

10. What is your total annual household income before taxes?

- Under \$25k \$50k - \$75k \$100k - \$150k Over \$200k
 \$25k - \$50k \$75k - \$100k \$150k - \$200k

11. What was the estimated selling price of the home you sold (or will sell) in order to buy your new home?

- I did not previously own a home. \$150,000 - \$199,999 \$300,000 - \$349,000 \$500,000 - \$749,000
 Less Than \$125,000 \$200,000 - \$249,999 \$350,000 - \$399,000 \$750,000 - \$999,000
 \$125,000 - \$149,000 \$250,000 - \$299,000 \$400,000 - \$499,999 \$1 Million & Over
 I am keeping my previous home as a rental for now.

12. Of the following items, which was the primary reason you selected/purchased the home that you did? Please choose only one below.

- Home Design/Layout Location (geographic) Community/Neighborhood Character & Amenities Other _____

13. Did you buy a home from a Built Green builder?

- Yes No I don't know.

14. How likely would you be to spend \$2,000 on each of the following in order to:

	I Did!	Very Likely	Possibly	Probably Would Not
Increase energy efficiency and lower utility bills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live in a home built with some recycled materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live in a home built with materials that are less likely to cause allergic reactions or other health problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. For the SAME PRICE, which would you prefer? (Choose one from each pair.)

- | | |
|---|--|
| <input type="checkbox"/> A house on a LARGER lot but WITHOUT nearby open space, or | <input type="checkbox"/> LARGER bedrooms and SMALLER closets, or |
| <input type="checkbox"/> A house on a SMALLER lot but WITH nearby open space | <input type="checkbox"/> SMALLER bedrooms and LARGER closets |
| <input type="checkbox"/> A LARGER lot in a location with a LONGER commute to work, or | <input type="checkbox"/> A laundry area near the bedrooms (UPSTAIRS), or |
| <input type="checkbox"/> A SMALLER lot in a location with a SHORTER commute to work | <input type="checkbox"/> A laundry area near the garage or kitchen (DOWNSTAIRS) |
| <input type="checkbox"/> A home with one "great room" and no formal living room, or | <input type="checkbox"/> A LARGER master bathroom and a SMALLER closet, or |
| <input type="checkbox"/> A home with separate living and dining areas | <input type="checkbox"/> A SMALLER master bathroom and a LARGER closet |
| <input type="checkbox"/> A LARGER home with more STANDARD interior finishes, or | <input type="checkbox"/> Soaking tub and separate smaller shower, or |
| <input type="checkbox"/> A SMALLER home with HIGHER QUALITY interior finishes | <input type="checkbox"/> A larger shower with seat in master bath |
| <input type="checkbox"/> A home with <u>basic</u> interior finishes & features, with upgrades available at an ADDITIONAL cost, or | <input type="checkbox"/> A LARGER yard in a community with NO amenities, or |
| <input type="checkbox"/> A home with <u>upgraded</u> interior finishes & features, ALREADY INCLUDED in the base price | <input type="checkbox"/> A SMALLER yard in a community WITH on-site amenities (ex. community pool, fitness center, and trail system) |

16. If you purchased a new Condominium, Duplex, Townhouse or Loft, how important were the following to your buying decision?

- N/A – I purchased a Single Family Detached Home.

For a Condominium, Duplex, Townhouse or Loft:	Very Important	Moderately Important	Slightly Important	Not True/ Not Important
The home will be more secure when I am away.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I paid a lower price than for a detached home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will not need to worry about outside maintenance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The home will better suit my lifestyle.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The home will be a good investment property.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The home is within walking distance of a light rail stop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The home is within walking distance of restaurants/ entertainment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is secure access to the building and parking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The building/community includes retail shops on-site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The building offers 24-hour concierge service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other _____				

17. How many estimated days a week do you (or a person in the home) work from home? _____ days per week

18. What is the zip code where the primary wage earner in your household works? (List all if there is more than one.)

- N/A – Retired Zip Code(s) _____ City/Cities _____

19. How important to you are the following characteristics of a community and neighborhood?

	Very Important	Moderately Important	Slightly Important	Not at all Important
A neighborhood where homes do not all look alike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood where homes are similar in price and character	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood where homes are farther apart to provide greater privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood where homes are closer together to interact with neighbors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood with strict covenants to provide for higher long-term home value	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood with less restrictive covenants to allow more creativity & freedom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A neighborhood that is gated and closed to the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. How useful were the following sources of information in searching for your new home?

