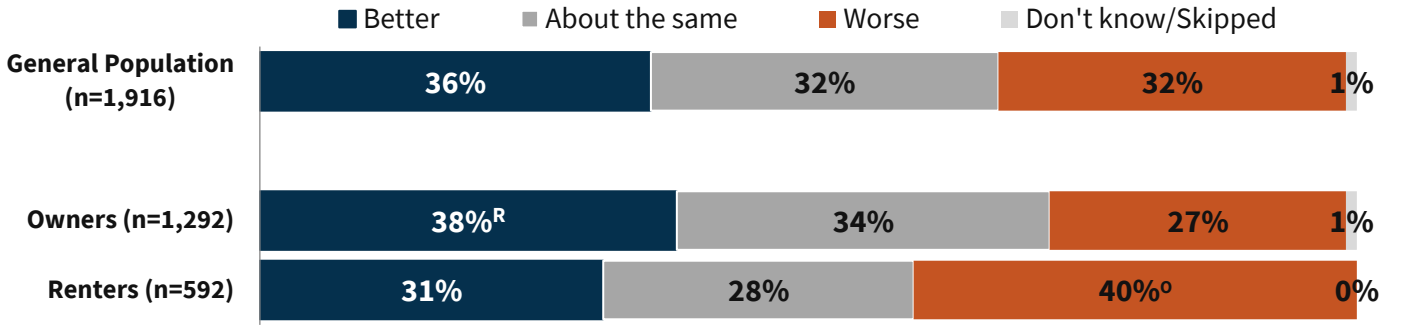
Showing percentage (%) among GP (n=3,250)

Q2 2024

Prices of homes currently owned in the area...

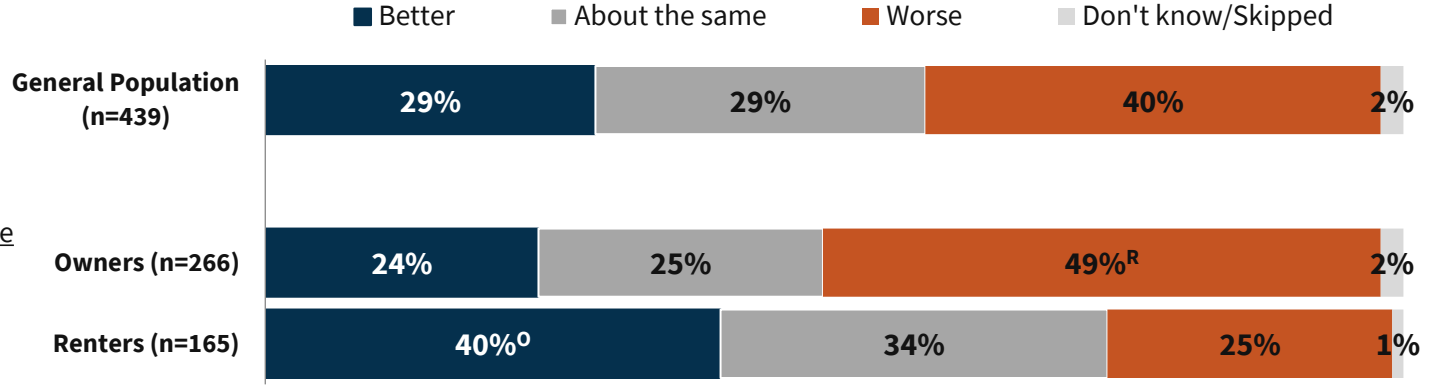
Among consumers who say home prices will likely increase

Increased Home Prices would make my neighborhood...



Among consumers who say home prices will likely decrease

Decreased Home Prices would make my neighborhood...



Q: Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Q: You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Q: You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

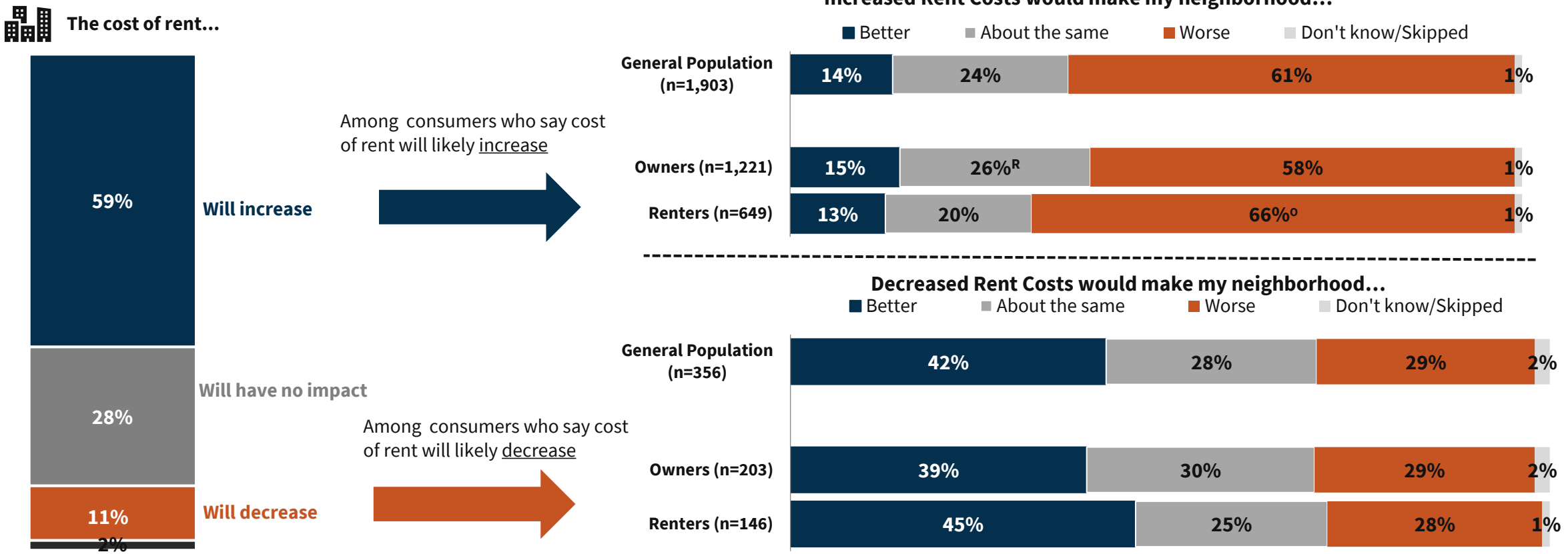
Most consumers expect rental costs to increase as a result of increased housing density.

- More renters (66%) than homeowners (58%) agree that if the cost of rent were to increase, it would make their neighborhood worse.

Perceived Impact of Increased Housing Density on Rent Costs

Showing percentage (%) among GP (n=3,250)

Q2 2024



Q: Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Q: You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Q: You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

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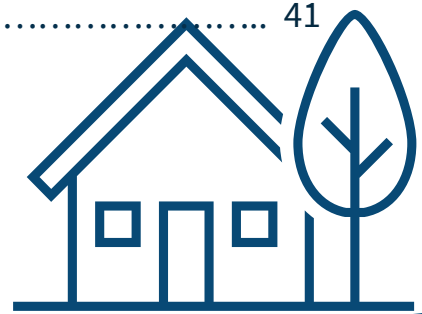


NHS Weighting Scheme and Sample Sizes: Q2 2024

The **National Housing Survey (NHS)** was conducted each month from April to June 2024.

Weighting Scheme

The results of the NHS shown in this report are weighted to the U.S. Census Bureau's American Community Survey (ACS) estimates, released in September of the previous calendar year.

Weights are updated as needed each January and are reflective of the ACS from two years prior (2022). Age, gender, race, ethnicity, income, education and housing status are all examined to ensure that the overall monthly sample does not differ in large or unexpected ways from the ACS 1-year estimates on these important dimensions.

For more information about the NHS weighting scheme, please refer to the technical notes.

NHS Sample Sizes, by Group	Sample Size	Margin of Error
General Population (GP), including:	3,250	±2.26%
Mortgage Borrowers	1,287	±3.55%
Owners	2,117	±2.78%
Renters	1,076	±4.09%
By Homeowner Status		
Mortgage Borrowers	1,287	3.55%
Owners	2,117	2.78%
Renters	1,076	4.09%
By Area Median Income		
<80% AMI	1,261	3.53%
80%-120% AMI	692	4.76%
120%+ AMI	1,271	3.78%
By Race		
White, non-Hispanic	1,969	2.90%
Hispanic	562	5.87%
Black, non-Hispanic	370	6.67%
Asian, non-Hispanic	203	5.81%
By Age		
18-34	953	4.61%
35-44	546	5.47%
45-64	1,030	3.96%
65+	721	4.21%

*AMI ratio status for NHS respondents is determined by matching zip code to AMI and using the mid point of a respondent's income category in Q142 as a proxy for income. Those who answer with "don't know" for income or zip code, or where AMI data was not available for a zip code, were not able to be coded.

Appendix: Additional Findings

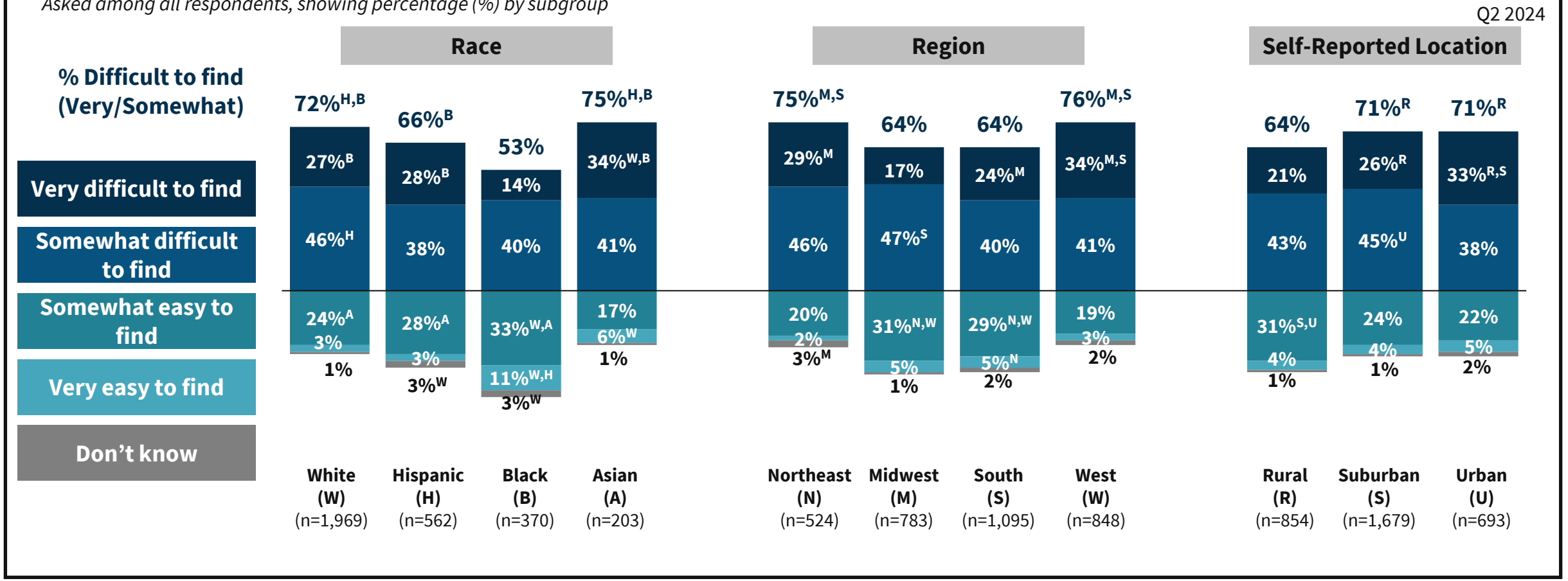
Finding Affordable Housing

White and Asian consumers are significantly more likely than Hispanic consumers to say affordable housing is difficult to find.

- Significantly more consumers in the West (76%) and Northeast (75%) than the Midwest (64%) and South (64%) say affordable housing is difficult to find in their area.
- Consumers who describe their neighborhoods as rural (64%) are less likely to say that affordable housing is difficult to find than those who describe their neighborhoods as suburban (71%) or urban (71%).

Ease/Difficulty of Finding Affordable Housing

Asked among all respondents, showing percentage (%) by subgroup



Q: Thinking about the housing in your area, is affordable housing…

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

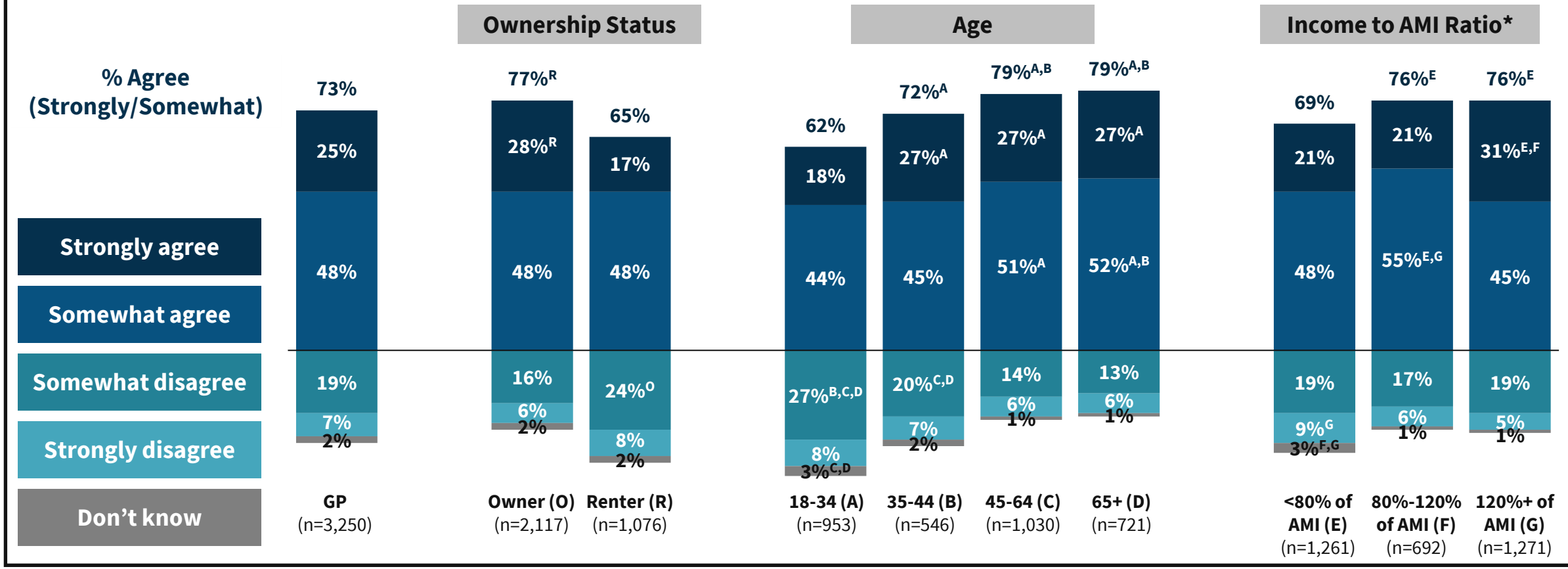
Although most consumers are satisfied with the mix of housing types available to buy in their neighborhood, only one-quarter of consumers are "very satisfied."

- More homeowners than renters are satisfied with the mix of housing types available to buy in their neighborhood.
- Younger consumers are significantly less likely than older consumers to be satisfied with the mix of housing to buy in their neighborhood.
- A higher share of consumers with incomes greater than 80% of AMI are satisfied with the mix of homes to buy in their neighborhood than those with incomes less than 80% of AMI.

Satisfaction With Mix of Housing Types to Buy in Neighborhood

Asked among all respondents, showing percentage (%) by GP, Ownership Status, Age, and Income to AMI Ratio

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I am satisfied with the mix of housing types (single family, townhomes, condos) available to buy in my area/neighborhood.

