



Illinois Statewide Homeownership Benchmark

Adults Living in Illinois

January 17-19, 2012 | N=600 | Margin of Error +/- 5.2%

QA. May I speak to a member of this household who is at least 18 years old?

Base.....	600
Yes.....	100%

QB. Including yourself, how many people age 18 and older currently live in this household?

1.....	33%
2.....	39%
3.....	13%
4 or more.....	15%

QC. In order for our results to be scientifically valid, we need to randomly pick someone within your household to interview. So please take a moment to think about the birthdays of all the adults in your home. Of the people who currently live in your household who are 18 and older, who most recently celebrated a birthday? May I please speak to that person?

Base.....	600
Yes.....	100%

Q1 - Generally speaking, do you feel that Illinois is headed in the right direction, or do you feel that we have gotten off track and are headed in the wrong direction?

Base.....	600
Right direction.....	20%
Off track / wrong direction.....	65%
Unsure.....	15%
Refused.....	1%

Q2 - Would you say owning a home is a major part of the American Dream, or is it not really a part of the American Dream?

Base.....	600
Part of the "American Dream".....	82%
Not really an important part of the "American Dream".....	15%
Unsure.....	3%
Refused.....	*



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Q3 - Would you say owning a home is something all Americans should aspire to at some point in their life, or are some people better off not owning a home?

Base.....	600
All Americans should aspire to homeownership.....	41%
Some people are better off not owning a home.....	49%
Unsure.....	10%
Refused.....	*

Q4 - Which of the following statements comes closest to your view on how banks should approach making home loans:

Base.....	600
Banks should make loans more accessible so more people have the opportunity to own a home and help boost the economy	39%
Banks should have stricter requirements to obtain a loan to avoid lending to people who can't afford the mortgage	54%
Unsure.....	6%
Refused.....	1%

Q5 - And which of the following comes closest to your view on how the government should approach offering assistance to homeowners struggling to pay their mortgage:

Base.....	600
Government should make assistance available so the homeowner doesn't lose his or her home	55%
Government should stay out of the way even if it means the homeowner could lose his or her home	34%
Unsure.....	9%
Refused.....	1%

Q6 - Would you say owning a home is a very safe, pretty safe, somewhat safe, or not very safe long-term investment?

Base.....	600
Very safe.....	17%
Pretty safe.....	35%
Somewhat safe.....	28%
Not very safe.....	14%
Unsure.....	5%
Refused.....	*



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Q7 - Which is a safer long-term investment: Owning a home or investing in the stock market?

Base.....	600
Owning a home.....	75%
Investing in the stock market.....	16%
Unsure.....	8%
Refused.....	1%

Q8 - Would you say it's a better value to own a home or to rent in Illinois right now?

Base.....	600
Owning a home.....	61%
Renting.....	32%
Unsure.....	6%
Refused.....	*

Q9 - Do you own or rent your current residence?

Base.....	600
Own.....	69%
Rent.....	26%
Other.....	3%
Unsure.....	1%
Refused.....	1%

[ASK Q10 - Q14 TO RENTERS ONLY]

Next, I would like to read you a short list of issues that may be obstacles to owning a home. Regardless of whether you're considering purchasing a home, please tell me how much of an obstacle each would be to you if you were purchasing a home today. Please answer on a scale of 1 to 5, with 1 being "not an obstacle at all" and 5 being "a major obstacle."

Q10 - Saving for a down payment.