	Very Useful	Somewhat Useful	Not at all Useful	Did Not Use
On-site Builder Sales Representative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside Real Estate Agent / Broker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Major City Newspaper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Builder Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Referral from family and/or friend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Reputation/Word of Mouth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Billboard or Directional Signs (driving by the community)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Radio Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Television Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Builder's Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Websites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. In your recent purchase, which items were you willing to compromise? What items were most important in your decision to purchase?

	Very Important / NOT Willing to Compromise	Somewhat Important / WILLING to Compromise	Not at all Important
A new home (versus resale)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A larger home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A smaller home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A larger yard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A smaller yard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Low maintenance (patio home)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School District	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closer to schools, family, or friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closer to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A three car garage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An oversized garage (ex. 2 car = 2.5 car)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A basement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ten foot ceilings throughout home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-Piece Master Bath	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full Laundry Room (instead of closet)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seat in shower	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More storage space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to choose interior finishes and décor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A ranch-style or main floor master bedroom home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational amenities (pool, playground, fitness, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New home warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Energy Efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

22. From the following list of incentives, which were (or would have been) most appealing to you as a buyer? Choose only three below.

- | | | | |
|---|--|---|---|
| <input type="checkbox"/> Discount on the Base Price | <input type="checkbox"/> Interest Rate Incentive | <input type="checkbox"/> Closing Costs | <input type="checkbox"/> Window Coverings |
| <input type="checkbox"/> Money for Options/Upgrades | <input type="checkbox"/> All Appliances | <input type="checkbox"/> Fencing/ Landscaping | <input type="checkbox"/> Air Conditioning |
| <input type="checkbox"/> Gift Certificate to Retail Store | <input type="checkbox"/> Gourmet Kitchen Upgrade | <input type="checkbox"/> Electronic Devices (ex. Plasma TV) | |
| <input type="checkbox"/> Other _____ | | | |

23. When shopping for a new home, what was the maximum distance from your place of employment that you would consider buying a house? Please answer for both estimated miles and estimated minutes during rush hour.

Miles		Minutes (Rush Hour minutes)	
<input type="checkbox"/> Less than 10 miles	<input type="checkbox"/> Over 50 miles	<input type="checkbox"/> Less than 15 minutes	<input type="checkbox"/> Over 1 hour
<input type="checkbox"/> Approx. 10 to 20 miles	<input type="checkbox"/> N/A - Walking Distance _____	<input type="checkbox"/> Approx. 15 to 30 min.	<input type="checkbox"/> N/A - Walking Distance _____
<input type="checkbox"/> Approx. 21 to 35 miles	<input type="checkbox"/> N/A - Light Rail Distance _____	<input type="checkbox"/> Approx. 30 to 45 min.	<input type="checkbox"/> N/A - Light Rail Distance _____
<input type="checkbox"/> Approx. 36 to 50miles	<input type="checkbox"/> Did not matter to me	<input type="checkbox"/> Approx. 45 min. to 1 hr	<input type="checkbox"/> Did not matter to me

24. With the opening of T-Rex, do you plan to use the light rail on a regular basis? Please check all that apply.

- Yes, I will use it on a regular basis. Yes, but not on a regular basis. Maybe/Uncertain I do not plan to use it.

25. If you answered yes to the previous question, what primary reasons do you have for using the light rail?

- Work School Restaurants/Bars Sporting Events
 To save gas money I do not have a car. During inclement weather Other _____

26. How important were community amenities in your recent purchase? On a scale from 1 to 5, 5 being *very important*, rate EACH of the following amenities.

Outdoor Pool	5	4	3	2	1
Fitness Center	5	4	3	2	1
Golf Course	5	4	3	2	1
Trail System	5	4	3	2	1
Neighborhood Parks/Playground	5	4	3	2	1

27. From EACH list below, rank your top 3 most desirable home features, 1 being the most desirable.

Rank Top 3	LIST ONE:	Rank Top 3	LIST TWO:
_____	Slab Granite Kitchen Counters	_____	Pull-Out Trays (in kitchen cabinets)
_____	42" Upper Cabinets	_____	More Upgraded Interior Lighting
_____	Air Conditioning	_____	Enlarged Deck
_____	Stainless Steel Appliances	_____	Built-in Microwave
_____	Hard Surface Floors (hardwood or tile)	_____	Fireplace
_____	Full unfinished basement (vs. partial)	_____	High-Energy Efficiency Furnace
_____	Finished living space in the basement	_____	50 Gallon Water Heater vs. 40 Gallon

28. How important to you are the brand names of the following items?

	Very Important	Somewhat Important	Not at all Important	Preferred Brand
Appliances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Windows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Heating and Cooling System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Cabinetry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Bath Items (vanity, tub, toilet etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

29. Please rate your perceptions about the following.

- How do you rate current business conditions? Good Normal Bad
How do you rate the current employment situation? Good Normal Bad
What are your expectations for business conditions in 6 months? Better The Same Worse
What are your expectations for the general employment situation in 6 months? Better The Same Worse
What are your expectations for your personal income in 6 months? Higher The Same Lower

Thank you for your participation and feedback!

