



# **Housing Preferences of Immigrants and Minorities**

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### **Housing Preferences of Immigrants and Minorities**

In recent years, the share of U.S. households headed by foreign-born persons or by native-born minorities has grown, and is projected to continue to grow in the years ahead. Although the gap between overall home ownership rates for non-Hispanic whites and minorities has hardly changed over the past decade, the number of home purchases involving minorities and/or immigrants has grown rapidly. For example, between 1990 and 2000, the number of minority homeowners increased by about 50 percent, while the number of minority home buyers increased by nearly 80 percent. By contrast, the number of non-Hispanic white owners increased by about 13 percent and the number of buyers increased by 22 percent between those two years.

A larger share of foreign-born home buyers than of native buyers are purchasing their first home. Overall, about 52 percent of immigrant buyers in 2003 were buying their first homes, compared to 37 percent of U.S.-born home buyers. For newly-constructed homes, the contrast was even greater, with first-time buyers accounting for 51 percent of foreign-born home buyers, but with only a 25 percent first-time share for native-born new home buyers.

### **The Immigrant Population**

At the time of the decennial census in April 2000, there were an estimated 33.1 million foreign-born persons in the U.S., of whom 31.1 million were counted in the census. These included 12.5 million naturalized citizens, 9.1 million legal permanent residents, 1.2 million legal temporary residents, and 1.8 who had not acquired regular legal status, but who were applicants waiting for processing. The remaining 8.5 million foreign-born people in 2000 were generally unauthorized.<sup>1</sup>

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<sup>1</sup> Deardorff (2001).

During the 1990s the net inflow of foreign-born population was between 1.0 million and 1.1 million per year. From 2000 to 2003, Census Bureau estimates peg the net inflow at about 1.3 million per year.

Immigrants tend to enter the U.S. at ages 15 to 34. The high rates of immigration during the past few decades have partly offset the effects of the 1965-1979 baby bust, making the U.S. age distribution less lopsided than it otherwise would be. The foreign-born share of population, and of home buyers, is much greater for age groups under 40 years old than for older cohorts.

Foreign-born residents who are only authorized to stay in the U.S. temporarily, or are not authorized to live and work in the U.S. at all, face barriers to home ownership, as well as disincentives for committing to ownership. Even so, a growing (but unknown) number of these residents have been buying homes.

Although the future flow of foreign-born people, and their legal status in the U.S., will reflect political decisions, there are a number of reasons to expect the flow to accelerate. With the initial wave of the baby boom approaching retirement, labor force growth will slow dramatically within a few years, unless immigration increases. As past immigrants become citizens, they will likely exert political influence in favor of liberalized immigration. Even under existing law, their immediate relatives will be eligible for legal permanent resident status outside of the immigration quotas.

One of the characteristics of the immigrant population is a tendency to live in extended families. Only about 8 percent of foreign-born adults live alone, compared to 14 percent of native-born adults. While this is largely due to cultural factors and economic considerations, it also reflects government policy that allocates most immigrant visas to relatives of current residents.

Tables 1 and 2 show data from the 2003 American Housing Survey. Home buyers were identified as those owner-occupants who reported moving into their homes during the 12 months prior to the survey. If they reported that it was the first home they'd ever owned, they were also counted as first-time buyers, and if they reported that the home had not been previously occupied, they were new home buyers.

According to 2003 AHS, about half of foreign-born householders are naturalized U.S. citizens. The home ownership rate among naturalized householders is about equal

Table 1

**Number of Households and Home Buyers by  
Race, Ethnicity, National Origin and Citizenship  
2003**

	Households		Home Buyers		NEW Home buyers	
	All	Owners	All	First time	All	First time
<b>Total</b>	105,900	72,250	5,989	2,307	1,124	319
Native	94,410	66,320	5,252	1,925	986	249
Naturalized	5,657	3,878	387	162	77	26
Non -citizen	5,805	2,059	349	220	62	45
<b>Non-Hispanic White</b>	77,390	58,380	4,615	1,526	838	183
Native	74,300	56,330	4,424	1,467	813	179
Naturalized	1,934	1,459	103	17	17	2
Non-citizen	1,150	597	87	42	8	2
<b>Non- Hispanic Black</b>	12,780	6,141	430	258	94	46
Native	11,900	5,781	379	228	83	34
Naturalized	443	243	33	20	6	6
Non-citizen	433	117	18	10	5	5
<b>Asian</b>	3,214	1,809	277	149	73	28
Native	1,009	543	70	31	16	4
Naturalized	1,346	968	138	72	42	11
Non- Citizen	859	298	69	46	15	12
<b>Hispanic</b>	11,040	5,106	597	344	111	60
Native	5,838	2,913	314	171	66	28
Naturalized	1,871	1,166	108	51	12	6
Non- Citizen	3,330	1,027	175	122	33	26
<b>Median Income</b>	\$41,000	\$52,423	\$57,000	\$50,500	\$70,010	\$59,000
<b>Median age</b>	47	51	39	32	40	32

(Numbers in thousands)

Totals include other races and householders with multiple race designations

Source: NAHB tabulations of 2003 American Housing Survey (U.S. Census Bureau/ HUD)

Table 2  
**Characteristics of Native and Foreign-Born Home Buyers  
 2003**

	Total	NH WHITE		NH BLACK		ASIAN		HISPANIC	
		Native	FB	Native	FB	Native	FB	Native	FB
<b>Total</b>	<b>5,989</b>	<b>4,424</b>	<b>191</b>	<b>379</b>	<b>51</b>	<b>70</b>	<b>207</b>	<b>314</b>	<b>283</b>
<b>Household Composition</b>									
Married Couple W/o Children	1,328	1,090	35	56	11	12	29	58	25
Married Couple With Children	1,907	1,299	70	90	10	21	105	113	172
Single Person, Male	577	452	15	52	10	7	2	23	11
Single Person, Female	511	398	16	40	0	5	8	20	10
Single Parent, Male	103	72	4	11	0	2	0	9	5
Single Parent, Female	293	198	5	30	5	4	7	20	18
Other	1,271	914	46	100	15	18	55	70	42
<b>Location</b>									
Central City, metro area	1,405	894	58	140	22	19	47	118	96
Suburb, metro area	3,262	2,404	115	190	29	49	152	134	169
Nonmetro	1,322	1,126	19	49	0	2	8	62	17
<b>Age</b>									
under 25	396	311	6	19	3	3	13	26	11
25-34	1,944	1,398	40	133	27	28	65	128	102
35-44	1,555	1,079	55	111	11	23	84	63	108
45-54	1,006	744	42	73	4	8	32	52	39
over 55	1,087	891	48	43	5	8	14	45	23
<b>Median Age</b>	<b>39</b>	<b>40</b>	<b>44</b>	<b>38</b>	<b>34</b>	<b>35</b>	<b>38</b>	<b>35</b>	<b>36</b>
<b>Region</b>									
Northeast	814	630	44	38	19	5	34	32	9
Midwest	1,376	1,157	29	86	2	15	14	33	27
South	2,293	1,653	51	217	27	9	59	140	116
West	1,505	984	67	38	3	42	100	109	131
<b>Median Income</b>	<b>\$ 57,000</b>	<b>\$ 60,000</b>	<b>\$ 71,000</b>	<b>\$ 48,000</b>	<b>\$ 60,500</b>	<b>\$ 66,600</b>	<b>\$ 75,000</b>	<b>\$ 45,200</b>	<b>\$ 43,000</b>

