Field Period: March 20, 2018 to March 27, 2018

Q1 2018

United States



SAMPLE CROSS TAB / DEMOGRAPHIC ANALYSIS REPORT (excerpt)

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Where line items corresponding to single-answer question responses do not sum to 100%, it is the result of rounding. For more information about The U.S. Housing Confidence Survey, please visit www.pulsenomics.com.

27								Think	abou	ıt pec	ple v	here	you	live w	ho ju	st bo	ught a	hom	ie. Tei	n yea	rs fro	m nov	v, the	y will	be							
3000 Adults		Tei	nure	Ge	nder			A	ge				G	eneratio	ns		Adult	s/HH	Kids	/нн		Race/E	thnicity			Inc	ome			Re	gion	
5000 Addits	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Better Off Than Renters	55%	60%	47%	57%	53%	51%	56%	55%	61%	53%	57%	41%	54%	55%	57%	58%	49%	58%	55%	55%	58%	46%	50%	58%	38%	51%	61%	68%	51%	56%	55%	58%
Worse Off Than Renters	9%	9%	10%	10%	8%	12%	7%	10%	6%	11%	8%	21%	10%	8%	8%	4%	11%	9%	8%	10%	8%	13%	11%	9%	10%	11%	9%	5%	10%	9%	8%	10%
Same Place As Renters	19%	18%	20%	19%	19%	20%	20%	19%	16%	20%	19%	21%	20%	21%	18%	15%	22%	18%	18%	21%	19%	17%	20%	18%	23%	19%	18%	17%	20%	21%	20%	16%
Not Sure	17%	13%	23%	14%	19%	17%	16%	16%	17%	17%	17%	18%	16%	16%	16%	22%	19%	16%	18%	15%	15%	24%	19%	15%	29%	19%	11%	11%	19%	15%	17%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	64%	36%	49%	51%	31%	26%	26%	18%	37%	63%	4%	33%	25%	34%	5%	28%	72%	66%	34%	65%	12%	15%	8%	19%	30%	31%	21%	18%	21%	38%	23%

28															Buy	ing a l	home	is														
3000 Adults		Tei	nure	Gei	nder			Α	ge				G	eneratio	ns		Adult	s/HH	Kids	/нн		Race/E	Ethnicity			Inc	ome			Reg	gion	
3000 Addits	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Best Long Term Investment You Can Make	65%	69%	58%	61%	69%	64%	66%	64%	69%	64%	66%	50%	66%	65%	65%	71%	61%	67%	63%	69%	62%	69%	75%	66%	56%	69%	67%	66%	61%	61%	68%	68%
Other Long Term Investments Are Better	17%	16%	20%	21%	14%	19%	16%	17%	16%	19%	16%	23%	19%	16%	17%	14%	19%	17%	18%	16%	19%	16%	11%	16%	17%	15%	18%	22%	23%	19%	15%	15%
Not Sure	17%	15%	22%	18%	17%	17%	18%	19%	15%	16%	18%	27%	15%	18%	18%	14%	20%	16%	19%	15%	19%	15%	14%	18%	28%	17%	15%	13%	16%	19%	17%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	64%	36%	49%	51%	31%	26%	26%	18%	37%	63%	4%	33%	25%	34%	5%	28%	72%	66%	34%	65%	12%	15%	8%	19%	30%	31%	21%	18%	21%	38%	23%

29											١	What	woul	d you	say p	rovid	es a p	erso	n mor	e fre	edom	?										
2000 4 4-44-		Tei	nure	Gei	nder			A	ge				6	eneratio	ns		Adult	ts/HH	Kids	/нн		Race/I	Ethnicity			Inc	ome			Re	gion	
3000 Adults	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Owning	67%	74%	56%	66%	69%	72%	69%	64%	60%	71%	65%	58%	73%	69%	62%	62%	62%	69%	63%	76%	64%	76%	73%	72%	63%	71%	67%	65%	62%	66%	69%	69%
Renting	25%	19%	34%	25%	24%	21%	21%	29%	29%	22%	26%	28%	21%	22%	29%	27%	28%	23%	28%	18%	27%	19%	20%	21%	24%	22%	25%	28%	29%	25%	24%	22%
Not Sure	8%	7%	10%	9%	7%	7%	10%	7%	10%	7%	9%	14%	6%	10%	9%	11%	10%	8%	9%	7%	9%	6%	7%	7%	13%	6%	8%	6%	9%	9%	7%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	64%	36%	49%	51%	31%	26%	26%	18%	37%	63%	4%	33%	25%	34%	5%	28%	72%	66%	34%	65%	12%	15%	8%	19%	30%	31%	21%	18%	21%	38%	23%

