

Q5 Which of the following types of investments do you think has performed the best (i.e., has provided the most return on investment in terms of dividend payouts/financial gains) since 2000?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Stocks	546 25%	140 28% E	176 25%	127 27% e	102 20%	97 16%	61 17%	82 21%	136 33% FGH	170 39% FGH	335 31% Q	50 19%	42 23% S	44 23%	98 45% LMNU	102 48% LMNV	210 19%	48 14%	19 10%	38 20% s	38 19% s	68 30% RStu
Real estate (i.e., properties such as homes, apartments, or other types of buildings/land)	354 16%	58 12%	141 20% BD	54 11%	101 20% BD	117 20% j	57 16%	57 15%	63 15%	60 14%	171 16%	61 23% NoP	32 18%	22 11%	31 14%	24 12%	183 16%	55 17%	25 14%	36 19%	31 16%	36 16%
Commodities (i.e., goods such as oil, gold, cotton, etc.)	196 9%	47 9%	53 7%	45 9%	52 10%	72 12% IJ	36 10%	31 8%	28 7%	29 7%	101 9%	33 13% O	21 12% O	19 10% o	8 4%	20 10% Ov	95 8%	39 12% V	15 8%	12 6%	20 10% VO	9 4%
Cash equivalents (i.e., highly liquid assets/investments such as treasury bills, money market funds, checking accounts, etc.)	121 6%	35 7% D	36 5% d	11 2%	39 8% D	46 8% HJ	28 8% HJ	11 3%	24 6% j	13 3%	79 7% Q	33 12% NoPR	21 12% noPS	9 5%	12 6% p	4 2%	42 4%	13 4%	6 3%	2 1%	11 6% t	9 4%
Bonds	62 3%	12 2%	23 3%	15 3%	11 2%	24 4% j	7 2%	13 3%	12 3%	7 2%	41 4% Q	14 5% P	5 3%	11 6% PT	9 4% p	2 1%	21 2%	10 3%	2 1%	2 1%	3 1%	5 2%
Other	31 1%	9 2% C	2	13 3% C	6 1%	1	14 4% Fij	6 1% f	5 1%	5 1%	13 1%	-	4 2%	5 3%	2 1%	2 1%	17 2%	1	10 6% RTV	*	3 1%	3 1%
Not at all sure	888 40%	195 39%	279 39%	210 44%	204 40%	240 40%	161 44% ij	182 48% fj	147 36%	157 36%	332 31%	76 28%	56 31% LmOP	84 43%	58 27%	57 27%	556 49% K	164 50% L	105 57% uVM	98 52%	89 46% O	100 44% P
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q5 Which of the following types of investments do you think has performed the best (i.e., has provided the most return on investment in terms of dividend payouts/financial gains) since 2000?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Stocks	546 25%	133 17%	97 26% B	90 33% B	205 34% Bc	115 17%	126 16%	305 41% FG	343 26%	203 24%	31 19%	158 36% IJK	144 19%	401 23% M	111 18%	435 28% O	404 28% R	131 18%	312 29% T	234 21%
Real estate (i.e., properties such as homes, apartments, or other types of buildings/land)	354 16%	114 14%	52 14%	46 17%	119 20% b	83 13%	140 18% I	131 18% F	240 18% Jl	114 13%	23 14%	58 13%	155 20% N	199 14%	127 21% P	227 14%	245 17%	107 15%	186 17%	168 15%
Commodities (i.e., goods such as oil, gold, cotton, etc.)	196 9%	64 8%	41 11%	19 7%	59 10%	60 9%	78 10%	59 8%	120 9% I	76 6%	32 19% IUL	26 6%	83 11%	114 8%	62 10%	134 8%	119 8%	71 10%	85 8%	112 10%
Cash equivalents (i.e., highly liquid assets/investments such as treasury bills, money market funds, checking accounts, etc.)	121 6%	52 6%	24 7%	10 4%	32 5%	29 4%	52 6%	41 6%	89 7% J	32 4%	6 3%	21 5%	52 7%	69 5%	52 8% P	69 4%	73 5%	43 6%	80 7% T	42 4%
Bonds	62 3%	19 2%	7 2%	15 6% BC	19 3%	15 2%	19 2%	28 4%	46 3%	16 2%	6 4%	10 2%	32 4% N	30 2%	28 5% P	34 2%	39 3%	23 3%	40 4% t	22 2%
Other	31 1%	10 1%	2 1%	7 3% c	11 2%	10 2%	9 1%	12 2%	19 1%	11 1%	* *	6 1%	14 2%	17 1%	11 2%	19 1%	22 2%	9 1%	17 2%	14 1%
Not at all sure	888 40%	413 51% CDE	145 39% dE	83 31%	163 27%	349 53% H	375 47% H	164 22%	480 36%	409 47% IL	66 40%	162 37%	297 38%	591 42%	227 37%	661 42% o	521 37%	338 47% Q	358 33%	530 47% S
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
I wish the process of investing in real estate was easier.	1562 71%	344 69%	499 70%	328 69%	390 76% bd	493 83% ghIJ	277 76% IJ	267 70% J	275 66% J	250 57% J	769 72% J	213 80% NoP	152 84% NOPS	132 68% p	153 70% P	119 56% P	793 70% STUV	280 85% STUV	124 68% v	136 72% V	121 62% V	131 57% V
The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).	1542 70%	369 74% C	472 66% C	327 69% C	374 73% c	438 73% H	251 69% H	245 64% H	292 70% h	316 72% h	770 72% h	193 72% NS	143 79% NS	124 64% NS	157 72% NS	152 72% NS	772 69% NS	245 74% St	108 59% St	121 64% St	134 69% St	164 71% S
I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).	1522 69%	355 71% C	471 66% C	331 70% C	365 71% c	438 73% hJ	242 67% HJ	253 66% HJ	304 73% hJ	285 65% hJ	740 69% hJ	188 70% hJ	132 73% ps	128 66% ps	160 73% p	132 62% p	783 70% Stv	250 76% Stv	110 60% Stv	125 66% Stv	144 74% S	153 67% S
Flipping a home (i.e., buying an abandoned/distr essed/outdated home and fixing it up to resell) is a good way to make money.	1455 66%	319 64% IJ	477 67% IJ	321 68% IJ	338 66% IJ	429 72% IJ	280 77% HIJ	255 67% IJ	233 56% IJ	257 58% IJ	689 64% IJ	193 72% OP	141 78% NOP	125 64% O	113 51% O	117 55% O	766 68% UV	236 72% uV	139 76% UV	131 69% UV	121 62% UV	140 61% UV
I would be more likely to invest in real estate if there was technology available to make the process easier.	1057 48%	200 40% Bd	378 53% Bd	222 47% Bd	257 50% B	374 63% ghIJ	198 54% HIJ	167 44% J	170 41% j	148 34% j	547 51% Q	176 66% NOP	115 64% NOPS	90 48% P	94 43% P	72 34% P	510 45% STUV	198 60% STUV	83 45% v	77 41% v	76 39% v	76 33% v
I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).	827 38%	168 34% FHJ	280 39% FHJ	174 36% FHJ	206 40% FHJ	260 44% FHJ	195 54% FHJ	129 34% J	132 32% j	111 25% j	476 44% Q	149 56% NOPR	117 65% NOPS	75 39% P	70 32% P	65 31% V	351 31% V	111 34% V	78 43% TuV	55 29% TuV	61 31% V	46 20% V