(Numbers In Thousands)

Totals include other races and householders with multiple race designations

Source: NAHB tabulations of 2003 American Housing Survey (U.S. Census Bureau/ HUD)

to the overall national rate, but the rate among non-citizens is much lower, so that the number of naturalized home owners was nearly twice as large as the number of non-citizen home owners. Among foreign-born home buyers in 2003, however, nearly half were non-citizens. Much of the discrepancy between the share of owners and the share of buyers is due to immigrants who became citizens after becoming home owners, but it also may reflect increased opportunities and/or desire among non-citizens to become home owners.

### **Preferences**

There has been extensive previous research on tenure choice among minorities and immigrants (see examples in the bibliography). These studies have provided valuable information about barriers to ownership, mechanisms that have or could be used to surmount those barriers, and the aspiration or propensity for home ownership among minority groups. There has been less attention given to the types of homes minorities and immigrants desire to own.

The National Association of Home Builders has periodically conducted surveys of households to determine trends in the preferences for different housing designs and features, and to determine how these differed among geographic regions and among households with different demographic characteristics.

With the increased number of minority and immigrant home buyers, there has been growing interest in whether there are differences in the preferences of those groups from the majority (native, white, non-Hispanic) population. In the latest NAHB consumer preference survey, conducted in 2003, minority groups were over-sampled in order to permit analysis of distinct preferences for those groups.

Builders have reported some unique design requirements of particular immigrant and minority home buyers, ranging from floor plans that are consistent with *feng shui*, the ancient Chinese art of arranging surroundings, to a requirement that all the toilets in the house face the same direction. Many of these preferences do not lend themselves to incorporation in a mail survey. The NAHB survey asks about such things as whether a

home buyer would value having higher ceilings, a home office, or other features, and about preferences regarding location and community facilities.

Most of the other previous research on home buyer preferences in the U.S. has been conducted on a private proprietary basis.<sup>2</sup> Exceptions have usually been limited to questions about land use and community facilities rather than interior housing characteristics.<sup>3</sup>

Past NAHB research into home buyer preferences has shown significant, if unsurprising, differences among demographic groups. For example, older households have a strong preference for one-story homes. Families with children tended to value space more highly than additional amenities. Relative to those with young children, families with older children wanted more bathrooms and wanted other bedrooms to be further away from the master bedroom. Some patterns may be less intuitive, such as a preference among older households for carpeting in dining rooms but not in family rooms, and a greater priority among older households than among younger ones for high-speed internet access.

There were some regional differences in preferences, but apart from those associated with regional differences in household demographics, climate, or topography, they were typically minor. Indeed, the regional differences in building characteristics often appeared to be in spite of, rather than because of, the preferences indicated by home buyers. Where differences in tastes have been found, many were simply quirky. For example home buyers in the Northeast tend to prefer two separate doors on a two-car garage, while in other regions a single door is preferred.

Over time, there has been a steady trend toward a preference for the kitchen and family room to be adjacent and visually open, and less priority has been placed on living rooms. Indeed, home buyers are increasingly willing to forego having a living room entirely. Home buyers have become more prepared to accept smaller lots, but they are placing increased priority on outdoor features such as trees and porches.

Despite associations with income, age, household type, and other observable demographic characteristics, preferences tend to be consistently heterogeneous. Whether

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<sup>2</sup> See Noble (2000)

<sup>3</sup> For example, American LIVES (1999)

among young single women in New England or retired couples in California, most but not all favor ceramic tile and white fixtures in their bathrooms, and a determined minority want an island in the kitchen that includes a range. Thus, none of the possible independent variables fully explain preferences regarding home designs.

### **Survey Data**

The latest NAHB survey was conducted by mail in the latter part of 2003. A four-page questionnaire was sent to a total of 5,696 households from survey panels maintained by NFO, a research firm specializing in household surveys. The survey sample was chosen to include both homeowners and renters, subject to specific income, age, and regional distributions intended to reflect prime home buyers. For example, 36 percent were to have incomes under \$75,000, another 36 percent from \$75,000 to \$150,000, and the remainder were to have household incomes of more than \$150,000. The purpose was to partly to avoid those who are unlikely to consider home purchases, but the sampled households were generally in higher income brackets than many home buyers. The sample mailout was to include at least 600 African-Americans, 600 Hispanics, and 300 Asians.

The survey questionnaire included a question asking respondents whether they were (a) White (Non-Hispanic), (b) African-American (Non-Hispanic), (c) Hispanic/Latino, or (d) Asian. A separate question asked whether they were born in the United States or in some other country. The answers to those questions are shown in Table 3.

Of the 2,923 responses, there were 159 where none of the four ethnic/racial groups was selected and/or the country of birth was not reported. Those questionnaires were discarded for the purpose of this paper, leaving 2,764 cases. Native-born non-Hispanic whites accounted for 70.9 percent of the responses used. This was actually close to the 70.2 percent share of all households reported in the 2003 American Housing Survey, despite the effort to over-sample minority households.

The results reported here consider only a handful of the many housing features that respondents were asked in various ways to assess. The survey questionnaire is attached as an appendix. Generally, the items considered here were those where there was a

Table 3  
**NAHB 2003 Home Buyer Preference Survey**  
**Number of Responses**

	Country of Birth			Total
	U.S.	Other	NA	
<b>Race/Ethnicity:</b>				
White (Non-Hispanic)	1,961	63	13	2,037
African-American (Non-Hispanic)	330	7	5	342
Hispanic/Latino	159	48	5	212
Asian	94	102	8	204
Other/NA	65	5	58	128
<b>Total</b>	<b>2,609</b>	<b>225</b>	<b>89</b>	<b>2,923</b>

greater suspicion of ethnic differences, or where there was special relevance to issues such as sprawl. For most other items covered by the survey there was less indication of a significant relationship with race, ethnicity, or national origin.