Would you consider participating in further research relating to housing preferences?

Yes No Name(s): _____

Phone: _____ E-mail(s): _____

2007 Homebuyer Survey Results Buyer Profile Sample - "X" Market Area Buyers

1. Did you buy a newly built home?

1. Did you buy a newly built home, and if so, who was the builder?			
	Counts	Percents	Percents
			0 100
Yes	51	100.0%	
No	0	0.0%	
Totals	51	100.0%	

Builder

BUILDER			
	Counts	Percents	Percents
			0 100
DR Horton Homes	19	37.3%	
KB Home	7	13.7%	
Lennar Homes	7	13.7%	
Beazer Homes	5	9.8%	
Centex Homes	3	5.9%	
Other	10	19.6%	
Totals	51	100.0%	

Type of home

2. What type of home did you buy?			
	Counts	Percents	Percents
			0 100
Single family Detached	44	86.3%	
Town Home	4	7.8%	
Duplex/Paired Home	2	3.9%	
Condominium/Loft	1	2.0%	
Totals	51	100.0%	
Mean	--		

Attached vs. Detached

2. What type of home did you buy?			
	Counts	Percents	Percents
			0 100
Detached	44	86.3%	
Attached	7	13.7%	
Totals	51	100.0%	
Mean	--		







If you purchased a SFD home, does a Homeowner's Association maintain some, or all, of your yard?

If you purchased a SFD home, does a Homeowner's Association maintain some, or all, of your yard?			
	Counts	Percents	Percents
			0 100
Yes	4	10.0%	
No	36	90.0%	
Totals	40	100.0%	
Mean	1.10		



3. What is the SQUARE FOOTAGE of your new home?

3. What is the square footage of your new home?			
	Counts	Percents	Percents
			0 100
1,500 - 2,000 square feet	12	24.0%	
2,000 - 2,500 square feet	12	24.0%	
2,500 - 3,000 square feet	11	22.0%	
3,000 - 3,500 square feet	6	12.0%	
1,000 - 1,500 square feet	5	10.0%	
Other	4	8.0%	
Totals	50	100.0%	







Where did you move from? - Previous City

Within COLORADO-City, State				
	Counts	Percents	0	100
Thornton, CO	8	22.9%		
Denver, CO	7	20.0%		
Brighton, CO	4	11.4%		
Northglenn, CO	3	8.6%		
Westminster, CO	3	8.6%		
Other	10	28.6%		
Totals	35	100.0%		






Where did you move from? - Previous Colorado Region

Within COLORADO-City, State				
	Counts	Percents	0	100
Metro Denver	34	97.1%		
Colorado Springs Area	1	2.9%		
Totals	35	100.0%		



Where did you move from? - Top 10 Out-of-State Previous Locations

Out-of-State-City, State				
	Counts	Percents	0	100
Bishop, CA	1	11.1%		
Bothell, WA	1	11.1%		
Marana, AZ	1	11.1%		
Martinez, CA	1	11.1%		
Middleton, ID	1	11.1%		
Other	4	44.4%		
Totals	9	100.0%		






5. How long did you look for a home before deciding to buy?

5. How long did you look for a home before deciding to buy?			
	Counts	Percents	Percents
			0 100
2 to 6 months	21	42.9%	
Less than 1 month	13	26.5%	
About 2 months	7	14.3%	
7 to 12 months	7	14.3%	
More than a year	1	2.0%	
Totals	49	100.0%	
Mean	--		

6. Which of the following best describes your recent home shopping experience?

6. Which of the following best describes your recent home shopping experience?			
	Counts	Percents	Percents
			0 100
I had multiple choices of new homes with the general features, location and price I desired.	33	68.8%	
I had trouble finding a new home with the features I wanted.	15	31.3%	
Totals	48	100.0%	
Mean	--		

7. How many total people live in your home?

7. How many total people live in your home?			
	Counts	Percents	Percents
			0 100
2	23	45.1%	
3	8	15.7%	
4	8	15.7%	
1	6	11.8%	
5 or more	6	11.8%	
Totals	51	100.0%	
Mean	--		

Number of children?

