

— THE **Cotton** REPORT —

**A Snapshot of the 2009
Real Estate Market
February, 2009**



Cotton & Company

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SURVEY METHODOLOGY

Survey Participants:

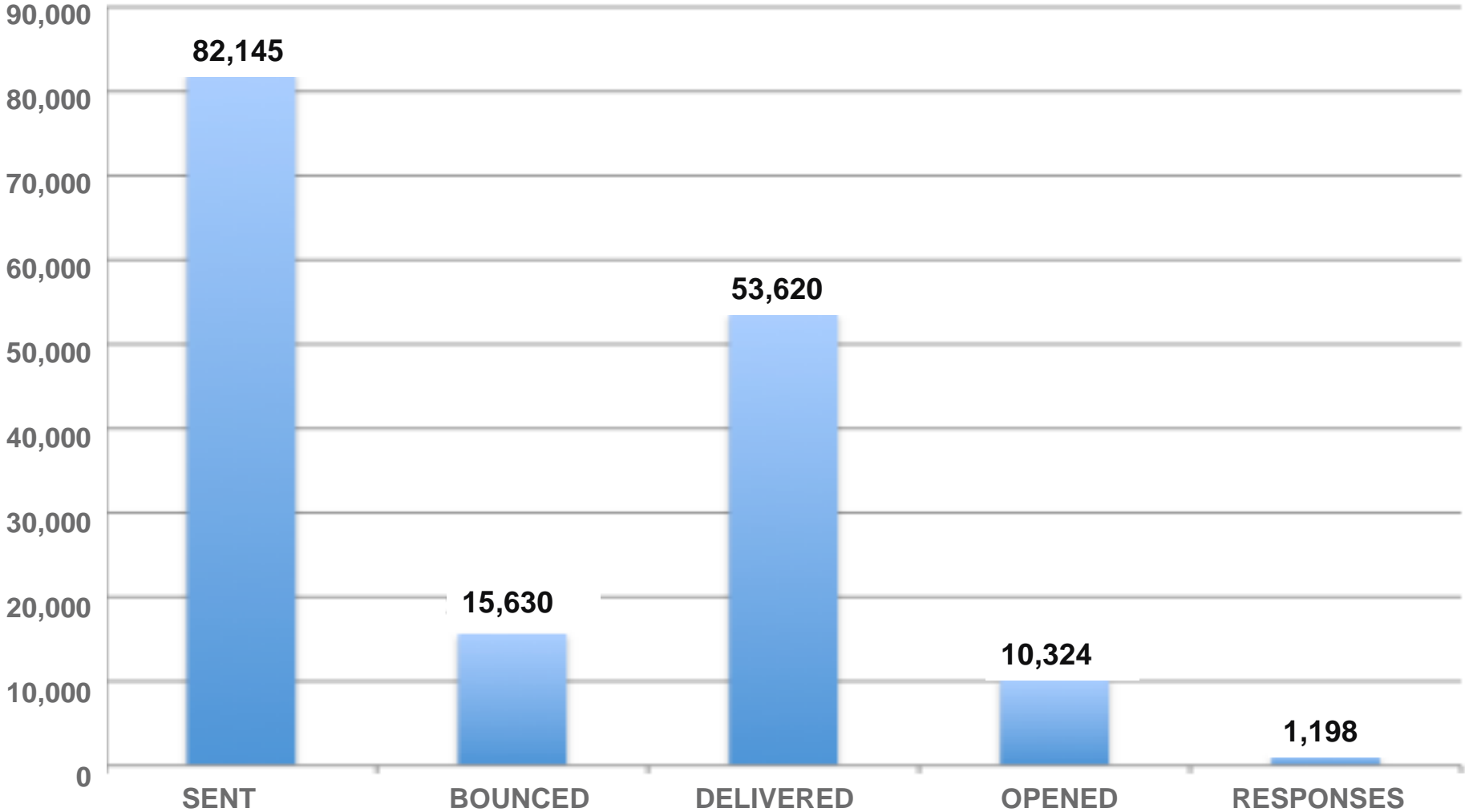
Prior registrants to websites for real estate purchase or tourism interest throughout the United States and the Caribbean.

Survey was sent out on February 10th & 11th, 2009.

Data submitted through Monday, February 16th.

Number of total responses received: 1,198

E - BLAST DATA



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MARKET RESEARCH



Please help us gauge the status of today's real estate climate

As a leader in the field of real estate advertising, marketing and sales, Cotton & Company is currently researching the current state of the real estate market. We would appreciate your time to complete this brief survey to help us gain a better understanding of the current market. The survey should take from 3 to 5 minutes to complete. This information will be compiled into a national report, and no individual information will be shared with any outside entity.

By sharing your valued input with us, we will prepare a study that will help to guide our industry as we rebound from the current market cycle. Thank you in advance for taking the time to assist us in this effort.