One of the problems in assessing preferences by means of a survey is that respondents will say they want every possible feature. To determine which features are truly priorities, several approaches are used. One is to specify the estimated cost of optional amenities such as an additional bedroom, larger garage, or higher ceilings. Even so, since this is only theoretical money, many respondents still spend it lavishly.

Other questions ask respondents to choose among alternatives, such as a larger kitchen versus a larger master bedroom. Some questions ask what they would be willing to accept to make their home affordable, such as a longer commute, a smaller lot, or a smaller living area.

### **Logit Calculations**

Although many of the survey questions were multiple choice, or asked for ratings on a five-point scale, the analysis presented here uses only binary dependent variables. For example, one question asked about preferred kitchen-family room configuration, and offered five alternatives:

1. Completely open
2. Visually open, but with a half wall
3. Side by side, with a full wall
4. Separate areas of the house
5. Oversized kitchen, and no family room

For the logit analysis, responses with either of the first two options were coded as equal to 1, and other choices were coded as 0. This question could have been analyzed using a multinomial logit model, or evaluated in some other manner, but we believe that the question of whether ethnic group membership or immigrant status has a significant independent impact on preferences can be assessed equally well using this binomial structure, and this makes it easier to compare the multiple-choice questions with those having only two alternatives.

Respondents were divided into seven immigrant/ethnic/racial (IER) categories. For African-Americans (DBlack), there were so few foreign-born respondents that no distinction was made between native and foreign-born. Hispanics, Asians, and non-Hispanic whites were separated into immigrant (DIH, DIA, DIW) or native (DNH, DNA, DNW). Native-born non-Hispanic whites (DNW) accounted for more than two-thirds of the respondents. That was the group omitted from the equations, so the coefficients for other groups represent the extent to which their preferences differed from DNW.

Normally, it could be expected that estimates calculated with only the IER designations as independent variables would produce coefficients reflecting differences such as age, income, and family size among the IER groups. With measures of age, income and other non-racial characteristics included in the equation, the IER coefficients would shrink, along with their indicated significance. That generally is not the case in this instance. Both by design and happenstance, the respondents in the survey from each group were of roughly the same age, income, household type, and region, so there was little multicollinearity between the IER dummies and the other independent variables.

For the preference items shown, the IER variables were generally significant, at least when considered collectively, although often only specific minority groups had significant differences from the DNW majority. The results shown in table 4 include the Chi squared test statistic for each regression with and without the IER dummies (the coefficients are only shown with everything included). In each instance, the null hypothesis that there are no influences from the independent variables is soundly rejected, whether or not the IER dummies are included. In a few cases, such as the preference for a 2-story home, the difference between the likelihood with the IER dummies included versus excluded is below the critical value.

Except for their greater unwillingness to jettison the living room, immigrant whites showed few differences from the native-born majority regarding the features shown. The other minority groups tended to express a greater preference than majority whites for traditional features such as living rooms, separate dining rooms, and separate family rooms, although Asians were not significantly different from whites regarding the kitchen-family room arrangement. The immigrant and native minorities all were significantly more likely to indicate a preference for cities or inner suburbs, and to show

## Independent Variables

### Census Divisions

DDNE	New England
DDMA	Middle Atlantic
DDEN	East North Central
DDWN	West North Central
DDSA	South Atlantic (omitted)
DDES	East South Central
DDWS	West South Central
DDMT	Mountain
DDPA	Pacific

### Household Type

DMC	Married Couple
DLA	Single-person living alone
ANYCHILD	One or more children in household

### AGE:

HHUND35	Householder under age 35 (omitted)
HH3544	Householder 35 to 44
HH4554	Householder 45 to 54
HH5564	Householder 55 to 64
HH65P	Householder 65 and over

### Other Household Characteristics

TRADEUP	Have owned 2 or more homes
INC	Income in \$thousands
HHEDUC	Education of householder
	1 = Grade school
	2 = Some high school
	3 = Graduated high school
	4 = Some college
	5 = Associate degree
	6 = Bachelor's
	7 = Graduate degree

### Immigrant/Ethnic/Race

DBlack	Non-Hispanic African-American
DIH	Foreign-born Hispanic/Latino
DNH	U.S.- born Hispanic/Latino
DIA	Foreign-born Asian
DNA	U.S.-born Asian
DIW	Foreign-born Non-Hispanic white
DNW	U.S.-born non-Hispanic white (omitted)

## Dependent Variables

<b>NOLR1</b>	“Would you be willing to purchase a home without a living room, provided that the space were used for an added special use room or distributed throughout the house?”
<b>NOLR2</b>	“Would you prefer (a) a much larger family room and no living room or (b) family room and living room about equal in size?” <i>Coded a=1</i>
<b>OPENDR</b>	“Would you prefer (a) an open living room/dining room or (b) distinct, and separate dining and living rooms?”
<b>GREAT</b>	“Which of the following kitchen-family room arrangements, all equal in size, would you prefer to have?” <i>Coded = 1 for “completely open” or “visually open, but with a half wall.”</i>
<b>STORY2</b>	“What floor plan would you prefer, assuming each plan had the same living space?” Choices were two-story, single-story, and split level. <i>Two-story coded as = 1.</i>
<b>FIREPL</b>	“Do you consider a wood-burning fireplace essential, desirable, a feature to which you are indifferent, or something you do not want? Same for gas fireplace. <i>Coded=1 if either type of fireplace was considered desirable or essential.</i>
<b>SEPTOI</b>	“Is a separate toilet compartment desirable, etc.? <i>Essential or desirable=1</i>
<b>SEPSHOW</b>	“Is a separate shower enclosure essential.....?”
<b>BIG</b>	“Would you prefer (a) a bigger house with fewer amenities or (b) a smaller house with high quality products and amenities?” <i>Coded a=1</i>
<b>STEEL</b>	“Is steel framed construction essential, desirable...?”
<b>HALFAC</b>	“What is the minimum lot size you would accept if buying a new home?” <i>Half acre or more = 1</i>
<b>FENCED</b>	“Is steel framed construction essential, desirable...?”
<b>GATED</b>	Assuming a monthly fee of \$100-\$200, is living in a gated community essential, desirable, something to which you are indifferent, or something you don’t want?”
<b>URBAN</b>	“In what type of area would you prefer to buy a home?” Choices were Rural, Outlying Suburban, Suburban (close in), and Central City. <i>Last two options coded = 1.</i>