Base.....	156
1 - Not an obstacle at all.....	25%
2.....	13%
3.....	22%
4.....	16%
5 - Major obstacle.....	23%



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Q11 - Navigating the home-buying process

Base.....	156
1 - Not an obstacle at all.....	18%
2.....	17%
3.....	31%
4.....	14%
5 - Major obstacle.....	20%

Q12 - Affording the mortgage payment

Base.....	156
1 - Not an obstacle at all.....	18%
2.....	12%
3.....	22%
4.....	14%
5 - Major obstacle.....	35%

Q13 - Having a steady source of income

Base.....	156
1 - Not an obstacle at all.....	31%
2.....	7%
3.....	25%
4.....	3%
5 - Major obstacle.....	33%

Q14 - Overcoming poor credit history

Base.....	156
1 - Not an obstacle at all.....	24%
2.....	23%
3.....	14%
4.....	5%
5 - Major obstacle.....	35%



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Now I'd like to read you a list of some potential benefits of owning a home. After each, please tell me how important that benefit is to you, personally. Please answer on a scale of 1 to 5, with 1 being "not a real benefit at all" and 5 being "a major benefit."

Q15 - Having a long-term investment for the future.

Base.....	600
1 - Not a real benefit at all.....	7%
2.....	8%
3.....	17%
4.....	20%
5 - A major benefit.....	48%

Q16 - The feeling of a "place of your own"

Base.....	600
1 - Not a real benefit at all.....	6%
2.....	2%
3.....	7%
4.....	17%
5 - A major benefit.....	68%

Q17 - Freedom to do what you want with it and make it yours.

Base.....	600
1 - Not a real benefit at all.....	4%
2.....	4%
3.....	11%
4.....	16%
5 - A major benefit.....	66%

Q18 - Having stability for you and your family

Base.....	600
1 - Not a real benefit at all.....	4%
2.....	2%
3.....	9%
4.....	16%
5 - A major benefit.....	69%



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Q19 - Receiving tax benefits

Base.....	600
1 - Not a real benefit at all.....	10%
2.....	5%
3.....	20%
4.....	19%
5 - A major benefit.....	46%

Q20 - The feeling of belonging to a community

Base.....	600
1 - Not a real benefit at all.....	10%
2.....	10%
3.....	25%
4.....	24%
5 - A major benefit.....	32%

Q21 - Over the next five years, would you say most single-family homes in Illinois will increase in value, decrease in value, or stay pretty much the same?

Base.....	600
Increase a lot.....	8%
Increase a little.....	26%
Stay pretty much the same.....	41%
Decrease a little.....	10%
Decrease a lot.....	9%
Unsure.....	5%
Refused.....	*

Q21cat - Over the next five years, would you say most single-family homes in Illinois will increase in value, decrease in value, or stay pretty much the same?

Base.....	600
Total increase.....	34%
Stay pretty much the same.....	41%
Total decrease.....	20%
Unsure.....	5%
Refused.....	*



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Q22 - Are you considering purchasing a home in Illinois in the next 12 months?

Base.....	600
Yes.....	10%
No.....	88%
Unsure.....	1%
Refused.....	1%

Q23 - Next I'd like to read you a list of age groups. Please stop me when I get to your age group.

Base.....	600
18-24.....	11%
25-34.....	18%
35-44.....	19%
45-54.....	19%
55-64.....	16%
65-74.....	9%
75 and older.....	8%
Refused.....	*

Q24 - Would you describe your marital status as never married, currently married, divorced, widowed, or something else?

Base.....	600
Never married.....	21%
Currently married.....	59%
Divorced.....	8%
Widowed.....	7%
Something else.....	3%
Refused.....	1%

PhoneStatus

Base.....	600
Landline and cell phone.....	71%
Cell phone only.....	18%
Landline only.....	10%



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Q28 - Gender

Base.....	600
Male.....	49%
Female.....	51%

MSA

Base.....	600
Bloomington-Normal, IL.....	1%
Champaign-Urbana, IL.....	2%
Chicago-Joliet-Naperville, IL-IN-WI.....	64%
Davenport-Moline-Rock Island, IA-IL.....	2%
Peoria, IL.....	3%
Quincy, IL-MO.....	1%
Rockford, IL.....	3%
Springfield, IL.....	2%
St. Louis, MO-IL.....	6%
Other.....	16%