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

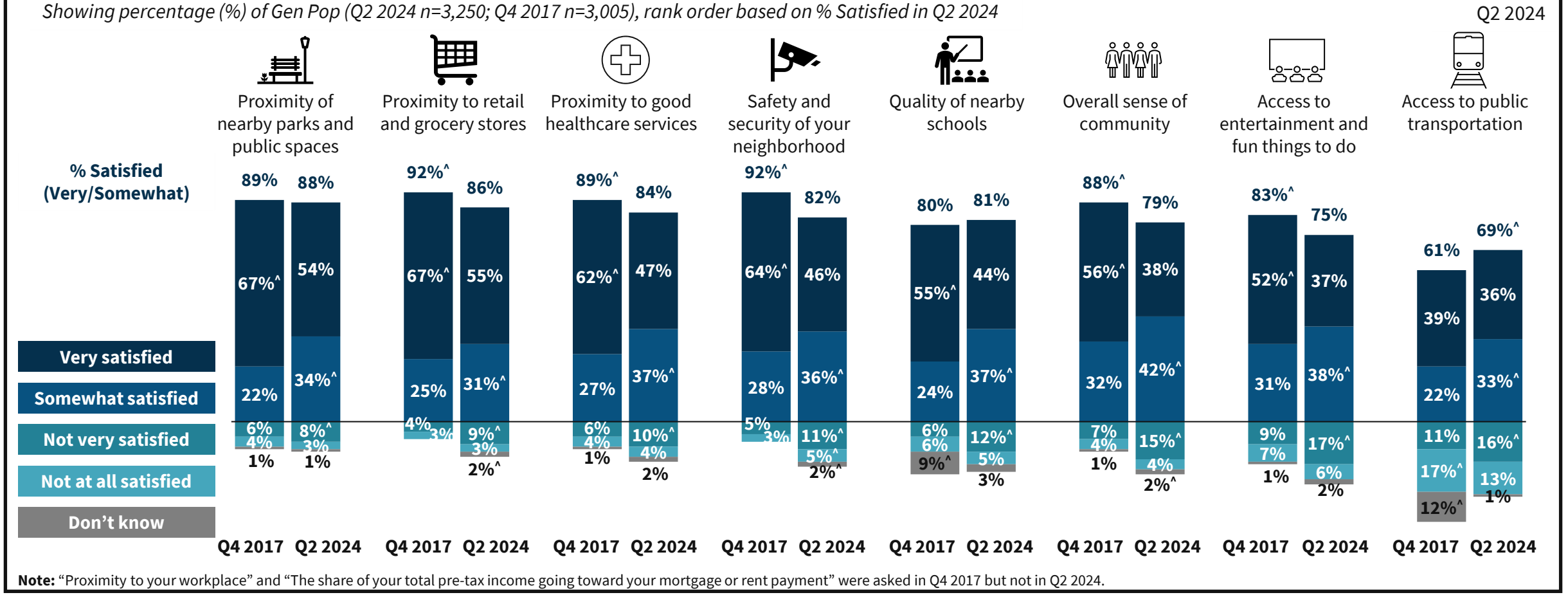
*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

While consumers continue to have high levels of satisfaction with their neighborhood, satisfaction has declined for 5 out of 8 characteristics since 2017.

- Consumers have grown significantly less satisfied with their home's proximity to retail and grocery stores, good healthcare services, their neighborhood's safety/security, overall sense of community, and access to entertainment since 2017.
- Consumers are least satisfied with their access to public transportation compared to other neighborhood characteristics. Significantly more consumers, however, say they are satisfied with their access to public transportation since 2017.

Satisfaction with Neighborhood Offerings

Showing percentage (%) of Gen Pop (Q2 2024 n=3,250; Q4 2017 n=3,005), rank order based on % Satisfied in Q2 2024



Note: "Proximity to your workplace" and "The share of your total pre-tax income going toward your mortgage or rent payment" were asked in Q4 2017 but not in Q2 2024.

Q: Based on your current home and area where you live, how satisfied are you with each of the following?

^ Indicates a % is significantly larger than Q2 2024/Q4 2017 at the 95% confidence level

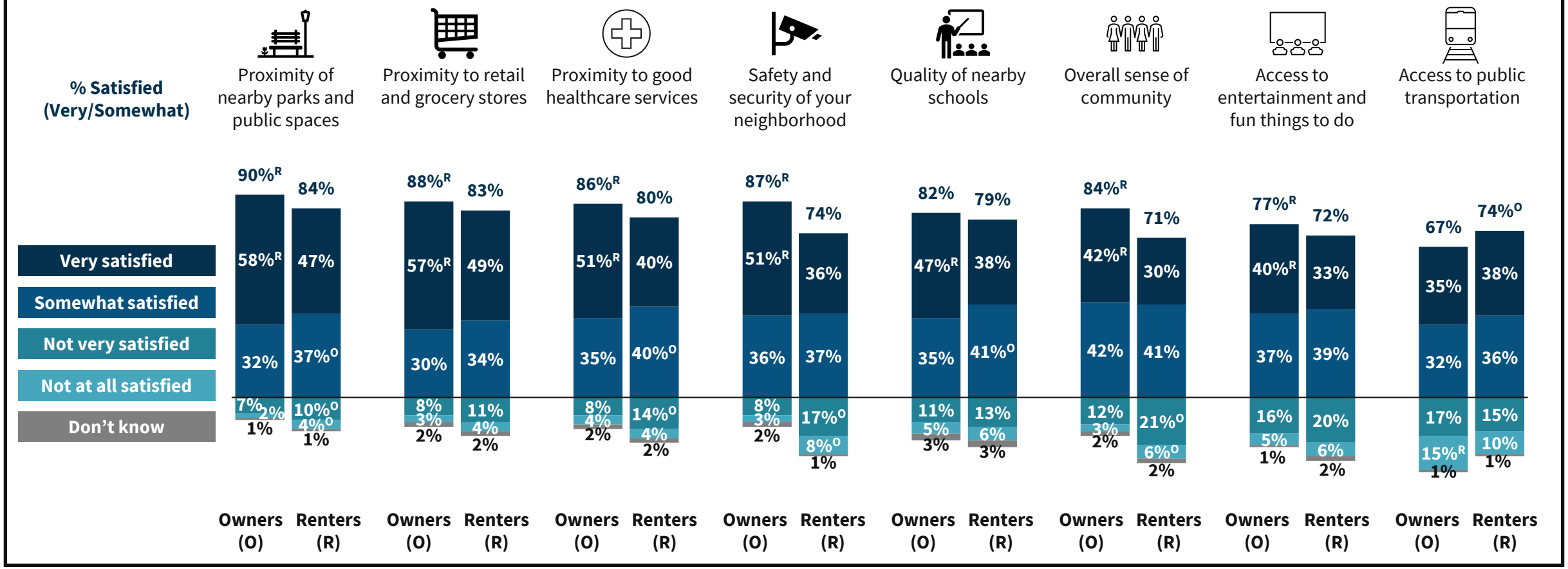
Renters are significantly less satisfied than homeowners with their neighborhood on 6 of 8 characteristics.

- Renters are significantly less satisfied than homeowners with their home's proximity to nearby parks and public spaces, proximity to retail and grocery stories, proximity to good healthcare services, and access to entertainment.
- Renters are also significantly less satisfied than homeowners with the safety and security of their neighborhood and overall sense of community.
- However, renters are significantly more likely than homeowners to be satisfied with their access to public transportation.

Satisfaction with Neighborhood Offerings

Showing percentage (%) of owners (n=2,117) and renters (n=1,076), by ownership status

Q2 2024



Q: Based on your current home and area where you live, how satisfied are you with each of the following?

O/R: indicates a % is significantly larger than that group at the 95% confidence level

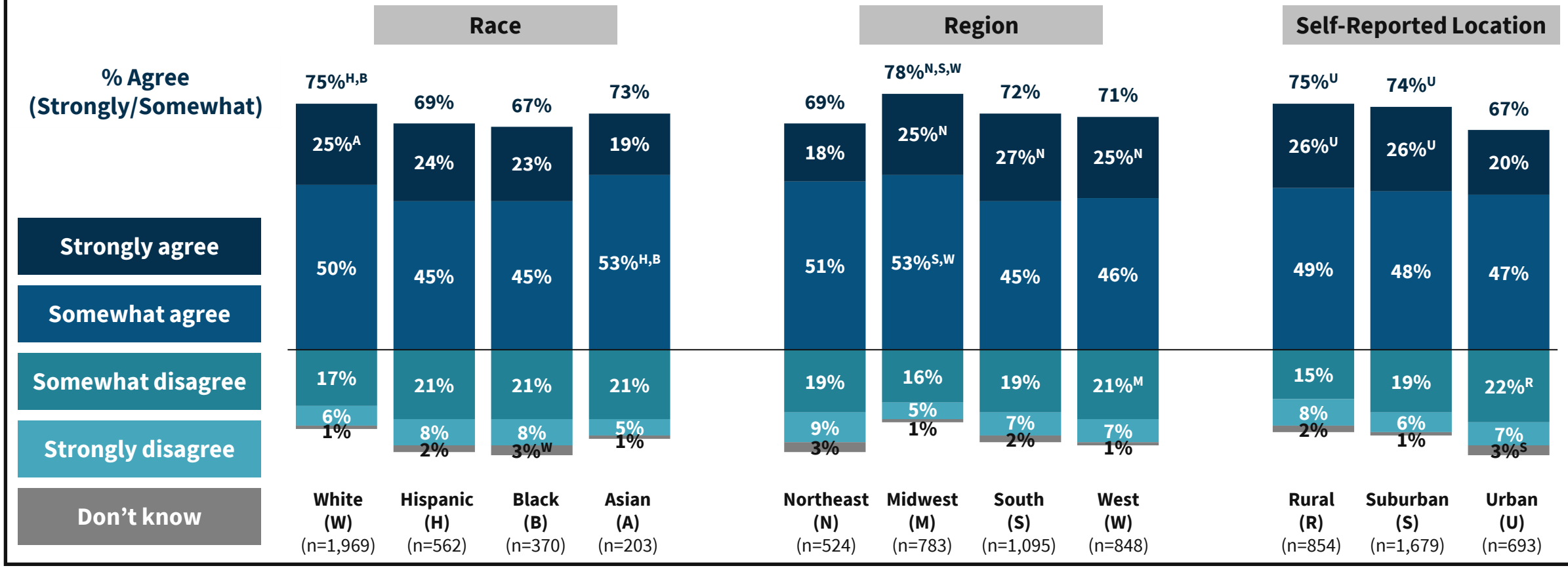
Significantly more White consumers are satisfied with the mix of housing available to buy in their neighborhood than Hispanic and Black consumers.

- Consumers in the Midwest are more likely than consumers in other regions to be satisfied with the mix of housing to buy in their neighborhood.
- Consumers who describe their neighborhood as “urban” are less satisfied with the mix of homes to buy in their neighborhood than consumers who describe their neighborhood as “rural” or “suburban.”

Satisfaction With Mix of Housing Types to Buy in Neighborhood

Asked among all respondents, showing percentage (%) by Race, Region, and Self-Reported Location

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I am satisfied with the mix of housing types (single family, townhomes, condos) available to buy in my area/neighborhood.

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

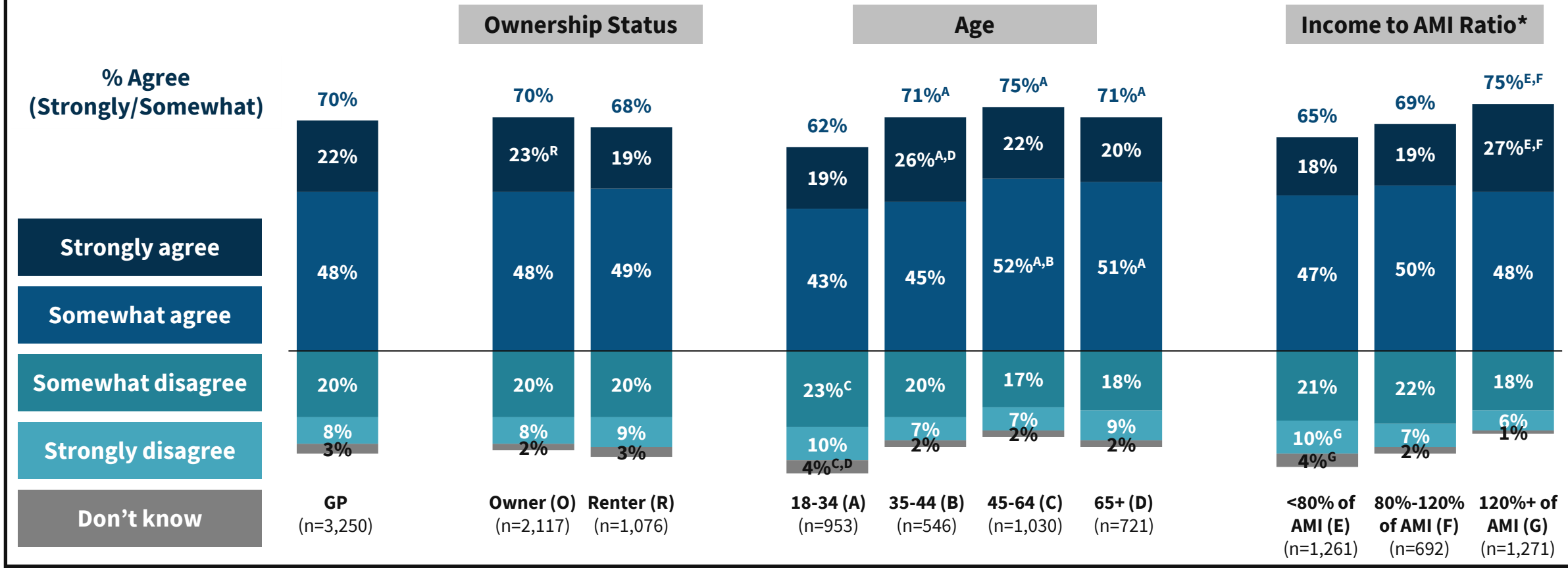
A similar share of consumers are satisfied with the mix of housing types to rent in their neighborhood as to buy.

- However, unlike for the mix of housing to buy, similar shares of homeowners and renters are satisfied with the mix of home types to rent.
- Higher-income consumers (household incomes more than 120% of AMI) are more likely than lower-income consumers to be satisfied with the mix of housing available to rent.
- Younger consumers (aged 18-34) are significantly less likely than older consumers to be satisfied with the mix of housing to rent in their neighborhood.

Satisfaction With Mix of Housing Types to Rent in Neighborhood

Asked among all respondents, showing percentage (%) by GP, Ownership Status, Age, and Income to AMI Ratio

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I am satisfied with the mix of housing types (single family, townhomes, apartments) available to rent in my area/neighborhood.

O/R, A/B/C/D, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

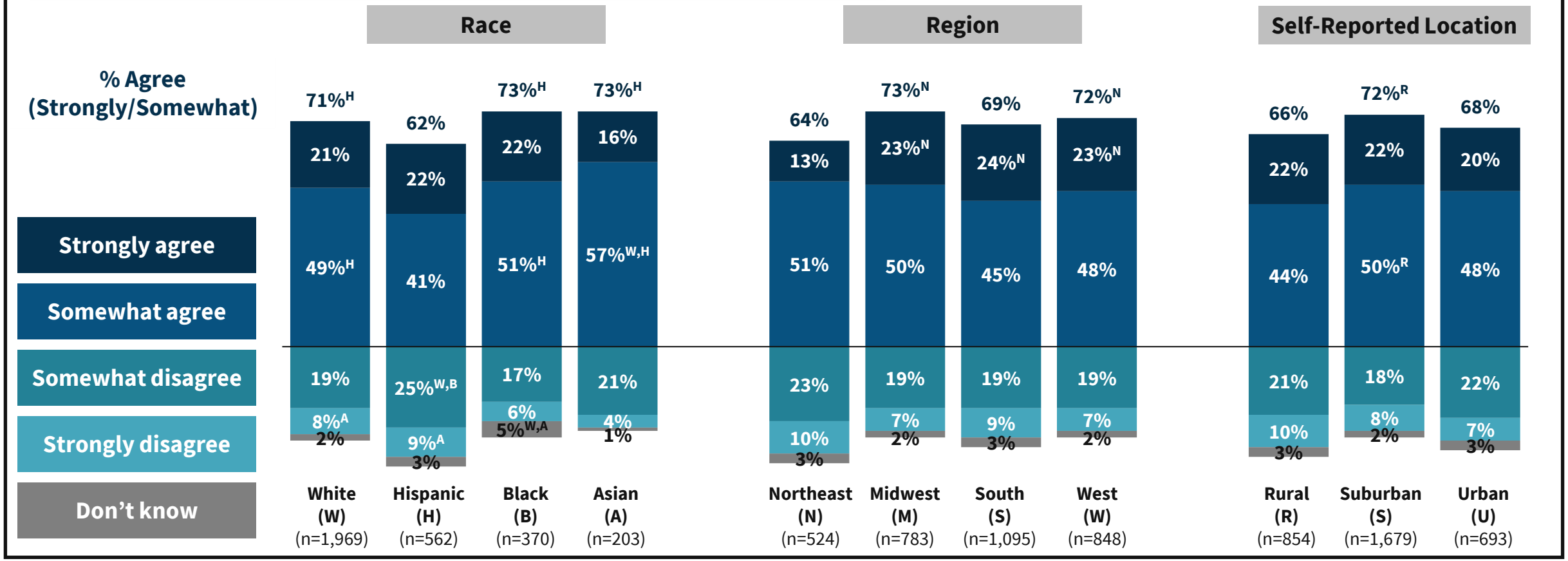
Significantly fewer Hispanic consumers are satisfied with the mix of homes to rent in their neighborhood than White, Black, and Asian consumers.