Number of children?			
	Counts	Percents	Percents
			0 100
1	6	40.0%	
2	5	33.3%	
4	2	13.3%	
3	1	6.7%	
5 or more	1	6.7%	
Totals	15	100.0%	
Mean	--		

Household Composition

8. What is your household composition? Please check any or all that apply.			
	Counts	Percents	Percents
			0 100
A married couple	39	78.0%	
1 or more dogs	22	44.0%	
At least one child aged 0 to 5 years	16	32.0%	
Unmarried adults	10	20.0%	
At least one child aged 6 to 10 years	9	18.0%	
1 or more cats	9	18.0%	
At least one child aged 11 to 15 years	7	14.0%	
At least one person aged 55 to 64 years	3	6.0%	
At least one person aged 65 years or more	3	6.0%	
At least one child aged 16 to 18 years	3	6.0%	
At least one child over 18	1	2.0%	
Totals	50	n/a	
Mean	--		

Household Composition - Modified

8. What is your household composition? Please check any or all that apply.			
	Counts	Percents	Percents
			0 100
A married couple	39	78.0%	
At least 1 pet	26	52.0%	
At least 1 child	22	44.0%	
Unmarried adults	10	20.0%	
Stay-in Aging Relative/Friend	5	10.0%	
At least one child over 18	1	2.0%	
Totals	50	100.0%	
Mean	--		

Gender

9. What is your gender?			
	Counts	Percents	Percents
			0 100
Male	27	62.8%	
Female	16	37.2%	
Totals	43	100.0%	
Mean	--		

Age

What is your age?			
	Counts	Percents	Percents
			0 100
35 - 44	14	27.5%	
25 - 34	13	25.5%	
45 - 54	12	23.5%	
65+	6	11.8%	
Under 25	3	5.9%	
55 - 64	3	5.9%	
Totals	51	100.0%	
Mean	--		

Total annual household income before taxes

10. What is your total annual household income before taxes?			
	Counts	Percents	Percents
			0 100
\$75k - \$100k	16	35.6%	
\$100k - \$150k	12	26.7%	
\$50k - \$75k	10	22.2%	
\$25k - \$50k	4	8.9%	
Under \$25k	1	2.2%	
\$150k - \$200k	1	2.2%	
Over \$200k	1	2.2%	
Totals	45	100.0%	
Mean	--		





ESTIMATED SELLING PRICE of the home you sold

11. What was the estimated selling price of the home you sold (or will sell) in order to buy your new home?			
	Counts	Percents	Percents
			0 100
I did not previously own a home.	15	30.0%	
\$200,000 - \$249,999	11	22.0%	
\$350,000 - \$399,000	7	14.0%	
\$500,000 - \$749,000	4	8.0%	
\$150,000 - \$199,999	3	6.0%	
Other	10	20.0%	
Totals	50	100.0%	




First time buyer vs. Previous homeowner

11. What was the estimated selling price of the home you sold (or will sell) in order to buy your new home?			
	Counts	Percents	Percents
			0 100
Previous Homeowner	35	70.0%	
First-time Buyer	15	30.0%	
Totals	50	100.0%	
Mean	--		

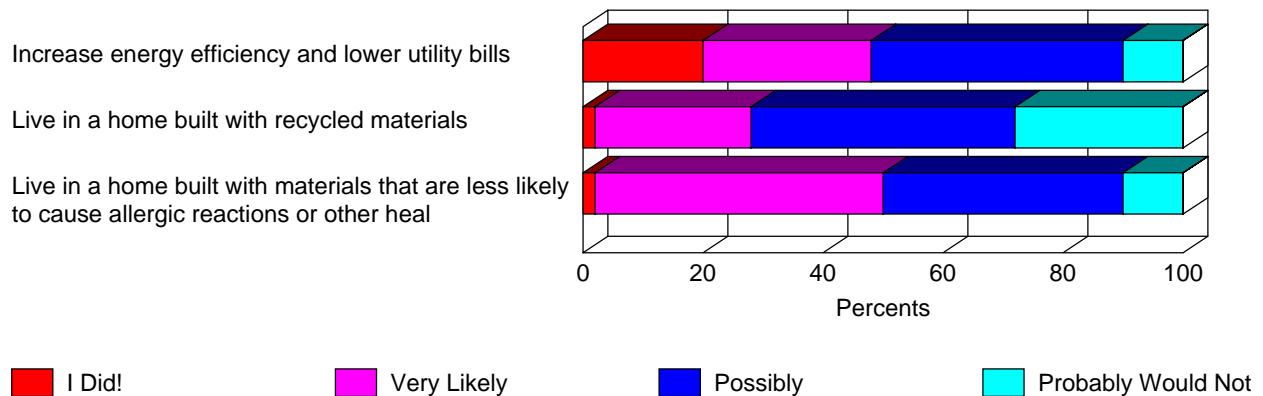
Which was the PRIMARY REASON you selected/purchased the home that you did?