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

Summary Of Strongly/Somewhat Agree

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
I wish the process of investing in real estate was easier.	1562 71%	564 70%	279 76% bd	182 67%	431 71%	478 72% h	591 74% H	493 67%	1002 75% JL	560 65% L	134 81% JL	255 58%	624 80% N	938 66%	493 80% P	1068 68%	981 69%	544 75% Q	756 70%	806 72%
The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).	1542 70%	522 65%	265 72% b	208 77% B	445 73% B	414 63%	569 71% F	559 75% F	950 71%	591 69%	111 67%	322 73% J	551 71%	991 70%	437 70%	1105 70%	1025 72% r	484 67%	766 71%	776 69%
I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).	1522 69%	547 68%	265 72%	192 71%	417 69%	436 66%	582 73% F	504 68%	944 71%	578 67%	117 71%	312 71% J	569 73% N	953 67%	452 73% p	1070 68%	986 69%	507 70%	752 70%	770 69%
Flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell) is a good way to make money.	1455 66%	519 64%	255 69%	178 66%	407 67%	440 67%	557 70% H	458 62%	909 68% L	546 63%	109 66%	267 61%	584 75% N	871 61%	471 76% P	984 62%	922 65%	496 69%	728 68%	727 65%
I would be more likely to invest in real estate if there was technology available to make the process easier.	1057 48%	368 46%	177 48%	131 48%	309 51%	325 49%	382 48%	350 47%	691 52% JL	366 43% L	97 59% JL	153 35%	452 55% N	605 43%	358 58% P	699 44%	657 46%	371 51% q	508 47%	549 49%
I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).	827 38%	269 33%	126 34%	111 41% b	273 45% BC	211 32%	312 39% F	304 41% F	579 43% JKL	248 29%	42 26%	124 28%	381 49% N	446 31%	337 54% P	490 31%	544 38%	274 38%	465 43% T	362 32%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).	1371 62%	328 66%	431 61%	302 64%	309 60%	337 56% G	169 46%	253 66% FG	283 68% FG	330 75% FGHI	597 56%	118 44%	64 35%	119 61% LM	149 68% LM	147 69% LM	774 69% K	219 66% L	104 57% M	134 71% S	134 69% s	183 80% RSUP
I would be more likely to invest in real estate if there was technology available to make the process easier.	1141 52%	297 60% CE	333 47%	254 53% c	257 50%	223 37%	166 46% f	215 56% FG	244 59% FG	293 66% FGHI	526 49%	91 34%	66 36%	104 54% LM	125 57% LM	139 66% LMN	616 55% K	132 40%	100 55% RM	111 59% R	119 61% R	154 67% Rs
Flipping a home (i.e., buying an abandoned/distrressed/outdated home and fixing it up to resell) is a good way to make money.	743 34%	178 36%	234 33%	154 32%	176 34%	168 28%	83 23%	126 33% G	181 44% FGH	184 42% FGH	384 36%	74 28%	40 22%	69 36% M	107 49% LMN	95 45% LM	359 32%	94 28%	43 24%	58 31%	75 38% rS	90 39% RS
I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).	676 31%	142 29%	240 34%	145 30%	149 29%	159 27%	121 33%	129 34% fi	110 27%	156 35% FI	333 31%	79 30%	49 27%	66 34%	59 27% mo	79 38% mo	343 30%	80 24%	72 40% RUm	63 34% r	51 26%	76 33% r
The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).	656 30%	128 26%	239 34% Be	149 31%	140 27%	159 27%	112 31%	137 36% FJ	123 30%	125 28%	303 28%	75 28%	38 21%	69 36% M	62 28%	59 28%	353 31%	85 26%	75 41% RVM	68 36% r	61 31%	66 29%
I wish the process of investing in real estate was easier.	636 29%	153 31% e	212 30%	147 31% e	124 24%	104 17%	87 24% f	114 30% F	140 34% FG	191 43% FGHI	304 28%	54 20%	29 16%	62 32% LM	66 30% IM	93 44% LMnO	332 30%	50 15%	58 32% RM	52 28% R	74 38% R	98 43% RST

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LM/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

Summary Of Strongly/Somewhat Disagree

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).	1371 62%	537 67% dE	241 66% E	159 59%	334 55%	449 68% GH	485 61%	436 59%	758 57%	612 71% I	122 74% I	316 72% I	396 51%	975 69% M	282 46%	1088 69% O	879 62%	446 62%	611 57%	759 68% S
I would be more likely to invest in real estate if there was technology available to make the process easier.	1141 52%	438 54%	190 52%	139 52%	299 49%	335 51%	416 52%	390 53%	646 48%	495 57% IK	68 41%	287 65% IJK	325 42%	816 57% M	261 42%	880 56% O	767 54% r	350 49%	569 53%	573 51%
Flipping a home (i.e., buying an abandoned/distr essed/outdated home and fixing it up to resell) is a good way to make money.	743 34%	287 36%	113 31%	93 34%	201 33%	220 33%	241 30%	282 38% G	429 32%	314 37%	56 34%	173 39% I	194 25%	549 39% M	149 24%	594 38% O	501 35%	224 31%	349 32%	394 35%
I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).	676 31%	259 32%	102 28%	79 29%	190 31%	224 34% G	216 27%	236 32%	393 29%	282 33% L	48 29%	129 29%	208 27%	467 33% M	167 27%	509 32% o	437 31%	213 30%	324 30%	351 31%
The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).	656 30%	284 35% cDE	103 28%	62 23%	162 27%	246 37% GH	229 29%	182 25%	387 29%	270 31% L	54 33%	118 27%	227 29%	430 30%	183 30%	474 30% o	398 28%	236 33% q	311 29%	345 31%
I wish the process of investing in real estate was easier.	636 29%	242 30% c	89 24%	88 33% c	176 29%	182 28%	207 26%	247 33% fG	336 25%	301 35% IK	31 19%	186 42% IJK	154 20%	483 34% M	126 20%	510 32% O	442 31% R	177 25%	321 30%	315 28%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10_1 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	1542 70%	369 74% C	472 66%	327 69%	374 73% c	438 73% H	251 69%	245 64%	292 70%	316 72% h	770 72%	193 72%	143 79% NS	124 64%	157 72%	152 72%	772 69%	245 74% St	108 59%	121 64%	134 69%	164 71% S
Strongly agree	520 24%	142 29% D	166 23%	87 18%	126 24% d	155 28% hi	95 26%	75 20%	80 19%	116 26% hi	277 26% q	89 33% NOR	57 32% NOS	34 18%	40 18%	55 26%	243 22%	66 20%	37 21%	40 21%	40 20%	60 26%
Somewhat agree	1021 46%	227 46%	306 43%	240 51% C	249 48%	283 47%	156 43%	170 45%	212 51% g	201 45%	493 46%	103 39%	86 47%	90 46%	117 53% L	97 46%	529 47%	179 54% StVL	70 38%	80 43%	95 49%	104 45%
Strongly/Somewhat Disagree (Net)	656 30%	128 26%	239 34% Be	149 31%	140 27%	159 27%	112 31%	137 36% Fj	123 30%	125 28%	303 28%	75 28%	38 21%	69 36% M	62 28%	59 28%	353 31%	85 26% RVM	75 41% r	68 36% r	61 31%	66 29%
Somewhat disagree	478 22%	99 20%	166 23%	119 25% e	94 18%	126 21%	79 22%	87 23%	97 23%	88 20%	227 21%	65 24% m	26 15%	45 23%	51 23%	39 19%	251 22%	61 18%	53 29% rM	42 23%	46 24%	49 21%
Strongly disagree	178 8%	29 6%	73 10% Bd	30 6%	46 9%	33 6%	33 9%	50 13% Flj	25 6%	37 8%	76 7%	10 4%	11 6%	24 13% LO	11 5%	20 9% L	102 9%	24 7%	22 12%	25 13% r	14 7%	17 7%
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_1 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	1542 70%	522 65%	265 72% b	208 77% B	445 73% B	414 63% F	569 71% F	559 75% F	950 71% F	591 69% L	111 67% J	322 73% J	551 71% J	991 70% J	437 70% J	1105 70% J	1025 72% r	484 67% r	766 71% q	776 69% q
Strongly agree	520 24%	164 20%	104 28% B	71 26% b	154 25%	138 21%	190 24%	191 26%	333 25%	188 22%	39 24%	117 27% J	198 25% J	322 23% J	160 26%	360 23%	351 25% r	166 23% r	262 24% q	258 23% q
Somewhat agree	1021 46%	359 44%	161 44%	137 51%	291 48%	276 42%	378 47%	367 50% F	618 46% F	403 47% L	71 43% J	205 47% J	353 45% J	668 47% J	276 45% J	745 47% J	675 47% r	318 44% r	504 47% q	517 46% q
Strongly/Somewhat Disagree (Net)	656 30%	284 35% cDE	103 28%	62 23%	162 27%	246 37% GH	229 29%	182 25%	387 29%	270 31% L	54 33%	118 27% J	227 29% J	430 30% J	183 30% J	474 30% J	398 28% r	236 33% r	311 29% q	345 31% q
Somewhat disagree	478 22%	187 23%	83 22%	54 20%	116 19%	163 25% h	172 22%	143 19%	299 22% L	179 21% L	42 25% J	83 19% J	168 22% J	311 22% J	124 20% J	354 22% J	302 21% r	169 23% r	231 21% q	247 22% q
Strongly disagree	178 8%	97 12% CDe	20 5%	9 3%	46 8% d	83 13% GH	57 7%	38 5%	88 7%	91 11% L	13 8% J	35 8% J	59 8% J	119 8% J	58 9% J	120 8% J	96 7% r	67 9% r	80 7% q	99 9% q
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10_2 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

I wish the process of investing in real estate was easier.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	1562 71%	344 69%	499 70%	328 69%	390 76% bd	493 83% ghIJ	277 76% IJ	267 70% J	275 66% J	250 57% J	769 72%	213 80% NoP	152 84% NOPS	132 68% p	153 70% P	119 56%	793 70%	280 85% STUV	124 68% v	136 72% V	121 62%	131 57%
Strongly agree	478 22%	105 21%	181 25% D	83 17%	109 21%	154 26% IJ	117 32% HIJ	85 22% IJ	66 16%	56 13%	235 22%	77 29% OP	69 38% NOPS	44 23% OP	24 11%	20 9%	243 22%	77 23% v	48 26% v	40 21%	42 21% O	36 16% p
Somewhat agree	1083 49%	239 48%	318 45%	245 52% c	281 55% C	339 57% GHJ	159 44%	183 48%	208 50%	194 44%	534 50%	136 51%	83 46%	87 45% mNPU	129 59%	99 47%	550 49%	203 62% STUVI	77 42%	95 51%	79 41%	95 41%
Strongly/Somewhat Disagree (Net)	636 29%	153 31% e	212 30%	147 31% e	124 24%	104 17%	87 24% f	114 30% F	140 34% FG	191 43% FGHI	304 28%	54 20%	29 16%	62 32% LM	66 30% IM	93 44% LMnO	332 30%	50 15%	58 32% RM	52 28% R	74 38% R	98 43% RsT
Somewhat disagree	417 19%	114 23% E	132 19% e	104 22% E	68 13%	66 11%	45 12%	69 18% F	105 25% FGh	133 30% FGH	200 19%	39 14%	16 9%	31 16%	48 22% M	67 32% LMNo	217 19%	28 8%	29 16% r	38 20% R	57 29% RS	66 29% RS
Strongly disagree	219 10%	39 8%	80 11%	44 9%	56 11%	38 6%	42 12% F	46 12% F	35 8%	58 13% Fi	104 10%	16 6%	13 7%	31 16% LMot	18 8% I	26 12% I	115 10%	22 7%	29 16% Rtm	15 8%	17 9%	32 14% R
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LM/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_2 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

I wish the process of investing in real estate was easier.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad.	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	1562	564	279	182	431	478	591	493	1002	560	134	255	624	938	493	1068	981	544	756	806
	71%	70%	76% bd	67%	71%	72% h	74% H	67%	75% JL	65% L	81% JL	58% N	80% N	66%	80% P	68% Q	69% Q	75% Q	70% Q	72% Q
Strongly agree	478	193	86	41	128	139	196	142	320	158	35	53	218	261	175	303	271	193	220	258
	22%	24% D	23% D	15%	21%	21% h	25% h	19%	24% JL	18% L	21% I	12% N	28% N	18%	28% P	19% Q	19% Q	27% Q	20% Q	23% Q
Somewhat agree	1083	371	193	141	303	339	394	351	682	401	98	202	406	677	318	765	710	351	536	548
	49%	46%	52%	52%	50%	51% h	49%	47%	51% JL	47% JL	60% JL	46% JL	52% JL	48%	51% JL	48% JL	50% JL	49% JL	50% JL	49% JL
Strongly/Somewhat Disagree (Net)	636	242	89	88	176	182	207	247	336	301	31	186	154	483	126	510	442	177	321	315
	29%	30% c	24%	33% c	29%	28% h	26%	33% IG	25% IK	35% IK	19% IK	42% JK	20% M	34% M	20% O	32% O	31% R	25% R	30% R	28% R
Somewhat disagree	417	118	61	64	140	90	146	182	232	186	19	129	98	319	74	343	315	97	222	196
	19%	15%	17%	24% Bc	23% Bc	14% i	18% i	25% FG	17% IK	22% IK	11% IK	29% JK	13% M	22% M	12% O	22% O	22% R	13% R	21% R	17% R
Strongly disagree	219	124	27	25	37	92	61	66	104	115	12	57	55	164	52	167	127	79	99	119
	10%	15% CDE	7% CDE	9% GH	6% GH	14% GH	8% GH	9% GH	8% GH	13% I	8% I	13% I	7% M	12% M	8% O	11% O	9% R	11% R	9% R	11% R
Sigma	2198	806	367	271	608	660	798	740	1337	861	165	440	778	1420	619	1579	1423	721	1077	1121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10_3 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

I would be more likely to invest in real estate if there was technology available to make the process easier.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	1057 48%	200 40%	378 53% Bd	222 47%	257 50% B	374 63% gHIJ	198 54% HIJ	167 44% J	170 41% j	148 34%	547 51% Q	176 66% NOP	115 64% NOPS	90 46% P	94 43%	72 34%	510 45%	198 60% STUV	83 45% v	77 41%	76 39%	76 33%
Strongly agree	258 12%	53 11%	116 16% BDE	38 8%	51 10%	106 18% HIJ	74 20% HIJ	43 11% IJ	21 5%	15 3%	162 15% Q	68 25% NOPR	53 29% NOPS	25 13% OP	10 4%	6 3%	96 9%	37 11% V	21 12% V	17 9% v	11 6%	9 4%
Somewhat agree	799 36%	147 30%	261 37% b	184 39% B	207 40% B	268 45% GHIJ	124 34%	124 33%	150 36%	133 30%	385 36%	108 40%	62 34%	65 33%	85 39%	66 31%	413 37% STUV	160 49%	62 34%	60 32%	65 33%	67 29%
Strongly/Somewhat Disagree (Net)	1141 52%	297 60% CE	333 47%	254 53% c	257 50%	223 37%	166 46% f	215 56% FG	244 59% FG	293 66% FGHi	526 49%	91 34%	66 36%	104 54% LM	125 57% LM	139 66% LMN	616 55% K	132 40%	100 55% RM	111 59% R	119 61% R	154 67% Rs
Somewhat disagree	726 33%	202 41% CE	198 28%	163 34% c	162 32%	146 24%	98 27%	139 36% FG	167 40% FG	175 40% FG	320 30%	53 20%	41 23%	66 34% Lm	77 35% LM	84 39% LM	406 36% K	93 28% I	57 31%	73 39% r	90 46% RSO	92 40% R
Strongly disagree	415 19%	95 19%	135 19%	91 19%	95 18%	77 13%	67 19% f	76 20% F	77 19% f	118 27% FGHi	205 19%	39 15%	25 14%	38 20%	48 22% LM	56 26% LM	210 19%	39 12% Rm	43 23% r	38 20% r	29 15%	62 27% RU
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LM/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_3 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

I would be more likely to invest in real estate if there was technology available to make the process easier.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	1057 48%	368 46%	177 48%	131 48%	309 51%	325 49%	382 48%	350 47%	691 52%	366 43%	97 59%	153 35%	452 58%	605 43%	358 58%	699 44%	657 46%	371 51%	508 47%	549 49%
Strongly agree	258 12%	105 13%	49 13%	26 10%	68 11%	85 13%	87 11%	86 12%	184 14%	74 9%	26 16%	21 5%	150 19%	108 8%	125 20%	133 8%	174 12%	79 11%	129 12%	129 12%
Somewhat agree	799 36%	263 33%	129 35%	105 39%	241 40%	240 36%	295 37%	264 36%	507 38%	291 34%	70 43%	132 30%	302 39%	497 35%	234 38%	565 36%	482 34%	292 40%	380 35%	419 37%
Strongly/Somewhat Disagree (Net)	1141 52%	438 54%	190 52%	139 52%	299 49%	335 51%	416 52%	390 53%	646 48%	495 57%	68 41%	287 65%	325 42%	816 57%	261 42%	880 56%	767 54%	350 49%	569 53%	573 51%
Somewhat disagree	726 33%	234 29%	113 31%	107 39%	215 35%	189 29%	274 34%	262 35%	430 32%	296 34%	45 27%	176 40%	222 29%	504 35%	174 28%	552 35%	502 35%	212 29%	385 36%	341 30%
Strongly disagree	415 19%	203 25%	77 21%	33 12%	84 14%	146 22%	142 18%	128 17%	216 16%	199 23%	24 14%	111 25%	104 13%	312 22%	87 14%	328 21%	264 19%	138 19%	183 17%	232 21%
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10_4 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	1522 69%	355 71%	471 66%	331 70%	365 71%	438 73% hJ	242 67%	253 66%	304 73% hJ	285 65%	740 69%	188 70%	132 73% ps	128 66%	160 73% p	132 62%	783 70%	250 76% Stv	110 60%	125 66%	144 74% S	153 67%
Strongly agree	590 27%	128 26%	188 26%	130 27%	144 28%	175 29%	99 27%	103 27%	101 24%	112 25%	274 26%	70 26%	61 34% Os	53 27% o	39 18%	51 24%	316 28%	105 32% s	38 21%	50 26%	61 32% sO	61 27%
Somewhat agree	933 42%	226 46%	283 40%	201 42%	222 43%	263 44%	143 39%	150 39%	204 49% GHJ	173 39%	466 43%	118 44%	71 39%	75 39% IMNPU	121 55%	81 38%	467 41%	145 44%	72 40%	75 40%	83 42%	92 40%
Strongly/Somewhat Disagree (Net)	676 31%	142 29%	240 34%	145 30%	149 29%	159 27%	121 33%	129 34% fi	110 27%	156 35% FI	333 31%	79 30%	49 27%	66 34%	59 27% mo	79 38%	343 30%	80 24% RUm	72 40% r	63 34% r	51 26% r	76 33% r
Somewhat disagree	449 20%	100 20%	156 22%	101 21%	92 18%	111 19%	79 22%	72 19%	76 18%	112 25% Fhi	224 21%	54 20%	33 18%	39 20%	39 18% mO	59 28%	224 20%	56 17%	46 25%	33 17%	37 19%	52 23%
Strongly disagree	227 10%	43 9%	84 12%	44 9%	57 11%	49 8%	43 12%	58 15% Flj	34 8%	44 10%	109 10%	25 9%	17 9%	27 14%	20 9%	20 9% RU	118 11%	24 7%	26 14% ru	30 16% RU	14 7%	24 11%
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_4 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	1522	547	265	192	417	436	582	504	944	578	117	312	569	953	452	1070	986	507	752	770
	69%	68%	72%	71%	69%	66%	73%	68%	71%	67%	71%	71%	73%	67%	73%	68%	69%	70%	70%	69%
Strongly agree	590	248	100	76	133	168	246	176	368	221	49	111	222	368	169	421	362	207	264	325
	27%	31%	27%	28%	22%	25%	31%	24%	28%	26%	30%	25%	29%	26%	27%	27%	25%	29%	25%	29%
Somewhat agree	933	298	165	116	285	268	336	328	576	357	68	201	348	585	284	649	624	300	488	445
	42%	37%	45%	43%	47%	41%	42%	44%	43%	42%	41%	46%	45%	41%	46%	41%	44%	42%	45%	40%
Strongly/Somewhat Disagree (Net)	676	259	102	79	190	224	216	236	393	282	48	129	208	467	167	509	437	213	324	351
	31%	32%	28%	29%	31%	34%	27%	32%	29%	33%	29%	29%	27%	33%	27%	32%	31%	30%	30%	31%
Somewhat disagree	449	150	72	54	136	145	140	164	279	169	25	88	135	313	105	344	311	125	229	220
	20%	19%	20%	20%	22%	22%	18%	22%	21%	20%	15%	20%	17%	22%	17%	22%	22%	17%	21%	20%
Strongly disagree	227	109	30	25	54	79	76	72	114	113	22	41	73	154	62	165	126	88	95	131
	10%	14%	8%	9%	9%	12%	10%	10%	9%	13%	14%	9%	9%	11%	10%	10%	9%	12%	9%	12%
Sigma	2198	806	367	271	608	660	798	740	1337	861	165	440	778	1420	619	1579	1423	721	1077	1121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q10_5 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

Flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell) is a good way to make money.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	1455 66%	319 64%	477 67%	321 68%	338 66%	429 72% IJ	280 77% HIJ	255 67% IJK	233 56% JK	257 58% JK	689 64% K	193 72% OP	141 78% NOP	125 64% O	113 51% OP	117 55% OP	766 68% P	236 72% UV	139 76% UV	131 69% UV	121 62% UV	140 61% UV
Strongly agree	322 15%	93 19% De	112 16% D	49 10% D	67 13% D	121 20% hIJ	77 21% HIJ	52 14% ij	34 8% j	38 9% j	173 16% NOPR	73 27% NOPR	43 24% NOP	25 13% o	15 7% o	17 8% o	149 13% K	48 15% L	34 18% uV	27 14% uV	19 10% uV	21 9% uV
Somewhat agree	1133 52%	225 45%	365 51%	272 57% B	271 53% b	308 52%	203 56%	203 53%	200 48%	219 50%	516 48%	120 45%	98 54%	100 51%	98 45%	100 47%	617 55% K	188 57% L	105 58% L	104 55% L	102 52% L	119 52% L
Strongly/Somewhat Disagree (Net)	743 34%	178 36%	234 33%	154 32%	176 34%	168 28%	83 23%	126 33% G	181 44% FGH	184 42% FGH	384 36% Q	74 28% R	40 22% R	69 36% M	107 49% LMN	95 45% LM	359 32% K	94 28% L	43 24% L	58 31% L	75 38% rS	90 39% RS
Somewhat disagree	524 24%	129 26%	161 23%	118 25%	115 22% d	121 20% d	55 15% d	84 22% g	141 34% FGH	123 28% FG	278 26% q	54 20% q	29 16% q	42 22% LMNu	87 40% LMNu	65 31% IM	246 22% K	66 20% L	26 14% L	41 22% L	54 28% S	58 25% S
Strongly disagree	219 10%	49 10% d	73 10% d	36 8% d	62 12% d	47 8% d	28 8% d	43 11% d	40 10% d	61 14% FG	106 10% FG	20 7% FG	11 6% FG	27 14% m	20 9% m	29 14% lm	113 10% K	27 8% L	17 9% L	16 9% L	21 11% L	32 14% L
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LMN/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_5 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?

Flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell) is a good way to make money.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	1455 66%	519 64%	255 69%	178 66%	407 67%	440 67%	557 70%	458 62%	909 68%	546 63%	109 66%	267 61%	584 75%	871 61%	471 76%	984 62%	922 65%	496 69%	728 68%	727 65%
Strongly agree	322 15%	141 17%	70 19%	39 14%	60 10%	108 16%	120 15%	94 13%	206 15%	116 13%	29 18%	44 10%	176 23%	146 10%	143 23%	179 11%	168 12%	139 19%	142 13%	179 16%
Somewhat agree	1133 52%	378 47%	185 50%	139 51%	347 57%	332 50%	437 55%	364 49%	703 53%	430 50%	79 48%	223 51%	408 52%	726 51%	328 53%	805 51%	754 53%	357 50%	586 54%	547 49%
Strongly/Somewhat Disagree (Net)	743 34%	287 36%	113 31%	93 34%	201 33%	220 33%	241 30%	282 38%	429 32%	314 37%	56 34%	173 39%	194 25%	549 39%	149 24%	594 38%	501 35%	224 31%	349 32%	394 35%
Somewhat disagree	524 24%	180 22%	76 21%	75 28%	158 26%	138 21%	167 21%	219 30%	328 25%	196 23%	34 21%	117 27%	127 16%	396 28%	102 16%	422 27%	365 26%	154 21%	255 24%	268 24%
Strongly disagree	219 10%	108 13%	37 10%	18 7%	43 7%	82 12%	74 9%	63 9%	101 8%	119 14%	22 14%	56 13%	66 9%	153 11%	47 8%	172 11%	136 10%	71 10%	93 9%	126 11%
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

**Q10_6 How much do you agree or disagree with each of the following statements about investing in real estate
 (i.e., properties such as homes, apartments, or other types of buildings/land)?**
I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Strongly/Somewhat Agree (Net)	827 38%	168 34%	280 39%	174 36%	206 40%	260 44% HIJ	195 54% FHJ	129 34% J	132 32% j	111 25%	476 44% Q	149 56% NOPR	117 65% NOPS	75 39%	70 32%	65 31% V	351 31%	111 34% V	78 43% TuV	55 29%	61 31% V	46 20%
Strongly agree	256 12%	58 12%	101 14% D	44 9%	54 10%	85 14% hJ	73 20% fHJ	33 9%	31 7%	35 8%	166 15% Q	60 22% NOPR	50 27% NOPS	17 9%	22 10%	18 8%	90 8%	25 8%	23 13% U	16 8%	9 4%	17 8%
Somewhat agree	571 26%	111 22%	179 25%	129 27%	152 30% b	175 29% J	122 34% J	97 25%	101 24%	76 17%	310 29% Q	90 33% OP	67 37% OP	58 30%	48 22%	47 22% V	261 23%	86 26% V	55 30% V	39 21% v	53 27% v	29 13%
Strongly/Somewhat Disagree (Net)	1371 62%	328 66%	431 61%	302 64%	309 60%	337 56% G	169 46%	253 66% FG	283 68% FG	330 75% FGHi	597 56%	118 44%	64 35%	119 61% LM	149 68% LM	147 69% LM	774 69% K	219 66% L	104 57% M	134 71% S	134 69% s	183 80% RSUP
Somewhat disagree	548 25%	126 25%	188 26%	115 24%	119 23%	129 22% J	81 22%	94 24%	119 29% f	125 28% f	265 25%	58 22%	31 17%	47 24%	71 32% IM	58 28% m	283 25%	71 22% m	51 28% m	47 25%	49 25% m	66 29%
Strongly disagree	823 37%	202 41% c	244 34%	187 39%	190 37%	208 35% G	87 24%	159 42% G	163 39% G	205 47% FGI	332 31%	60 22%	34 19%	72 37% LM	78 36% LM	88 42% LM	490 44% K	148 45% SL	54 29% m	87 46% S	85 44% S	117 51% S
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LM/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q10_6 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)?

I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Strongly/Somewhat Agree (Net)	827 38%	269 33%	126 34%	111 41% b	273 45% BC	211 32%	312 39%	304 41%	579 43% JKL	248 29%	42 26%	124 28%	381 49%	446 31%	337 54% P	490 31%	544 38%	274 38%	465 43% T	362 32%
Strongly agree	256 12%	105 13%	43 12%	24 9%	77 13%	82 12%	86 11%	89 12%	173 13% JL	84 10%	11 7%	38 9%	130 17% N	126 9%	125 20% P	131 8%	177 12%	76 10%	151 14% T	105 9%
Somewhat agree	571 26%	164 20%	83 23%	87 32% BC	196 32% BC	129 20%	227 28% F	215 29% F	406 30% JKL	165 19%	32 19%	86 20%	251 32% N	320 23%	212 34% P	359 23%	367 26%	199 28%	314 29% T	257 23%
Strongly/Somewhat Disagree (Net)	1371 62%	537 67% DE	241 66% E	159 59%	334 55%	449 68% GH	485 61%	436 59%	758 57% JKL	612 71% I	122 74%	316 72% I	396 51% M	975 69% M	282 46%	1088 69% O	879 62%	446 62%	611 57%	759 68% S
Somewhat disagree	548 25%	183 23%	102 28%	83 31% BE	132 22%	163 25%	192 24%	192 26%	330 25% JKL	218 25%	44 27%	125 28% J	176 23%	372 26%	135 22%	413 26%	385 27% R	148 20%	273 25%	276 25%
Strongly disagree	823 37%	354 44% DE	139 38% D	77 28%	202 33%	285 43% GH	293 37%	244 33%	428 32% JKL	394 46% I	78 48%	191 43% I	220 28% M	602 42% M	148 24%	675 43% O	494 35%	299 41% Q	339 31%	484 43% S
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q15 Are you currently investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?

20 Mar 2017
 Table 19

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Yes	330 15%	65 13%	124 17% D	45 9%	96 19% bD	109 18% HJ	70 19% HJ	40 11%	59 14%	52 12%	205 19% Q	74 28% NOFR	46 25% NOpS	22 11%	31 14%	33 16% V	125 11%	35 11%	24 13%	19 10%	28 14%	19 8%
No	1868 85%	432 87% e	587 83%	431 91% CE	418 81%	488 82%	294 81%	341 89% FG	356 86%	389 88% FG	867 81%	194 72%	135 75%	172 89% LM	188 86% LM	178 84% Lm	1000 89% K	295 89% L	159 87% M	169 90%	167 86%	210 92% P
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q15 Are you currently investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Yes	330 15%	64 8%	56 15% B	57 21% B	144 24% BC	55 8%	81 10%	193 26% FG	245 18% JKI	86 10%	10 6%	59 14% Jk	182 23% N	148 10%	174 28% P	156 10%	276 19% R	54 7%	248 23% T	82 7%
No	1868 85%	741 92% ODE	312 85% E	214 79%	464 76% H	605 92% H	716 90% H	547 74%	1093 82%	775 90% IL	155 94% I	381 86% i	595 77% M	1273 90%	446 72%	1422 90% O	1147 81%	667 93% Q	829 77% S	1039 93% S
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q20 How interested would you be in investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?

Base: Not Currently Investing In Real Estate

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	1911	420	605	528	358	447	299	364	379	422	848	138	132	177	201	200	1063	309	167	187	178	222
Weighted Base	1868	432	587	431	418	488	294	341	356	389	867	194*	135*	172	188	178	1000	295	159*	169*	167*	210
Very/Somewhat Interested (Net)	837 45%	172 40%	296 50% Be	196 45%	174 42%	267 55% IJ	172 59% IJ	172 51% IJ	134 38% J	91 23%	402 46%	118 61% OP	87 64% nOP	88 51% OP	69 36% P	41 23%	435 43%	150 51% uV	85 54% uV	85 50% V	66 39% V	49 23%
Very interested	189 10%	50 12%	56 9%	34 8%	49 12%	68 14% IJ	49 17% IJ	42 12% IJ	17 5%	12 3%	100 12%	39 20% OPR	25 19% OP	20 12% oP	10 5%	6 3%	88 9%	29 10% V	24 15% UV	22 13% UV	7 4%	6 3%
Somewhat interested	648 35%	122 28%	240 41% BE	161 37% Be	125 30%	199 41% IJ	123 42% IJ	131 38% J	117 33% J	78 20%	302 35%	79 41% P	61 45% OP	68 40% P	59 31% P	35 20%	347 35%	120 41% V	62 39% V	63 37% V	58 35% V	43 21%
Not Very/Not At All Interested (Net)	1031 55%	260 60% C	292 50%	235 55%	244 58% c	221 45%	121 41%	169 49%	221 62% FGH	298 77% FGHI	466 54%	76 39%	48 36%	84 49% m	120 64% LMN	137 77% LMNO	566 57%	145 49%	73 46%	85 50%	101 61% rs	161 77% RSTU
Not very interested	455 24%	117 27% c	120 20%	105 24%	113 27% c	112 23%	62 21%	86 25%	105 30% g	90 23%	223 26%	40 21%	25 18%	44 26%	63 34% LM	51 28% v	233 23%	72 25%	37 23%	42 25%	42 25%	40 19%
Not at all interested	576 31%	143 33%	172 29%	130 30%	132 31%	109 22%	60 20%	83 24%	116 33% FGh	208 54% FGHI	243 28%	36 19%	24 18%	40 23%	56 30% lm	87 49% LMNO	333 33% k	73 25%	36 23%	43 25%	60 36% rs	121 58% RSTU
Sigma	1868 100%	432 100%	587 100%	431 100%	418 100%	488 100%	294 100%	341 100%	356 100%	389 100%	867 100%	194 100%	135 100%	172 100%	188 100%	178 100%	1000 100%	295 100%	159 100%	169 100%	167 100%	210 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q20 How interested would you be in investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?

Base: Not Currently Investing In Real Estate

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	1911	961	358	216	245	597	726	588	1037	874	127	440	537	1374	440	1471	1177	684	940	971
Weighted Base	1868	741	312	214	464	605	716	547	1093	775	155*	381	595	1273	446	1422	1147	667	829	1039
Very/Somewhat Interested (Net)	837 45%	337 45%	148 47%	86 40%	208 45%	263 43%	343 48%	231 42%	569 52% JL	267 35% L	84 54% JL	98 26% L	354 60% N	482 38% N	267 60% P	570 40% P	477 42% Q	334 50% Q	357 43% Q	480 46% Q
Very interested	189 10%	81 11%	35 11%	16 8%	51 11%	60 10%	77 11%	52 9%	138 13% JL	51 7% L	16 10% L	12 3% L	98 16% N	91 7% N	76 17% P	113 8% P	88 8% Q	90 13% Q	79 10% Q	109 11% Q
Somewhat interested	648 35%	255 34%	113 36%	69 32%	157 34%	202 33%	266 37%	179 33%	431 39% JL	217 28% L	68 44% JL	86 23% JL	257 43% N	391 31% N	191 43% P	457 32% P	389 34% Q	244 37% Q	278 34% Q	370 36% Q
Not Very/Not At All Interested (Net)	1031 55%	405 55%	164 53%	128 60%	256 55%	342 57%	373 52%	316 58%	524 48% JL	508 65% IK	72 46% IK	283 74% IJK	241 40% M	790 62% M	179 40% O	852 60% O	670 58% R	333 50% R	472 57% R	559 54% R
Not very interested	455 24%	158 21%	74 24%	62 29% b	139 30% B	138 23% B	174 24% B	143 26% B	282 26% k	174 22% k	26 17% k	93 24% k	121 20% k	335 26% M	92 21% M	363 26% M	306 27% R	140 21% R	217 26% R	238 23% R
Not at all interested	576 31%	247 33% E	90 29% E	66 31% E	117 25% g	204 34% g	199 28% g	172 32% g	242 22% k	334 43% IK	46 29% IK	190 50% IJK	120 20% M	455 36% M	87 20% O	489 34% O	364 32% R	194 29% R	255 31% R	321 31% R
Sigma	1868 100%	741 100%	312 100%	214 100%	464 100%	605 100%	716 100%	547 100%	1093 100%	775 100%	155 100%	381 100%	595 100%	1273 100%	446 100%	1422 100%	1147 100%	667 100%	829 100%	1039 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q25 How familiar are you with the term real estate crowdfunding?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
At Least Heard Of (Net)	712 32%	166 33%	229 32%	131 28%	186 36% D	256 43% GHIJ	122 34% H	76 20%	141 34% Hj	118 27% h	418 39% Q	140 52% MNoPR	69 38% N	45 23%	90 41% NU	74 35% NV	294 26% TV	116 35% TV	53 29% Tv	31 16%	51 26% t	44 19%
Very/Somewhat Familiar (Sub-Net)	283 13%	76 15% CD	70 10%	47 10%	90 18% CD	123 21% HIJ	62 17% HIJ	27 7%	37 9%	34 8%	187 17% Q	81 30% NOPR	37 21% nOp	21 11% t	24 11% V	24 11% V	96 9% TV	42 13% TV	25 13% TV	7 4%	13 7%	10 4%
Very familiar	52 2%	10 2% D	24 3% D	3 1%	15 3% D	30 5% HIJ	14 4% HIJ	3 1%	3 1%	2 *	38 4% Q	19 7% NOP	11 6% NoPs	2 1%	3 2% D	2 1% V	14 1% uV	11 3% uV	2 1%	1 *	-	-
Somewhat familiar	232 11%	67 13% C	46 7%	44 9%	75 15% Cd	93 16% HIJ	48 13% HiJ	25 6%	34 8%	32 7%	149 14% Q	62 23% mNOPR	26 14%	19 10% t	21 9%	22 11% V	82 7% tv	31 9% tv	22 12% TV	6 3%	13 7%	10 4%
Just heard the name	429 20%	90 18%	159 22%	84 18%	96 19% H	133 22% H	61 17% H	48 13%	104 25% GHj	83 19% h	231 22% q	59 22% n	32 18%	24 12%	66 30% MNu	50 24% NV	198 18% TV	74 23% tv	28 15% TV	24 13% TV	37 19% TV	33 15%
Never heard of it	1486 68%	331 67%	482 68%	345 72% E	329 64% E	341 57% F	241 66% F	306 80% FGIj	274 66% Fi	323 73% Fi	654 61% Fi	127 48% L	111 62% LMOP	149 77% L	129 59% I	137 65% L	831 74% K	214 65% L	130 71% RSu	157 84% RSu	144 74% O	186 81% RsP
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - LM/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q25 How familiar are you with the term real estate crowdfunding?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
At Least Heard Of (Net)	712 32%	210 26%	111 30%	117 43%	243 40%	157 24%	221 28%	334 45%	489 37%	223 26%	54 33%	124 28%	312 40%	400 28%	259 42%	454 29%	496 35%	198 28%	385 36%	327 29%
Very/Somewhat Familiar (Sub-Net)	283 13%	64 8%	42 12%	52 19%	115 19%	55 8%	68 9%	159 22%	225 17%	58 7%	27 16%	34 8%	169 22%	114 8%	146 24%	137 9%	212 15%	70 10%	176 16%	107 10%
Very familiar	52 2%	14 2%	6 2%	9 3%	22 4%	11 2%	2 G	38 5%	46 3%	6 1%	3 2%	3 1%	36 5%	16 1%	36 8%	16 1%	37 3%	14 2%	47 4%	5 5
Somewhat familiar	232 11%	50 6%	37 10%	43 16%	93 15%	44 7%	66 8%	121 16%	179 13%	52 6%	24 14%	31 7%	133 17%	98 7%	110 18%	122 8%	175 12%	56 8%	129 12%	102 9%
Just heard the name	429 20%	147 18%	69 19%	65 24%	128 21%	102 15%	152 19%	175 24%	264 20%	165 19%	27 16%	90 21%	143 18%	286 20%	112 18%	316 20%	284 20%	129 18%	209 19%	220 20%
Never heard of it	1486 68%	595 74%	256 70%	154 57%	365 60%	503 76%	577 72%	406 55%	848 63%	637 74%	111 67%	316 72%	465 60%	1021 72%	361 58%	1125 71%	928 65%	522 72%	692 64%	794 71%
Sigma	2198 100%	806 100%	367 100%	271 100%	608 100%	660 100%	798 100%	740 100%	1337 100%	861 100%	165 100%	440 100%	778 100%	1420 100%	619 100%	1579 100%	1423 100%	721 100%	1077 100%	1121 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q30 If you were going to invest in real estate, would you be more likely to put the money towards renovating part of your primary residence or towards participating in a flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell). Even if you do not currently own a home we are still interested in your response.