**SHARE
YOUR INSIGHT**
click here

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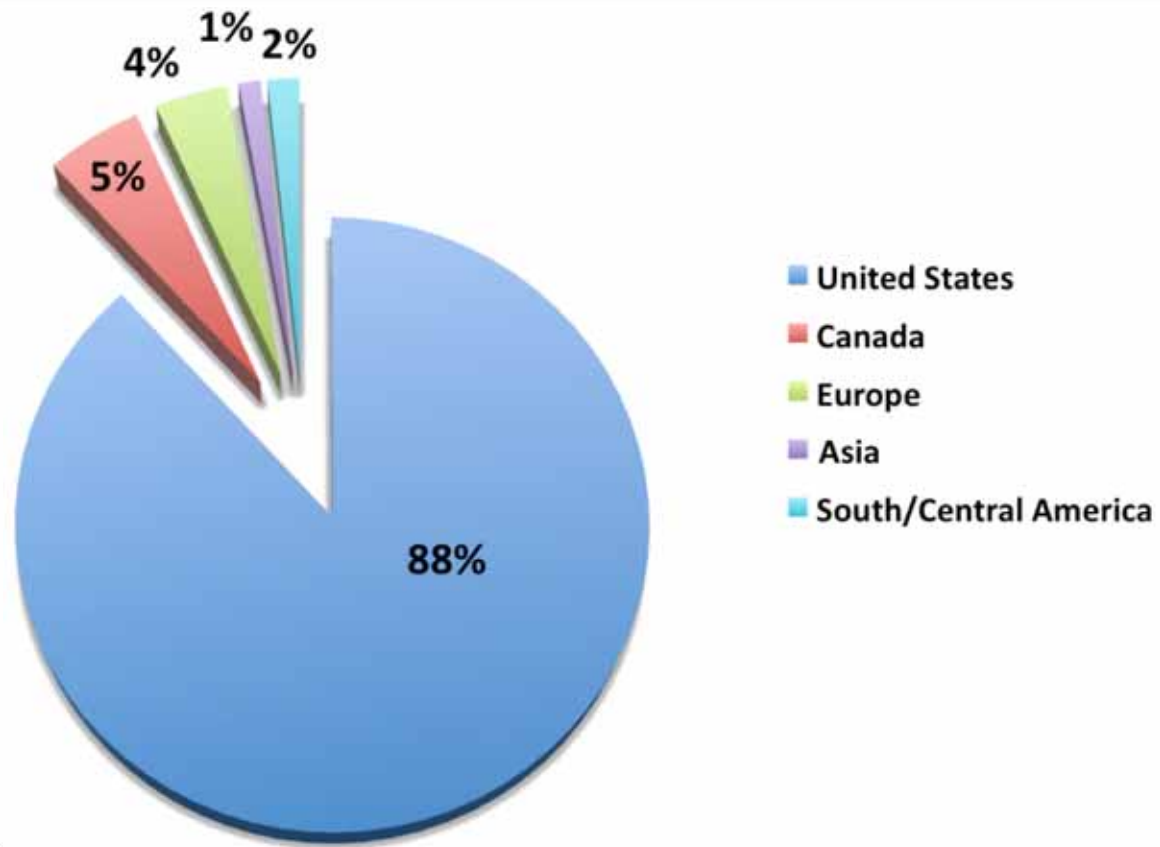
SURVEY RESULTS



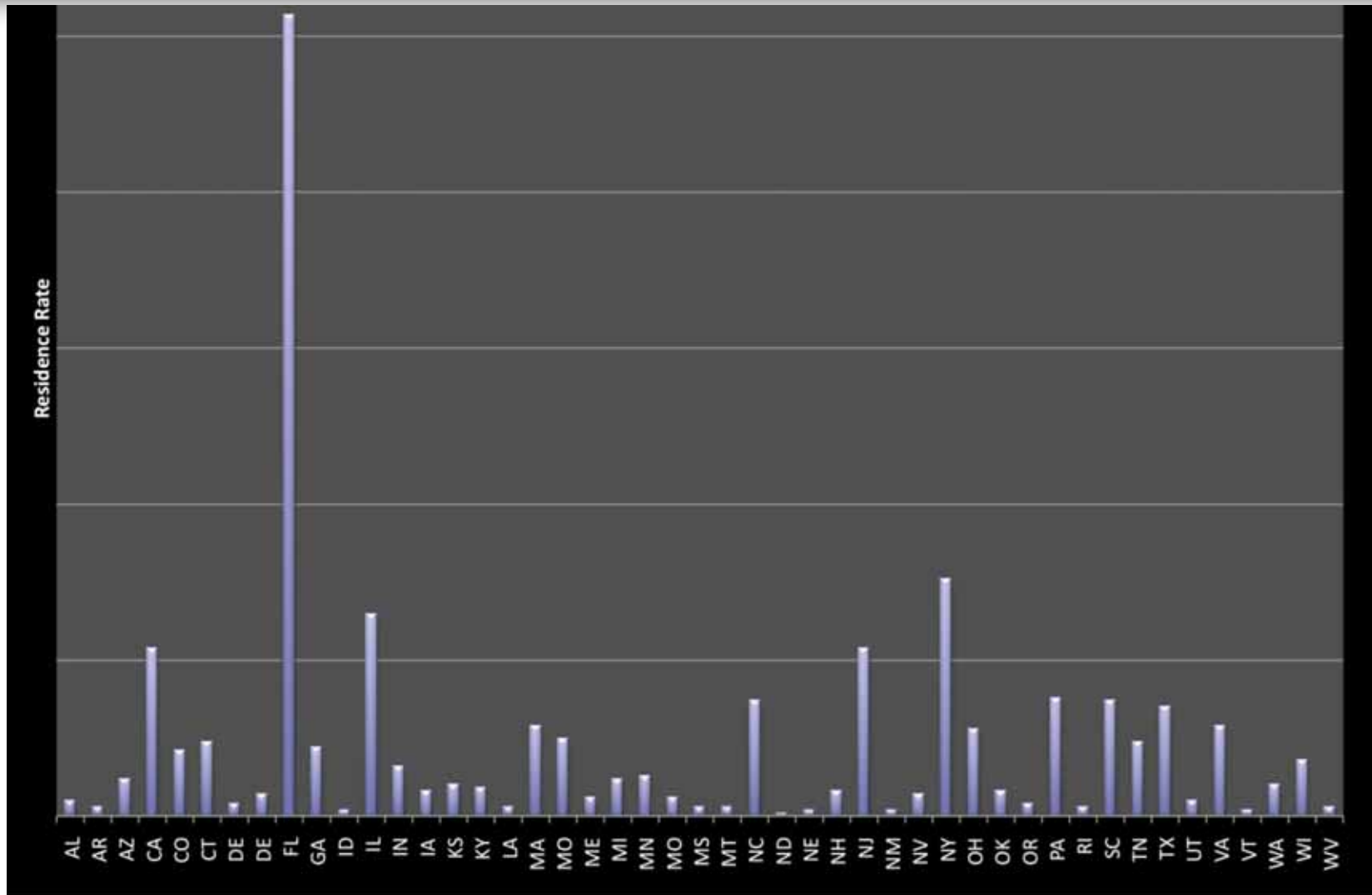
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Where is Your Primary Home Located?