- Consumers in the Northeast are less likely than consumers in other regions to be satisfied with the mix of housing to rent in their neighborhood.

Satisfaction With Mix of Housing Types to Rent in Neighborhood

Asked among all respondents, showing percentage (%) by Race, Region, and Self-Reported Location

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I am satisfied with the mix of housing types (single family, townhomes, apartments) available to rent in my area/neighborhood.

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

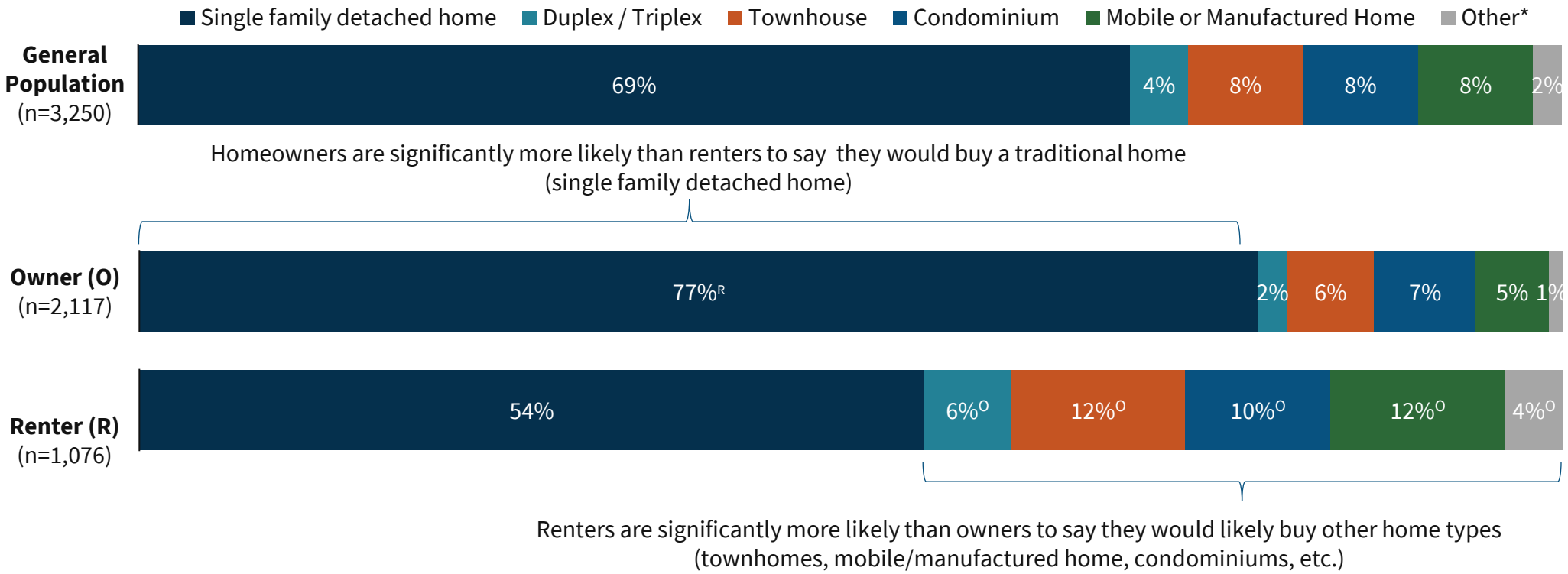
Most consumers say that if they were in the market to buy a home, they would likely buy a single-family detached home (given the types and prices of homes available).

- Homeowners are more likely than renters to say that they would buy a single-family detached home.
- However, significantly more renters than homeowners say they would buy all other types of housing (duplex/triplex, townhouse, condominium, mobile home).

Home Types Consumers Say They Will Likely Buy

Given the types of homes available at the price range they can afford
Showing percentage (%) of the general population

Q2 2024



***Other** (from verbatim responses):

- ***"Affordable housing for seniors"*** – Homeowner (senior living is a common mention among homeowners)
- ***"Home with acreage"*** – Homeowner
- ***"Tiny home on a foundation with lot"*** – Homeowner
- ***"Tiny home"*** – Renters (most common mention among renters)
- ***"Land"*** – Renter
- ***"Studio"*** – Renter

Q: If you were in the market to buy a home, what type of home would you likely buy at this time given the types of homes available at the price range you can afford?

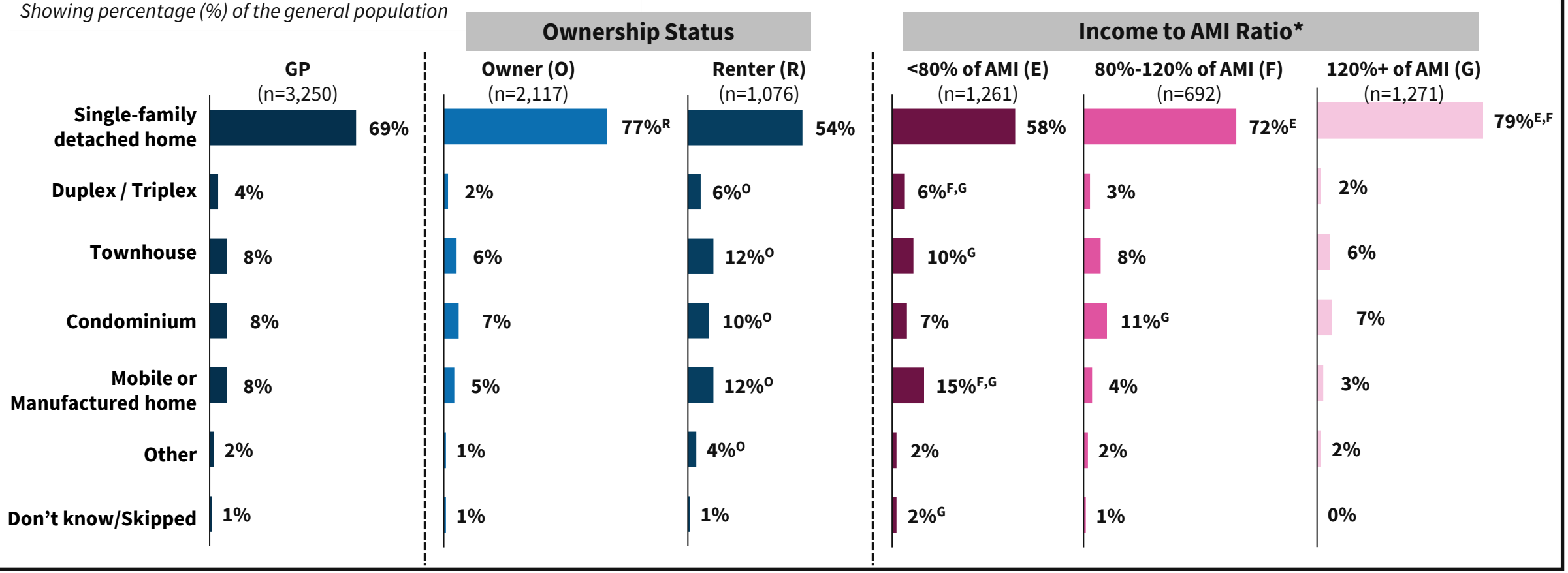
O/R: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

Consumers with higher incomes are significantly more likely to say that they'd buy a single-family detached home than those with lower incomes.

Home Types Consumers Say They Will Likely Buy

Given the types of homes available at the price range they can afford
Showing percentage (%) of the general population

Q2 2024



Q: If you were in the market to buy a home, what type of home would you likely buy at this time given the types of homes available at the price range you can afford?

O/R, E/F/G: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*AMI stands for Area Median Income and is defined as the midpoint of a specific area's income distribution and is calculated on an annual basis by the Department of Housing and Urban Development. The AMI Ratio refers to the ratio of the household's annual income (assigned as a midpoint value based on an income range) to the Area Median Income.

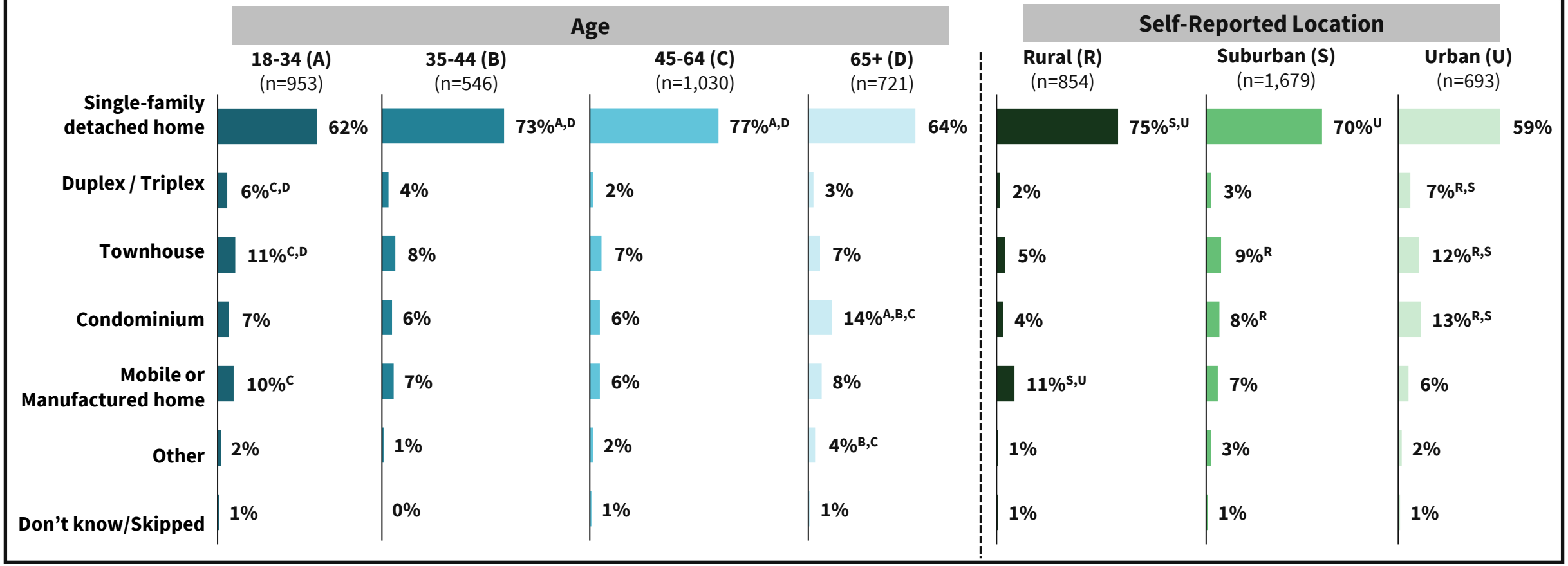
Middle-aged consumers groups are more likely to say that they would buy single-family detached homes than younger consumers and seniors.

- Seniors are significantly more likely than all other age groups to say that they would buy a condominium.
- Consumers who describe their neighborhood as “urban” are less likely than consumers who describe their neighborhood as “suburban” and “rural” to say that they would buy a single-family detached home.

Home Types Consumers Say They Will Likely Buy

Given the types of homes available at the price range they can afford
Showing percentage (%) of the general population

Q2 2024



Q: If you were in the market to buy a home, what type of home would you likely buy at this time given the types of homes available at the price range you can afford?

A/B/C/D, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

Appendix: Additional Findings

Support for Increased Housing Density

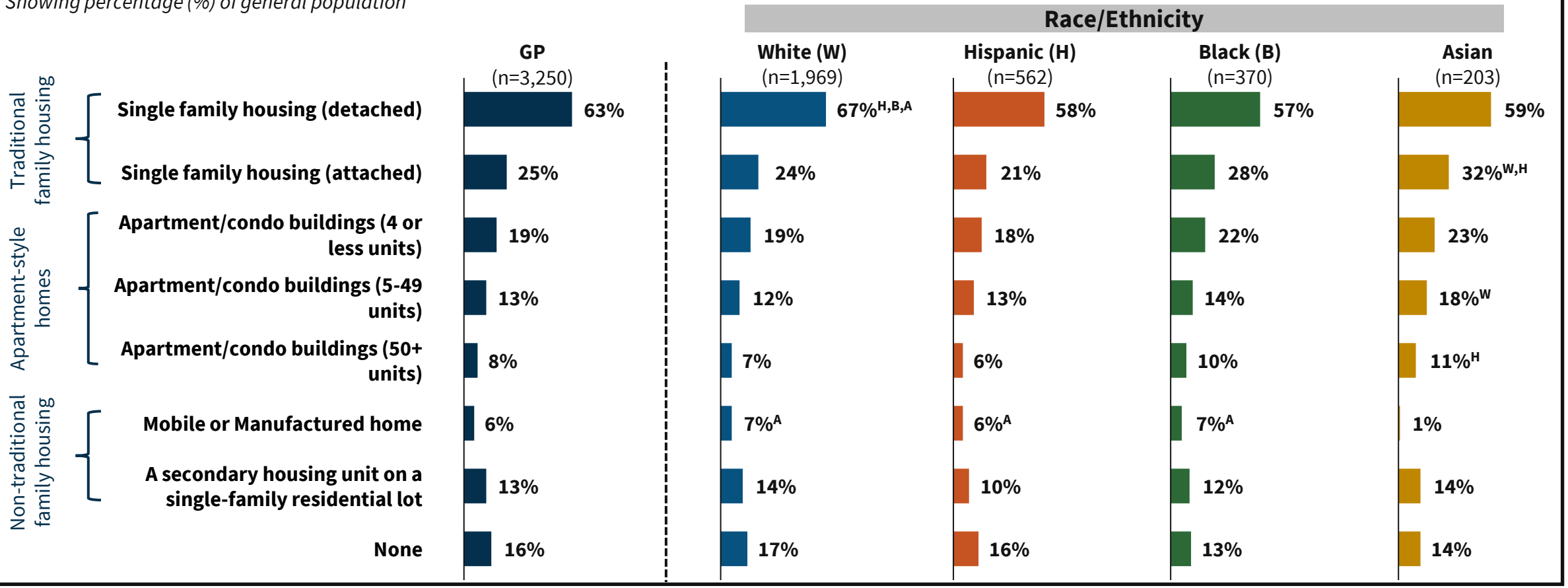
White consumers are more likely than Hispanic, Black, and Asian consumers to support building single-family detached homes.

- Asian consumers are more likely than White consumers to support the building of additional single family attached homes and apartment/condo buildings with 5 to 49 units. Asian consumers are, however, less likely than other race and ethnicity groups to support the building of mobile or manufactured homes.

Support for Building Additional Housing, by Type*

Showing percentage (%) of general population

Q2 2024



Q: What types of additional housing would you support building in, or near, your current neighborhood (within a few blocks/streets)? Please select all that apply.

*Note: Participants who responded with "Don't know" or skipped the question were intentionally excluded from the chart for visualization purposes.