20 Mar 2017
 Table 25

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2198	480	707	577	434	545	355	397	426	475	1022	208	167	194	221	232	1176	337	188	203	205	243
Weighted Base	2198	497	711	476	514	597	363	382	414	441	1073	268	181*	194	219	211	1125	330	183*	188	195	229
Renovating part of my primary residence	1307 59%	296 60%	405 57%	284 60%	322 63%	318 53%	179 49%	215 56%	272 66%	324 74%	614 57%	128 48%	91 51%	106 55%	137 63%	152 72%	692 62%	190 58%	87 48%	109 58%	134 69%	172 75%
Participating in flipping a home	891 41%	201 40%	306 43%	191 40%	193 37%	279 47%	185 51%	167 44%	143 34%	117 26%	459 43%	140 52%	89 49%	88 45%	82 37%	60 28%	433 38%	140 42%	95 52%	80 42%	61 31%	57 25%
Sigma	2198 100%	497 100%	711 100%	476 100%	514 100%	597 100%	363 100%	382 100%	414 100%	441 100%	1073 100%	268 100%	181 100%	194 100%	219 100%	211 100%	1125 100%	330 100%	183 100%	188 100%	195 100%	229 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q30 If you were going to invest in real estate, would you be more likely to put the money towards renovating part of your primary residence or towards participating in a flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell). Even if you do not currently own a home we are still interested in your response.

20 Mar 2017
 Table 26

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2198	1023	415	276	341	642	795	761	1244	954	130	496	688	1510	588	1610	1414	734	1164	1034
Weighted Base	2198	806	367	271	608	660	798	740	1337	861	165*	440	778	1420	619	1579	1423	721	1077	1121
Renovating part of my primary residence	1307	448	211	185	363	348	464	494	755	552	87	323	406	901	327	979	942	332	685	622
		59%	56%	58%	68%	60%	53%	58%	67%	64%	53%	73%	52%	63%	53%	62%	66%	46%	64%	55%
Participating in flipping a home	891	358	156	85	245	312	334	246	582	309	78	117	371	520	292	599	481	389	392	499
		41%	44%	42%	40%	47%	42%	33%	44%	36%	47%	27%	48%	37%	47%	38%	34%	54%	36%	45%
Sigma	2198	806	367	271	608	660	798	740	1337	861	165	440	778	1420	619	1579	1423	721	1077	1121
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

20 March 2017

QuickQuery

Fielding Period: March 16-20, 2017

RealtyShares

Weighted To The U.S. General Adult Population - Propensity

Page Table Title

1	1	Q5 Which of the following types of investments do you think has performed the best (i.e., has provided the most return on investment in terms of dividend payouts/financial gains) since 2000?
2	2	Q5 Which of the following types of investments do you think has performed the best (i.e., has provided the most return on investment in terms of dividend payouts/financial gains) since 2000?
3	3	Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Summary Of Strongly/Somewhat Agree
4	4	Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Summary Of Strongly/Somewhat Agree
5	5	Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Summary Of Strongly/Somewhat Disagree
6	6	Q10 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Summary Of Strongly/Somewhat Disagree
7	7	Q10_1 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).
8	8	Q10_1 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? The process of investing in real estate is more difficult than investing in other types of investments (e.g., stocks, bonds, commodities).
9	9	Q10_2 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I wish the process of investing in real estate was easier.
10	10	Q10_2 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I wish the process of investing in real estate was easier.
11	11	Q10_3 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I would be more likely to invest in real estate if there was technology available to make the process easier.
12	12	Q10_3 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I would be more likely to invest in real estate if there was technology available to make the process easier.
13	13	Q10_4 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).
14	14	Q10_4 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I am less likely to invest in real estate because it requires more money to get started than other investment options (e.g., stocks, bonds, commodities).
15	15	Q10_5 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell) is a good way to make money.
16	16	Q10_5 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? Flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell) is a good way to make money.
17	17	Q10_6 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).
18	18	Q10_6 How much do you agree or disagree with each of the following statements about investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land)? I would be able to complete a home flip (i.e., have the funding/skills/network needed to buy and fix up a home to resell).
19	19	Q15 Are you currently investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?
20	20	Q15 Are you currently investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?
21	21	Q20 How interested would you be in investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?
22	22	Q20 How interested would you be in investing in real estate (i.e., properties such as homes, apartments, or other types of buildings/land) other than your primary residence?
23	23	Q25 How familiar are you with the term real estate crowdfunding?
24	24	Q25 How familiar are you with the term real estate crowdfunding?
25	25	Q30 If you were going to invest in real estate, would you be more likely to put the money towards renovating part of your primary residence or towards participating in a flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell). Even if you do not currently own a home we are still interested in your response.
26	26	Q30 If you were going to invest in real estate, would you be more likely to put the money towards renovating part of your primary residence or towards participating in a flipping a home (i.e., buying an abandoned/distressed/outdated home and fixing it up to resell). Even if you do not currently own a home we are still interested in your response.