



# The U.S. Housing Confidence™ Survey Instrument

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**The U.S. Housing Confidence™ Survey Instrument**

The following questionnaire is administered to landline respondents. An [online version](#) of this instrument is administered to confirmed cell phone users.

ID	WHO HEARS	QUESTION	LOGIC
A	ALL	<p>This is USA Home Survey. You have been selected to participate in a brief opinion poll about homes and apartments where you live. This is not a sales call, we are not trying to sell you anything. Results of this opinion survey will be in the news. To start the survey, press 1 now.</p> <p>If you would like reassurance that this is legitimate public opinion research being conducted in accordance with all rules and regulations, press 2.</p> <p>If you would like to make sure that your opinion is not included in research conducted by USA Home Survey, press 3.</p>	<p><i>Skip to 1</i></p> <p><i>Continue to B</i></p> <p><i>Skip to C</i></p>
B	Those who want reassurance	<p>USA Home Survey conducts scientific opinion research about local real estate. This is not a telemarketing call. There is no cost to participate in this survey. We do not know your name. We will not try to sell you anything ... now or ever. To start the survey, press 1.</p> <p>If you would like a minute to check us out at USA Home Survey dot net, please go ahead, and we'll wait for you to return to the phone.</p> <p>When you are back on the phone, and reassured that this phone call is authentic, please press 1. [ If no 1 press after 60 seconds ]</p>	<p><i>Skip to 1</i></p> <p><i>Thank and terminate</i></p>
C	Those who want 'out'	<p>OK we will add the number that we dialed to reach you to USA Home Survey's internally maintained Do Not Call list. That means USA Home Survey will not call you again. We respect your privacy, and we appreciate your time. Sorry to have disturbed you, goodbye.</p> <p>USA Home Survey. 877-667-8982.</p>	<p><i>Thank and terminate</i></p>
1		<p>Our survey today is about the housing market and the home where you live. Whenever we use the word home, we mean your primary residence, whether that is a house, an apartment or a condo. First ...</p>	
2	ALL	<p>How many adults live in your home? [Accept 1 &gt; 9]</p>	<p><i>If 1, Skip to 6</i></p> <p><i>If 2+, Skip to 3</i></p>
3	Those with > 1 in HH	<p>Who makes most of the financial decisions?</p> <p>You?</p> <p>Someone else?</p> <p>Or you and someone else together?</p>	<p><i>Skip to 6</i></p> <p><i>Continue to 4</i></p> <p><i>Skip to 6</i></p>
4	HH where decided is not home	<p>Is that person home now and able to come to the phone?</p> <p>Yes?</p> <p>No?</p>	<p><i>Continue to 5</i></p> <p><i>Thank and terminate</i></p>

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

ID	WHO HEARS	QUESTION	LOGIC
5	HH where decider can be called to phone	OK, we will wait while you call that person to the phone. When the person who makes most of the financial decisions is on the phone, ready to start, press 1 PAUSE, LOOP 10 TIMES. IF NO 1 PRESS RECEIVED IF 1 PRESS RECEIVED	Thank and terminate Continue to 6
6	All	To make sure our survey accurately reflects everyone in your community ... please enter your age 17 AND UNDER 18+	Trap; Re-offer Continue to 7
7	All	If you own a home, press 1. If you rent, 2. If you live with someone else and do not pay rent, 3. If you have some other living arrangement, 4.	Continue to 8 Skip to 14 Skip to 14 Skip to 14
8	Home Owners	Is this the first home you have owned? Yes, press 1. No, 2. Not sure, 3.	
9	Home Owners	When did you buy this home? Less than a year ago, press 1. 1 to 2 years ago, press 2. 3 to 5 years ago, press 3. More than 5 years ago, press 4. Not sure, 5.	
10	Home Owners	Do you have a mortgage? Or do you own your home free and clear? If you have a mortgage, press 1. If you own your home free and clear, 2.	Continue Skip to 12

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

ID	WHO HEARS	QUESTION	LOGIC
11	Home Owners With Mortgage	<p>Think about how much you owe on your home, from your mortgage and any home equity loans.</p> <p>Would you say that your home is worth more than you owe? Less than you owe? Or about what you owe?</p> <p>If your home is worth ...</p> <p>More than you owe, press 1.</p> <p>Less than you owe, 2.</p> <p>About what you owe, 3.</p> <p>Not sure, 4.</p>	
12	Home Owners	<p>You're doing great...</p> <p>How confident are you that you will be able to afford to stay in your current home as long as you want?</p> <p>If you are confident, press 1.</p> <p>Somewhat confident, 2.</p> <p>Somewhat unconfident, 3.</p> <p>Not confident, 4</p> <p>Not sure, 5.</p>	
13	Home Owners	<p>When, if ever, do you expect to buy a different home? Within the next 12 months? 1-2 years from now? 3-5 years from now? More than 5 years from now? Or, never?</p> <p>If you expect to buy a different home ...</p> <p>Within the next 12 months, press 1.</p> <p>1 to 2 years from now, press 2.</p> <p>3 to 5 years from now, press 3.</p> <p>More than 5 years from now, press 4.</p> <p>Never, press 5.</p> <p>Not sure, press 6.</p>	Skip to 17

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

14	Renters	<p>Would you say that owning your own home someday is...</p> <p>A specific goal that you are determined to reach? Something you think about a lot? Something you think about sometimes? Something you don't think about much at all? Or something you never think about?</p> <p>If owning your own home someday is ...</p> <p>A specific goal that you are determined to reach, press 1.</p> <p>Something you think about a lot, 2.</p> <p>Something you think about sometimes, 3.</p> <p>Something you don't think about much at all, 4.</p> <p>Something you never think about, 5.</p> <p>Not sure? 6.</p>	
15	Renters	<p>How confident are you that you will be able to afford to own a home someday?</p> <p>Confident? Somewhat confident? Somewhat unconfident? Or not confident?</p> <p>If you are confident, press 1.</p> <p>Somewhat confident, 2.</p> <p>Somewhat unconfident, 3.</p> <p>Not confident, 4</p> <p>Not sure, 5.</p>	
16	Renters	<p>When, if ever, do you expect to buy a home? Within the next 12 months? 1 2 years from now? 3-5 years from now? More than 5 years from now? Or, never?</p> <p>If you expect to buy a home ...</p> <p>Within the next 12 months, press 1.</p> <p>1 to 2 years from now, press 2.</p> <p>3 to 5 years from now, press 3.</p> <p>More than 5 years from now, press 4.</p> <p>Never, press 5.</p> <p>Not sure, press 6.</p>	

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

ID	WHO HEARS	QUESTION	LOGIC
17	All	<p>Where you live, would you say now is a good time to [emphasize] buy a home? Or a bad time to buy a home?</p> <p>Good time, press 1.</p> <p>Bad time, 2.</p> <p>Not sure, 3.</p>	
18	All	<p>Where you live, would you say now is a good time to [emphasize] sell a home? Or a bad time to sell a home?</p> <p>Good time, press 1.</p> <p>Bad time, 2.</p> <p>Not sure, 3.</p>	
19	All	<p>Right now would you say the values of homes where you live are ... Going up? Going down? Or staying the same?</p> <p>Going up, press 1.</p> <p>Going down, 2.</p> <p>Staying the same, 3.</p> <p>Not sure, 4.</p>	
20	All	<p>A couple of questions now about what an average home is worth where you live. Just your best guess: Today, where you live, how much is an average home worth?</p> <p>I need just the first few digits... Here's what I mean: if a typical home where you live is worth 90 thousand dollars, enter nine zero ... If it's worth 625 thousand dollars, enter six two five ... If it's worth 1 million 2 hundred thousand dollars, enter one two zero zero.</p> <p>Please enter what an average home is worth where you live, now.</p>	
21	All	<p>Great. Looking back to one year ago, how much would you say that same home was worth?</p> <p>[3 seconds silence]</p> <p>Again, I need only the first few digits... so if that same home was worth 85 thousand dollars a year ago, enter eight five ... if it was worth 610 thousand dollars, just enter six one zero... and so on.</p>	

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

ID	WHO HEARS	QUESTION	LOGIC
22	All	Got it. Now let's look ahead ...One year from now, how much would you say that same home will be worth?	
23	All	Got it. 10 years from now, how much would you say that same home will be worth?	
24	All	Think now not about an average home where you live, but about your home in particular. If you had to sell your home today, approximately how much would you get?	
25	All	<p>Got it.</p> <p>Think about people where you live who just bought a home. 10 years from now, will they be better off, worse off, or in the same place financially ... as someone who pays rent for the next 10 years?</p> <p>Better off, press 1.</p> <p>Worse off, 2.</p> <p>In the same place, 3.</p> <p>Not sure? 4.</p>	
26	All	<p>We're almost done. Would you say that buying a home is the best long-term investment a person can make? Or are there certain other long-term investments that are better?</p> <p>If buying a home is the best long-term investment a person can make, press 1.</p> <p>If there are certain other long-term investments that are better, 2.</p> <p>Not sure, 3.</p>	
27	All	<p>What would you say provides a person more freedom ... owning a home? Or renting? Owning, press 1.</p> <p>Renting, 2.</p> <p>Not Sure, 3.</p>	
28	All	<p>Some say that <b>owning</b> a home is necessary to live The Good Life and The American Dream. Do you agree? Or disagree?</p> <p>Agree, press 1.</p> <p>Disagree, 2.</p> <p>Not sure? 3.</p>	

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The U.S. Housing Confidence™ Survey Instrument (cont'd)

ID	WHO HEARS	QUESTION	LOGIC
29	All	What about social status? Would you say that <b>owning</b> a home is necessary to be a respected member of society? Yes, press 1 No, 2 Not sure? 3	
30	All	Wrapping up now ... Just a few last questions for statistical purposes.	
31	All	Are you a man? Or a woman? A man, press 1. A woman, 2.	
32	All	How many children under the age of 18 live in your home? ACCEPT 0 TO 9.	
33	All	OK, If you are Hispanic, press 1. African American, 2. White, 3. Asian American, or of another origin, 4.	
34	Not spoken	Success Point	
35	All	What is the total annual income from everyone in your home? Less than \$25,000? Between \$25,000 and \$50,000? Between \$50,000 and \$90,000? More than \$90,000	
36	All	Please enter the five-digit zip code where you live...	<i>Thank and terminate</i>
101	Only if error	Thanks for your time. We have recorded your opinion. This is USA Home Survey. Good bye.	<i>Terminate</i>
102	Only if error	If no response, timeout: "Let me repeat the question."	<i>Return to Q</i>
103	Only if error	If invalid response: "Sorry I did not understand what you entered. Let's try again..."	<i>Return to Q</i>