12. Of the following items, which was the primary reason you selected/purchased the home that you did? Please choose only one below.			
	Counts	Percents	Percents
			0 100
Home Design/Layout	31	62.0%	
Location (geographic)	8	16.0%	
Community/Neighborhood Character & Amenities	8	16.0%	
Other	5	10.0%	
Totals	50	n/a	





13. Did you buy a home from a Built Green builder?

13. Did you buy a home from a Built Green builder?			
	Counts	Percents	Percents
			0 100
I don't know.	34	68.0%	
No	14	28.0%	
Yes	2	4.0%	
Totals	50	100.0%	
Mean	--		





How likely would you be to spend \$2,000 on each of the following in order to:







Increase energy efficiency and lower utility bills

Increase energy efficiency and lower utility bills				
	Counts	Percents	0	100
Possibly	21	42.0%		
Very Likely	14	28.0%		
I Did!	10	20.0%		
Probably Would Not	5	10.0%		
Totals	50	100.0%		
Mean	--			

Live in a home built with recycled materials

Live in a home built with recycled materials				
	Counts	Percents	0	100
Possibly	22	44.0%		
Probably Would Not	14	28.0%		
Very Likely	13	26.0%		
I Did!	1	2.0%		
Totals	50	100.0%		
Mean	--			

Live in a home built w/materials that are less likely to cause allergic reactions or other problems

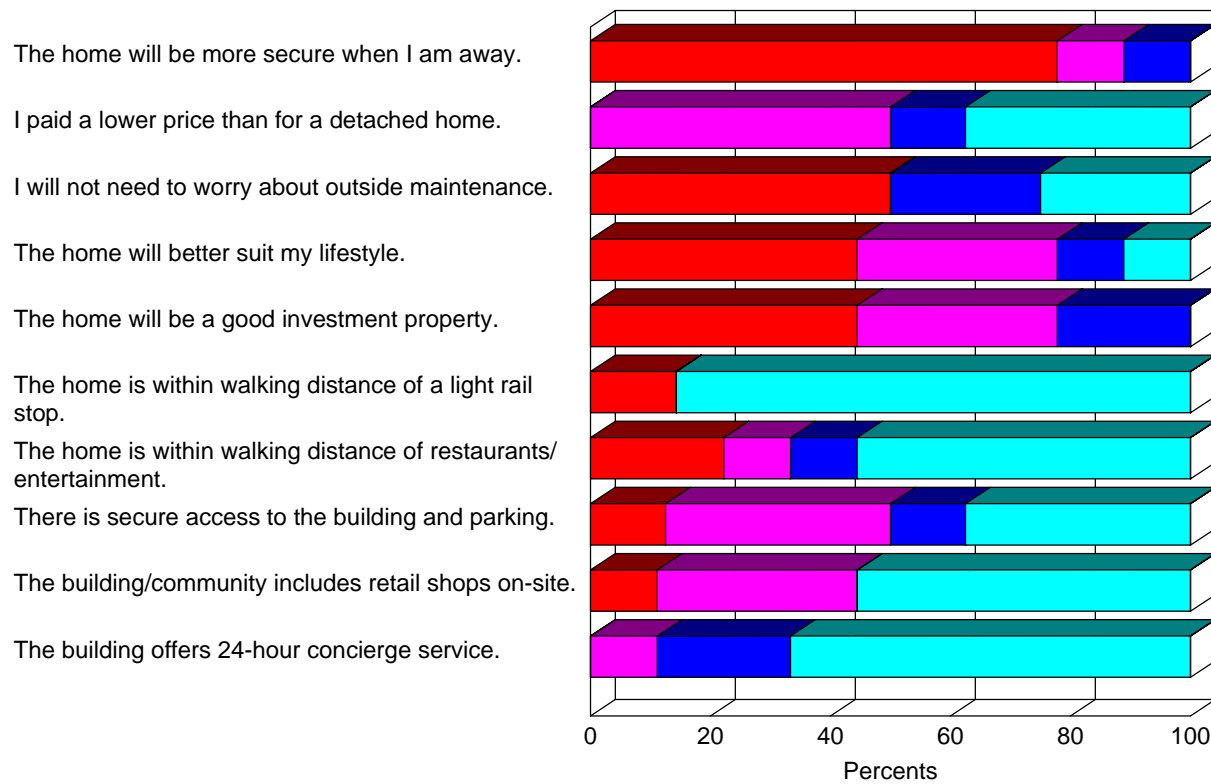
Live in a home built with materials that are less likely to cause allergic reactions or other heal				
	Counts	Percents	0	100
Very Likely	24	48.0%		
Possibly	20	40.0%		
Probably Would Not	5	10.0%		
I Did!	1	2.0%		
Totals	50	100.0%		

