

Housing Report Survey 2017

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Introduction

- This document presents the results from our survey in March 2017
- There were 10 questions. Results for questions 1 to 7 are presented in the sequence asked on the following slides.
- We received numerous helpful comments to Questions 8, 9, and 10. However, since those three questions were open-ended questions searching comments, we defer from presenting results.
- We got excellent feedback and we are evaluating how to take your input into consideration. Some of your feedback was contradictory ("more comments" vs. "less comments") and thus we will not be able to address all feedback.

Q1. Geographic location

#	Answer	Count	Percent (%)
1	I work in the United States of America	228	85.7%
2	I work outside the United States of America	38	14.3%
	Total	266	100%

Q2. Type of occupation

#	Answer	Count	Percent (%)
1	Industry	139	52.2%
2	Government	58	21.8%
4	Association	22	8.3%
3	Other (please specify)	47	17.7%
	Total	266	100%

Q3. Value of housing report

#	Answer	Count	Percent (%)
5	The housing report is extremely valuable to me.	74	29.0%
4	The housing report is of considerable value to me.	104	39.0%
3	The housing report is of value to me.	68	26.0%
2	The housing report is of limited value to me.	14	5.0%
1	The housing report is of no value to me.	6	2.0%
	Total	266	100.0%

Q4. Uses of housing report: (multiple answers possible)

#	Answer	Count	Percent (%)
1	We use the housing report information as a source for operational business decisions.	64	20.0%
2	We use the housing report information as a source for strategic business decisions.	136	42.0%
4	We use the housing report information for other purposes (please specify below).	125	39.0%
	Total	325	100.0%

Q5. Format of housing report: (choose one)

#	Answer	Count	Percent (%)
1	The content of the housing report, presenting data and some comments, is a good mix -- I would not wish any changes to be made to the report.	179	69.0%
2	The content of the housing report, presenting data and some comments, is a good mix -- but I would like to see more comments on housing.	74	29.0%
3	The content of the housing report, presenting data and some comments, is confusing and I would prefer to receive a report that only contains data.	4	2.0%
4	The content of the housing report, presenting data and some comments, is confusing and I would prefer to receive a report that only contains comments.	2	1.0%
	Total	259	100.0%

Q6. Content of housing report: (rate in order of importance; with the top rank being most important)

#	Question	1	2	3	4	Total			
1	Housing data (starts, permits, completions, sales, spending)	<u>63.1%</u>	123	24.6%	48	7.7%	15	4.6%	9
2	Third party housing forecasts	10.3%	20	14.8%	29	<u>50.8%</u>	99	24.1%	47
3	Housing news, trends, and demographics	26.1%	51	<u>49.8%</u>	97	15.9%	31	8.2%	16
4	Federal Reserve and private indicators	0.5%	1	10.8%	21	25.6%	50	<u>63.1%</u>	123
		Total	195	Total	195	Total	195	Total	195

Q7. Sharing of the housing report

#	Answer	Count	Percent (%)
1	I do not share the housing report with anyone.	76	29.0%
2	I share the housing report with 1 to 5 colleagues.	141	53.0%
3	I share the housing report with 6 to 10 colleagues.	19	7.0%
4	I share the housing report with more than 10 colleagues.	30	11.0%
	Total	266	100.0%

Summary

- Over 90% of respondents get value from the housing report
- 69% of respondents consider the mix of data and comments to be good
- The report reaches between 9,278 and 16,255 individuals every month based on an analysis of the responses regarding the frequency of their forwarding. The report also is shared in numerous interest groups and posted on other organizations' websites, which further increasing the number of readers of the report.
- We appreciate your feedback!

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