W/H/B/A: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

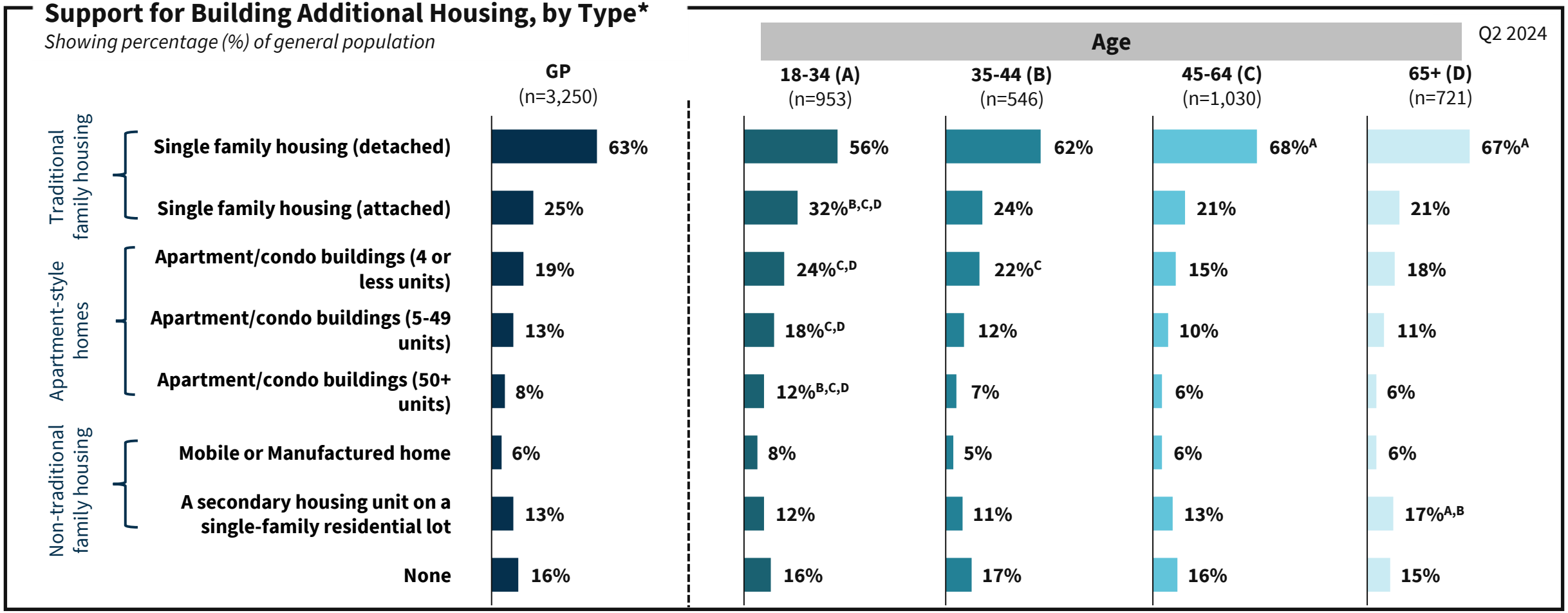
*Note: Housing type descriptions were shortened for better data visualization. For full descriptions, see the data tables in the Appendix section.

Younger consumers (aged 18-34) are more likely than older consumers (aged 35+) to support building attached housing types (single-family attached units and apartment buildings with 50 or more units).

- Seniors are significantly more likely than younger consumers (aged 18-44) to support building single family detached homes and a secondary housing unit on a single-family lot.

Support for Building Additional Housing, by Type*

Showing percentage (%) of general population



Q: What types of additional housing would you support building in, or near, your current neighborhood (within a few blocks/streets)? Please select all that apply.

*Note: Participants who responded with "Don't know" or skipped the question were intentionally excluded from the chart for visualization purposes.

A/B/C/D: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

*Note: Housing type descriptions were shortened for better data visualization. For full descriptions, see the data tables in the Appendix section.

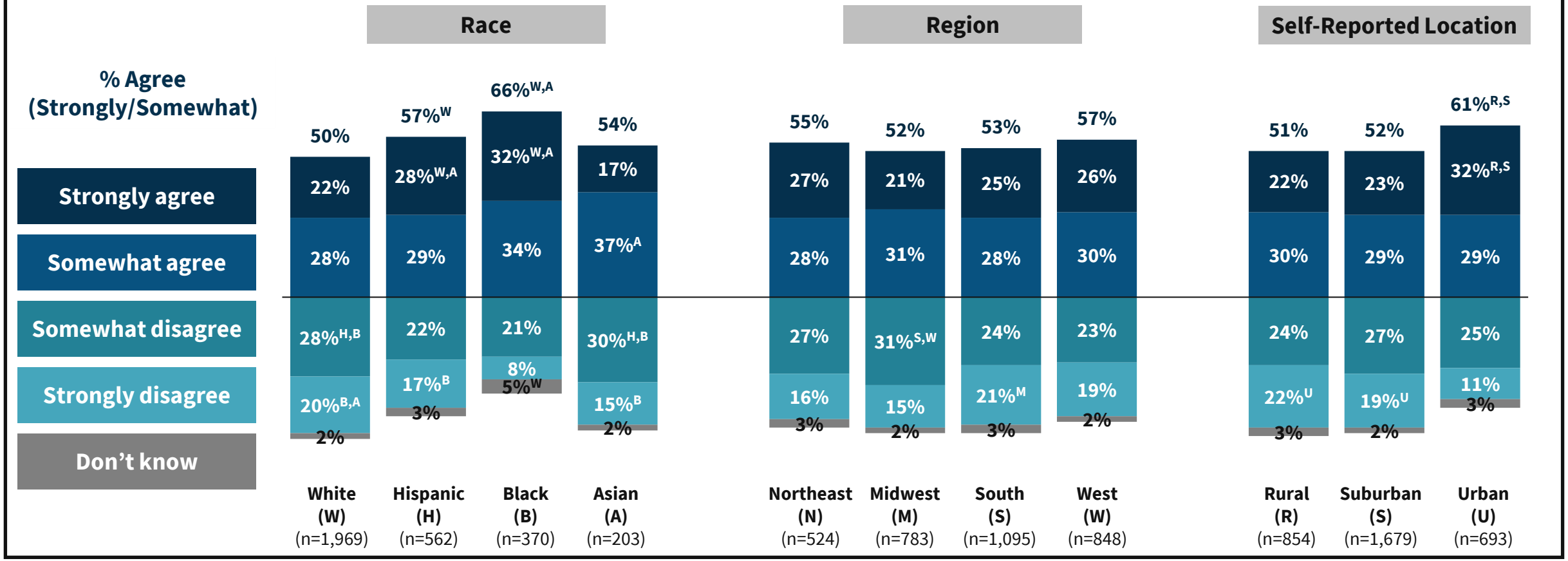
Consumers who describe their neighborhood as urban are more likely than those who describe their neighborhood as rural or suburban to say that their neighborhood needs more affordable housing.

- Black and Hispanic consumers are more likely than White consumers to say that they need more affordable housing in their neighborhood.

Support for Building more Affordable Housing

Showing percentage (%) by group

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
We need more affordable housing to be built in my neighborhood.

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

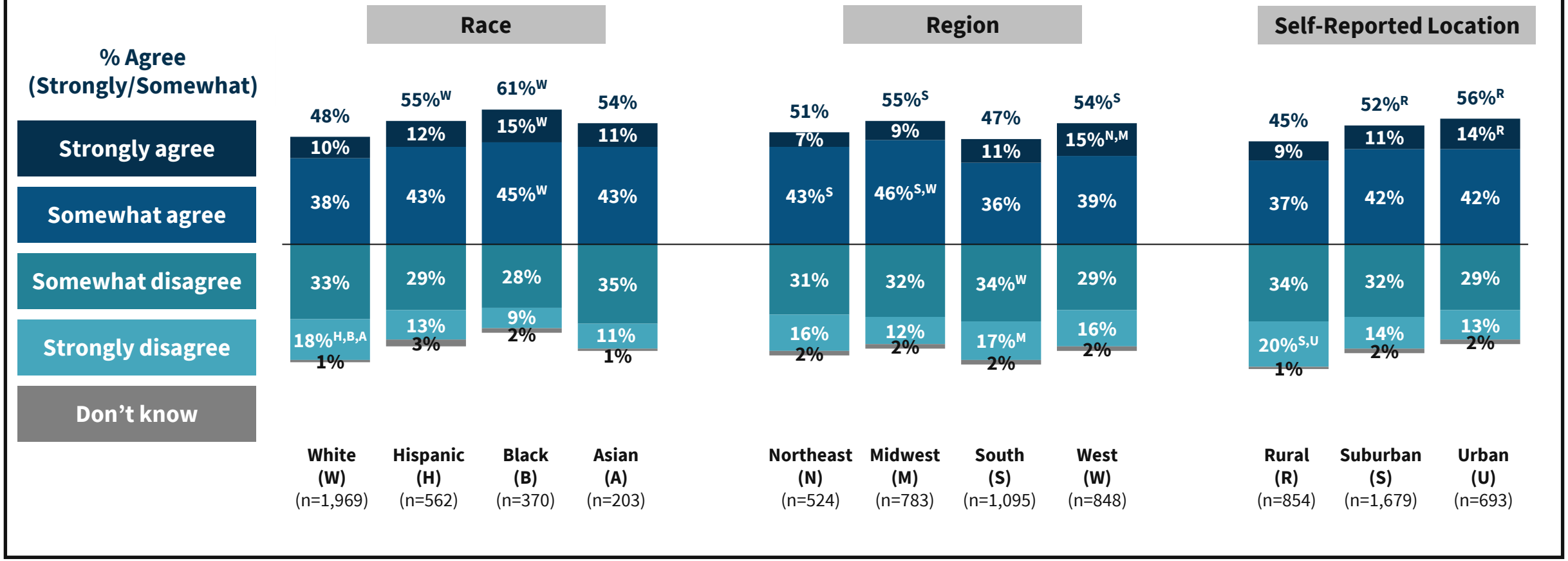
Consumers who describe their neighborhoods as suburban or urban are more likely than those who describe their neighborhoods as rural to say that new housing development is beneficial.

- Significantly more consumers in the Midwest and West say that new housing development is beneficial on net than those in the South. A narrow majority of consumers in the South say that new housing development's benefits do not outweigh the drawbacks.
- Hispanic and Black consumers are more likely than White consumers to say that new housing development is beneficial on net.

Agreement That Benefits of New Housing Outweigh Drawbacks

Asked among all respondents, showing percentage (%) by subgroup

Q2 2024



Q: If more homes were built in your area/neighborhood, how strongly would you agree or disagree with the following? *The benefits of new housing development outweigh the drawbacks.*

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

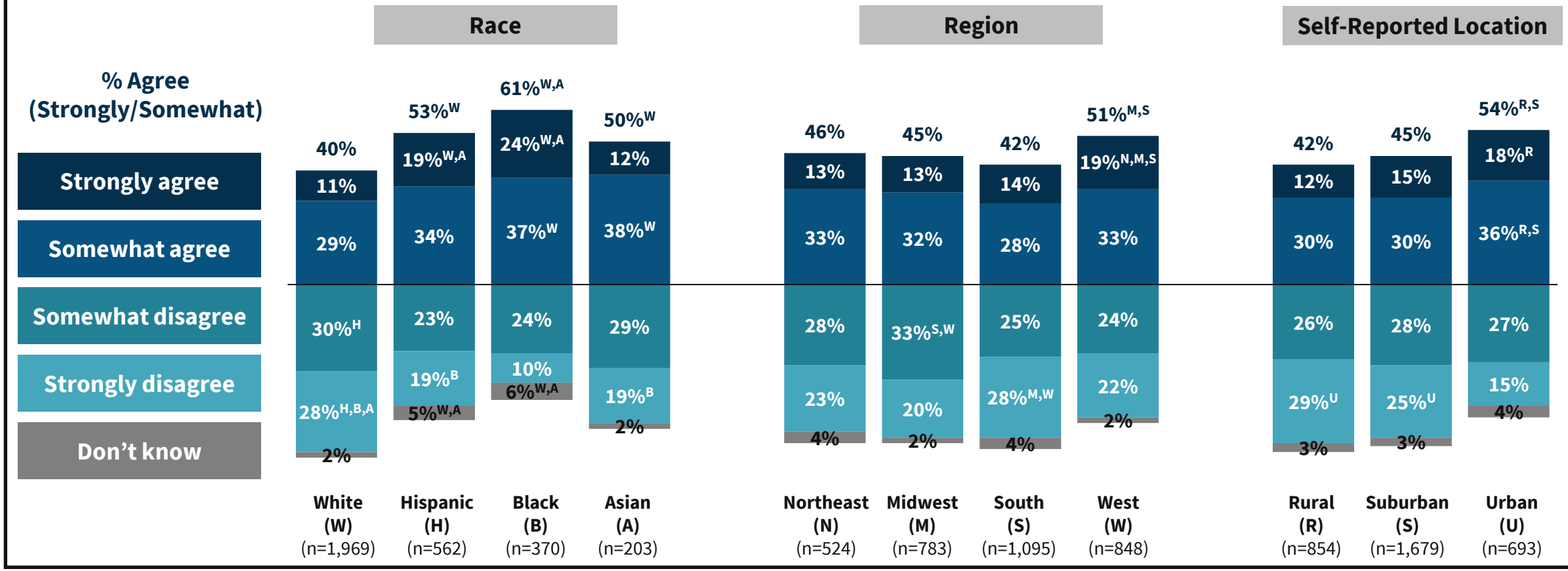
A narrow majority of consumers in the West support rezoning to allow more housing, significantly higher than in the Midwest and South.

- Consumers who describe their neighborhoods as rural or suburban are less likely than those who describe their neighborhoods as urban to support upzoning.
- White consumers are significantly less likely to support rezoning to allow more development than Asian, Hispanic, and Black consumers.

Support For Changing Zoning Codes to Allow More Housing

Asked among all respondents, showing percentage (%) by Race, Region, and Self-Reported Location

Q2 2024



Q: Please read each of the following statements and indicate your agreement level.
I support changing local zoning codes or regulations to allow more homes to be built in my neighborhood.

W/H/B/A, N/M/S/W, R/S/U: indicates a % is significantly larger than that group at the 95% confidence level within Q2 2024

Appendix: Additional Findings

Perceived Impact of Increased Housing Density

When asked to name the potential impacts of more housing being built to their neighborhoods, consumers cited many positive lifestyle impacts, but financial impacts are less favorable.

- Although consumers are optimistic about the possible benefits of added housing (e.g. increased diversity and restaurants / shops), the negative impacts (e.g. losing appeal of the neighborhood, diminishing open space / parks) were also top of mind for some.
- Both renters and homeowners worry that traffic congestion and overall infrastructure complications would have the largest impact.

Perceived Impacts of Increased Housing Density

Showing open-end verbatim responses from the general population

Q2 2024

Financial Impacts

*"The community is already at capacity. The newer homes built in the last 10 years have **increased the taxes while not necessarily increasing home value**."*
- Mortgage Borrower

*"**Increased rent rates** to compete with the new structures."*
- Renter

*"**Property taxes would rise** and that would cause hardship for my neighborhood."*
- Outright Owner

*"**Rent would continue to go up** regardless so the homeless will still be unable to get a place."*
- Renter

*"Newer houses would mean that they would cost more, which would **raise the rent of the surrounding apartments** to match the price. **Higher prices would keep certain types of people out of the community**, but depending on how much it rises, I may not be able to afford it either."*
- Boarder

Lifestyle Impacts

*"It would **enhance diversity of not just residents but also shops and restaurants** which would make the neighborhood better."*
-Renter

*"Long term it has the **potential to increase the available food and entertainment options**. I think growth and development is good if it's done well."*
-Mortgage Borrower

*"**It is important to retain open spaces** in the neighborhood. As it is, the homes are quite densely packed in our neighborhood. **More homes** can only come **at the expense of sacrificing open spaces**."*
-Outright Owner

*"It will **become overpopulated**, making everything more difficult: parking, taxes, crime, traffic, etc."*
-Mortgage Borrower

*"I would not be in favor of it. We live in a very nice, quiet, safe neighborhood. **Any changes or added developments would damage the quality of the area**…"*
-Mortgage Borrower

Transportation Impacts

*"**Without investment in infrastructure building more houses will destroy an already crumbling community**. Roadways are terrible (no sidewalks, potholes, huge bumps etc) and the community doesn't have enough grocery stores in close proximity."*
-Mortgage Borrower

*"The **traffic would increase**, especially during times of construction."*
-Mortgage Borrower

*"It would be good for housing prices and the community but **would require more investment in public transit**."*
-Renter

*"It would **impinge upon the transportation infrastructure** unless urban planners were forced to build streets and roads to anticipate increased traffic."*
-Outright Owner

*"**The homes being proposed are absurdly high**… which would squeeze out workforce neighbors… promote car use, harm the environment, burden our infrastructure…"*
-Renter

Q: In your own words, if more homes were built in your neighborhood, how would that affect your neighborhood/area?