If you purchased a new condominium, duplex, townhome or loft, how important were the following to your buying decision?

N/A - I purchased a Single Family Detached Home.





N/A - I purchased a Single Family Detached Home.			
	Counts	Percents	Percents
			0 100
1	35	100.0%	
Totals	35	100.0%	
Mean	--		

The home will be more secure when I am away.

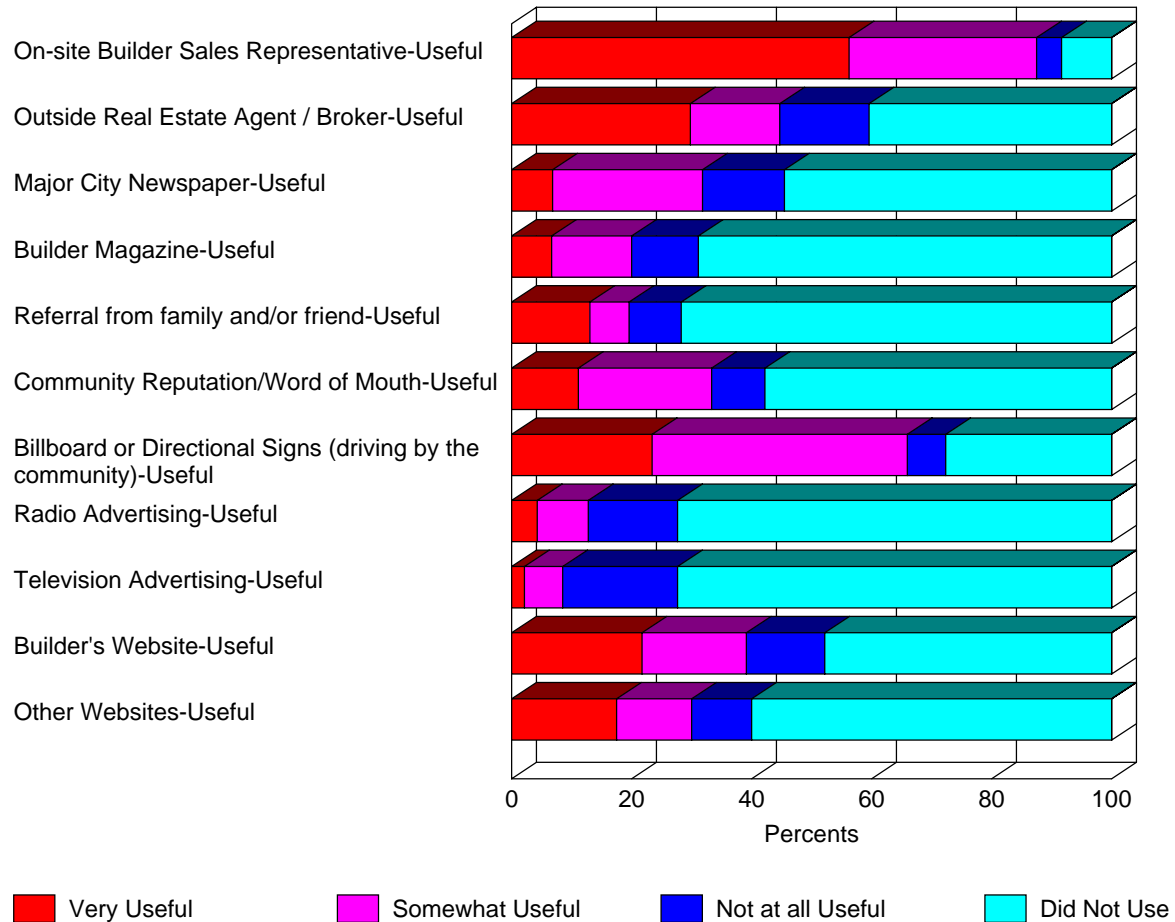


■ Very Important
 ■ Moderately Important
 ■ Slightly Important
■ Not True/Not Important