Table 4a Logit regression - Homebuyer Preferences

Dependent variable	NOLR1		NOLR2		OPENDR		GREAT		STORY2		CEIL9		FIREPL		SEPTOI	
# Obs (Pct y=1)	2764	36%	2433	45%	2392	55%	2764	67%	2764	34%	2764	65%	2660	76%	2588	60%
Log likeli (const)	-1716	-1812	-1550	-1673	-1593	-1648	-1682	-1750	-1541	-1769	-1583	-1789	-1423	-1465	-1656	-1738
LR - Chi Sq (df)	<b>192.7</b>	24	<b>245.2</b>	24	<b>110.8</b>	24	<b>136.2</b>	24	<b>456.2</b>	24	<b>412.3</b>	24	<b>85.3</b>	24	<b>163.2</b>	24
	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>
DDNE	-0.743	-3.24	-0.535	-2.34	-0.064	-0.29	-0.015	-0.07	0.157	0.70	-0.538	-2.36	0.201	0.78	-0.883	-4.03
DDMA	-0.567	-3.64	-0.624	-3.84	0.005	0.04	-0.185	-1.22	0.333	2.17	-0.437	-2.72	0.065	0.38	-0.541	-3.53
DDEN	-0.021	-0.15	-0.125	-0.84	0.131	0.90	-0.080	-0.56	-0.161	-1.08	-0.158	-1.05	0.141	0.88	-0.305	-2.11
DDWN	-0.463	-2.36	-0.348	-1.75	0.688	3.43	0.053	0.27	-0.592	-2.81	-0.489	-2.54	0.038	0.19	-0.677	-3.60
DDES	0.140	0.74	0.110	0.54	-0.045	-0.23	-0.488	-2.60	-0.656	-2.97	-0.311	-1.59	0.168	0.77	0.009	0.04
DDWS	0.133	0.88	0.338	2.12	0.132	0.85	-0.093	-0.60	-0.590	-3.47	0.086	0.53	0.052	0.31	0.170	1.06
DDMT	0.128	0.74	0.153	0.83	0.545	2.86	0.242	1.25	-0.507	-2.60	0.228	1.19	0.011	0.06	-0.089	-0.49
DDPA	-0.160	-1.22	-0.267	-1.92	0.357	2.62	0.026	0.20	-0.460	-3.26	-0.070	-0.50	0.191	1.28	-0.166	-1.23
DMC	0.067	0.64	0.254	2.33	-0.021	-0.20	0.170	1.62	0.036	0.33	-0.004	-0.04	-0.086	-0.73	0.128	1.22
DLA	-0.025	-0.19	0.024	0.17	-0.061	-0.45	-0.210	-1.62	-0.231	-1.62	-0.238	-1.72	0.129	0.85	-0.207	-1.56
ANYCHILD	-0.120	-1.22	-0.167	-1.62	-0.044	-0.43	0.105	1.03	0.047	0.46	-0.028	-0.27	0.033	0.29	0.131	1.31
TRADEUP	0.324	3.48	0.541	5.56	0.306	3.22	0.313	3.31	-0.012	-0.12	0.263	2.67	0.361	3.42	0.393	4.16
HH3544	-0.182	-1.27	0.019	0.13	0.179	1.22	0.164	1.10	-0.164	-1.17	-0.217	-1.33	0.114	0.70	0.104	0.73
HH4554	-0.136	-0.95	-0.199	-1.33	0.089	0.61	-0.092	-0.63	-0.972	-6.72	-0.637	-3.99	-0.081	-0.50	0.010	0.07
HH5564	-0.293	-2.05	-0.285	-1.90	0.173	1.18	-0.119	-0.82	-1.565	-10.38	-0.981	-6.21	-0.132	-0.82	-0.027	-0.19
HH65P	-0.834	-5.03	-0.740	-4.25	0.050	0.30	-0.337	-2.10	-1.952	-10.71	-1.246	-7.18	-0.351	-1.97	0.021	0.13
INC	0.002	3.01	0.000	0.26	-0.002	-3.26	-0.001	-1.27	0.003	4.28	0.006	8.50	0.003	4.14	0.003	4.94
HHEDUC	0.161	4.87	0.148	4.24	0.105	3.12	0.143	4.43	0.141	3.93	0.209	6.27	0.089	2.49	0.019	0.58
DBLACK	-0.720	-5.06	-1.135	-7.10	-0.773	-5.52	-0.588	-4.70	0.029	0.21	0.457	3.28	0.256	1.66	0.851	5.90
DIH	-0.416	-1.24	-1.071	-2.84	-0.961	-2.84	-0.584	-1.93	-0.374	-1.02	0.412	1.25	-0.512	-1.56	-0.118	-0.36
DNH	-0.479	-2.54	-0.556	-2.94	-0.542	-2.97	-0.546	-3.15	0.015	0.08	-0.119	-0.64	-0.092	-0.47	0.284	1.56
DIA	-0.650	-2.79	-0.931	-3.75	-0.299	-1.32	0.078	0.33	0.370	1.65	0.733	2.59	-0.426	-1.78	0.479	2.01
DNA	-0.231	-1.01	-0.576	-2.38	0.021	0.09	-0.002	-0.01	0.284	1.19	0.597	2.24	-0.210	-0.82	0.064	0.28
DIW	-0.271	-0.98	-0.734	-2.45	-0.039	-0.14	0.462	1.44	-0.463	-1.51	-0.021	-0.07	0.002	0.01	-0.213	-0.79
Constant	-1.237	-5.41	-0.821	-3.44	-0.419	-1.79	0.047	0.21	-0.613	-2.54	-0.458	-1.91	0.202	0.81	-0.220	-0.96
No IER:																
LR - Chi Sq	<b>154.62</b>	18	<b>161.70</b>	18	<b>66.33</b>	18	<b>100.60</b>	18	<b>448.34</b>	18	<b>388.92</b>	18	<b>75.47</b>	18	<b>120.44</b>	18
Difference	38.13	6	83.52	6	44.47	6	35.57	6	7.83	6	23.42	6	9.84	6	42.78	6

Table 4b Logit regression - Homebuyer Preferences

Dependent variable	SEPSHOW		BIG		STEEL		HALFAC		FENCED		GATED		URBAN		NEWHOME	
# Obs (Pct y=1)	2605	79%	2423	37%	2569	41%	2764	54%	2599	72%	2549	20%	2764	38%	2764	58%
Log likeli (const)	-1253	-1324	-1456	-1600	-1691	-1735	-1816	-1908	-1433	-1537	-1175	-1260	-1719	-1833	-1790	-1877
LR - Chi Sq (df)	<b>141.6</b>	24	<b>287.7</b>	24	<b>88.0</b>	24	<b>184.5</b>	24	<b>208.2</b>	24	<b>171.7</b>	24	<b>228.9</b>	24	<b>175.4</b>	24
	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>	<i>Coef</i>	<i>t</i>
DDNE	-0.959	-3.99	-0.155	-0.63	-0.538	-2.36	0.633	2.88	-0.577	-2.67	-0.899	-3.02	-0.427	-1.90	-0.211	-0.99
DDMA	-0.374	-2.05	-0.251	-1.52	-0.205	-1.36	0.308	2.12	0.026	0.16	-0.481	-2.63	0.043	0.29	-0.260	-1.77
DDEN	-0.174	-1.01	-0.247	-1.56	-0.125	-0.88	-0.063	-0.46	-0.230	-1.59	-0.938	-4.71	-0.008	-0.05	-0.300	-2.15
DDWN	-0.207	-0.93	-0.168	-0.80	-0.196	-1.04	-0.358	-2.01	-0.186	-0.98	-1.059	-3.67	0.030	0.16	-0.723	-3.98
DDES	0.048	0.20	-0.015	-0.07	-0.242	-1.22	0.764	3.73	0.310	1.47	-0.626	-2.36	-0.419	-1.98	0.205	1.06
DDWS	0.137	0.70	0.198	1.20	0.248	1.65	-0.253	-1.74	0.942	5.08	-0.008	-0.05	0.089	0.58	0.082	0.54
DDMT	-0.083	-0.38	0.071	0.36	-0.070	-0.39	-0.415	-2.45	1.187	5.02	-0.404	-1.75	0.104	0.58	-0.201	-1.15
DDPA	0.046	0.27	0.102	0.71	-0.222	-1.69	-0.733	-5.78	1.048	6.59	-0.167	-1.08	0.255	1.96	-0.324	-2.52
DMC	-0.054	-0.43	0.158	1.42	-0.119	-1.15	0.244	2.45	0.053	0.46	-0.218	-1.70	-0.464	-4.52	0.343	3.42
DLA	-0.019	-0.12	-0.274	-1.86	0.039	0.29	-0.016	-0.13	0.015	0.10	-0.119	-0.72	-0.061	-0.47	-0.129	-1.03
ANYCHILD	-0.036	-0.30	0.464	4.41	0.015	0.15	0.152	1.59	0.236	2.14	-0.041	-0.33	-0.190	-1.90	0.237	2.44
TRADEUP	0.562	4.92	-0.157	-1.56	0.054	0.58	0.147	1.64	-0.136	-1.31	0.215	1.80	-0.148	-1.59	0.245	2.69
HH3544	0.184	1.11	-0.381	-2.62	0.069	0.48	0.088	0.63	0.297	1.83	-0.086	-0.45	-0.139	-0.97	-0.280	-1.95
HH4554	-0.051	-0.31	-0.986	-6.60	0.080	0.55	0.151	1.08	0.240	1.49	-0.086	-0.45	-0.332	-2.29	-0.484	-3.38
HH5564	0.204	1.20	-1.318	-8.65	0.281	1.95	-0.036	-0.26	-0.078	-0.49	0.160	0.87	-0.205	-1.43	-0.475	-3.33
HH65P	0.224	1.15	-1.561	-8.45	0.434	2.66	-0.408	-2.64	0.010	0.06	0.320	1.56	0.413	2.63	-1.029	-6.51
INC	0.005	5.86	-0.001	-0.82	-0.001	-1.23	0.000	-0.63	-0.001	-1.75	0.005	7.67	0.002	3.16	0.002	3.42
HHEDUC	-0.012	-0.29	-0.092	-2.58	0.057	1.74	-0.093	-2.99	-0.048	-1.31	0.068	1.62	0.144	4.43	0.010	0.31
DBLACK	0.785	4.28	0.397	2.77	0.765	5.87	-0.033	-0.27	0.456	2.94	0.668	4.33	0.668	5.33	0.295	2.30
DIH	-0.536	-1.59	0.577	1.67	0.641	2.02	-0.391	-1.29	0.527	1.35	0.174	0.42	0.906	2.98	-0.124	-0.41
DNH	0.317	1.43	0.191	1.02	0.315	1.80	-0.217	-1.28	0.644	2.77	-0.061	-0.25	0.594	3.45	-0.315	-1.83
DIA	-0.028	-0.11	0.025	0.11	0.679	3.11	-0.813	-3.62	0.026	0.11	0.496	1.95	1.326	5.89	-0.309	-1.44
DNA	0.341	1.14	0.767	3.23	0.667	3.00	0.007	0.03	0.420	1.53	0.329	1.24	0.644	2.93	0.430	1.85
DIW	0.269	0.78	0.566	1.93	-0.202	-0.73	-0.430	-1.62	0.600	1.78	0.099	0.30	0.406	1.50	-0.110	-0.41
Constant	0.587	2.16	0.664	2.73	-0.811	-3.58	0.647	2.97	0.819	3.26	-2.217	-7.65	-1.252	-5.52	0.341	1.54
<b>No IER:</b>																
LR - Chi Sq	<b>115.04</b>	18	<b>266.34</b>	18	<b>36.76</b>	18	<b>166.26</b>	18	<b>186.92</b>	18	<b>150.58</b>	18	<b>153.84</b>	18	<b>159.28</b>	18
Difference	26.60	6	21.38	6	51.19	6	18.25	6	21.26	6	21.15	6	75.04	6	16.10	6

little interest in moving to rural areas. Asian and Blacks, and to a lesser extent Hispanics, were more inclined than the average respondent to indicate a preference for a steel-framed house. About 5 percent of all majority and minority respondents to the survey said they considered steel framing “essential” and would not want to buy a home without it, even though the share of new homes in the U.S. with steel framing is less than 5 percent.

Fireplaces did not have disproportionate appeal to minority households, although most households in all groups said that a wood-burning or gas fireplace was desirable. Not only did minority respondents tend to favor separate living, dining, and family rooms, they tended to favor having a separate toilet compartment in the bathroom.

Given a choice between more living area and more “high quality products and amenities” the minority segments all opted for space, although the difference between immigrant Asian and majority whites was not even close to being significant.

None of the minority groups sought large lots, and the immigrants within each ethnic/racial were less likely than their U.S.-born counterparts to want a half acre or more. Our African-American respondents tended to ignore the injunction about considering costs, and could only have their aspirations contained when they were asked to choose between mutually exclusive alternatives. Thus it was notable that they did not seek large lots, even though there was not explicit trade-off involved. Although they didn’t want a lot of land, they wanted it surrounded by a fence, to a greater extent than the majority home buyers.

African-Americans were the ones most likely to say that they wanted to live in a gated community, a result that does not conform to the stereotypes about gated communities.

### **Implications**

In the actual marketplace, the difference in preferences shown for the IER groups would affect demand along with group differences in characteristics such as age and

household type. In these dimensions, the new minority groups are often more like the traditional home buyers of the past than many of today's majority white buyers. While only about 30 percent of majority white home buyers are married couples with children, nearly half of Asian and Hispanic home buyers fit that profile. Twenty years ago, half of white home buyers were married couples with children. The larger households of immigrant household are also similar to the larger households found in the U.S. in the past.

Given the conservative design and location preferences expressed by the minority IER groups, perhaps they will be disproportionately patronize the existing home market, where homes consistent with their tastes are already present. A question in the new NAHB survey regarding preferences between new and existing homes did not find systematic minority-majority differences. Data from the AHS, moreover, do not show a smaller share of minority buyers than of majority white buyers choosing newly-built homes. Asians, in fact, are more likely than other buyers to purchase new homes, even though a large share of Asian buyers are purchasing their first homes.

These preliminary results indicate that the entry of immigrants into the housing market does not imply radical changes in the character of housing demand, but there will no doubt be subtle architectural influences as the U.S. culture reflects continuing diversity.

Further research is called for to better understand what it is about the lifestyles and traditions of new housing consumers that leads them to indicate the often-unexpected priorities and preferences noted here. Do they want separate living rooms, family rooms, and dining rooms so those rooms can serve as extra guest bedrooms if necessary? Are those features reminiscent of the designs in their native lands? Are they being influenced by reruns of situation comedies from the 1950s? Those questions are more easily addressed in direct contacts such as focus groups.

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National Family Opinion

P.O. Box 474 Toledo, OH 43654
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http://mysurvey.com/privacy.cfm

57092

- 1. Do you own or rent your current residence?
2. How long have you lived in this home?
3. Do you plan to purchase a home within ...
4. How long do you plan to stay in this home?
5. What is the market value of your current home ...
6. How many homes have you owned ...
7. Which type of home do you currently live in and which type would you like to buy?
8. Describe your first preference if you were buying a home.
9. In what type of area would you prefer to buy a home?
10. What price would you expect to pay ...
11. What is the finished area (square footage) of your present home and how many square feet would you like to have in your new home?
12. What is the minimum lot size you would accept if buying a new home?
13. What would you be prepared to accept in the home to make it more affordable for you?
14. Which of the following kitchen-family room arrangements, all equal in size, would you prefer to have?

15. How many bedrooms would you like to have in a new home? (X ONE Box)  
 1  1      2  2      3  3      4  4      5  5 or more
16. In a two-story home where would you prefer a master bedroom? (X ONE Box)  
 1  First floor only      3  Both on first and second floor  
 2  Second floor only      4  Either on first or second floor
- 17a. *Excluding any basement*, which of these floor plan types would you prefer, assuming each plan had the same amount of floor space/living area? (X ONE Box)  
 1  Two-story      2  Single-story      3  Split-level
- 17b. What type of basement would you prefer? (X ONE Box)  
 1  No basement  
 2  Half basement (additional \$10,000)  
 3  A full basement (additional \$20,000)
18. Where would you like to have your clothes washer and dryer in a new home? (X ONE Box)  
 1  Basement      3  Kitchen area      5  Other (Specify): \_\_\_\_\_  
 2  Garage      4  Near bedrooms
19. Please indicate the number of bathrooms you prefer, assuming an additional cost of \$10,000 for each full bathroom. (X ONE Box)  
 1  1      2  1 1/2      3  2      4  2 1/2      5  3      6  3 1/2      7  4 or more
20. Which type of parking facility would you prefer with your new home, taking into account the probable differences in cost? (X ONE Box)  
 1  1- carport (\$4,000)      4  2- car garage (\$15,000)      6  4- car garage (\$24,000)  
 2  2- carport (\$6,000)      5  3- car garage (\$20,000)      7  None  
 3  1- car garage (\$10,000)
21. What material would you prefer for the front exterior and the other three sides of your new home, assuming the additional costs? (X ONE Box Under EACH)
- |                       | <u>Front Exterior</u>                            | <u>Other Three Sides</u>                         |
|-----------------------|--|--|
| Aluminum siding.....  | 1 <input type="checkbox"/>                       | 1 <input type="checkbox"/>                       |
| Vinyl siding.....     | 2 <input type="checkbox"/>                       | 2 <input type="checkbox"/>                       |
| Wood.....             | 3 <input type="checkbox"/> (\$500 additional)    | 3 <input type="checkbox"/> (\$1,000 additional)  |
| Cement fiber.....     | 4 <input type="checkbox"/> (\$500 additional)    | 4 <input type="checkbox"/> (\$1,000 additional)  |
| Stucco - cement.....  | 5 <input type="checkbox"/> (\$1,000 additional)  | 5 <input type="checkbox"/> (\$3,000 additional)  |
| Brick.....            | 6 <input type="checkbox"/> (\$5,000 additional)  | 6 <input type="checkbox"/> (\$15,000 additional) |
| Stone.....            | 7 <input type="checkbox"/> (\$10,000 additional) | 7 <input type="checkbox"/> (\$25,000 additional) |
| Other (Specify):..... | _____  | _____  |
22. What ceiling height would you prefer to have on the first and second floors of your new home, taking into account the additional cost for a higher ceiling? (*Increasing ceiling height from 8' to 9' in an average home adds \$3,000 to the cost of the home.*) (X ONE Box Under EACH)
- |                       | <u>First Floor</u>         | <u>Second Floor</u>        |
|-----------------------|----------------------------|----------------------------|
| 8 feet.....           | 1 <input type="checkbox"/> | 1 <input type="checkbox"/> |
| 9 feet.....           | 2 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| 10 feet or more.....  | 3 <input type="checkbox"/> | 3 <input type="checkbox"/> |
| Other (Specify):..... | _____                      | _____                      |
23. If you want the following features in a new home, realizing that they add to the price, please indicate where you would have them. (*More than one room can be selected for each.*)
- |  | <u>Skylights</u>  | <u>Fireplace</u>           | <u>Bay Windows</u>         | <u>Cathedral Ceiling</u>   |
|--|---|----------------------------|----------------------------|----------------------------|
|  | (X all that apply) (X all that apply) (X all that apply) (X all that apply) |                            |                            |                            |
| Living room.....                         | 1 <input type="checkbox"/>  | 1 <input type="checkbox"/> | 1 <input type="checkbox"/> | 1 <input type="checkbox"/> |
| Dining room.....                         | 2 <input type="checkbox"/>  | 2 <input type="checkbox"/> | 2 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| Family room.....                         | 3 <input type="checkbox"/>  | 3 <input type="checkbox"/> | 3 <input type="checkbox"/> | 3 <input type="checkbox"/> |
| Master bedroom.....                      | 4 <input type="checkbox"/>  | 4 <input type="checkbox"/> | 4 <input type="checkbox"/> | 4 <input type="checkbox"/> |
| Bathroom.....                            | 5 <input type="checkbox"/>  | 5 <input type="checkbox"/> | 5 <input type="checkbox"/> | 5 <input type="checkbox"/> |
| Kitchen.....                             | 6 <input type="checkbox"/>  | 6 <input type="checkbox"/> | 6 <input type="checkbox"/> | 6 <input type="checkbox"/> |
| Other room (Specify):.....               | 7 <input type="checkbox"/>  | 7 <input type="checkbox"/> | 7 <input type="checkbox"/> | 7 <input type="checkbox"/> |
| Would not like to have this feature..... | 8 <input type="checkbox"/>  | 8 <input type="checkbox"/> | 8 <input type="checkbox"/> | 8 <input type="checkbox"/> |
24. Do you feel that most of today's new homes have an adequate amount of storage? (X ONE Box For EACH)
- |                                | <u>Yes</u>                 | <u>No</u>                  |                      | <u>Yes</u>                 | <u>No</u>                  |
|--------------------------------|----------------------------|----------------------------|----------------------|----------------------------|----------------------------|
| Kitchen Cabinets.....          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | General Storage..... | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| Linen Closets.....             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | Pantry.....          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| Master bedroom closets.....    | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | Attic.....           | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| Secondary bedroom closets..... | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | Garage.....          | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |
| Master bathroom.....           | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> |                      |                            |                            |
25. Would you be willing to purchase a home without a living room, providing the space were used for an added special use room (*e.g. media room, home office, exercise room, etc*) or distributed throughout the home?  
 1  Yes      2  No
26. If a builder were offering products that included brands you recognize (*such as Andersen Windows, Corian countertops etc.*) as standard features, which of the following statements best reflects your reaction to that builder? (X ONE Box)  
 1  I'd be pleased, it shows the builder is concerned with using quality products.  
 2  Nice touch, but not necessary, those things should be offered as an upgrade options.  
 3  It really doesn't affect me one-way or other.
27. In looking at the following components in a new home, what do you focus on? (X ONE Box For EACH)
- |  | <u>Appearance</u>          | <u>Upgrade</u>             | <u>Brand</u>               | <u>Quality</u>             | <u>Warranty</u>            | <u>Features</u>            | <u>Other</u> |
|--|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|--------------|
|  |                            |                            |                            |                            |                            |                            | (Specify):   |
| Appliances.....                              | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Bath Fixtures.....                           | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Kitchen Countertops.....                     | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Kitchen Cabinets.....                        | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Carpeting.....                               | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Flooring.....                                | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Roofing.....                                 | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| HVAC System.....                             | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |
| Hardware for Doors/Kitchen/<br>Bathroom..... | 1 <input type="checkbox"/> | 2 <input type="checkbox"/> | 3 <input type="checkbox"/> | 4 <input type="checkbox"/> | 5 <input type="checkbox"/> | 6 <input type="checkbox"/> | _____        |