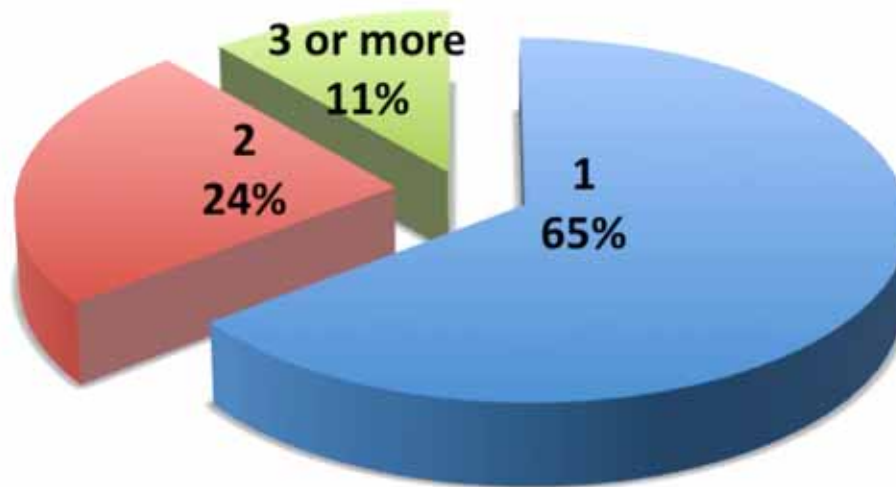


In Which State Do You Currently Reside?

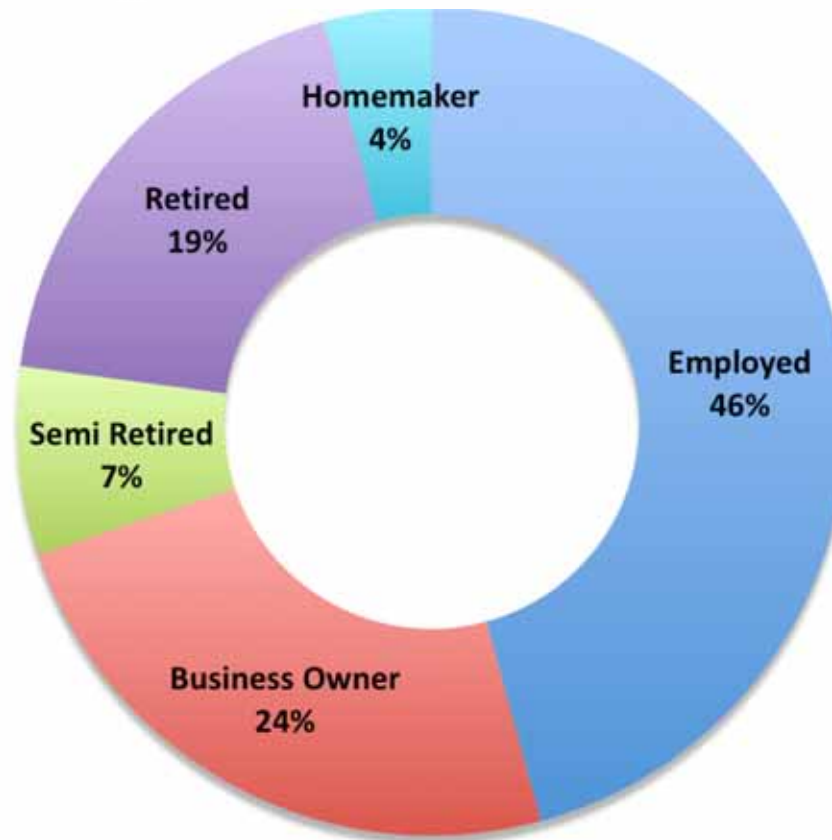


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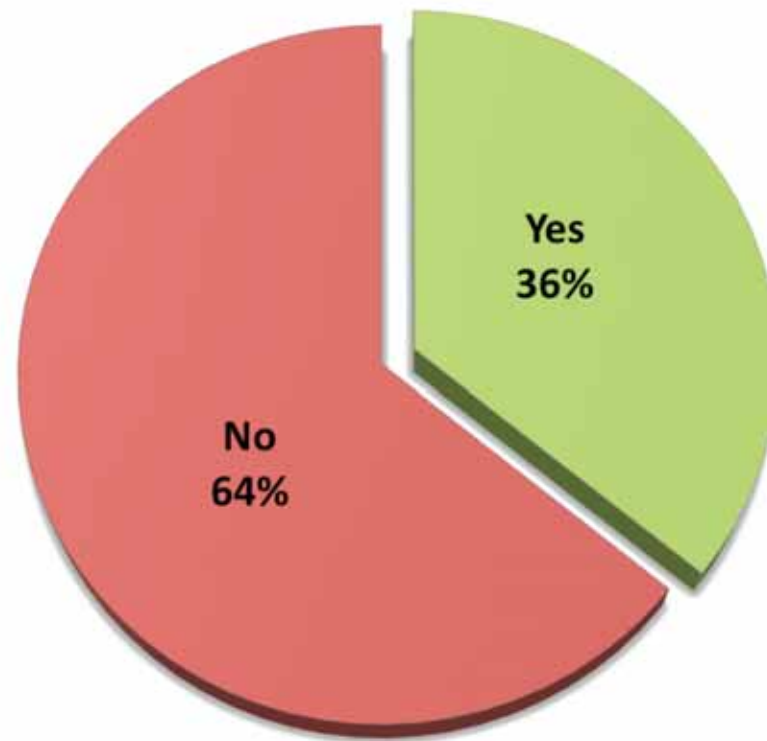
How Many Residences Do You Currently Own?



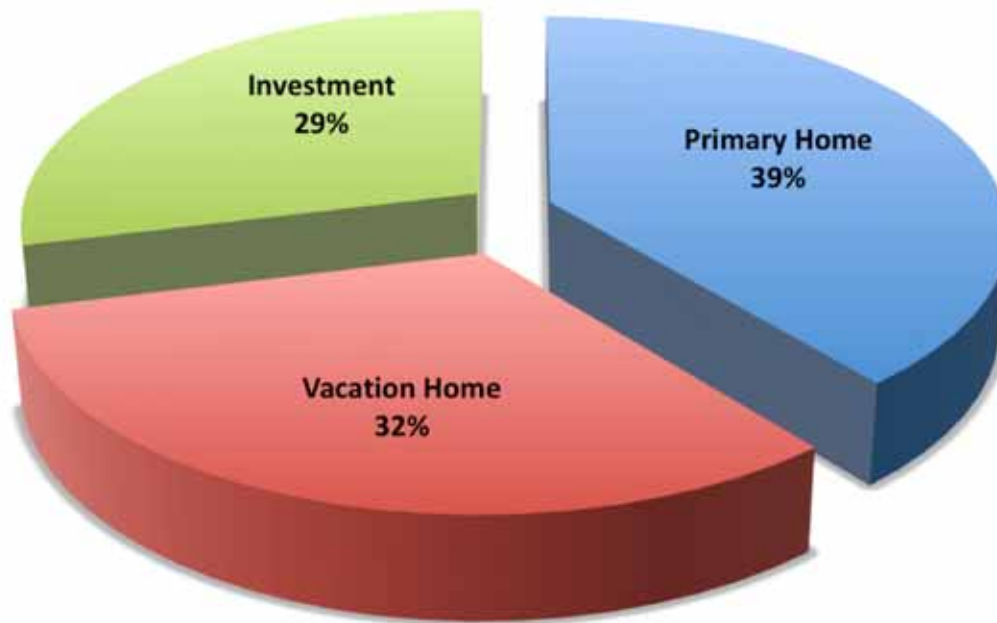
What is Your Occupational Status?



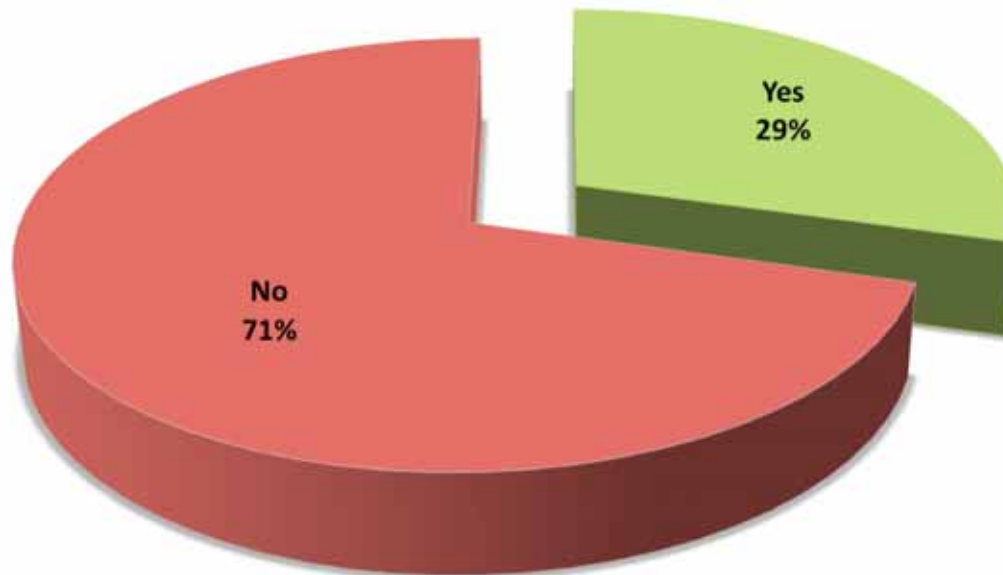
Are You Currently Considering a Real Estate Purchase?



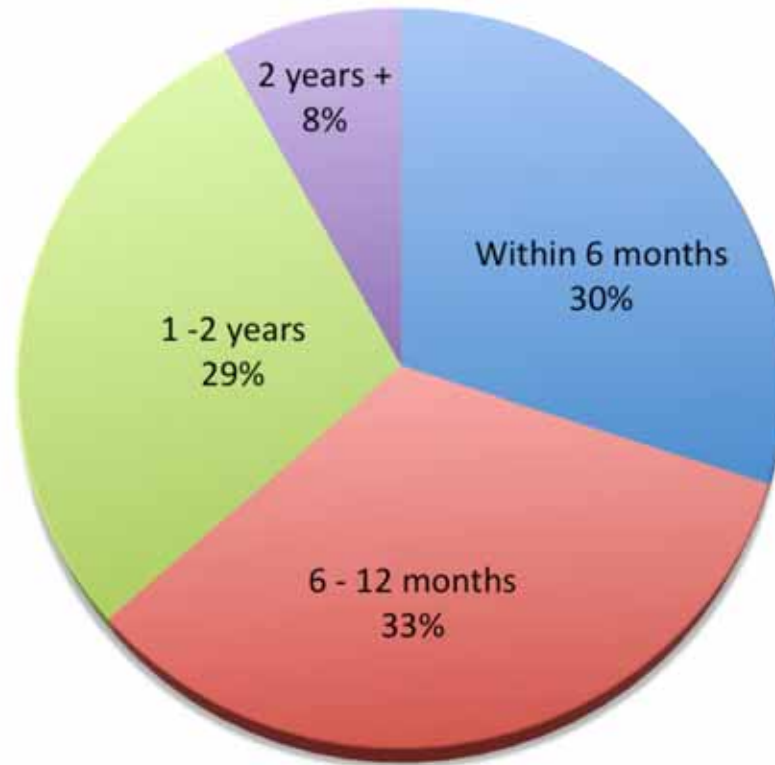
What is the Purpose of This Purchase?



Is it Necessary to Sell Your Home Prior to Making This Purchase?



How Soon Do You Anticipate Purchasing Your New Home?

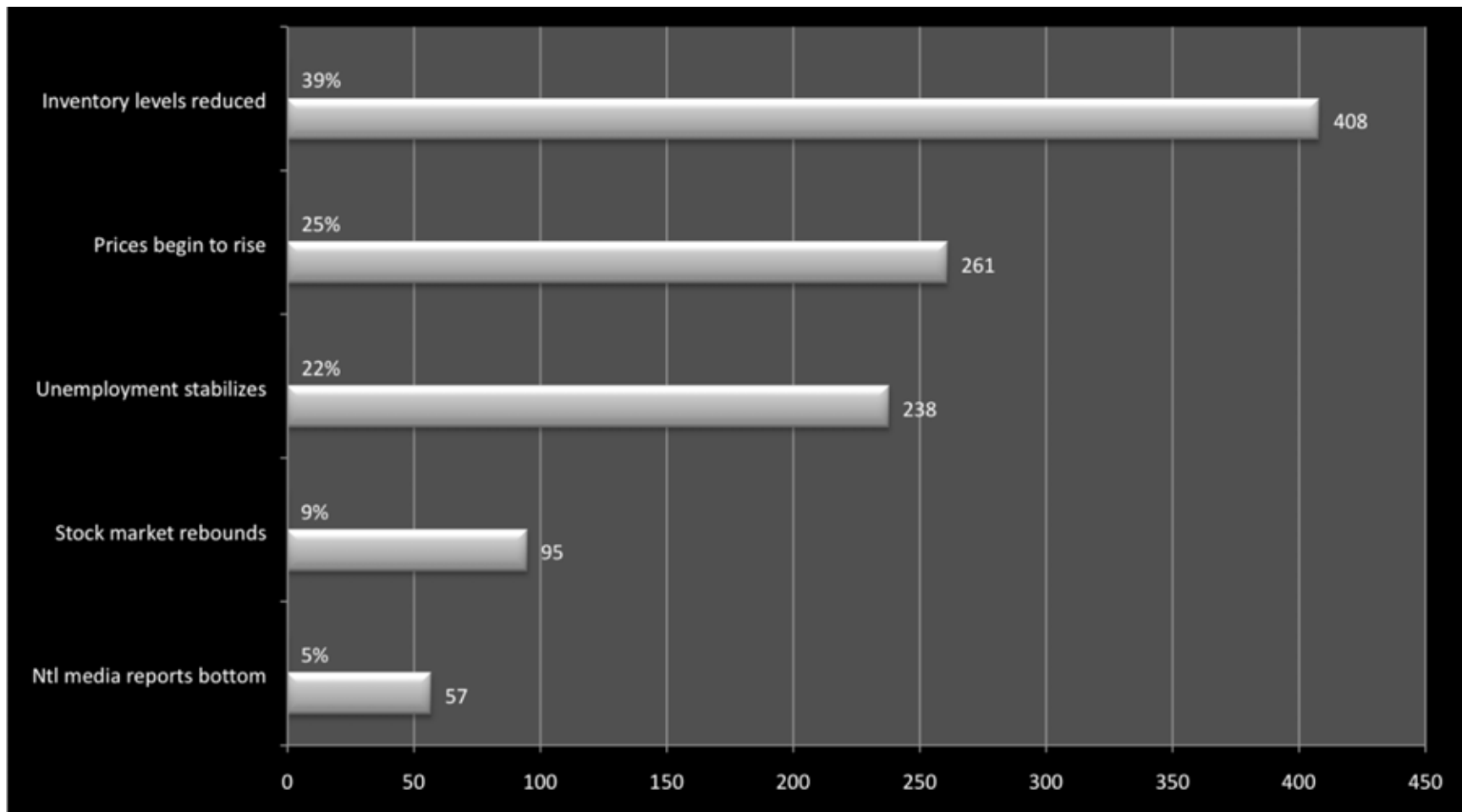


When do you anticipate we will reach the bottom of the real estate market cycle?

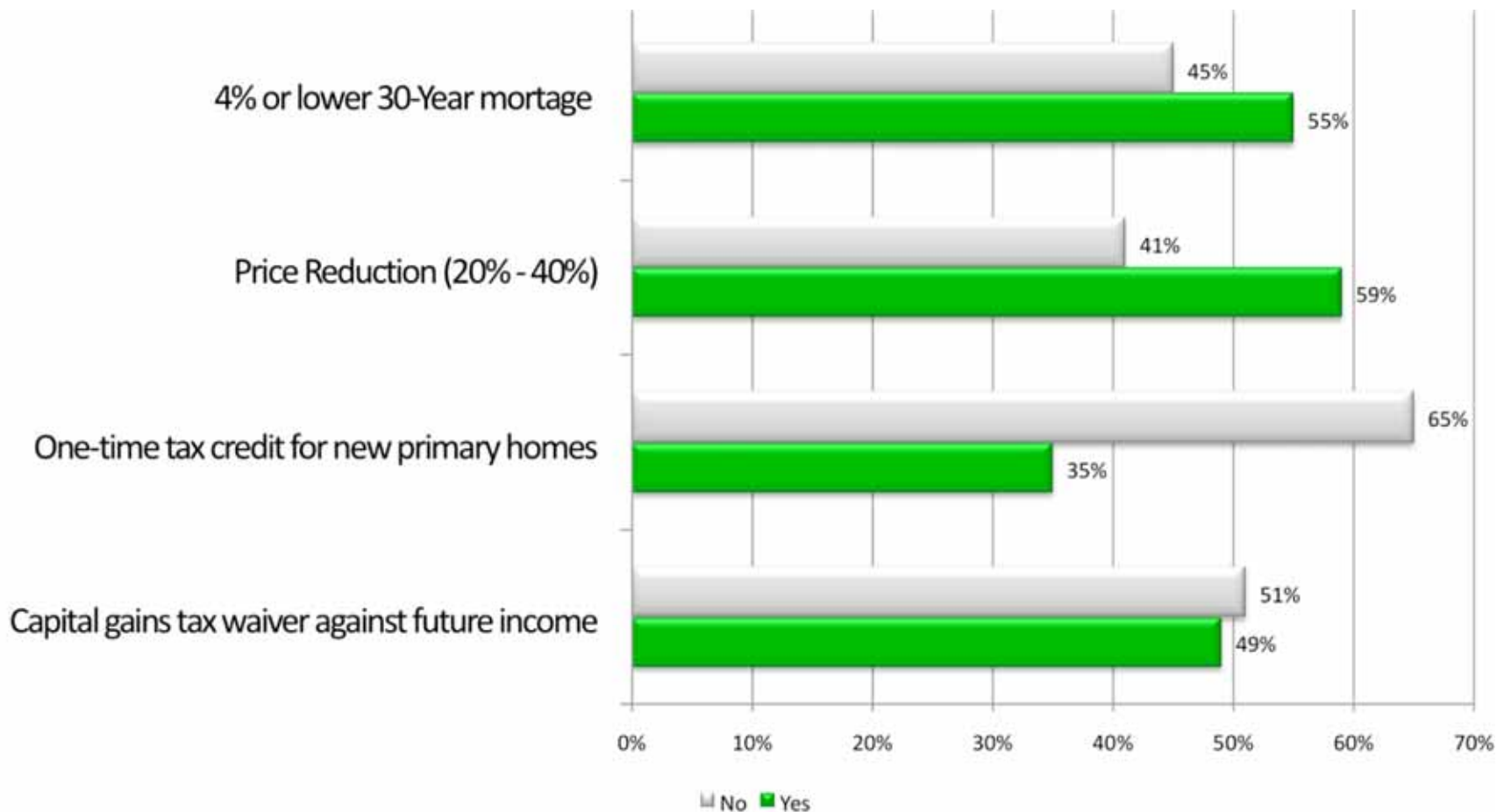


NOTE:
34% WITHIN
6 MONTHS

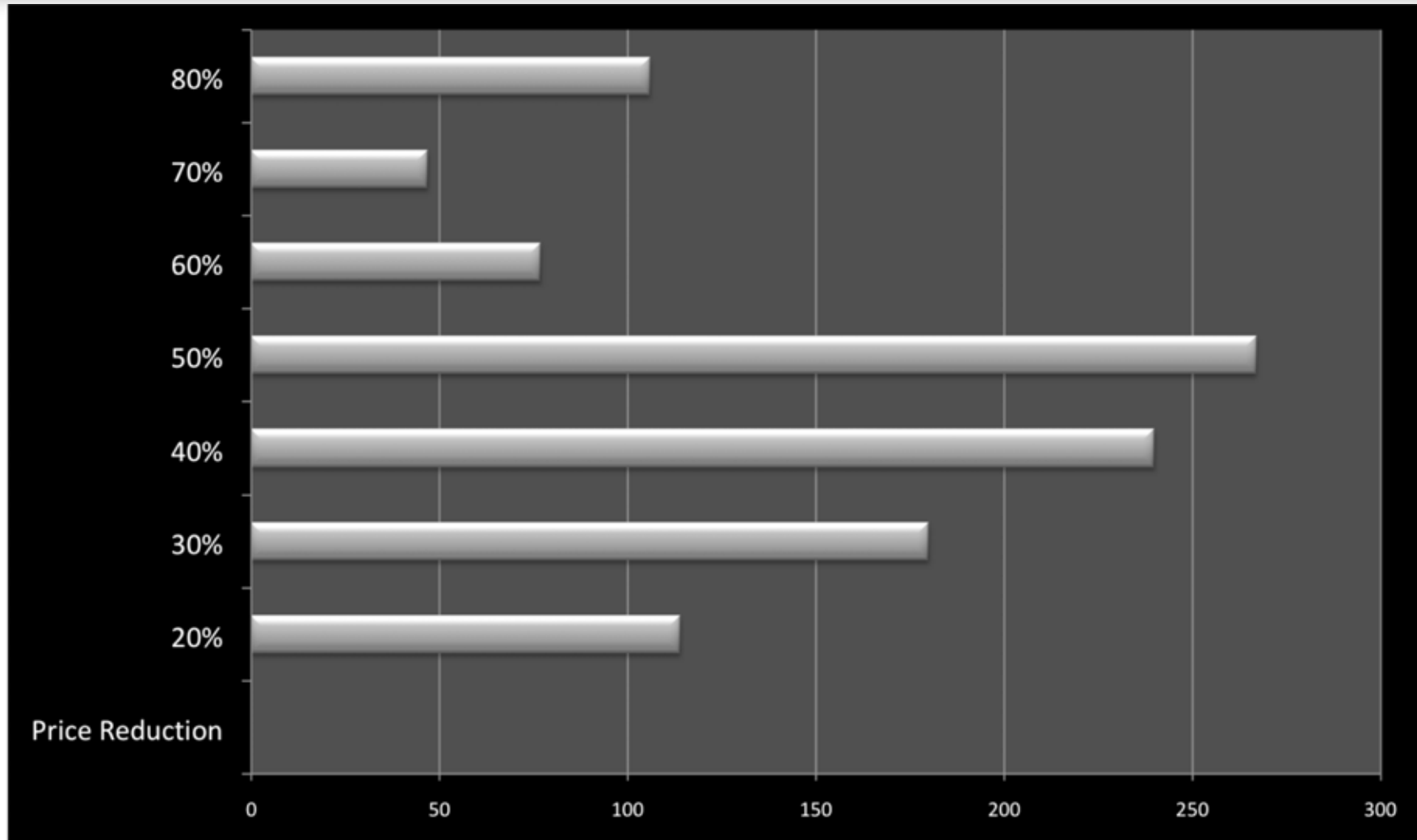
What is the Primary Factor That Will Indicate The Bottom of the Real Estate Market Cycle?



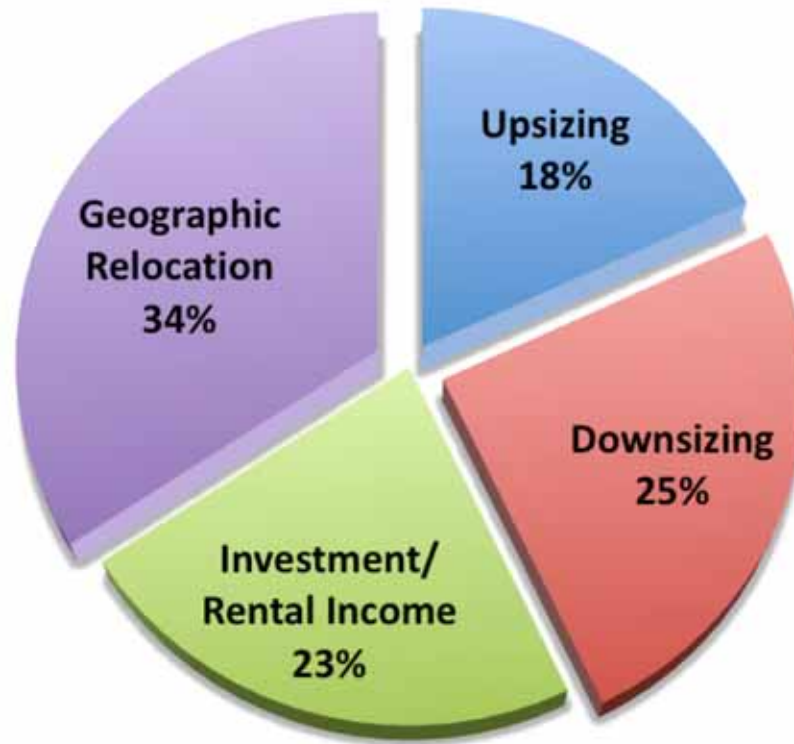
In Today's Economic Climate, Would Any of the Following Motivate You to Purchase Immediately?



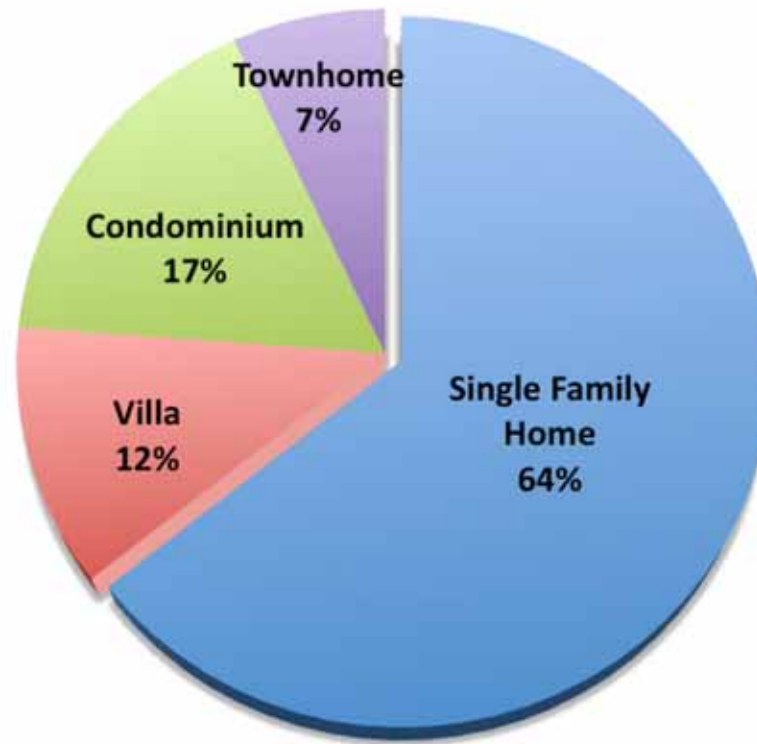
At What Level of Price Reduction Would You Re-enter the Market, Regardless of Other Economic Conditions?



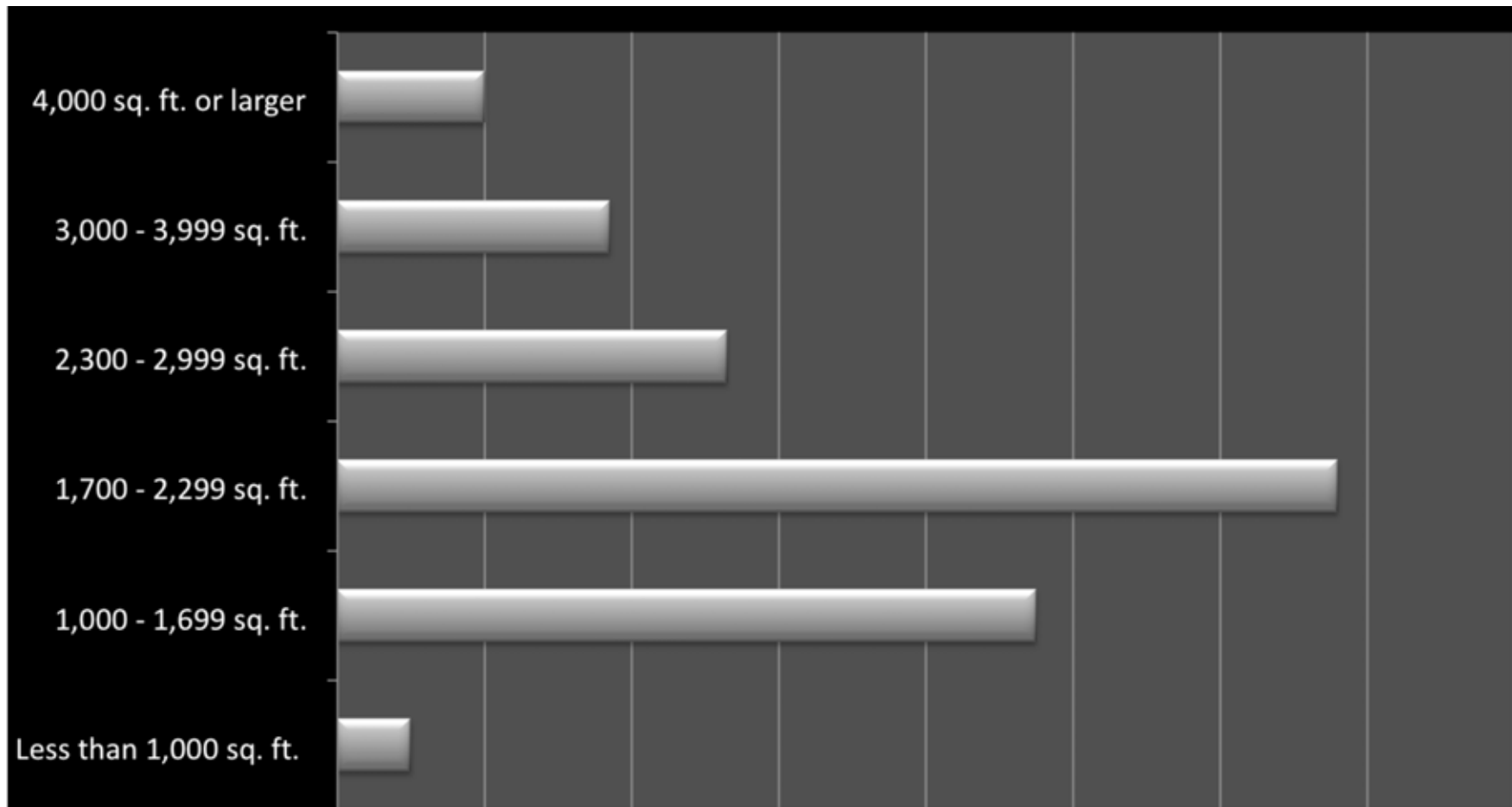
If You Were to Purchase a New Home, What Would Best Describe Your Transaction?



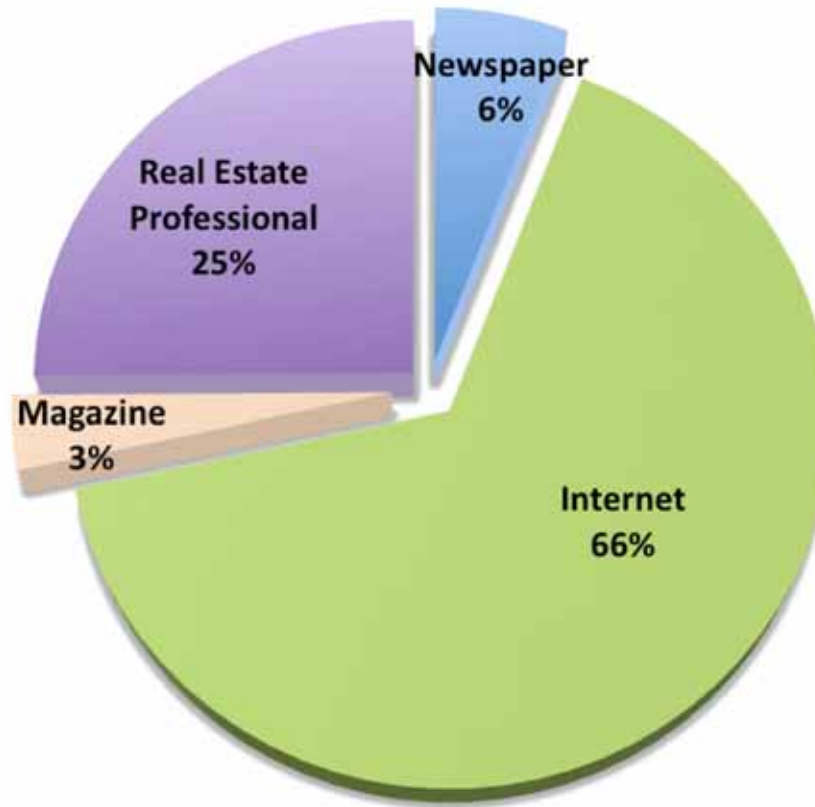
What Type of Residence are You Most Interested In Purchasing?



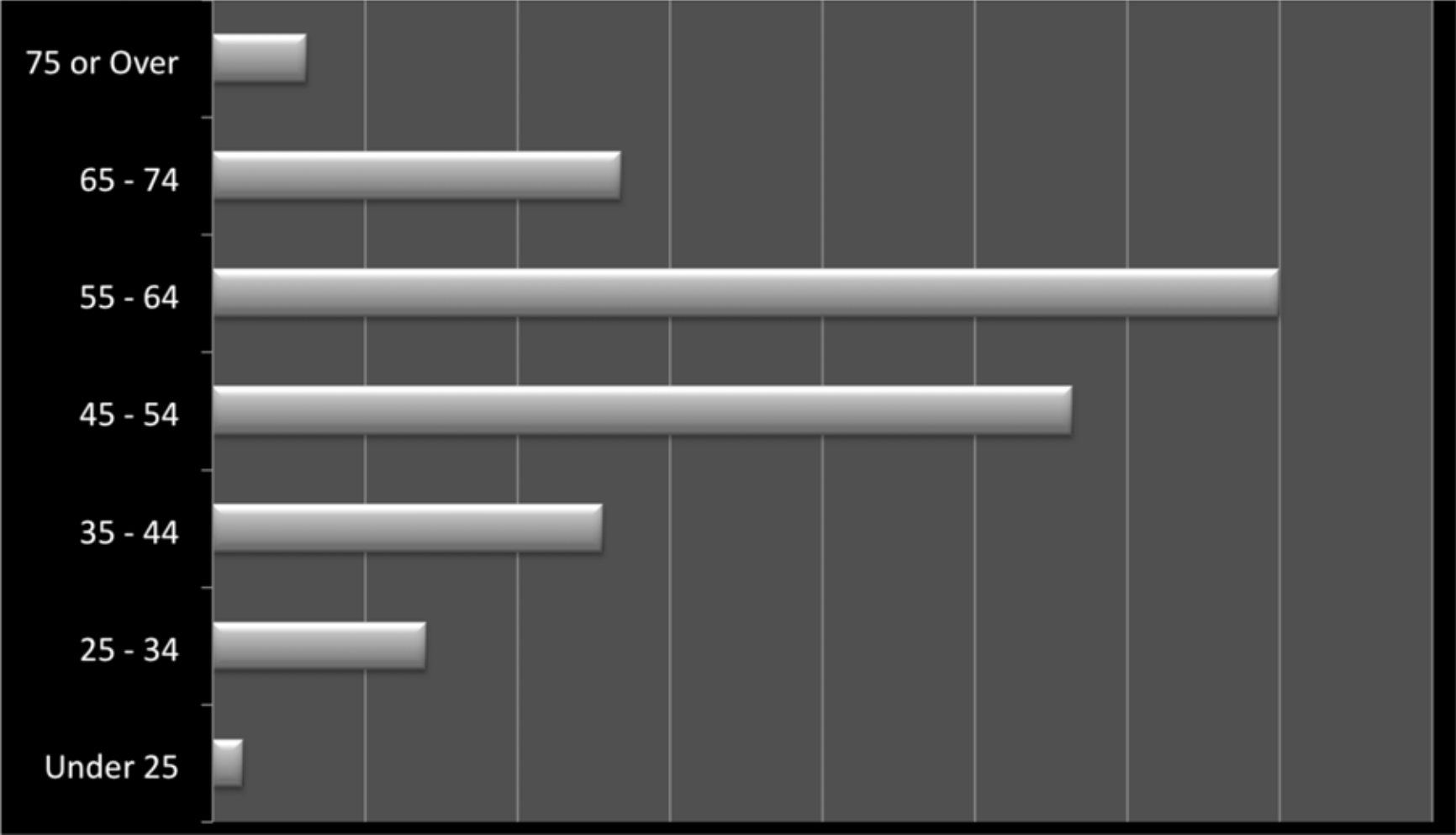
How Large of a Home Do You Require?



Where Do You Begin Your Search for a New Home?



What is the Age Range for the Head of the Household?



What is Your Current Household Income?

