

Pulsenomics produces cross-tabs of every survey question (and its answer choices) versus all other questions and their respective answer choices . Below is an example for Question #18

U.S. Housing Confidence Survey™

[CITY NAME]

[Survey Edition Date]

Field Period: [Date Range]

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Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?															
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Own or Rent				First Home?			When Bought					Approx Home Value		
			Own	Rent	Live Wit	Other	Yes	No	Not Sure	<1yr ago	1-2yrs	3-5yrs	>5yrs	Not Sure	< \$100k	\$100-999k	\$1 Milli
Going Up		52%	51%	52%	39%	0%	45%	59%	0%	52%	56%	52%	51%	40%	15%	55%	40%
Going Down		10%	10%	9%	4%	0%	12%	8%	0%	18%	19%	5%	9%	0%	13%	11%	0%
Staying The Same		35%	37%	30%	57%	0%	40%	33%	0%	30%	25%	43%	38%	60%	72%	33%	60%
Not Sure		4%	1%	8%	0%	0%	3%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%
Total		100%	100%	100%	100%	0%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters		100%	63%	36%	2%	0%	56%	44%	0%	7%	10%	16%	66%	1%	7%	88%	5%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?													
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Estimated home value if sold today											Have a mortgage?	
			< \$25K	\$25K - \$	\$51K - \$	\$76K - \$	\$100K -	\$150K -	\$200K -	\$250K -	\$500K -	\$750K -	\$1MM+	Yes	No
Going Up		52%	0%	8%	1%	46%	45%	10%	38%	54%	77%	84%	40%	48%	59%
Going Down		10%	100%	25%	8%	0%	15%	19%	13%	13%	1%	4%	0%	9%	13%
Staying The Same		35%	0%	67%	91%	54%	19%	70%	50%	31%	22%	13%	60%	41%	29%
Not Sure		4%	0%	0%	0%	0%	20%	0%	0%	2%	0%	0%	0%	2%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters		100%	0%	3%	3%	2%	2%	3%	13%	50%	12%	7%	5%	65%	35%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?																					
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Home value more or less than mortgage(s)?				Afford to stay in current home as long as you want?					When, if ever, expect to buy a different home?					Owning a home someday is...						
			More	Less	About Same	Not Sure	Confident	SomewhCon	SomewhUn	Not Conf	Not Sure	Wthn 12mo	1-2 yrs	3-5 yrs	>5yrs	Never	Not Sure	Sp Goal	Think a lot	Think some	ThNotMuch	Think Never	Not Sure
Going Up		52%	62%	20%	31%	37%	60%	39%	30%	33%	0%	70%	43%	60%	48%	46%	65%	60%	56%	47%	31%	43%	0%
Going Down		10%	5%	18%	8%	46%	6%	15%	27%	19%	0%	13%	7%	8%	14%	10%	1%	11%	11%	3%	13%	3%	0%
Staying The Same		35%	31%	61%	61%	0%	32%	45%	43%	48%	0%	18%	49%	31%	37%	42%	28%	26%	23%	37%	41%	42%	100%
Not Sure		4%	3%	0%	0%	17%	2%	1%	0%	0%	0%	0%	0%	0%	1%	3%	6%	2%	9%	14%	15%	12%	0%
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters		100%	61%	22%	14%	3%	64%	25%	6%	5%	0%	5%	8%	20%	34%	28%	6%	44%	17%	19%	13%	7%	0%

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Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?														
493 Owners And Renters Margin of Sampling Error: ± 4.5%		Confident you will be able to afford to own a home someday?					When, if ever, do you expect to buy a home?						Past 12 mos home values			
All		Confiden	iomewh Co	SomewhUni	Not Conf	Not Sure	Wtin 12mo	1-2 yrs	3-5 yrs	>5yrs	Never	Not Sure	Up	Down	Same	Not Sure
Going Up	52%	64%	36%	70%	36%	46%	51%	64%	72%	34%	36%	35%	85%	13%	17%	4%
Going Down	10%	8%	12%	10%	9%	0%	18%	10%	6%	11%	9%	0%	1%	61%	2%	7%
Staying The Same	35%	27%	43%	8%	40%	0%	31%	24%	18%	50%	35%	40%	13%	26%	79%	3%
Not Sure	4%	1%	9%	12%	15%	54%	0%	2%	4%	5%	20%	24%	1%	0%	1%	87%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters	100%	40%	23%	13%	22%	1%	8%	17%	29%	19%	23%	4%	52%	14%	31%	4%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?													
493 Owners And Renters Margin of Sampling Error: ± 4.5%		Change in Last Yr?													
All		Dn >15%	Dn 13-15%	Dn 10-12%	Dn 7-9%	Dn 4-6%	Dn 1-3%	Flat	Up 1-3%	Up 4-6%	Up 7-9%	Up 10-12%	Up 13-15%	Up >15%	Not Sure
Going Up	52%	1%	0%	5%	44%	9%	30%	17%	75%	84%	92%	94%	93%	100%	4%
Going Down	10%	81%	38%	54%	56%	75%	39%	2%	1%	1%	0%	0%	0%	0%	7%
Staying The Same	35%	17%	62%	41%	0%	16%	31%	79%	23%	12%	7%	6%	7%	0%	3%
Not Sure	4%	0%	0%	0%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	87%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters	100%	3%	1%	2%	1%	4%	3%	31%	16%	17%	6%	7%	4%	3%	4%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?													
493 Owners And Renters Margin of Sampling Error: ± 4.5%		Home values right now				Good time / bad time to buy a home			Good time / bad time to sell a home			Home values over next 12 months			
All		Going Up	Going Do	Not Chang'g	Not Sure	Good Time	Bad Time	Not Sure	Good Time	Bad Time	Not Sure	Go Up	Go Down	Same	Not Sure
Going Up	52%	-	-	-	-	59%	48%	29%	71%	31%	29%	74%	18%	29%	16%
Going Down	10%	-	-	-	-	8%	15%	6%	3%	24%	2%	2%	65%	10%	2%
Staying The Same	35%	-	-	-	-	31%	33%	50%	25%	44%	48%	23%	18%	60%	41%
Not Sure	4%	-	-	-	-	1%	3%	16%	1%	1%	22%	0%	0%	1%	41%
Total	100%	0%	0%	0%	0%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters	100%	0%	0%	0%	0%	58%	28%	15%	52%	34%	14%	55%	9%	28%	8%