28. Please evaluate how various designs and features would influence your purchase decision.

Please rate each design or feature as follows:

1. Do not want - not likely to buy a home with this design or feature.
2. Indifferent - wouldn't influence decision.
3. Desirable - would be seriously influenced to purchase a home because this design or feature was included.
4. Essential/Must have - unlikely to purchase a home without this design or feature.

	Do Not Want	Indifferent	Desirable	Essential/ Must Have
	1	2	3	4
<b>Windows</b>				
Bay windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skylights .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Greenhouse windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aluminum windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vinyl windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wood Windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Single pane windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Double pane windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Triple pane windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Doors</b>				
Flat Surface .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paneled .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pocket door (slide into wall) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
French doors .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Decorative and Other Features</b>				
Ceiling crown molding .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chair rails .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Built-in shelving .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Built-in kitchen seating .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window seats .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exposed beams .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wood burning fireplace .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gas fireplace .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceiling fan .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Kitchen Features</b>				
Traditional styled cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contemporary styled cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Light wood cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dark wood cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass front cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
White front cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special use storage (custom made for appliances) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk-in pantry .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shelves under wall cabinets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Porcelain sink .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot water dispenser .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking water filtration .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash compactor .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Built-in microwave .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island work area .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Island work area with range .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling center .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desk .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Counters and Work Space in Kitchen</b>				
Solid surface .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceramic tile .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cultured marble .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laminate (Formica, etc.) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Synthetic stone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extra deep counters .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Bath Features</b>				
Toilet, tub, & sink - white .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet, tub, & sink - color .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Separate shower enclosure .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private toilet compartment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Multiple shower heads .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Water temperature control .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linen closet .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whirlpool tub .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Heat lamp .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dressing/make-up area .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhaust fan .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ceramic tile walls .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Specialty Areas or Items</b>				
Laundry room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dining room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sun room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media Room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exercise Room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home office .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Den/library .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Central vacuum .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wet bar .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic air cleaner .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Steel frame construction .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wood frame construction .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poured concrete .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Laundry chute .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sound proofing .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Elevator .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Outdoor Features</b>				
Front porch .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deck in rear .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Patio in rear .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Screened rear porch .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fenced yard .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior lighting .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brick Pavers .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lot with trees .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lawn sprinklers .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gated Community (monthly fee of \$100-\$200) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Home in a golf course community .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Home Features</b>				
Two story entry foyer .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Two story family room .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

29. Please rate the importance of the following home and community features and services on a scale of 1 to 5, where "1" = "Not At All Important" and "5" = "Very Important". Of course you may use any number in between. (X ONE Box For EACH)

	Not At All Important		←————→			Very Important	
	1	2	3	4	5		
A full bath on the main level .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A bedroom on the main level .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Doorways that are wider than standard for accessibility .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bathroom aids, such as grab bars or a stool for bathing .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-slip floor surfaces .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An entrance without steps .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessible public transportation, such as buses or subways .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A light home repair service, for tasks such as putting in storm windows .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An outdoor maintenance service for lawn care, shoveling snow, and so on .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

30. When purchasing a new home do you ... (X ONE Box)  
 1  Prefer all the amenities and features to be included in the base price of the home?  
 or  
 2  Prefer only a basic home with amenities offered as options at extra cost?