30					Son	ne sa	y that	owni	ng a l	nome	is ne	cessa	ry to l	live "t	the go	od lif	e" an	d fulf	ill "th	e Am	ericaı	n drea	ım." D	ο γοι	ı agre	e or	disagr	ee?				
3000 Adults		Tei	nure	Ger	nder			А	ge				G	eneratio	ns		Adult	ts/HH	Kids	/нн		Race/I	Ethnicity			Inc	ome			Re	gion	
5000 Addits	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Agree	53%	57%	47%	55%	52%	56%	52%	51%	52%	56%	51%	50%	57%	50%	51%	56%	48%	55%	51%	57%	50%	57%	57%	66%	48%	51%	57%	56%	52%	51%	53%	56%
Disagree	31%	28%	36%	30%	31%	28%	31%	34%	31%	28%	32%	26%	29%	32%	33%	23%	33%	30%	32%	28%	33%	29%	29%	18%	31%	33%	28%	31%	30%	31%	31%	29%
Not Sure	16%	16%	17%	15%	17%	16%	17%	15%	18%	15%	17%	24%	15%	18%	16%	21%	20%	15%	17%	15%	17%	14%	14%	16%	22%	17%	15%	13%	18%	17%	16%	15%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	64%	36%	49%	51%	31%	26%	26%	18%	37%	63%	4%	33%	25%	34%	5%	28%	72%	66%	34%	65%	12%	15%	8%	19%	30%	31%	21%	18%	21%	38%	23%

31								Wh	at ab	out so	cial s	tatus	: Is ov	vning	a hor	ne ne	cessa	ary to	be a r	espe	cted	me ml	er of	socie	ty?							
2000 A dulk-		Te	nure	Ger	nder			А	ge				G	eneratio	ns		Adult	ts/HH	Kids,	/нн		Race/E	thnicity			Inc	ome			Reg	gion	
3000 Adults	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Yes	32%	32%	31%	35%	30%	39%	34%	26%	25%	40%	27%	37%	40%	31%	25%	20%	29%	33%	30%	36%	30%	32%	34%	44%	26%	29%	34%	39%	32%	33%	29%	36%
No	56%	56%	56%	52%	60%	50%	50%	64%	62%	50%	59%	46%	50%	53%	63%	68%	59%	55%	57%	53%	57%	58%	55%	41%	57%	57%	56%	52%	55%	54%	58%	53%
Not Sure	12%	12%	12%	14%	11%	10%	15%	10%	13%	10%	13%	17%	9%	16%	12%	11%	13%	12%	13%	10%	12%	10%	11%	15%	16%	14%	10%	9%	13%	12%	12%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	64%	36%	49%	51%	31%	26%	26%	18%	37%	63%	4%	33%	25%	34%	5%	28%	72%	66%	34%	65%	12%	15%	8%	19%	30%	31%	21%	18%	21%	38%	23%

32								Sig	nifica	nt ch	ange	wer	e mad	le to	the ta	х сос	le in l	ate 20	017. V	Vill th	ese c	hange	es ma	ke it .	?							
1016 H		Tei	nure	Gei	nder			Α	ge				G	eneratio	ns		Adult	ts/HH	Kids	/нн		Race/E	thnicity			Inc	ome			Re	gion	
1916 Homeowners	All	Own	Rent	М	F	18 34	35 49	50 64	65+	<38	38+	GenZ	Mill	Gen X	Boom	Silent	1	2+	0	1+	White	Black	Lat/Hsp	Asn/O	<\$25K	\$25K	\$50K	>\$90K	NE	MW	S	W
Much Harder To Afford My Home	4%	4%	0%	4%	3%	6%	5%	2%	2%	6%	3%	22%	5%	4%	2%	1%	4%	4%	3%	5%	3%	4%	7%	7%	8%	3%	2%	5%	6%	3%	3%	4%
Somewhat Harder To Afford My Home	13%	13%	0%	14%	11%	18%	13%	11%	10%	18%	11%	16%	18%	12%	10%	13%	12%	13%	12%	14%	11%	13%	20%	17%	10%	12%	14%	14%	17%	12%	9%	16%
Somewhat Easier To Afford My Home	15%	15%	0%	20%	10%	19%	14%	16%	11%	19%	14%	19%	19%	14%	14%	10%	11%	16%	13%	19%	16%	9%	13%	17%	11%	11%	17%	19%	13%	15%	16%	16%
Much Easier To Afford My Home	5%	5%	0%	5%	5%	6%	5%	5%	4%	5%	5%	3%	6%	5%	5%	5%	5%	5%	5%	5%	5%	7%	4%	3%	5%	6%	5%	4%	4%	5%	6%	3%
No More Or Less Difficult	35%	35%	0%	33%	37%	17%	32%	38%	48%	19%	40%	8%	20%	34%	43%	47%	38%	34%	39%	27%	37%	30%	26%	33%	30%	34%	33%	39%	33%	34%	38%	31%
Not Sure	29%	29%	0%	24%	34%	34%	30%	27%	25%	32%	28%	32%	32%	31%	26%	25%	32%	28%	28%	31%	29%	37%	29%	23%	37%	35%	28%	20%	27%	30%	29%	29%
Total	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Homeowners	100%	100%	0%	48%	52%	20%	26%	31%	23%	26%	74%	2%	24%	26%	43%	6%	22%	78%	66%	34%	72%	8%	12%	8%	10%	28%	36%	27%	18%	23%	37%	22%

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