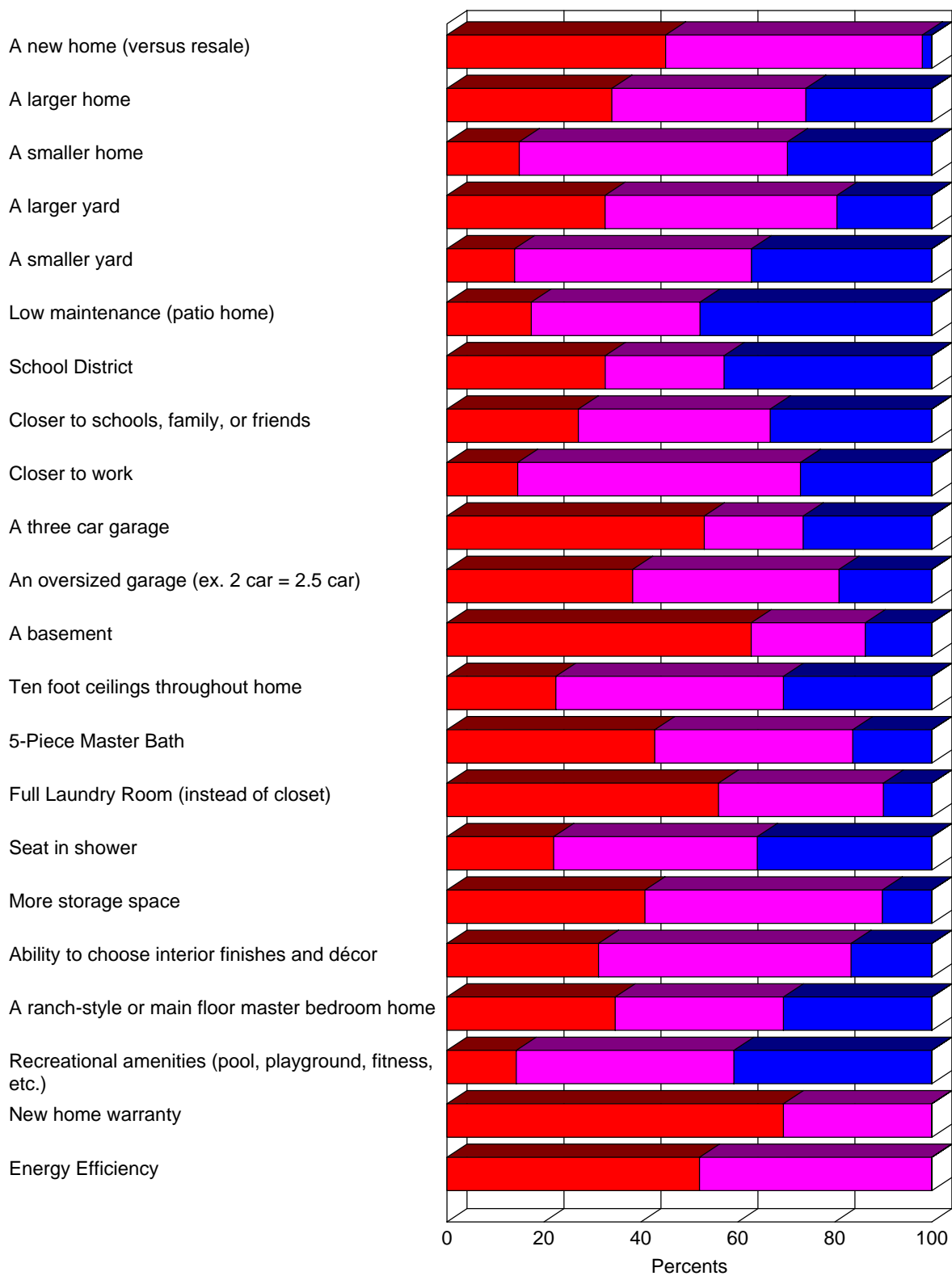
neighborhood that is gated and closed to the public

A neighborhood that is gated and closed to the public			
	Counts	Percents	Percents
			0 100
Not at all Important	24	48.0%	
Moderately Important	10	20.0%	
Slightly Important	9	18.0%	
Very Important	7	14.0%	
Totals	50	100.0%	
Mean	--		

How useful were the following SOURCES of information in searching for your new home?