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Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?																	
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Expected home value change over next 12 months													Home values over next 10 years			
			Dn >15%	Dn 13-15%	Dn 10-12%	Dn 7-9%	Dn 4-6%	Dn 1-3%	Flat	Up 1-3%	Up 4-6%	Up 7-9%	Up 10-12%	Up 13-15%	Up >15%	Not Sure	More	Less	Same
Going Up	52%	0%	0%	11%	85%	17%	15%	29%	66%	77%	85%	78%	84%	78%	16%	64%	26%	32%	27%
Going Down	10%	86%	100%	89%	15%	69%	54%	10%	4%	2%	0%	2%	0%	0%	2%	5%	34%	18%	2%
Staying The Same	35%	14%	0%	0%	0%	14%	31%	60%	30%	20%	15%	20%	16%	22%	41%	30%	39%	50%	32%
Not Sure	4%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	41%	1%	0%	0%	38%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters	100%	1%	0%	1%	1%	1%	4%	28%	20%	22%	3%	5%	2%	3%	8%	64%	9%	19%	8%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?																	
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Expected home value change in an average year (over next 10-year period)													Finances in 10yrs of those who just bought home			
			Dn >10%	Dn 9-10%	Dn 7-8%	Dn 5-6%	Dn 3-4%	Dn 1-2%	Flat	Up 1-2%	Up 3-4%	Up 5-6%	Up 7-8%	Up 9-10%	Up > 10%	Not Sure	Better Off	Worse Off	Same Pla
Going Up	52%	16%	37%	6%	10%	79%	27%	32%	53%	67%	70%	51%	67%	82%	27%	61%	40%	43%	11%
Going Down	10%	66%	30%	0%	20%	0%	41%	18%	5%	6%	4%	2%	7%	3%	2%	7%	30%	10%	4%
Staying The Same	35%	18%	33%	94%	71%	21%	32%	50%	39%	24%	25%	47%	26%	16%	32%	31%	27%	45%	50%
Not Sure	4%	0%	0%	0%	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%	38%	1%	3%	3%	35%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Owners And Renters	100%	2%	1%	0%	2%	1%	3%	19%	21%	13%	13%	4%	7%	7%	8%	60%	11%	23%	6%

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?												
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Home best long-term investment?			Which provides more freedom?			Home need for GdLife/Am Dream?			Home need for Social Status?		
			Yes	No	Not Sure	Owning	Renting	Not Sure	Agree	Disagree	Not Sure	Yes	No	Not Sure
Going Up	52%	55%	54%	20%	51%	57%	35%	57%	47%	32%	52%	52%	39%	
Going Down	10%	8%	15%	4%	10%	9%	10%	11%	8%	5%	14%	8%	3%	
Staying The Same	35%	35%	29%	49%	37%	30%	34%	28%	41%	55%	34%	34%	41%	
Not Sure	4%	2%	2%	26%	2%	4%	21%	3%	4%	8%	0%	5%	17%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Owners And Renters	100%	63%	28%	9%	66%	28%	6%	59%	34%	7%	35%	60%	5%	

Question #18		Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?																		
493 Owners And Renters Margin of Sampling Error: ± 4.5%		All	Kids				Gender		Age				Household Income				Race / Ethnicity			
			None	1	2	3+	Man	Woman	18-34	35-49	50-64	65+	< \$25K	\$25K - \$50K	\$50K - \$	> \$90K	Hispanic	African	White	Asian/Ot
Going Up	52%	52%	56%	64%	23%	57%	47%	53%	46%	53%	57%	34%	44%	54%	62%	32%	71%	52%	53%	
Going Down	10%	11%	8%	3%	13%	11%	8%	7%	14%	12%	7%	14%	13%	10%	6%	5%	1%	10%	16%	
Staying The Same	35%	33%	31%	33%	57%	29%	39%	37%	36%	30%	34%	40%	39%	32%	31%	51%	10%	36%	23%	
Not Sure	4%	4%	4%	0%	7%	3%	5%	3%	4%	6%	2%	12%	4%	3%	1%	12%	18%	2%	7%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Owners And Renters	100%	63%	18%	11%	8%	47%	53%	31%	27%	26%	16%	16%	22%	30%	32%	8%	6%	77%	9%	