31. How concerned are you about the impact of building your home on the environment? (X ONE Box)  
 1  Not concerned  
 2  Concerned about environment, but not a consideration in house purchase  
 3  Want "environment friendly" home, but would not pay more  
 4  Would pay more for "environment friendly" home

32. How much extra would you pay up front, in the purchase price for your next home, if it would save \$1,000 every year in utility costs? (Write In)  
\$ \_\_\_\_\_

33. Please check all of the following community amenities that would seriously influence you to move to a new community, realizing that these features, in varying degrees increase the cost of the home or homeowner association fees. (X ALL That Apply)
- |   |  |  |
|---|--|--|
| 01 <input type="checkbox"/> Outdoor swimming pool   | 09 <input type="checkbox"/> Tennis courts                      | 15 <input type="checkbox"/> Lake                   |
| 02 <input type="checkbox"/> Baseball/softball field | 10 <input type="checkbox"/> Playgrounds                        | 16 <input type="checkbox"/> Clubhouse              |
| 03 <input type="checkbox"/> Public transportation   | 11 <input type="checkbox"/> Card-operated gate, no guard       | 17 <input type="checkbox"/> Exercise room          |
| 04 <input type="checkbox"/> Soccer field            | 12 <input type="checkbox"/> Basketball courts                  | 18 <input type="checkbox"/> Billiard room          |
| 05 <input type="checkbox"/> Walking/jogging trails  | 13 <input type="checkbox"/> Daycare center                     | 19 <input type="checkbox"/> Convenience/Drug store |
| 06 <input type="checkbox"/> Racquetball courts      | 14 <input type="checkbox"/> Business center (copier, fax, etc) | 20 <input type="checkbox"/> Other (Specify): _____ |
| 07 <input type="checkbox"/> Park area               |  |  |
| 08 <input type="checkbox"/> Security guard at gate  |  |  |

34. For the same amount of money, which of the following would you choose? (X ONE Box For EACH Pair)
- |  |    |   |
|--|----|---|
| a. 1 <input type="checkbox"/> A bigger house with fewer amenities                            | or | 2 <input type="checkbox"/> A smaller house with high quality products and amenities       |
| b. 1 <input type="checkbox"/> A much larger family room and no living room                   | or | 2 <input type="checkbox"/> Family room and living room about equal in size                |
| c. 1 <input type="checkbox"/> An open living room/dining room                                | or | 2 <input type="checkbox"/> Distinct, and separate dining and living rooms                 |
| d. 1 <input type="checkbox"/> Larger than average kitchen and smaller living area spaces     | or | 2 <input type="checkbox"/> Typical kitchen and living area spaces                         |
| e. 1 <input type="checkbox"/> More space in master bedroom and less space in the master bath | or | 2 <input type="checkbox"/> Less space in master bedroom and more space in the master bath |
| f. 1 <input type="checkbox"/> Two full master bedroom suites plus one standard bedroom       | or | 2 <input type="checkbox"/> One full master bedroom suite plus three standard bedrooms     |
| g. 1 <input type="checkbox"/> Master bedroom on the first floor in a two-story home          | or | 2 <input type="checkbox"/> Master bedroom on the second floor in a two-story home         |

35a. How many new and existing homes did you look at when you bought your last home? (Write In # For EACH)  
# of NEW homes: \_\_\_\_\_ # of EXISTING homes: \_\_\_\_\_

35b. How long have you been shopping (or shopped) to buy a home? (Write In #) # of months: \_\_\_\_\_

36. Which of the following resources do you generally use during your search for a new home? (X ALL That Apply)
- |   |  |   |
|---|--|---|
| 1 <input type="checkbox"/> Real estate section of major metro paper | 4 <input type="checkbox"/> Neighborhood newspapers | 6 <input type="checkbox"/> Signage                |
| 2 <input type="checkbox"/> Real estate agent                        | 5 <input type="checkbox"/> Internet                | 7 <input type="checkbox"/> Other (Specify): _____ |
| 3 <input type="checkbox"/> New home directory magazine              |  |   |

37. Please rate the importance of the following open spaces on a scale of 1 to 5, where "1" = "Not At All Important" and "5" = "Very Important". Of course you may use any number in between. (X ONE Box For EACH)
- |  |   |   |   |   |   |  |
|--|---|---|---|---|---|--|
|  |   | Not At All Important ←————→ Very Important<br>1      2      3      4      5 |   |   |   |  |
| Natural undeveloped land.....                      | 1 | 2   | 3 | 4 | 5 |  |
| Park/Recreation area.....                          | 1 | 2   | 3 | 4 | 5 |  |
| Playing grounds.....                               | 1 | 2   | 3 | 4 | 5 |  |
| Farmland.....                                      | 1 | 2   | 3 | 4 | 5 |  |
| Open space set aside by builder for community..... | 1 | 2   | 3 | 4 | 5 |  |
| Other (Specify): _____                             | 1 | 2   | 3 | 4 | 5 |  |

38. Please indicate which of the following technology features you currently have in your house and rate the importance of having these features on a scale of 1 to 5, where "1" = "Not At All Important" and "5" = "Very Important". Of course you may use any number in between.

	Currently Have?		RATING				
	Yes	No	1 Not At All Important	2	3	4	5 Very Important
Security systems.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Structured wiring.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Monitored security.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Distributed audio.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Home theatre.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Automated lighting control.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Energy management.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Home automation.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Central vacuum system.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Multiple phone lines.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
Multi-zone HVAC system.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

39. Do you have a separate room in the home for a home office? 1  Yes 2  No

40. How often do you work at home? (X ONE Box)  
1  Never 2  Once a month 3  Once a week 4  2 or 3 days a week 5  Everyday

41. How long and how far does the head of household currently travel to work (one way) and how long and how far is the head of household willing to travel to work (one way)? (Write In Minutes and Miles)  
Currently travels..... # of minutes: \_\_\_\_\_ # of miles: \_\_\_\_\_  
Willing to travel..... # of minutes: \_\_\_\_\_ # of miles: \_\_\_\_\_

42. Please indicate your employment status. (X ONE Box)  
1  Employed full-time 4  Work at home part-time 6  Retired  
2  Employed part-time 5  Student 7  Not in paid labor force  
3  Work at home full-time

43. Please indicate the number of earners in your household. (X ONE Box) 1  1 2  2 3  3 or more

44. Please "X" your race and ethnicity. (X ONE Box)  
1  White (Non-Hispanic) 2  African-American (Non-Hispanic) 3  Hispanic/Latino 4  Asian

45. Please indicate your country of birth 1  United States  Other (Specify): \_\_\_\_\_

46a. In addition to the home in which you currently live, do you have another home?  
1  Yes → (Continue) 2  No → (Skip To Closing)

46b. If yes, is this your . . . ? (X ONE)  
1  Recreation home only 2  Investment home only 3  Both Recreation and Investment

46c. Will this be your retirement home? 1  Yes 2  No 3  Not sure

Thank you for your help with this study. Please return your completed questionnaire in the enclosed postage-paid envelope as soon as possible.