WILLING TO COMPROMISE or NOT?



Very Important/NOT Willing to Compromise
 Not at all Important

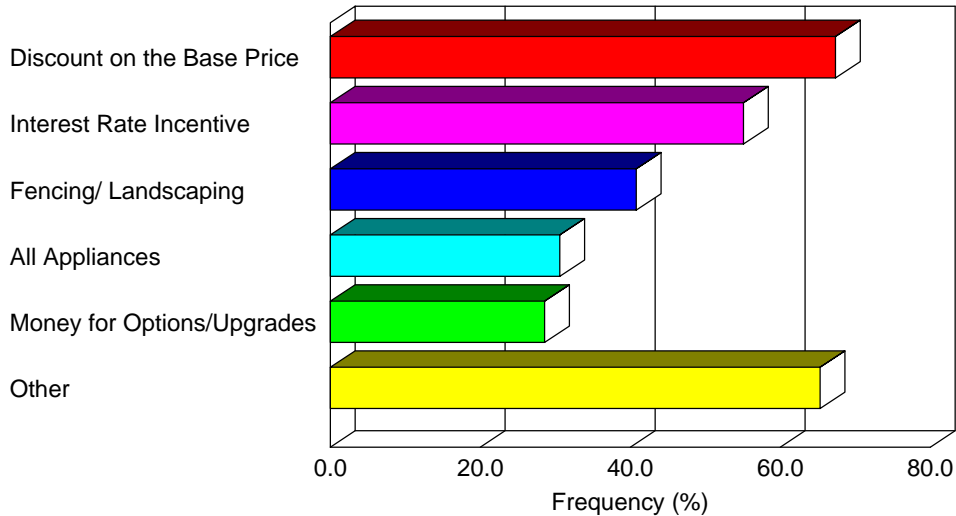
Somewhat Important/WILLING to Compromise

Energy Efficiency

Energy Efficiency			
	Counts	Percents	Percents
			0 100
Very Important/NOT Willing to Compromise	25	52.1%	
Somewhat Important/WILLING to Compromise	23	47.9%	
Not at all Important	0	0.0%	
Totals	48	100.0%	
Mean	--		

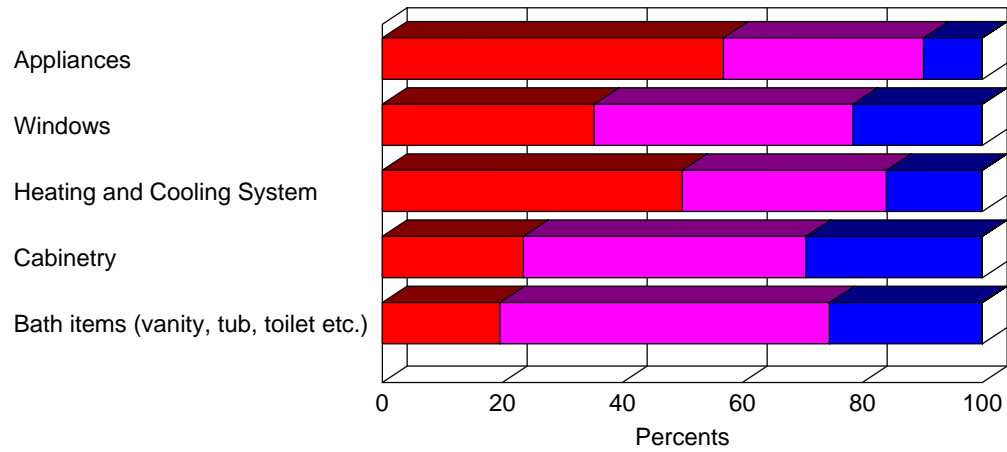
22. From the following list of incentives, which were (or would have been) most appealing t...

22. From the following list of incentives, which were (or would have been) most appealing to you as a buyer? Choose only three below.



* Note: Multiple answer percentage-count totals not meaningful.

How important are BRAND NAMES of the following items?



■ Very Important
 ■ Somewhat Important
 ■ Not at all Important

Appliances

Appliances			
	Counts	Percents	Percents
			0 100
Very Important	29	56.9%	■
Somewhat Important	17	33.3%	■
Not at all Important	5	9.8%	■
Totals	51	100.0%	
Mean	--		

Windows

Windows			
	Counts	Percents	Percents
			0 100
Somewhat Important	22	43.1%	■
Very Important	18	35.3%	■
Not at all Important	11	21.6%	■
Totals	51	100.0%	
Mean	--		