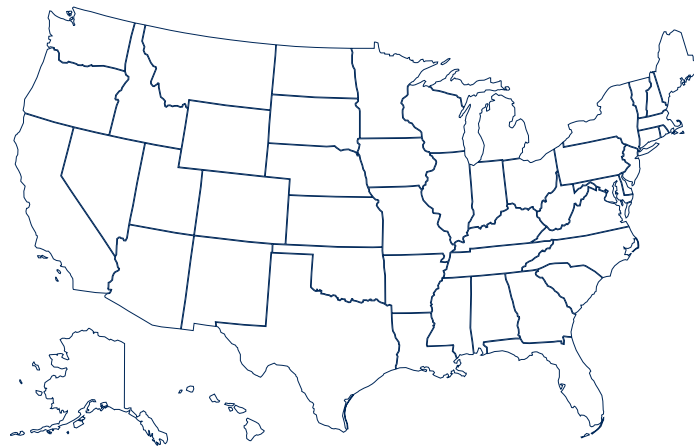




.....

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

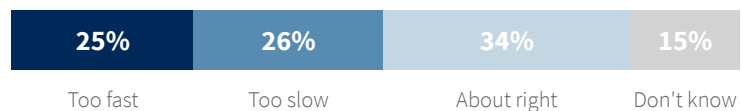
National Polling

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.

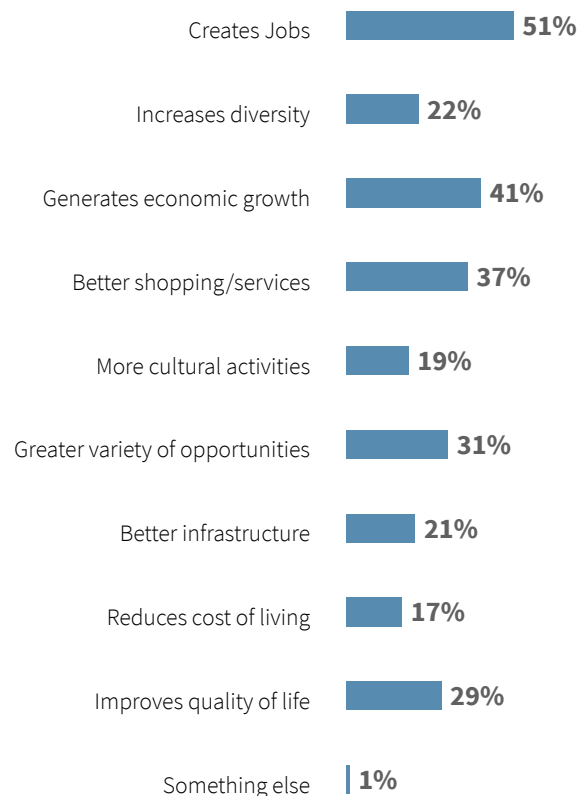
Americans see the speed of growth differently.

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:

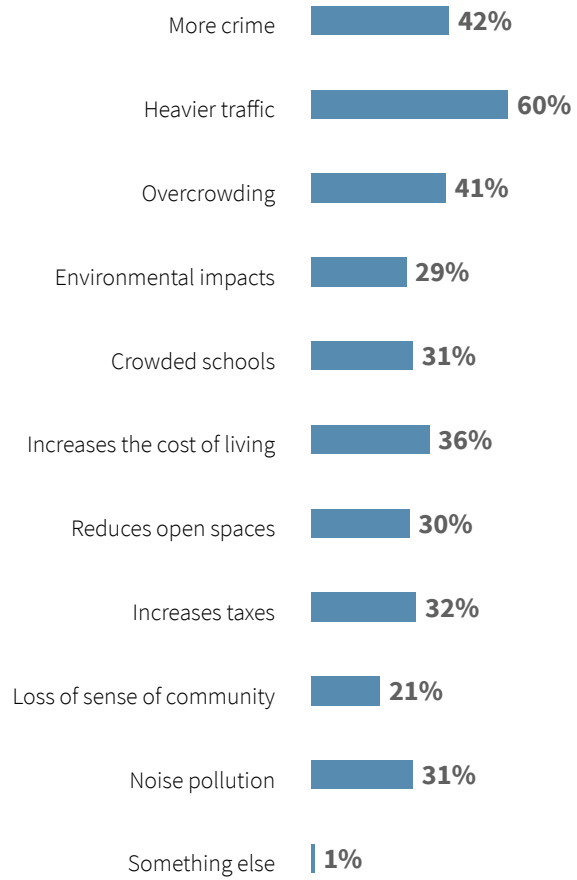


PERCEPTIONS OF GROWTH IN AMERICA

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Growth can produce some growing pains for Americans.

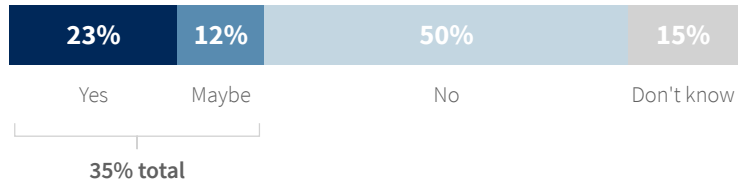
Percent of Americans that see the following aspects of growth as negative:



HOUSING AVAILABILITY AND POLICY IN AMERICA

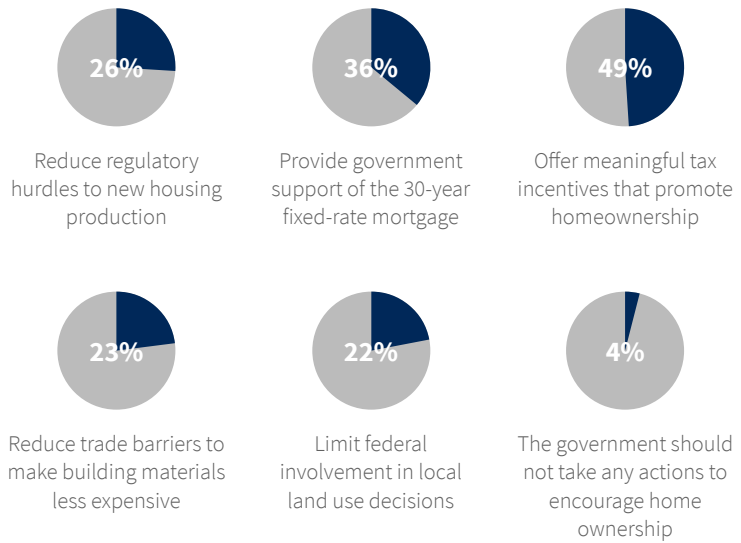
The ability to find a home in your area is a factor many of us take for granted. Not all have this luxury, and there are specific ways Americans would like to see the government act to remedy this.

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



Americans Agree on Housing Policies To Help The Middle Class

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



 **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.

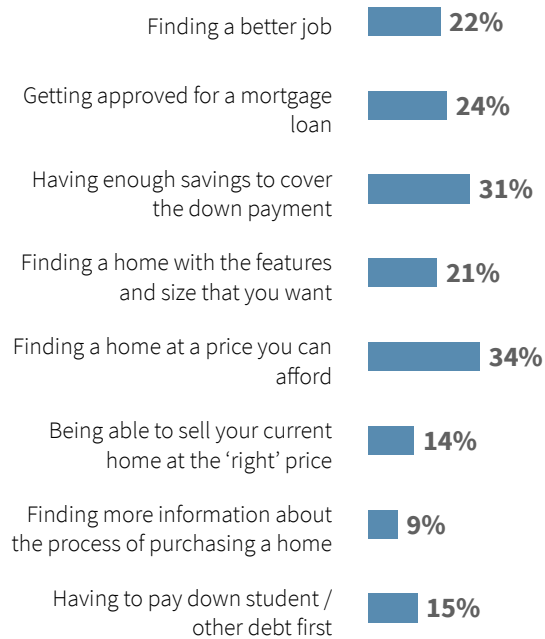
Intent to Purchase Housing



of Americans plan to purchase a home in the next year

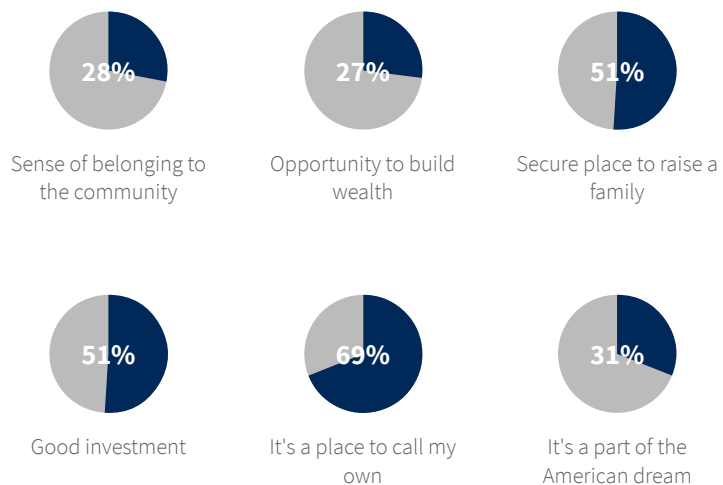
Obstacles to Purchasing a Home

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:



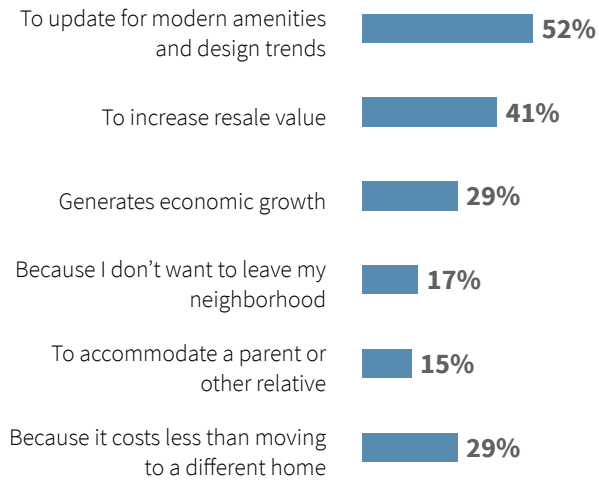
REMODELING IN AMERICA

Millions of Americans remodel their homes each year, for many different reasons. This brief exploration of those remodeling their homes gives insight into the scale, and the reasons, for trying to improve our homes.

 39%

of Americans say they definitely will, or maybe will, undertake a major remodeling project on their home over the next three years

Among those planning to remodel, Americans plan to remodel for the following reasons:



U.S. Economic Data

THE DATA TELLS A STORY

Housing starts, new home sales and other housing benchmarks can be valuable tools in analyzing housing market dynamics and consumer behaviors, and making reliable market projections.

NAHB's proprietary analysis tools, including the Housing Market Index and the Housing Opportunity Index, are among the industry's most important market benchmarks.

The State of Housing



\$71,062

Median family income



63%

Home ownership rate



135,702,775

Number of housing units



45%

Minority (Hispanic or Non-White) home ownership rate



\$205,000

Median value of owner-occupied homes



3,844,264

U.S. residents working in residential construction



61%

of all U.S. homes are single-family detached



6%

of all U.S. homes are single-family attached



26%

of all U.S. homes are multifamily



6%

of all U.S. homes are other types of housing units

The State of Rental Housing



6%

Rental vacancy rate



\$981

Median gross rent



50%

Gross rent is less than
30% of household income



25%

Gross rent is 30% to 50%
of household income



25%

Gross rent is 50%+ of
household income