Impacts to housing availability and quality, neighborhood character, and the community were also cited as potential impacts if more homes were built in their neighborhood.

- Consumers mentioned a variety of positive and negative potential outcomes.

Perceived Impacts of Increased Housing Density

Showing open-end verbatim responses from the general population

Q2 2024

Population Impacts

*"…It would affect my neighborhood positively because more families bring **stronger communities, property values increase, schools are better**."*
-Mortgage Borrower

*"A huge reason that folks like living here is because we can be private. **I don't want neighbors**…if I did, I sure wouldn't choose to live out here in the woods off a dirt road!"*
-Outright Owner

*"**The density of people and traffic would increase**. The neighborhood would start to feel crowded. There would be fewer places to park cars."*
-Outright Owner

*"**Decreased quality of life** - more traffic, blocked views, light pollution at night, parking shortages, overloading of utilities and schools."*
-Mortgage Borrower

*"It would become **a lot more crowded** as our neighborhood already has a bunch of apartment complexes and single family homes that use up the land very efficiently."*
-Renter

Neighborhood Impacts

*"It may **increase home values** but would **negatively change the community** as we'd lose space and become more suburban."*
-Mortgage Borrower

*"It would **change the small community feel** of the neighborhood."*
-Outright Owner

*"Affordable housing **will attract low-income group[s]** which **sometimes causes violence, [brings in] uneducated people, diseases and [creates an] unsafe neighborhood**."*
-Renter

*"I live in a rural area and the whole point of living out here is to get away from people. **If more homes started being built around me, it would ruin the entire point of living in a rural area**."*
-Outright Owner

*"It **depends on what kind of homes**. As long as the character of the area is maintained [it] is fine."*
-Mortgage Borrower

Housing Impacts

*"**Ideally this would make finding affordable housing easier** and **reduce the homeless population** considerably."*
-Renter

*"More **affordable housing increases neighborhood stability**. Stability increases individual and community health."*
-Outright Owner

*"I think that it would be **good for the overall quality of our neighborhood and our economy**, BUT I live in the country and moved here to have peace and quiet with animals and land. **If I would have wanted to live in areas with large subdivisions and townhouses I would have moved to one of those areas**."*
-Mortgage Borrower

*"Potentially, it would lead to **more gentrification**. But if done carefully, **it could provide more affordable housing while also increasing the overall appeal** of the neighborhood."*
-Mortgage Borrower

*"As long as they're single family detached homes, that's fine. **No trailer parks**."*
-Outright Owner

Q: In your own words, if more homes were built in your neighborhood, how would that affect your neighborhood/area?

Appendix: Data Tables

Ease of Finding Affordable Housing

Thinking about the housing in your area, is affordable housing…
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very easy to find	4%	3%	4%	5%	3%	3%	11%^{W,H}	6%^{W}	4%	5%	4%	4%	6%^{G}	3%	3%
Somewhat easy to find	25%	26%	25%	25%	24%^{A}	28%^{A}	33%^{W,A}	17%	28%	24%	24%	26%	24%	24%	28%
Somewhat difficult to find	43%	41%	47%^{M}	42%	46%^{H}	38%	40%	41%	38%	45%	46%^{A}	44%	41%	45%	44%
Very difficult to find	26%	28%^{O}	22%	26%	27%^{B}	28%^{B}	14%	34%^{W,B}	27%	25%	25%	25%	27%	26%	25%
Don't know/Skipped on web	2%	1%	2%	2%	1%	3%^{W}	3%^{W}	1%	3%	1%	1%	2%	2%^{G}	1%	1%
Easy to find ("Very easy to find" + "Somewhat easy to find")	29%	29%	29%	31%	26%	31%^{A}	44%^{W,H,A}	23%	32%	29%	28%	29%	30%	28%	30%
Not satisfied ("Very difficult to find" + "Somewhat difficult to find")	69%	69%	69%	68%	72%^{H,B}	66%	53%	75%^{H,B}	66%	70%	71%	69%	68%	71%	69%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Access to Public Transportation

Access to public transportation : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	36%	35%	34%	38%	33%	38%^{A}	49%^{W,H,A}	30%	30%	31%	42%^{A,B}	38%^{A,B}	39%^{F}	30%	36%
Somewhat satisfied	33%	33%	32%	36%	34%	34%	28%	36%	37%^{C,D}	37%^{C,D}	30%	30%	33%	36%	33%
Not very satisfied	16%	15%	18%	15%	17%	15%	12%	22%^{W,H,B}	17%	17%	15%	16%	15%	21%^{E,G}	15%
Not at all satisfied	13%	15%^{R}	15%^{R}	10%	15%^{B}	11%	9%	11%	13%	14%	12%	15%	11%	12%	16%^{E}
Don't know/Skipped on web	1%	1%	2%	1%	1%	1%	3%	1%	2%	2%	1%	1%	2%^{F}	1%	1%
Satisfied ("Very satisfied" + "Somewhat satisfied")	69%	68%	65%	74%^{M,O}	67%	73%	77%^{W,A}	66%	67%	68%	72%	68%	72%	67%	68%
Not satisfied ("Not very satisfied" + "Not at all satisfied")	29%	31%^{R}	33%^{R}	25%	32%^{H,B}	26%	20%	33%	30%	31%	27%	31%	26%	33%^{E}	31%^{E}

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Proximity to Retail and Grocery Stores

Proximity to retail and grocery stores : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	55%	58%^{R}	56%^{R}	49%	56%	51%	51%	57%	44%	52%^{A}	60%^{A,B}	62%^{A,B}	53%	54%	56%
Somewhat satisfied	31%	30%	30%	34%	31%	33%	30%	33%	36%^{C,D}	34%	29%	28%	30%	32%	33%
Not very satisfied	9%	8%	9%	11%	9%	10%	9%	6%	13%^{C,D}	8%	7%	8%	10%^{G}	10%	7%
Not at all satisfied	3%	2%	3%	4%	3%	4%	6%^{W,A}	2%	5%^{D}	3%^{D}	3%^{D}	1%	4%	2%	3%
Don't know/Skipped on web	2%	2%	1%	2%	1%	2%	4%^{W}	1%	3%^{C,D}	2%^{C}	1%	1%	3%^{F,G}	1%	1%
Satisfied ("Very satisfied" + "Somewhat satisfied")	86%	88%^{R}	87%	83%	87%^{B}	84%	81%	91%^{H,B}	80%	86%^{A}	89%^{A}	90%^{A}	83%	87%	89%^{E}
Not satisfied ("Not very satisfied" + "Not at all satisfied")	12%	10%	12%	15%^{M}	12%	14%^{A}	16%^{A}	8%	17%^{B,C,D}	12%	10%	9%	14%^{G}	12%	10%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Quality of Nearby Schools

Quality of nearby schools : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	44%	47%^{R}	47%^{R}	38%	45%	41%	41%	45%	34%	42%^{A}	47%^{A}	54%^{A,B,C}	42%	44%	45%
Somewhat satisfied	37%	34%	36%	41%^{M}	37%	36%	37%	38%	38%	35%	37%	36%	36%	39%	36%
Not very satisfied	12%	12%	11%	13%	11%	13%	13%	14%	17%^{C,D}	13%^{D}	10%^{D}	6%	12%	12%	12%
Not at all satisfied	5%	5%	5%	6%	4%	8%^{W,A}	6%	3%	7%^{C,D}	6%^{D}	4%	2%	6%	4%	5%
Don't know/Skipped on web	3%	3%	2%	3%	2%	3%	4%	1%	4%^{C}	3%	2%	2%	4%^{F,G}	1%	2%
Satisfied ("Very satisfied" + "Somewhat satisfied")	81%	81%	83%	79%	82%^{H}	76%	78%	82%	72%	77%	84%^{A,B}	89%^{A,B,C}	78%	83%	81%
Not satisfied ("Not very satisfied" + "Not at all satisfied")	17%	16%	15%	18%	15%	21%^{W}	18%	16%	24%^{C,D}	20%^{C,D}	14%^{D}	9%	17%	16%	17%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Proximity to Good Healthcare Services

Proximity to good healthcare services : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	47%	50%^{R}	53%^{R}	40%	49%^{H}	42%	44%	43%	34%	40%	51%^{A,B}	64%^{A,B,C}	45%	47%	48%
Somewhat satisfied	37%	36%	33%	40%^{O}	36%	40%	34%	46%^{W,B}	40%^{D}	41%^{D}	37%^{D}	29%	34%	39%	38%
Not very satisfied	10%	8%	7%	14%^{M,O}	10%	11%	12%	7%	15%^{C,D}	12%^{D}	9%^{D}	4%	11%	9%	10%
Not at all satisfied	4%	3%	5%	4%	4%	5%	5%	2%	7%^{C,D}	4%	3%	2%	6%^{G}	4%	3%
Don't know/Skipped on web	2%	2%	1%	2%	1%	3%	4%^{W}	1%	4%^{C,D}	2%^{C,D}	1%	.%	3%^{F,G}	1%	1%
Satisfied ("Very satisfied" + "Somewhat satisfied")	84%	87%^{R}	86%^{R}	80%	85%^{B}	82%	78%	89%^{H,B}	74%	82%^{A}	88%^{A,B}	93%^{A,B,C}	80%	86%^{E}	87%^{E}
Not satisfied ("Not very satisfied" + "Not at all satisfied")	14%	12%	13%	19%^{M,O}	14%	15%	18%^{A}	10%	22%^{B,C,D}	16%^{D}	12%^{D}	7%	17%^{G}	13%	13%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Proximity to Nearby Parks and Public Spaces

Proximity to nearby parks and public spaces : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	54%	60%^{R}	56%^{R}	47%	56%	51%	51%	52%	43%	52%^{A}	61%^{A,B}	61%^{A,B}	51%	53%	58%^{E}
Somewhat satisfied	34%	30%	34%	37%^{M}	34%	33%	32%	38%	38%^{C}	36%^{C}	29%	32%	34%	37%	32%
Not very satisfied	8%	7%	7%	10%^{M}	7%	11%^{W}	9%	8%	12%^{B,C,D}	7%	7%^{D}	4%	8%	7%	8%
Not at all satisfied	3%	2%	2%	4%^{M}	3%	3%	5%^{A}	1%	4%^{D}	3%	2%	2%	4%^{F,G}	2%	2%
Don’t know/Skipped on web	1%	1%	1%	1%	1%	2%	4%^{W,A}	.%	2%^{C}	1%	1%	1%	2%^{G}	1%	1%
Satisfied (“Very satisfied” + “Somewhat satisfied”)	88%	90%^{R}	90%^{R}	84%	90%^{H,B}	84%	82%	90%^{H,B}	81%	88%^{A}	90%^{A}	93%^{A,B,C}	85%	91%^{E}	89%^{E}
Not satisfied (“Not very satisfied” + “Not at all satisfied”)	11%	9%	9%	14%^{M,O}	9%	14%^{W}	14%^{W}	9%	16%^{B,C,D}	10%^{D}	9%^{D}	6%	13%^{F}	8%	10%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Access to Entertainment

Access to entertainment and fun things to do : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	37%	40%^{R}	39%^{R}	33%	39%	34%	38%	35%	30%	33%	41%^{A,B}	44%^{A,B}	36%	36%	39%
Somewhat satisfied	38%	38%	36%	39%	38%	38%	31%	45%^{W,B}	37%	39%	39%	37%	34%	39%	41%^{E}
Not very satisfied	17%	15%	17%	20%^{M}	17%	20%	17%	17%	22%^{C,D}	21%^{C,D}	14%	13%	19%	19%	15%
Not at all satisfied	6%	5%	6%	6%	5%	5%	10%^{W,H,A}	3%	7%	6%	5%	4%	9%^{F,G}	5%	4%
Don't know/Skipped on web	2%	1%	1%	2%	1%	3%^{W}	4%^{W,A}	.%	3%^{C,D}	1%	1%	1%	3%^{G}	1%	1%
Satisfied ("Very satisfied" + "Somewhat satisfied")	75%	78%^{R}	75%	72%	77%^{B}	72%	69%	80%^{H,B}	67%	72%	80%^{A,B}	81%^{A,B}	70%	75%	80%^{E,F}
Not satisfied ("Not very satisfied" + "Not at all satisfied")	23%	20%	23%	26%^{M}	22%	25%	27%	20%	30%^{C,D}	27%^{C,D}	19%	18%	27%^{G}	24%	19%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Safety and Security

The safety and security of your neighborhood : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	46%	53%^{R}	48%^{R}	36%	51%^{H,B}	37%	40%	45%	38%	40%	48%^{A,B}	59%^{A,B,C}	42%	44%	51%^{E,F}
Somewhat satisfied	36%	33%	41%^{M}	37%	35%	38%	34%	42%^{W}	36%	37%	38%^{D}	33%	35%	41%^{E,G}	35%
Not very satisfied	11%	9%	7%	17%^{M,O}	10%	13%	14%	9%	16%^{C,D}	15%^{C,D}	9%^{D}	6%	13%^{G}	10%	9%
Not at all satisfied	5%	4%	3%	8%^{M,O}	3%	8%^{W,A}	8%^{W}	4%	7%^{C,D}	7%^{C,D}	4%	2%	7%^{F}	3%	5%
Don't know/Skipped on web	2%	2%	1%	1%	1%	3%^{W,A}	4%^{W,A}	.%	3%^{C,D}	1%	1%	1%	3%^{G}	2%^{G}	.%
Satisfied ("Very satisfied" + "Somewhat satisfied")	82%	86%^{R}	89%^{R}	74%	85%^{H,B}	76%	74%	87%^{H,B}	74%	77%	87%^{A,B}	92%^{A,B,C}	78%	86%^{E}	86%^{E}
Not satisfied ("Not very satisfied" + "Not at all satisfied")	16%	12%	10%	25%^{M,O}	14%	21%^{W,A}	22%^{W,A}	13%	23%^{C,D}	22%^{C,D}	12%^{D}	7%	20%^{F,G}	13%	14%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Overall Sense of Community

Overall sense of community : Based on your current home and area where you live, how satisfied are you with each of the following?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Very satisfied	38%	42%^{R}	41%^{R}	30%	39%	36%	38%	36%	30%	34%	38%^{A}	50%^{A,B,C}	37%	33%	40%^{F}
Somewhat satisfied	42%	42%	43%	41%	44%^{B}	38%	35%	49%^{H,B}	39%	41%	46%^{A,D}	40%	38%	49%^{E,G}	42%
Not very satisfied	15%	12%	11%	21%^{M,O}	13%	19%^{W,A}	16%	12%	20%^{C,D}	19%^{C,D}	12%^{D}	8%	16%	12%	14%
Not at all satisfied	4%	2%	3%	6%^{M,O}	3%	4%	6%	3%	7%^{C,D}	4%^{D}	3%	2%	6%^{G}	4%	2%
Don't know/Skipped on web	2%	2%	2%	2%	1%	4%^{W,A}	5%^{W,A}	1%	3%^{C,D}	2%	1%	1%	3%^{G}	2%	1%
Satisfied ("Very satisfied" + "Somewhat satisfied")	79%	83%^{R}	84%^{R}	71%	82%^{H,B}	74%	73%	85%^{H,B}	69%	74%	84%^{A,B}	90%^{A,B,C}	75%	82%^{E}	82%^{E}
Not satisfied ("Not very satisfied" + "Not at all satisfied")	19%	14%	14%	27%^{M,O}	16%	23%^{W,A}	22%^{A}	14%	27%^{C,D}	23%^{C,D}	15%^{D}	9%	22%^{F,G}	16%	17%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Mix of Housing to Buy in Neighborhood

I am satisfied with the mix of housing types (single family, townhomes, condos) available <u>to buy</u> in my area/neighborhood. : Please read each of the following statements and indicate your agreement level.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Strongly agree	25%	31%^{O,R}	24%^{R}	17%	25%^{A}	24%	23%	19%	18%	27%^{A}	27%^{A}	27%^{A}	21%	21%	31%^{E,F}
Somewhat agree	48%	47%	51%	48%	50%	45%	45%	53%^{H,B}	44%	45%	51%^{A}	52%^{A,B}	48%	55%^{E,G}	45%
Somewhat disagree	19%	16%	16%	24%^{M,O}	17%	21%	21%	21%	27%^{B,C,D}	20%^{C,D}	14%	13%	19%	17%	19%
Strongly disagree	7%	5%	7%	8%^{M}	6%	8%	8%	5%	8%	7%	6%	6%	9%^{G}	6%	5%
Don’t know/Skipped on web	2%	1%	2%	2%	1%	2%	3%^{W}	1%	3%^{C,D}	2%	1%	1%	3%^{F,G}	1%	1%
Agree (“Strongly agree” + “Somewhat agree”)	73%	78%^{R}	75%^{R}	65%	75%^{H,B}	69%	67%	73%	62%	72%^{A}	79%^{A,B}	79%^{A,B}	69%	76%^{E}	76%^{E}
Disagree (“Strongly disagree” + “Somewhat disagree”)	25%	21%	23%	32%^{M,O}	23%	29%^{W}	29%	26%	34%^{B,C,D}	27%^{C,D}	20%	20%	28%^{G}	23%	23%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Satisfaction With Mix of Housing to Rent in Neighborhood

I am satisfied with the mix of housing types (single family, townhomes, apartments) available to rent in my area/neighborhood. : Please read each of the following statements and indicate your agreement level.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Strongly agree	22%	25%^{R}	21%	19%	21%	22%	22%	16%	19%	26%^{A,D}	22%	20%	18%	19%	27%^{E,F}
Somewhat agree	48%	47%	49%	49%	49%^{H}	41%	51%^{H}	57%^{W,H}	43%	45%	52%^{A,B}	51%^{A}	47%	50%	48%
Somewhat disagree	20%	20%	19%	20%	19%	25%^{W,B}	17%	21%	23%^{C}	20%	17%	18%	21%	22%	18%
Strongly disagree	8%	6%	10%^{M}	9%^{M}	8%^{A}	9%^{A}	6%	4%	10%	7%	7%	9%	10%^{G}	7%	6%
Don't know/Skipped on web	3%	2%	2%	3%	2%	3%	5%^{W,A}	1%	4%^{C,D}	2%	2%	2%	4%^{G}	2%	1%
Agree ("Strongly agree" + "Somewhat agree")	70%	71%	70%	68%	71%^{H}	62%	73%^{H}	73%^{H}	62%	71%^{A}	75%^{A}	71%^{A}	65%	69%	75%^{E,F}
Disagree ("Strongly disagree" + "Somewhat disagree")	28%	27%	28%	29%	27%	34%^{W,B,A}	23%	26%	33%^{C}	27%	24%	27%	31%^{G}	29%	24%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Home Type Consumers Would Buy

If you were in the market to buy a home, what type of home would you likely buy at this time given the types of homes available at the price range you can afford?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Single family detached home	69%	80%^{O,R}	72%^{R}	54%	72%^{B,A}	68%	59%	66%	62%	73%^{A,D}	77%^{A,D}	64%	58%	72%^{E}	79%^{E,F}
Duplex / Triplex	4%	3%	2%	6%^{M,O}	2%	6%^{W}	8%^{W}	5%^{W}	6%^{C,D}	4%	2%	3%	6%^{F,G}	3%	2%
Townhouse	8%	6%	7%	12%^{M,O}	6%	10%^{W}	16%^{W}	12%^{W}	11%^{C,D}	8%	7%	7%	10%^{G}	8%	6%
Condominium	8%	6%	9%^{M}	10%^{M}	8%	8%	6%	14%^{W,H,B}	7%	6%	6%	14%^{B,C,D}	7%	11%^{G}	7%
Mobile or Manufactured home	8%	5%	7%	12%^{M,O}	9%^{A}	6%^{A}	7%^{A}	2%	10%^{C}	7%	6%	8%	15%^{F,G}	4%	3%
Other, please specify	2%	1%	2%	4%^{M}	2%	2%	3%	1%	2%	1%	2%	4%^{B,C}	2%	2%	2%
Don’t know/Skipped on web	1%	.%	1%	1%	.%	1%	2%^{W}	1%	1%	.%	1%	1%	2%^{G}	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Support for Building Additional Housing, by Type

What types of additional housing would you support building in, or near, your current neighborhood (within a few blocks/streets)? Please select all that apply.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Single family housing units that are detached from any other house	63%	73%^{O,R}	62%^{R}	53%	67%^{H,B,A}	58%	57%	59%	56%	62%	68%^{A}	67%^{A}	55%	63%^{E}	71%^{E,F}
Single family housing units that are attached to one or more houses (e.g., townhomes)	25%	25%^{O}	15%	31%^{M,O}	24%	21%	28%	32%^{W,H}	32%^{B,C,D}	24%	21%	21%	23%	25%	26%
Apartment/condo buildings with 4 or fewer apartments/condos (e.g., building with 2-4 units, such as a duplex, triplex, or fourplex)	19%	17%	14%	27%^{M,O}	19%	18%	22%	23%	24%^{C,D}	22%^{C}	15%	18%	21%	20%	18%
Apartment/condo buildings with 5 to 49 apartments/condos	13%	10%	8%	20%^{M,O}	12%	13%	14%	18%^{W}	18%^{C,D}	12%	10%	11%	13%	13%	13%
Apartment/condo buildings with 50 or more apartments/condos	8%	6%	5%	13%^{M,O}	7%	6%	10%	11%^{H}	12%^{B,C,D}	7%	6%	6%	9%	8%	7%
Mobile/Manufactured homes	6%	4%	7%^{M}	9%^{M}	7%^{A}	6%^{A}	7%^{A}	1%	8%	5%	6%	6%	10%^{F,G}	5%	4%
A secondary housing unit on a single-family residential lot (also called an Accessory Dwelling Unit, or “ADU,” garage apartment, basement apartment, mother-in-law unit)	13%	13%	13%	13%	14%	10%	12%	14%	12%	11%	13%	17%^{A,B}	13%	12%	14%
None	16%	14%	19%^{M}	15%	17%	16%	13%	14%	16%	17%	16%	15%	18%	17%	14%
Don’t know/Skipped on web	2%	1%	2%	2%	1%	3%	2%	1%	3%^{B,C,D}	1%	1%	1%	3%^{G}	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Belief That Benefits of New Housing Outweigh Drawbacks

If more homes were built in your area/neighborhood, how strongly would you agree or disagree with the following? *The benefits of new housing development outweigh the drawbacks.*
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Strongly agree	11%	11%	8%	14%^{O}	10%	12%	15%^{W}	11%	13%^{C,D}	18%^{A,C,D}	8%	8%	8%	11%	14%^{E}
Somewhat agree	40%	39%	37%	45%^{M,O}	38%	43%	45%^{W}	43%	39%	40%	41%	42%	42%	41%	39%
Somewhat disagree	32%	33%^{R}	35%^{R}	27%	33%	29%	28%	35%	32%	28%	34%	31%	31%	34%	31%
Strongly disagree	15%	16%	19%^{R}	12%	18%^{H,B,A}	13%	9%	11%	13%	13%	17%	18%^{A,B}	17%	13%	15%
Don't know/Skipped on web	2%	2%	2%	2%	1%	3%	2%	1%	3%^{C}	1%	1%	2%	2%	2%	1%
Agree ("Strongly agree" + "Somewhat agree")	51%	49%	45%	59%^{M,O}	48%	55%^{W}	61%^{W}	54%	52%	58%^{C,D}	49%	49%	50%	52%	53%
Disagree ("Strongly disagree" + "Somewhat disagree")	47%	49%^{R}	54%^{R}	39%	51%^{H,B}	42%	37%	45%	45%	40%	51%^{B}	49%^{B}	48%	47%	46%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Need For More Affordable Housing in Neighborhood

We need more affordable housing to be built in my neighborhood. : Please read each of the following statements and indicate your agreement level.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Strongly agree	24%	16%	18%	39%^{M,O}	22%	28%^{W,A}	32%^{W,A}	17%	31%^{C,D}	29%^{C,D}	19%	20%	28%^{G}	23%	21%
Somewhat agree	29%	28%	25%	34%^{M,O}	28%	29%	34%	37%^{W}	32%	27%	30%	26%	32%^{G}	30%	26%
Somewhat disagree	26%	31%^{R}	30%^{R}	17%	28%^{H,B}	22%	21%	30%^{H,B}	22%	26%	26%	30%^{A}	23%	26%	28%^{E}
Strongly disagree	18%	23%^{R}	25%^{R}	7%	20%^{B,A}	17%^{B}	8%	15%^{B}	11%	15%	23%^{A,B}	22%^{A,B}	13%	18%^{E}	23%^{E}
Don’t know/Skipped on web	2%	2%	2%	3%	2%	3%	5%^{W}	2%	4%^{C,D}	2%	2%	1%	4%^{F,G}	2%	1%
Agree (“Strongly agree” + “Somewhat agree”)	54%	44%	43%	73%^{M,O}	50%	57%^{W}	66%^{W,A}	54%	63%^{C,D}	57%^{C,D}	49%	46%	60%^{F,G}	54%^{G}	47%
Disagree (“Strongly disagree” + “Somewhat disagree”)	44%	54%^{R}	55%^{R}	24%	48%^{H,B}	39%^{B}	29%	45%^{B}	33%	41%^{A}	49%^{A,B}	53%^{A,B}	36%	45%^{E}	51%^{E,F}

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Support For Changing Zoning to Allow For More Home Construction

I support changing local zoning codes or regulations to allow more homes to be built in my neighborhood. : Please read each of the following statements and indicate your agreement level.
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Strongly agree	15%	11%	9%	24%^{M,O}	11%	19%^{W,A}	24%^{W,A}	12%	21%^{C,D}	20%^{C,D}	11%	9%	18%^{F,G}	11%	14%
Somewhat agree	31%	27%	27%	39%^{M,O}	29%	34%	37%^{W}	38%^{W}	35%^{C,D}	32%	30%	27%	34%	30%	29%
Somewhat disagree	27%	30%^{R}	27%	23%	30%^{H}	23%	24%	29%	26%	23%	28%	30%^{B}	23%	31%^{E}	29%^{E}
Strongly disagree	24%	30%^{R}	33%^{R}	10%	28%^{H,B,A}	19%^{B}	10%	19%^{B}	12%	21%^{A}	30%^{A,B}	32%^{A,B}	20%	26%^{E}	26%^{E}
Don’t know/Skipped on web	3%	2%	3%	4%^{M}	2%	5%^{W,A}	6%^{W,A}	2%	5%^{C,D}	4%^{C,D}	2%	1%	5%^{F,G}	2%	2%
Agree (“Strongly agree” + “Somewhat agree”)	46%	38%	37%	63%^{M,O}	40%	53%^{W}	61%^{W,A}	50%^{W}	56%^{C,D}	51%^{C,D}	41%	36%	52%^{F,G}	41%	43%
Disagree (“Strongly disagree” + “Somewhat disagree”)	51%	60%^{R}	60%^{R}	33%	58%^{H,B,A}	42%	34%	48%^{B}	38%	45%	58%^{A,B}	63%^{A,B}	43%	57%^{E}	55%^{E}

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Home Prices

Prices of homes currently owned in the area : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	59%	63%^{R}	58%	55%	58%	65%^{W,A}	57%	54%	54%	61%	61%^{A}	60%^{A}	59%	57%	60%
Will decrease	13%	13%	12%	15%	13%	12%	12%	21%^{W,H,B}	18%^{C,D}	14%^{D}	12%	9%	12%	14%	15%
Will have no impact on (neutral)	25%	23%	27%	27%	27%^{H}	19%	28%^{H}	23%	24%	24%	26%	29%	25%	28%	24%
Don’t know/Skipped on web	2%	2%	2%	3%	1%	3%	3%	2%	4%^{C}	2%	1%	2%	4%^{F,G}	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Rental Costs

The cost of rent : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	59%	60%	55%	60%	57%^{A}	70%^{W,B,A}	59%^{A}	47%	57%	60%	58%	60%	60%	58%	57%
Will decrease	11%	10%	8%	14%^{O}	10%	11%	10%	19%^{W,H,B}	16%^{C,D}	13%^{C,D}	9%	6%	11%	10%	11%
Will have no impact on (neutral)	28%	28%^{R}	35%^{M,R}	23%	32%^{H}	16%	26%^{H}	33%^{H}	23%	26%	31%^{A}	32%^{A,B}	24%	30%^{E}	31%^{E}
Don’t know/Skipped on web	2%	2%	2%	3%	1%	3%	4%^{W}	2%	3%	1%	2%	2%	4%^{F,G}	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on the Number of Shops and Restaurants

The number of shops and restaurants nearby : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	46%	49%^{O}	41%	46%	43%	54%^{W,B}	44%	57%^{W,B}	49%^{D}	53%^{C,D}	44%	40%	45%	46%	48%
Will decrease	7%	4%	5%	12%^{M,O}	6%	8%	9%	8%	12%^{B,C,D}	5%	6%^{D}	3%	9%^{G}	7%	4%
Will have no impact on (neutral)	45%	46%^{R}	50%^{R}	40%	50%^{H,A}	35%	43%^{A}	33%	35%	40%	49%^{A,B}	55%^{A,B,C}	42%	46%	46%
Don’t know/Skipped on web	2%	2%	3%	2%	2%	3%	4%^{W}	2%	3%^{C}	2%	1%	2%^{C}	3%^{F,G}	1%	2%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Investment in Transportation Infrastructure

Investment in transportation infrastructure : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	32%	31%	28%	37%^{M,O}	28%	41%^{W}	41%^{W}	37%^{W}	34%^{D}	38%^{C,D}	32%	27%	34%	32%	31%
Will decrease	9%	7%	8%	13%^{M,O}	8%	11%	12%^{W}	9%	14%^{C,D}	10%^{D}	7%	5%	11%^{G}	10%^{G}	7%
Will have no impact on (neutral)	56%	60%^{R}	62%^{R}	47%	63%^{H,B,A}	45%	43%	53%^{B}	49%	50%	60%^{A,B}	64%^{A,B}	51%	56%	61%^{E}
Don’t know/Skipped on web	2%	2%	2%	2%	2%	3%	4%^{W}	2%	3%^{C}	2%	1%	4%^{C}	4%^{G}	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Traffic

Traffic in the area : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	76%	81%^{R}	77%^{R}	70%	78%^{B}	77%^{B}	63%	82%^{B}	69%	76%^{A}	81%^{A}	78%^{A}	70%	79%^{E}	80%^{E}
Will decrease	6%	4%	4%	9%^{M,O}	4%	8%^{W}	10%^{W}	7%	10%^{C,D}	6%^{D}	4%^{D}	2%	7%	6%	5%
Will have no impact on (neutral)	16%	13%	16%	19%^{M}	16%^{A}	12%	23%^{W,H,A}	9%	17%	15%	14%	18%^{C}	19%^{F,G}	14%	14%
Don’t know/Skipped on web	2%	2%	3%	2%	2%	3%	4%^{W}	2%	3%^{C}	2%^{C}	1%	2%^{C}	4%^{F,G}	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Quality of Community Parks

Quality of community parks / open green spaces : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	26%	24%	22%	31%^{M,O}	23%	32%^{W}	31%^{W}	26%	34%^{C,D}	32%^{C,D}	22%^{D}	16%	30%^{F,G}	22%	24%
Will decrease	22%	22%	20%	22%	20%	24%	18%	32%^{W,H,B}	22%	24%^{D}	23%^{D}	18%	22%	22%	21%
Will have no impact on (neutral)	50%	52%^{R}	56%^{R}	44%	55%^{H,B,A}	41%	46%	42%	41%	43%	53%^{A,B}	63%^{A,B,C}	44%	54%^{E}	54%^{E}
Don’t know/Skipped on web	2%	2%	3%	3%	2%	3%	5%^{W,A}	1%	4%^{C}	2%	1%	2%	4%^{G}	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Diversity

Diversity (more income levels, people from diverse backgrounds, etc.) : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	45%	45%	47%	45%	41%	54%^{W}	50%^{W}	55%^{W}	45%	46%	46%	45%	47%	45%	44%
Will decrease	12%	11%^{O}	8%	15%^{M,O}	10%	15%^{W}	13%	13%	17%^{C,D}	12%^{D}	10%	8%	13%	12%	11%
Will have no impact on (neutral)	41%	42%	42%	38%	47%^{H,B,A}	28%	34%	30%	35%	41%	44%^{A}	44%^{A}	37%	41%	44%^{E}
Don't know/Skipped on web	2%	2%	3%	2%	2%	3%	3%	2%	4%^{C}	1%	1%	2%^{C}	3%^{G}	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Quality of Schools

Quality of schools and education : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	25%	25%^{O}	20%	29%^{O}	21%	34%^{W,A}	33%^{W}	26%	27%^{D}	30%^{C,D}	24%	21%	29%^{F,G}	22%	24%
Will decrease	18%	16%	19%	19%	17%	19%	17%	25%^{W,B}	18%	19%	18%	15%	18%	19%	17%
Will have no impact on (neutral)	55%	57%^{R}	59%^{R}	50%	60%^{H,B,A}	46%	45%	48%	51%	49%	56%^{B}	61%^{A,B}	50%	57%^{E}	58%^{E}
Don’t know/Skipped on web	2%	1%	3%^{M}	2%	2%	2%	5%^{W,H,A}	1%	3%	2%	1%	2%	3%^{G}	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Appeal of the Neighborhood

Appeal of the neighborhood : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	39%	42%^{O}	29%	43%^{O}	35%	49%^{W,A}	46%^{W}	38%	46%^{C,D}	45%^{C,D}	34%	33%	38%	37%	41%
Will decrease	27%	27%	30%	25%	29%^{H,B}	23%	21%	31%^{H,B}	24%	27%	28%	29%	26%	29%	27%
Will have no impact on (neutral)	32%	30%	39%^{M,R}	30%	35%^{H}	25%	30%	29%	27%	27%	37%^{A,B}	36%^{A,B}	32%	32%	31%
Don't know/Skipped on web	2%	2%	2%	2%	1%	3%^{W}	3%^{W}	2%	3%^{B,C}	1%	1%	2%	3%^{F,G}	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Impact of Building More Homes on Local Taxes

Local taxes (e.g., property tax, county tax) : Suppose more homes were built in your neighborhood. What do you think would be the likely effect on your neighborhood?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Will increase	61%	65%^{O,R}	58%	59%	59%	70%^{W,B,A}	60%	58%	59%	62%	63%	61%	61%	62%	61%
Will decrease	7%	6%	6%	9%^{M}	6%	8%	11%^{W,A}	6%	11%^{C,D}	7%	5%	5%	9%^{G}	6%	6%
Will have no impact on (neutral)	29%	28%	32%	30%	33%^{H,B}	19%	26%	35%^{H,B}	27%	28%	31%	31%	26%	30%	33%^{E}
Don't know/Skipped on web	2%	2%	3%	2%	2%	3%	3%	1%	3%^{C}	3%	1%	3%^{C}	4%^{F,G}	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Home Prices

Prices of homes currently owned in the area : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect home prices to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,916**	**809**	**483**	**592**	**1,136**	**367**	**210**	**109**	**516**	**333**	**632**	**435**	**745**	**395**	**761**
Better	36%	39%^{R}	36%	31%	32%	40%	40%	49%^{W}	31%	34%	37%	41%^{A}	29%	40%^{E}	40%^{E}
Worse	32%	28%	26%	40%^{M,O}	33%	30%	30%	28%	39%^{C,D}	38%^{D}	30%^{D}	20%	35%^{G}	35%^{G}	27%
About the same	32%	32%	37%^{R}	28%	35%^{A}	29%	30%	22%	28%	28%	33%	37%^{A,B}	34%^{F}	24%	32%^{F}
Don’t know/Skipped on web	1%	1%	1%	.%	1%	1%	1%	1%	1%	.%	.%	2%^{C}	1%	2%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Rental Costs

The cost of rent : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect rental costs to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,903**	**767**	**454**	**649**	**1,118**	**391**	**218**	**95**	**547**	**328**	**600**	**429**	**763**	**403**	**726**
Better	14%	15%	14%	13%	11%	17%^{W}	22%^{W}	22%^{W}	15%	17%	14%	12%	13%	11%	17%^{F}
Worse	61%	60%	56%	66%^{O}	63%	59%	54%	58%	67%^{B,D}	58%	62%^{D}	54%	63%	68%^{G}	56%
About the same	24%	24%	30%^{R}	20%	25%	23%	23%	19%	17%	25%^{A}	23%	34%^{A,B,C}	23%	20%	26%
Don’t know/Skipped on web	1%	1%	.%	1%	.%	1%	.%	1%	1%	.%	1%	1%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in the Number of Shops and Restaurants

The number of shops and restaurants nearby : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect the number of shops and restaurants to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,501**	**633**	**344**	**499**	**841**	**305**	**162**	**116**	**470**	**288**	**454**	**290**	**564**	**317**	**608**
Better	66%	71%^{O,R}	61%	62%	66%	66%	61%	73%^{B}	70%	66%	63%	64%	57%	71%^{E}	71%^{E}
Worse	11%	8%	12%	14%^{M}	9%	14%	14%	8%	14%^{D}	12%	10%	6%	13%	10%	10%
About the same	22%	20%	26%	23%	23%	20%	24%	18%	16%	23%	25%^{A}	28%^{A}	28%^{F,G}	19%	19%
Don’t know/Skipped on web	1%	1%	2%	1%	1%	.%	2%	.%	1%	0%	1%	2%	1%	.%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Investment in Transportation Infrastructure

Investment in transportation infrastructure : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect investment in transportation infrastructure to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,052**	**401**	**233**	**398**	**544**	**231**	**151**	**75**	**324**	**209**	**326**	**192**	**426**	**218**	**398**
Better	52%	54%	53%	50%	52%	51%	49%	60%	52%	46%	52%	56%	49%	58%	51%
Worse	21%	18%	16%	25%^{O}	21%	22%	22%	12%	23%^{D}	25%^{D}	22%^{D}	11%	23%	17%	20%
About the same	26%	27%	30%	24%	27%	26%	28%	27%	24%	28%	25%	32%	26%	23%	28%
Don’t know/Skipped on web	1%	1%	1%	1%	.%	2%	.%	2%	1%	1%	1%	1%	1%	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Traffic

Traffic in the area : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect traffic to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**2,471**	**1,039**	**640**	**753**	**1,536**	**432**	**233**	**167**	**659**	**415**	**836**	**560**	**887**	**548**	**1,016**
Better	7%	5%	5%	11%^{M,O}	4%	12%^{W}	14%^{W}	8%^{W}	11%^{D}	7%^{D}	7%^{D}	2%	10%^{F,G}	6%	5%
Worse	78%	82%^{R}	80%^{R}	72%	81%^{B}	76%	68%	83%^{B}	74%	81%	79%	80%	74%	81%^{E}	81%^{E}
About the same	14%	12%	15%	16%^{M}	14%^{A}	11%	17%^{A}	9%	14%	12%	13%	17%	16%	13%	13%
Don’t know/Skipped on web	1%	1%	.%	1%	.%	1%	.%	.%	1%	.%	.%	1%	1%	.%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Quality of Community Parks

Quality of community parks / open green spaces : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect quality of community parks / open green spaces to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**842**	**305**	**184**	**336**	**451**	**177**	**116**	**52**	**323**	**172**	**228**	**118**	**378**	**149**	**308**
Better	58%	64%	52%	56%	61%	52%	63%	61%	58%	58%	58%	53%	52%	60%	64%^{E}
Worse	15%	9%	13%	21%^{M}	11%	19%	19%	10%	16%	18%	14%	9%	17%	15%	13%
About the same	26%	27%	35%^{R}	22%	27%	28%	19%	28%	24%	24%	27%	34%	30%	22%	24%
Don’t know/Skipped on web	1%	1%	.%	1%	1%	1%	0%	1%	1%	.%	1%	3%	1%	2%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Diversity

Diversity (more income levels, people from diverse backgrounds, etc.) : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect diversity to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,477**	**574**	**389**	**487**	**807**	**305**	**186**	**111**	**429**	**249**	**472**	**328**	**598**	**313**	**555**
Better	48%	52%^{O}	38%	51%^{O}	45%	46%	58%^{W}	57%^{W}	60%^{B,C,D}	49%	42%	41%	44%	49%	51%
Worse	19%	16%	23%^{M}	20%	19%	22%	18%	19%	16%	17%	24%^{A}	20%	20%	22%	17%
About the same	32%	31%	38%^{R}	28%	35%^{B,A}	30%	24%	23%	24%	34%^{A}	34%^{A}	38%^{A}	35%	28%	32%
Don’t know/Skipped on web	1%	1%	1%	.%	1%	2%	1%	2%	1%	0%	1%	2%	1%	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Quality of Schools

Quality of schools and education : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect quality of schools to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**825**	**328**	**163**	**315**	**419**	**191**	**121**	**52**	**260**	**166**	**246**	**153**	**362**	**155**	**300**
Better	60%	66%	55%	57%	60%	60%	59%	63%	59%	59%	64%	55%	54%	61%	66%^{E}
Worse	12%	7%	11%	16%^{M}	11%	14%	11%	9%	17%^{D}	12%	10%	6%	15%^{G}	17%^{G}	6%
About the same	27%	26%	34%	26%	28%	25%	29%	27%	22%	29%	26%	38%^{A,C}	30%	22%	28%
Don’t know/Skipped on web	1%	1%	0%	1%	1%	1%	1%	1%	2%	.%	.%	1%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Appeal of the Neighborhood

Appeal of the neighborhood : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect appeal of the neighborhood to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,269**	**536**	**242**	**467**	**684**	**275**	**170**	**78**	**436**	**245**	**350**	**238**	**480**	**257**	**524**
Better	61%	62%	57%	61%	61%	55%	66%	65%	64%	61%	58%	59%	54%	69%^{E}	62%
Worse	12%	8%	14%	15%^{M}	11%	20%^{W,B,A}	8%	8%	16%^{C,D}	15%	8%	8%	17%^{G}	11%	8%
About the same	26%	27%	29%	24%	28%	23%	26%	24%	20%	24%	32%^{A}	32%^{A}	28%^{F}	19%	29%^{F}
Don’t know/Skipped on web	1%	2%	.%	0%	.%	2%	0%	3%^{W,B}	1%	.%	2%	1%	1%	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Increase in Local Taxes

Local taxes (e.g., property tax, county tax) : You mentioned you think the following would increase if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect local taxes to increase

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,985**	**833**	**485**	**634**	**1,157**	**393**	**222**	**117**	**560**	**338**	**649**	**438**	**768**	**430**	**770**
Better	13%	12%	11%	17%	10%	19%^{W}	20%^{W}	17%^{W}	16%^{D}	15%	12%	10%	16%	12%	12%
Worse	58%	58%	57%	58%	61%^{A}	55%	52%	50%	60%^{D}	54%	62%^{D}	50%	59%	58%	56%
About the same	28%	29%	31%^{R}	24%	29%	25%	26%	32%	22%	30%^{A}	25%	38%^{A,C}	23%	29%	32%^{E}
Don’t know/Skipped on web	1%	1%	1%	1%	1%	1%	2%	.%	1%	1%	1%	2%	2%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Home Prices

Prices of homes currently owned in the area : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect home prices to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**439**	**163**	**103**	**165**	**266**	**69**	**46**	**42**	**176**	**76**	**121**	**65**	**155**	**97**	**186**
Better	29%	25%	22%	40%^{M,O}	27%	49%^{W,B,A}	23%	22%	39%^{C,D}	30%	21%	18%	26%	25%	35%
Worse	40%	45%^{R}	54%^{R}	25%	40%	34%	42%	42%	27%	46%^{A}	48%^{A}	53%^{A}	41%	39%	39%
About the same	29%	29%	19%	34%	30%	17%	32%	34%	31%	23%	31%	29%	32%	36%	23%
Don’t know/Skipped on web	2%	1%	5%	1%	2%	0%	3%	2%	4%	1%	1%	0%	1%	1%	3%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Rental Costs

The cost of rent : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect rental costs to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**356**	**134**	**69**	**146**	**200**	**61**	**38**	**39**	**151**	**71**	**90**	**44**	**145**	**72**	**138**
Better	42%	42%	32%	45%	44%	36%	52%	41%	45%	45%	40%	29%	34%	41%	50%^{E}
Worse	29%	26%	36%	28%	26%	30%	34%	27%	29%	31%	28%	27%	34%	33%	21%
About the same	28%	31%	28%	25%	28%	31%	12%	33%	25%	24%	28%	44%^{A}	31%	25%	27%
Don’t know/Skipped on web	2%	1%	4%	1%	1%	3%	2%	0%	2%	0%	3%	0%	1%	1%	2%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in the Number of Shops and Restaurants

The number of shops and restaurants nearby : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect the number of shops and restaurants to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**223**	**47**	**42**	**127**	**115**	**43**	**35**	**17**	**112**	**28**	**65**	**18**	**119**	**48**	**56**
Better	19%	25%	14%	17%	15%	22%	30%	23%	20%	21%	18%	15%	19%	15%	24%
Worse	50%	54%	57%	48%	54%	40%	49%	66%	43%	41%	65%[A]	52%	46%	64%	46%
About the same	30%	21%	26%	35%	30%	38%	20%	10%	36%[C]	38%[C]	16%	32%	35%	18%	30%
Don’t know/Skipped on web	1%	1%	2%	0%	1%	.%	1%	2%	1%	0%	1%	0%	.%	3%	0%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Investment in Transportation Infrastructure

Investment in transportation infrastructure : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect investment in transportation infrastructure to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**304**	**87**	**65**	**144**	**159**	**62**	**46**	**17**	**137**	**55**	**73**	**39**	**140**	**73**	**90**
Better	18%	23%	7%	19%	16%	24%	23%	16%	24%	15%	16%	6%	17%	21%	17%
Worse	58%	56%	62%	60%	62%	56%	45%	70%	57%	65%	54%	61%	56%	61%	59%
About the same	20%	20%	22%	19%	17%	18%	29%	15%	15%	20%	30%	23%	23%	17%	18%
Don’t know/Skipped on web	3%	1%	9%	2%	5%	2%	3%	0%	4%	0%	1%	10%^{B,C}	3%	.%	6%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Traffic

Traffic in the area : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect traffic to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**188**	**54**	**32**	**97**	**83**	**48**	**37**	**14**	**99**	**35**	**42**	**11**	**86**	**43**	**58**
Better	25%	24%	9%	31%	27%	19%	28%	19%	37%^{B,C}	11%	8%	21%	24%	35%	18%
Worse	54%	59%	60%	48%	51%	61%	43%	77%	44%	63%	63%	74%	58%	46%	53%
About the same	17%	17%	16%	17%	17%	21%	21%	4%	15%	24%	22%	5%	13%	19%	22%
Don’t know/Skipped on web	4%	0%	14%^{M}	4%	5%	0%	8%	0%	5%	2%	7%	0%	4%	0%	8%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Quality of Community Parks

Quality of community parks / open green spaces : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect quality of community parks / open green spaces to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**700**	**280**	**164**	**240**	**397**	**136**	**66**	**64**	**206**	**129**	**236**	**129**	**280**	**155**	**262**
Better	13%	11%	10%	16%	9%	18%^{W,A}	30%^{W,A}	5%	21%^{C,D}	17%^{C,D}	7%	6%	15%	8%	13%
Worse	66%	70%^{R}	72%^{R}	58%	71%^{B}	60%	50%	73%^{B}	62%	61%	72%	69%	64%	69%	67%
About the same	20%	19%	16%	25%	20%	21%	19%	17%	18%	21%	20%	24%	19%	23%	20%
Don’t know/Skipped on web	1%	.%	3%	1%	.%	.%	1%	5%^{W}	.%	1%	2%	1%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Diversity

Diversity (more income levels, people from diverse backgrounds, etc.) : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect diversity to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**384**	**145**	**65**	**166**	**205**	**87**	**47**	**26**	**159**	**67**	**102**	**57**	**158**	**82**	**143**
Better	14%	11%	19%	15%	12%	16%	25%	19%	19%	14%	12%	8%	18%	9%	14%
Worse	55%	62%	44%	54%	55%	55%	58%	51%	54%	66%^{D}	57%	38%	44%	71%^{E}	57%
About the same	29%	25%	35%	30%	30%	28%	16%	30%	25%	19%	29%	49%^{A,B}	35%^{F}	17%	28%
Don’t know/Skipped on web	2%	2%	3%	1%	2%	1%	2%	0%	2%	0%	3%	4%	3%	3%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Quality of Schools

Quality of schools and education : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect quality of schools to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**577**	**211**	**154**	**201**	**327**	**106**	**65**	**50**	**176**	**102**	**190**	**109**	**230**	**131**	**214**
Better	13%	8%	12%	19%^{M}	12%	19%^{A}	21%	6%	23%^{C,D}	12%	10%	4%	18%^{G}	15%	8%
Worse	66%	74%^{R}	69%	56%	70%	60%	54%	72%	57%	66%	71%^{A}	72%^{A}	62%	66%	71%
About the same	19%	17%	15%	24%	15%	20%	25%	21%	18%	22%	17%	21%	20%	18%	18%
Don’t know/Skipped on web	2%	.%	4%^{M}	1%	3%	0%	0%	0%	3%	0%	1%	4%	1%	1%	3%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Appeal of the Neighborhood

Appeal of the neighborhood : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?
Asked of consumers who said they expect appeal of the neighborhood to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**879**	**344**	**251**	**269**	**578**	**130**	**78**	**62**	**231**	**146**	**293**	**209**	**332**	**203**	**340**
Better	12%	10%	12%	16%	11%	20%^{W}	19%	10%	17%	10%	11%	10%	14%	12%	11%
Worse	68%	69%	70%	64%	72%^{H,B}	56%	55%	65%	66%	68%	73%^{D}	62%	64%	71%	69%
About the same	19%	20%	18%	20%	17%	24%	24%	26%	16%	21%	16%	27%^{A,C}	21%	17%	20%
Don’t know/Skipped on web	1%	1%	0%	.%	1%	0%	2%	0%	1%	.%	.%	1%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Sentiment About Expected Decrease in Local Taxes

Local taxes (e.g., property tax, county tax) : You mentioned you think the following would decrease if more homes were built in your neighborhood. Would this make your neighborhood better, worse, or about the same?

Asked of consumers who said they expect local taxes to decrease

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	>20%+ AMI (G)
n=	**232**	**76**	**51**	**98**	**119**	**45**	**40**	**12**	**104**	**40**	**51**	**37**	**115**	**43**	**70**
Better	35%	38%	41%	31%	33%	49%[A]	44%	12%	34%	24%	46%	36%	31%	41%	36%
Worse	37%	42%	22%	39%	36%	44%	34%	49%	41%	49%	31%	21%	34%	35%	45%
About the same	26%	19%	35%	25%	28%[H]	6%	22%	39%[H]	25%	26%	21%	33%	31%	24%	18%
Don’t know/Skipped on web	2%	1%	1%	4%	4%	1%	0%	0%	0%	1%	2%	10%[A]	4%	0%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).

M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Best Outcome of Building More Homes

You said the following changes will make your neighborhood better. Which do you think will be the best for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood better

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,437	608	302	499	785	303	171	107	500	263	416	257	511	340	575
The increase in prices of homes currently owned in the area	12%	15%[R]	17%[R]	6%	12%	16%	9%	10%	6%	7%	20%[A,B]	18%[A,B]	8%	14%[E]	15%[E]
The decrease in prices of homes currently owned in the area	2%	1%	1%	4%[O]	2%	5%[W]	1%	1%	4%[C,D]	2%	1%	.%	3%	1%	2%
The increase in the cost of rent	2%	2%	1%	2%	1%	3%	2%	3%	2%	3%	2%	1%	1%	1%	3%
The decrease in the cost of rent	2%	1%	1%	5%[M,O]	2%	1%	2%	2%	3%[C]	2%	1%	1%	2%	1%	3%
The increase in the number of shops and restaurants nearby	19%	21%	17%	18%	21%[H]	13%	15%	23%[H]	17%	26%[A,C,D]	18%	17%	16%	20%	20%
The decrease in the number of shops and restaurants nearby	1%	0%	0%	1%[M]	1%	.%	1%	0%	1%	.%	.%	.%	1%	1%	.%
The increase in the investment in transportation infrastructure	6%	6%	7%	7%	6%	6%	8%	12%[W,H]	7%	5%	7%	7%	7%	7%	5%
The decrease in the investment in transportation infrastructure	.%	0%	0%	1%	.%	1%	1%	.%	1%	1%	0%	0%	1%	1%	.%
The increase in traffic in the area	1%	.%	.%	3%[M]	1%	1%	2%	.%	2%[C]	.%	.%	.%	2%	1%	1%
The decrease in traffic in the area	1%	1%	0%	1%	.%	.%	2%	1%	1%	.%	.%	0%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Best Outcome of Building More Homes (Continued)

You said the following changes will make your neighborhood better. Which do you think will be the best for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood better

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,437	608	302	499	785	303	171	107	500	263	416	257	511	340	575
The increase in the quality of community parks / open green spaces	5%	4%	6%	6%	5%[B]	6%[B]	1%	5%[B]	8%[C]	4%	3%	4%	6%	7%	4%
The decrease in the quality of community parks / open green spaces	.%	0%	.%	.%	.%	.%	.%	0%	.%	1%	.%	0%	1%	0%	.%
The increase in diversity (more income levels, people from diverse backgrounds, etc.)	13%	12%	13%	14%	13%	10%	19%[H]	14%	15%	11%	12%	12%	13%	16%	10%
The decrease in diversity (more income levels, people from diverse backgrounds, etc.)	1%	.%	1%	1%	.%	1%	1%	1%	.%	1%	.%	1%	1%	.%	.%
The increase in the quality of schools and education	9%	12%	7%	7%	10%	7%	9%	8%	9%	10%	9%	7%	9%	9%	10%
The decrease in the quality of schools and education	1%	1%	0%	1%	0%	2%[W]	1%[W]	.%[W]	1%	.%	1%	0%	.%	1%	1%
The increase in the appeal of the neighborhood	14%	16%	13%	12%	14%	12%	16%	12%	10%	13%	16%	19%[A]	13%	10%	17%[F]
The decrease in the appeal of the neighborhood	1%	1%	1%	2%	1%	2%	1%	0%	2%	1%	.%	1%	2%	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Best Outcome of Building More Homes (Continued #2)

You said the following changes will make your neighborhood better. Which do you think will be the best for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood better

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,437**	**608**	**302**	**499**	**785**	**303**	**171**	**107**	**500**	**263**	**416**	**257**	**511**	**340**	**575**
The increase in local taxes (e.g., property tax, county tax)	1%	2%	2%	1%	1%	2%	0%	3%[B]	1%	3%	1%	1%	2%	1%	1%
The decrease in local taxes (e.g., property tax, county tax)	1%	1%	1%	1%	1%	3%[W]	1%	.%	.%	2%[A]	2%	1%	1%	3%[G]	.%
None	8%	6%	12%[M]	7%	7%	10%	8%	5%	8%	7%	7%	8%	11%[F,G]	6%	6%
Don't know/Skipped on web	1%	.%	.%	1%	1%	2%	0%	.%	.%	2%	1%	1%	1%	1%	.%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Worst Outcome of Building More Homes

You said the following changes will make your neighborhood worse. Which do you think will be the worst for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood worse

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,962	791	486	652	1,192	370	200	124	594	334	646	388	762	429	759
The increase in prices of homes currently owned in the area	5%	4%	6%	5%	5%	5%	3%	6%	7%^{D}	5%	5%	2%	5%	5%	5%
The decrease in prices of homes currently owned in the area	1%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%
The increase in the cost of rent	15%	6%	8%	30%^{M,O}	11%	22%^{W,A}	23%^{W,A}	10%	20%^{C,D}	14%	12%	10%	21%^{F,G}	12%	10%
The decrease in the cost of rent	.%	.%	.%	1%	.%	.%	.%	1%	1%	1%	.%	.%	1%	.%	.%
The increase in the number of shops and restaurants nearby	1%	1%	.%	1%	.%	2%^{W}	1%^{W}	2%^{W}	1%	.%	1%	0%	1%	1%	1%
The decrease in the number of shops and restaurants nearby	1%	1%	.%	3%^{M,O}	1%	1%	5%^{W,H,A}	0%	3%^{D}	.%	1%	0%	2%^{G}	1%	.%
The increase in the investment in transportation infrastructure	1%	.%	.%	1%^{M}	1%	.%	2%	0%	1%	1%	1%	.%	1%	.%	1%
The decrease in the investment in transportation infrastructure	1%	.%	1%^{M}	2%^{M}	1%	1%	4%^{W,A}	0%	2%	1%	1%	1%	2%^{G}	1%	.%
The increase in traffic in the area	35%	42%^{R}	39%^{R}	23%	40%^{H,B}	28%	22%	36%^{B}	22%	34%^{A}	38%^{A}	50%^{A,B,C}	31%	38%	37%^{E}
The decrease in traffic in the area	1%	1%	0%	1%	.%	1%	1%	.%	1%	1%	.%	0%	1%	0%	.%

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M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Worst Outcome of Building More Homes (Continued)

You said the following changes will make your neighborhood worse. Which do you think will be the worst for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood worse

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	1,962	791	486	652	1,192	370	200	124	594	334	646	388	762	429	759
The increase in the quality of community parks / open green spaces	1%	.%	0%	2%^{M,O}	1%	.%	1%	.%	2%^{C}	1%	.%	0%	1%	.%	.%
The decrease in the quality of community parks / open green spaces	3%	3%	3%	3%	2%	4%	1%	3%	2%	1%	4%	2%	3%	1%	4%
The increase in diversity (more income levels, people from diverse backgrounds, etc.)	2%	3%	2%	1%	2%	2%	2%	4%	1%	3%	3%	2%	2%	2%	2%
The decrease in diversity (more income levels, people from diverse backgrounds, etc.)	3%	4%^{O}	.%	4%^{O}	2%	5%	2%	2%	4%^{D}	5%^{C,D}	2%	1%	1%	4%^{E}	4%
The increase in the quality of schools and education	1%	1%	.%	1%	.%	1%	0%	0%	2%^{C,D}	.%	.%	0%	.%	2%^{E,G}	0%
The decrease in the quality of schools and education	3%	4%	2%	3%	3%	2%	4%	8%^{W,H}	3%	5%^{D}	3%	2%	2%	5%^{E}	3%
The increase in the appeal of the neighborhood	.%	.%	.%	.%	.%	.%	0%	.%	.%	.%	.%	0%	.%	.%	.%
The decrease in the appeal of the neighborhood	5%	4%	9%^{M,R}	3%	6%^{H}	2%	3%	9%^{H,B}	4%	4%	6%	7%	4%	5%	6%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Worst Outcome of Building More Homes (Continued #2)

You said the following changes will make your neighborhood worse. Which do you think will be the worst for your neighborhood?
Asked of consumers who said they expect at least one neighborhood change would make their neighborhood worse

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**1,962**	**791**	**486**	**652**	**1,192**	**370**	**200**	**124**	**594**	**334**	**646**	**388**	**762**	**429**	**759**
The increase in local taxes (e.g., property tax, county tax)	18%	21%^{R}	23%^{R}	10%	20%^{B,A}	17%	11%	12%	17%	16%	20%	19%	16%	16%	21%^{E}
The decrease in local taxes (e.g., property tax, county tax)	.%	0%	.%	1%^{M}	.%	2%^{W}	0%	.%	1%	0%	0%	1%^{C}	.%	.%	1%
None	3%	3%	2%	4%	2%	3%	11%^{W,H,A}	3%	6%^{C,D}	4%^{D}	2%	1%	4%	2%	3%
Don't know/Skipped on web	1%	.%	2%^{M}	1%	1%	1%	2%	.%	2%^{C}	.%	.%	1%	1%	1%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of ".%" in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Self-Reported Location

Would you describe the area you currently live as a rural, suburban, or urban area?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Rural	26%	26%^{R}	34%^{M,R}	20%	32%^{H,B,A}	21%^{A}	17%^{A}	9%	22%	26%	29%^{A}	30%^{A}	30%^{F,G}	24%	24%
Suburban	52%	57%^{O,R}	48%	49%	52%	49%	47%	63%^{W,H,B}	53%	50%	51%	52%	46%	58%^{E}	55%^{E}
Urban	21%	16%	17%	30%^{M,O}	16%	30%^{W}	34%^{W}	28%^{W}	24%^{D}	23%	20%	18%	24%^{F}	17%	21%
Don’t know/Skipped on web	1%	1%	1%	1%	.%	1%	2%	1%	1%	1%	1%	.%	1%	.%	1%

Note: Percentage values across answer choices within each category may not always total to 100% due to rounding. A cell value of “.%” in a table means that the value is a non-zero number that was rounded to 0% (example: 0.3%).
M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Predominant Housing Type in Area

What is the predominant type of housing in your neighborhood / immediate surrounding area (within a few blocks/streets)? *Select up to two.*
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Single family housing units that are detached from any other house	78%	89%^{O,R}	84%^{R}	60%	82%^{H,B}	72%^{B}	63%	77%^{B}	71%	77%	82%^{A}	83%^{A,B}	70%	80%^{E}	84%^{E}
Single family housing units that are attached to one or more houses (e.g., townhomes)	12%	10%	8%	19%^{M,O}	10%	14%^{W}	20%^{W}	16%^{W}	15%^{C,D}	17%^{C,D}	10%	8%	13%	14%	11%
Apartment/condo buildings with 4 or fewer apartments/condos (e.g., building with 2-4 units, such as a duplex, triplex, or fourplex)	10%	6%	5%	18%^{M,O}	8%	13%^{W}	17%^{W,A}	10%	15%^{B,C,D}	10%^{D}	8%^{D}	5%	13%^{G}	10%^{G}	7%
Apartment/condo buildings with 5 to 49 apartments/condos	8%	3%	4%	18%^{M,O}	7%	12%^{W}	10%	12%^{W}	12%^{C,D}	9%	7%	6%	11%^{G}	8%	6%
Apartment/condo buildings with 50 or more apartments/condos	5%	2%	2%	11%^{M,O}	4%	5%	9%^{W}	6%	8%^{B,C,D}	4%	4%	4%	6%^{G}	5%	4%
Mobile/Manufactured homes	7%	5%	11%^{M,R}	6%	8%^{A}	7%^{A}	7%^{A}	.%	9%^{B}	5%	8%	6%	11%^{F,G}	5%	4%
Other, please specify	1%	.%	2%^{M,R}	.%	1%	.%	.%	.%	.%	.%	1%	2%	1%	1%	1%
Don't know/Skipped on web	1%	.%	2%^{M}	1%^{M}	.%	1%	3%^{W,A}	1%	1%	1%	1%	.%	2%	1%	1%

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M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year

Primary Ownership Status in Area

Does your neighborhood primarily consist of homes that are owned, rented, or a mix of both?
Asked of All Consumers

GP Sample	GP	OWNER STATUS			RACE				AGE				AMI		
		MORTGAGE BORROWERS (M)	OUTRIGHT OWNERS (O)	RENTERS (R)	WHITE (W)	HISPANIC (H)	BLACK (B)	ASIAN (A)	18-34 (A)	35-44 (B)	45-64 (C)	65+ (D)	<80% AMI (E)	80%-120% AMI (F)	120%+ AMI (G)
n=	**3,250**	**1,287**	**830**	**1,076**	**1,969**	**562**	**370**	**203**	**953**	**546**	**1,030**	**721**	**1,261**	**692**	**1,271**
Owned	45%	62%^{R}	59%^{R}	14%	51%^{H,B}	37%^{B}	25%	51%^{H,B}	29%	40%^{A}	51%^{A,B}	61%^{A,B,C}	34%	46%^{E}	55%^{E,F}
Rented	12%	2%	2%	33%^{M,O}	9%	16%^{W,A}	26%^{W,H,A}	8%	23%^{B,C,D}	13%^{C,D}	7%^{D}	4%	21%^{F,G}	9%^{G}	5%
Mix of both owned and rented	42%	36%	39%	53%^{M,O}	40%	47%^{W}	49%^{W}	41%	46%^{D}	47%^{D}	42%^{D}	35%	45%^{G}	45%	39%
Don’t know/Skipped on web	.%	.%	1%^{M}	1%^{M}	.%	1%	.%	.%	1%	.%	.%	1%	1%^{G}	.%	.%

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M/O/R, W/H/B/A, A/B/C/D, E/F/G: Superscript denotes a % is significantly higher than the segment that the letter represents at the 95% confidence level within the year