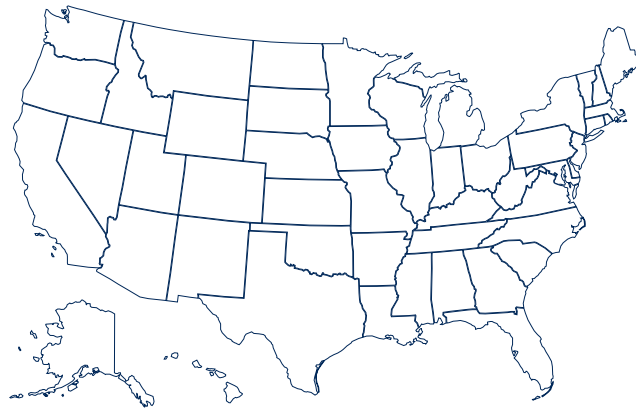




.....

# Housing Fuels the Economy in **America**



## HOMES ARE MUCH MORE THAN MERE SHELTER

They are at once critical to every community and an engine of economic growth.

Building 100 single-family homes generates:



297

jobs



\$28 M

in wages and business income



\$11 M

in taxes and revenue for state, local, and federal government

Source: NAHB analysis of government data

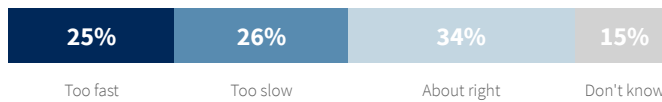
# National Polling

## PERCEPTIONS OF GROWTH IN AMERICA

There are both advantages and drawbacks to growth in a community, which can make it a divisive issue among Americans. Even members of the same community can perceive growth in different ways.

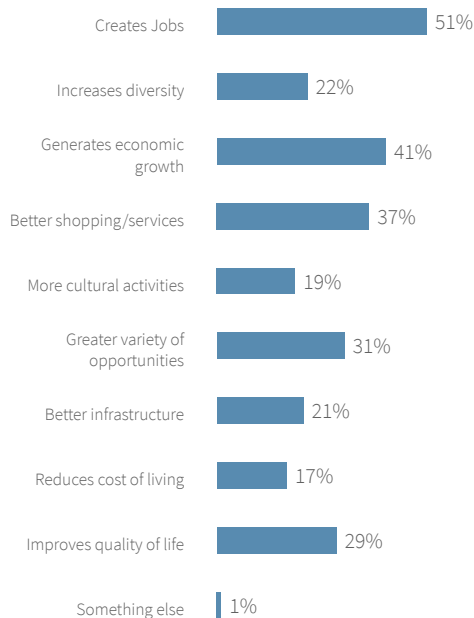
Americans see the speed of growth differently.

Percent of Americans who say growth in their community has been...



Americans see that growth brings many positive improvements.

Percent of Americans that see the following aspects of growth as positive:

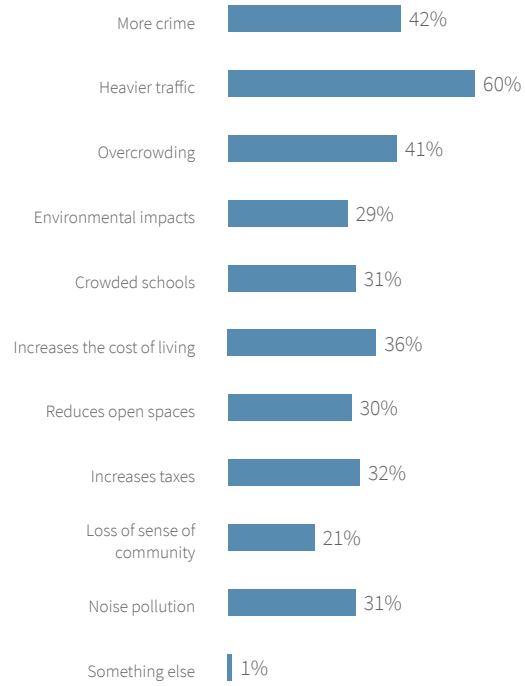


## PERCEPTIONS OF GROWTH IN AMERICA

There are both advantages and drawbacks to growth in a community, which can make it a divisive issue among Americans. Even members of the same community can perceive growth in different ways.

Growth can produce some growing pains for Americans.

Percent of Americans that see the following aspects of growth as negative:



## HOUSING AVAILABILITY AND POLICY IN AMERICA

The ability to find a home in your area is a factor many of us take for granted. Not all have this luxury, and there are specific ways Americans would like to see the government act to remedy this.

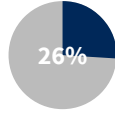
Percent of Americans saying there is a housing shortage in their community:



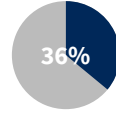
35% total

### Americans Agree on Housing Policies To Help The Middle Class

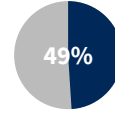
Percent of Americans who agree with each of the following policies:



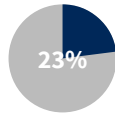
Reduce regulatory hurdles to new housing production



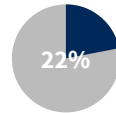
Provide government support of the 30-year fixed-rate mortgage



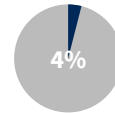
Offer meaningful tax incentives that promote homeownership



Reduce trade barriers to make building materials less expensive



Limit federal involvement in local land use decisions



The government should not take any actions to encourage home ownership

 48%

of Americans say it matters some or matters a lot what a candidate's positions are on housing policies that affect housing prices and availability

## HOMEOWNERSHIP IN AMERICA

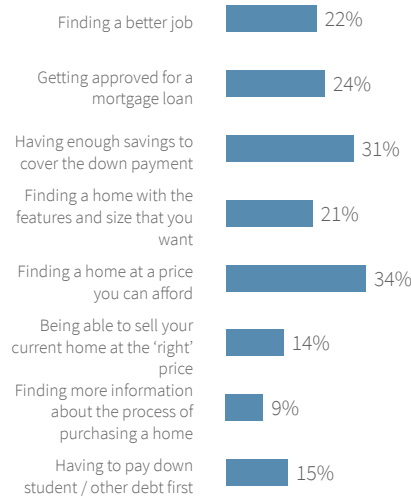
Homeownership is a key piece of the American Dream, and one that millions of Americans participate in each year. But for some, there are obstacles in the way to reaping the wonderful benefits associated with homeownership.

## Intent to Purchase Housing



of Americans plan to purchase a home in the next year  
Obstacles to Purchasing a Home

Percent of Americans that say each of the following is an obstacle to purchasing a new home:



## Homeownership presents great benefits

Percent of Americans saying each of the following are benefits of homeownership:

