

— THE **Cotton** REPORT —

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



Cotton & Company

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# SURVEY METHODOLOGY

## Survey Participants:

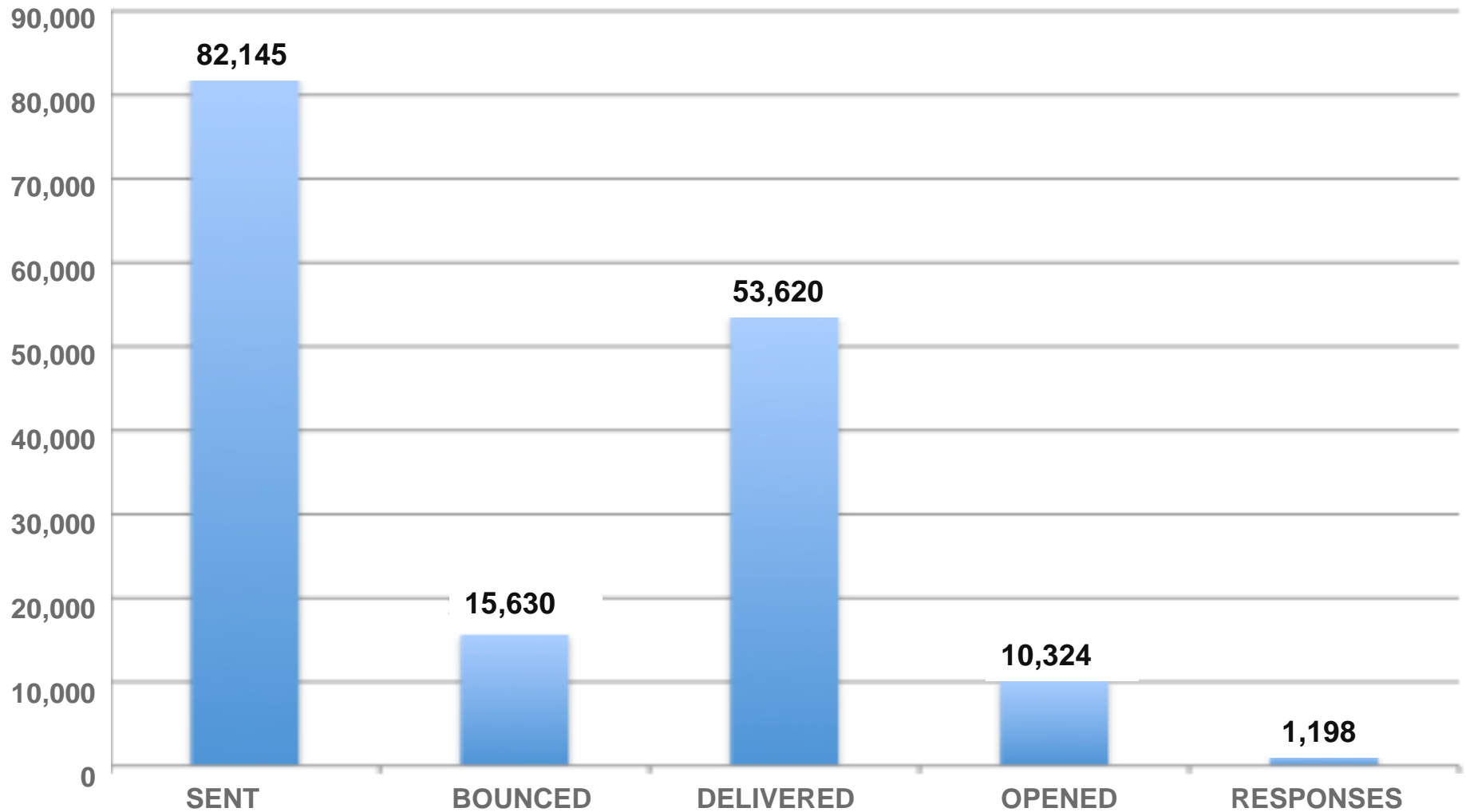
Prior registrants to websites for real estate purchase or tourism interest throughout the United States and the Caribbean.

Survey was sent out on February 10<sup>th</sup> & 11<sup>th</sup>, 2009.

Data submitted through Monday, February 16<sup>th</sup>.

Number of total responses received: 1,198

# E - BLAST DATA



# Cotton & Company

## 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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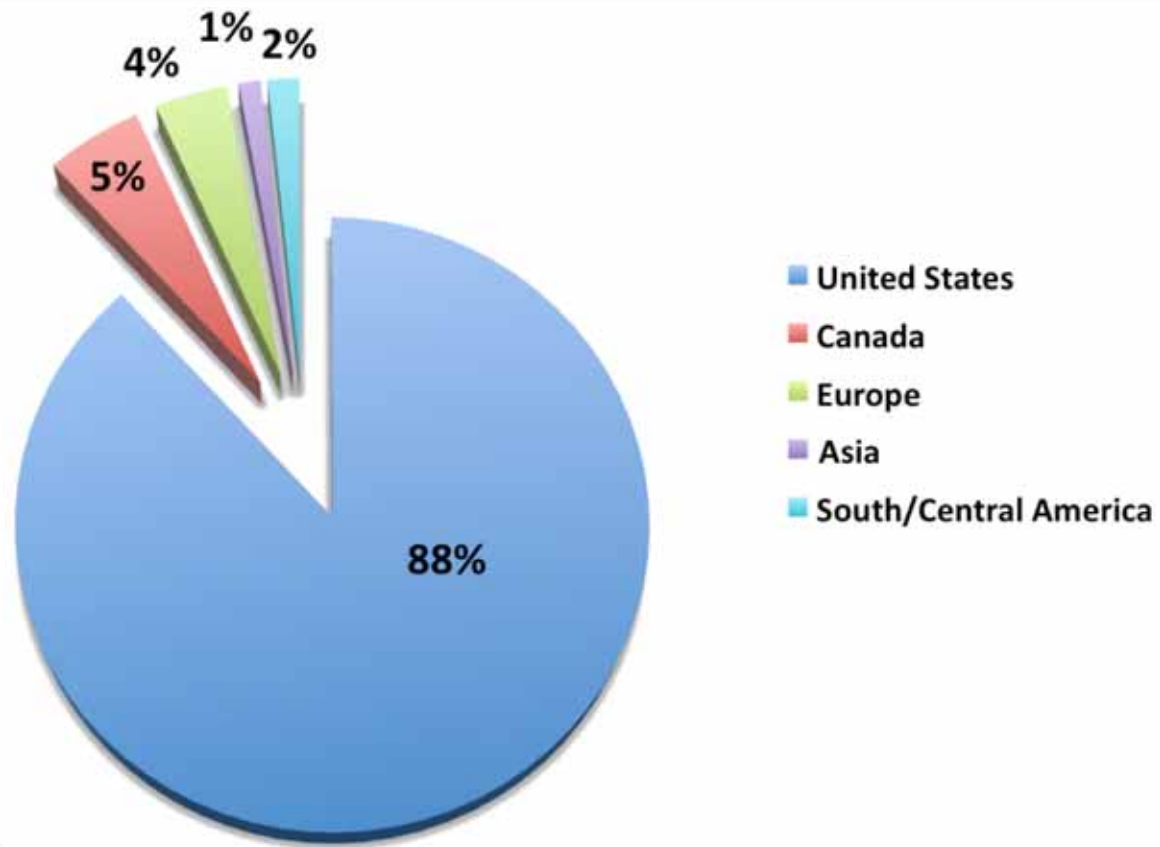
**SURVEY RESULTS**



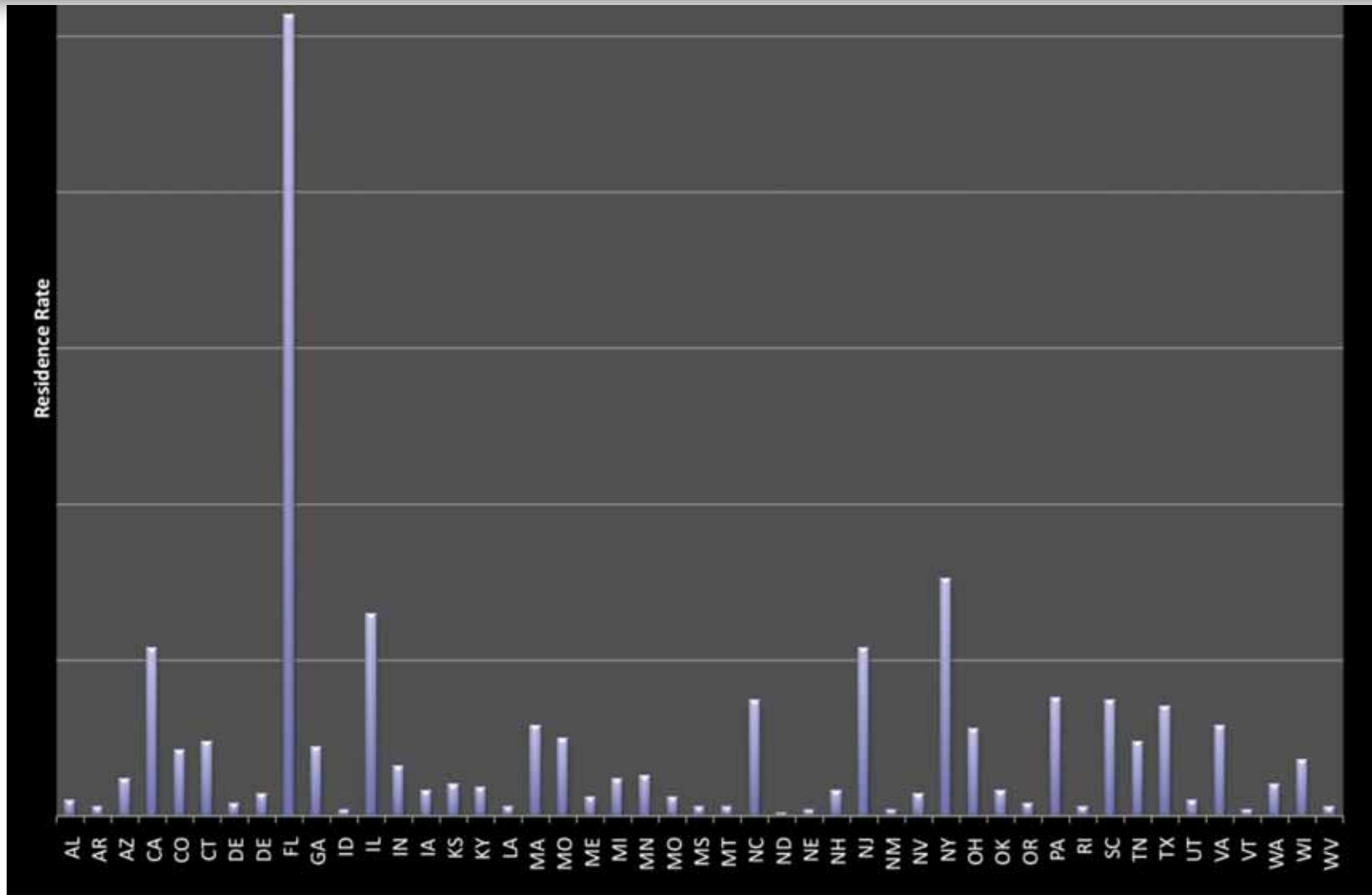
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# Where is Your Primary Home Located?

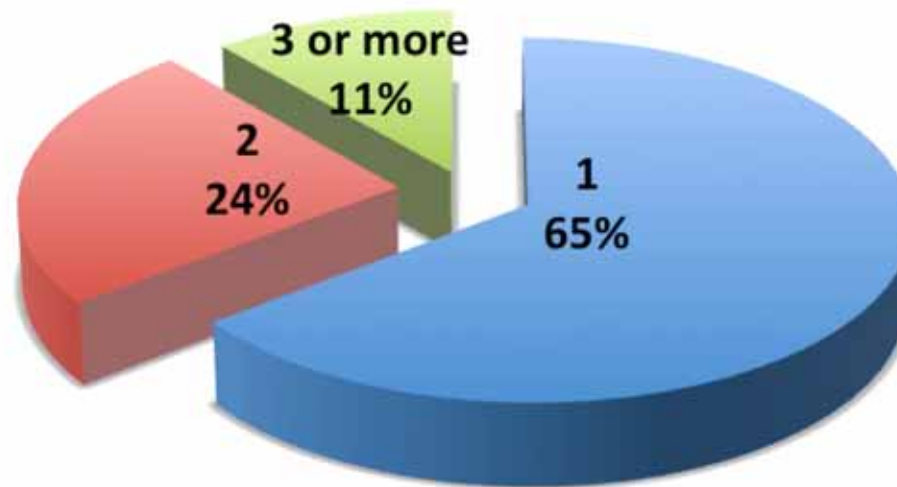


# In Which State Do You Currently Reside?



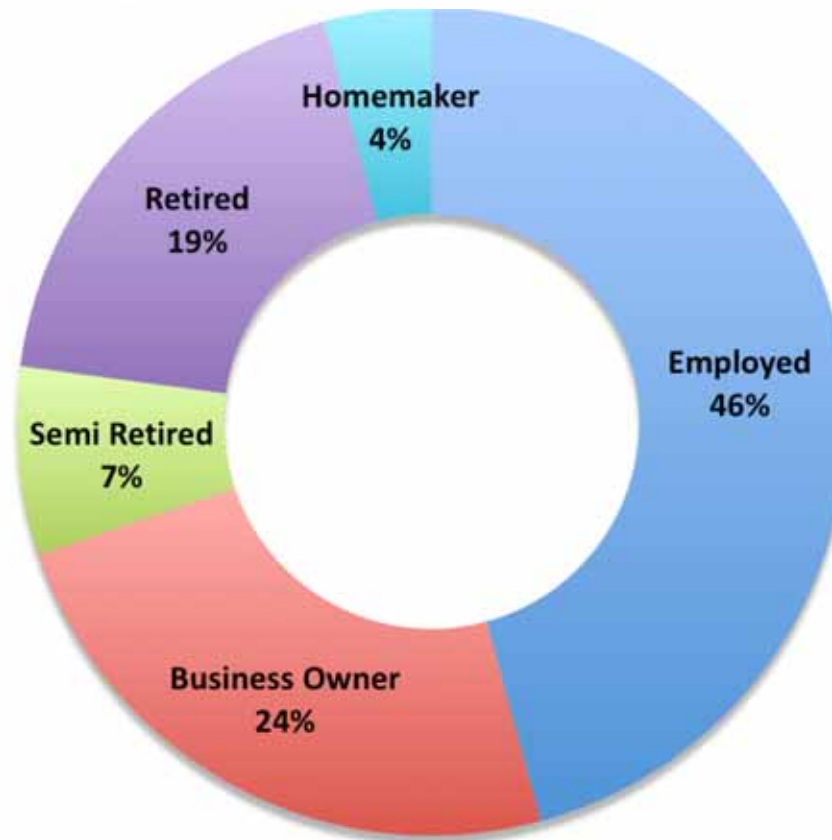
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# How Many Residences Do You Currently Own?

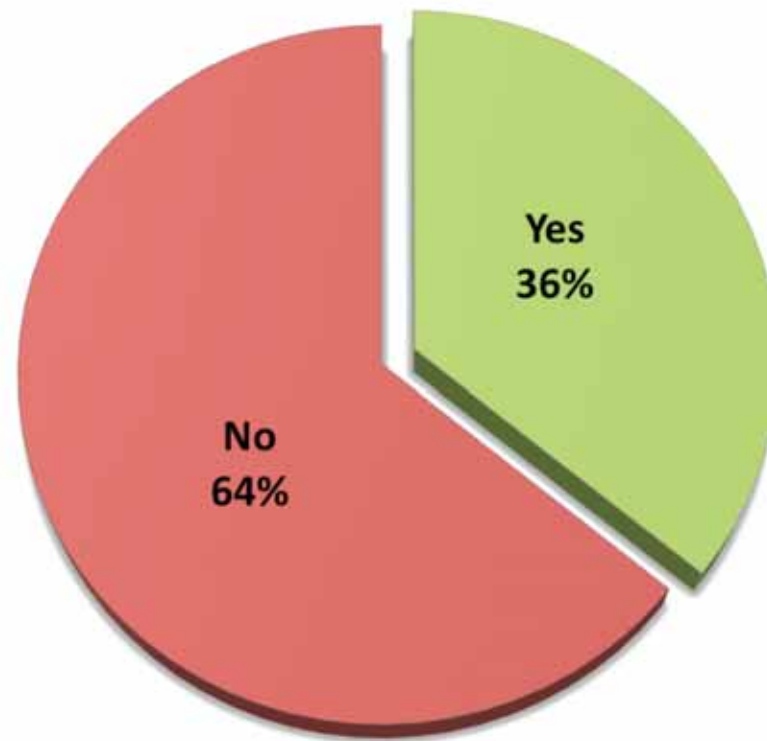




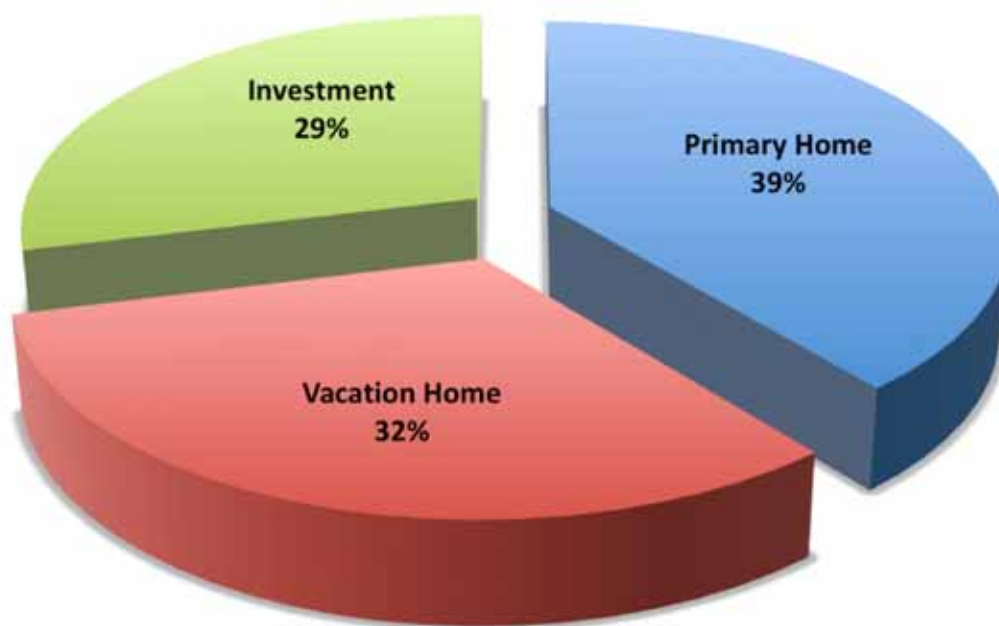
# What is Your Occupational Status?



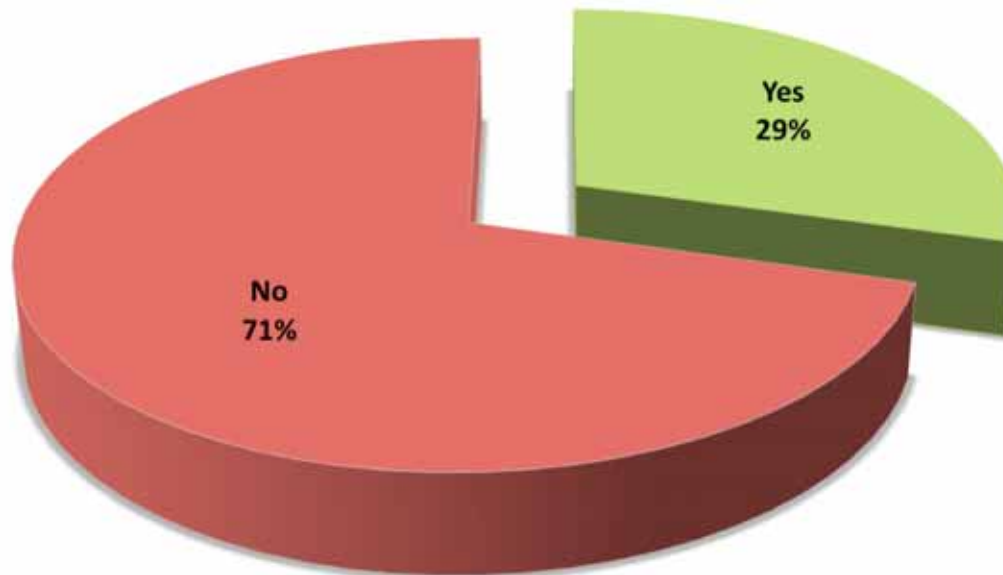
# Are You Currently Considering a Real Estate Purchase?



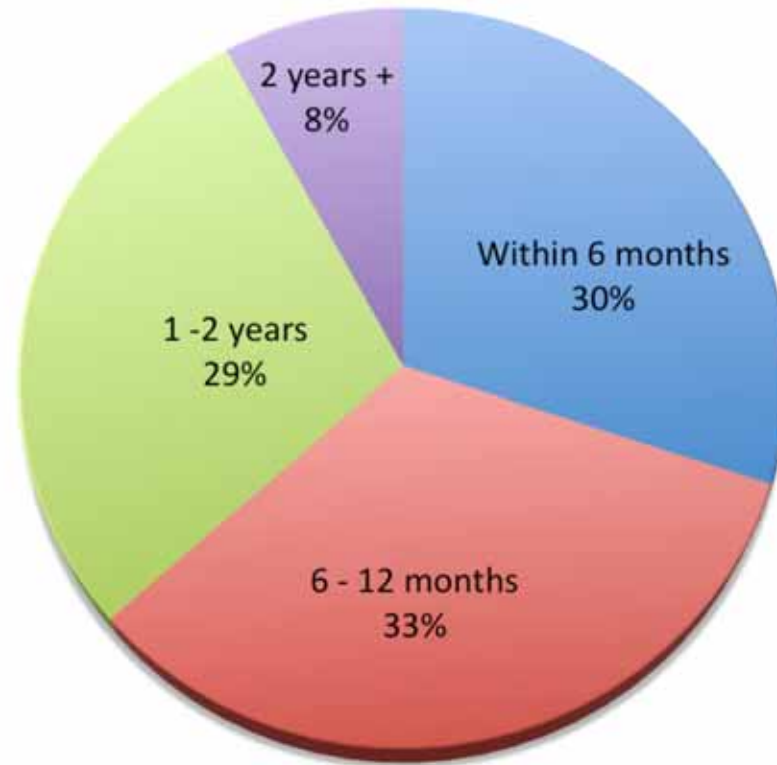
# What is the Purpose of This Purchase?



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



# How Soon Do You Anticipate Purchasing Your New Home?

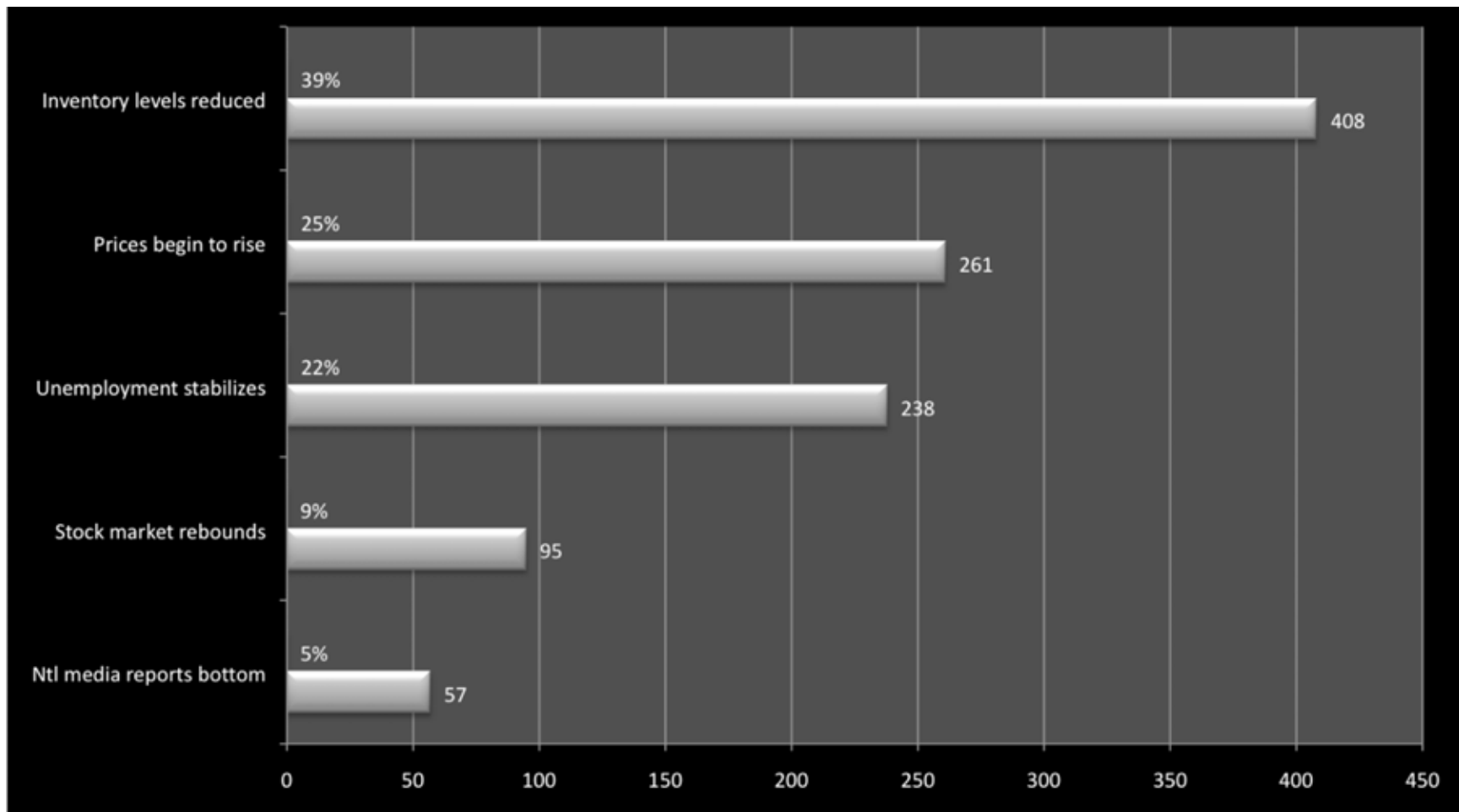


# When do you anticipate we will reach the bottom of the real estate market cycle?

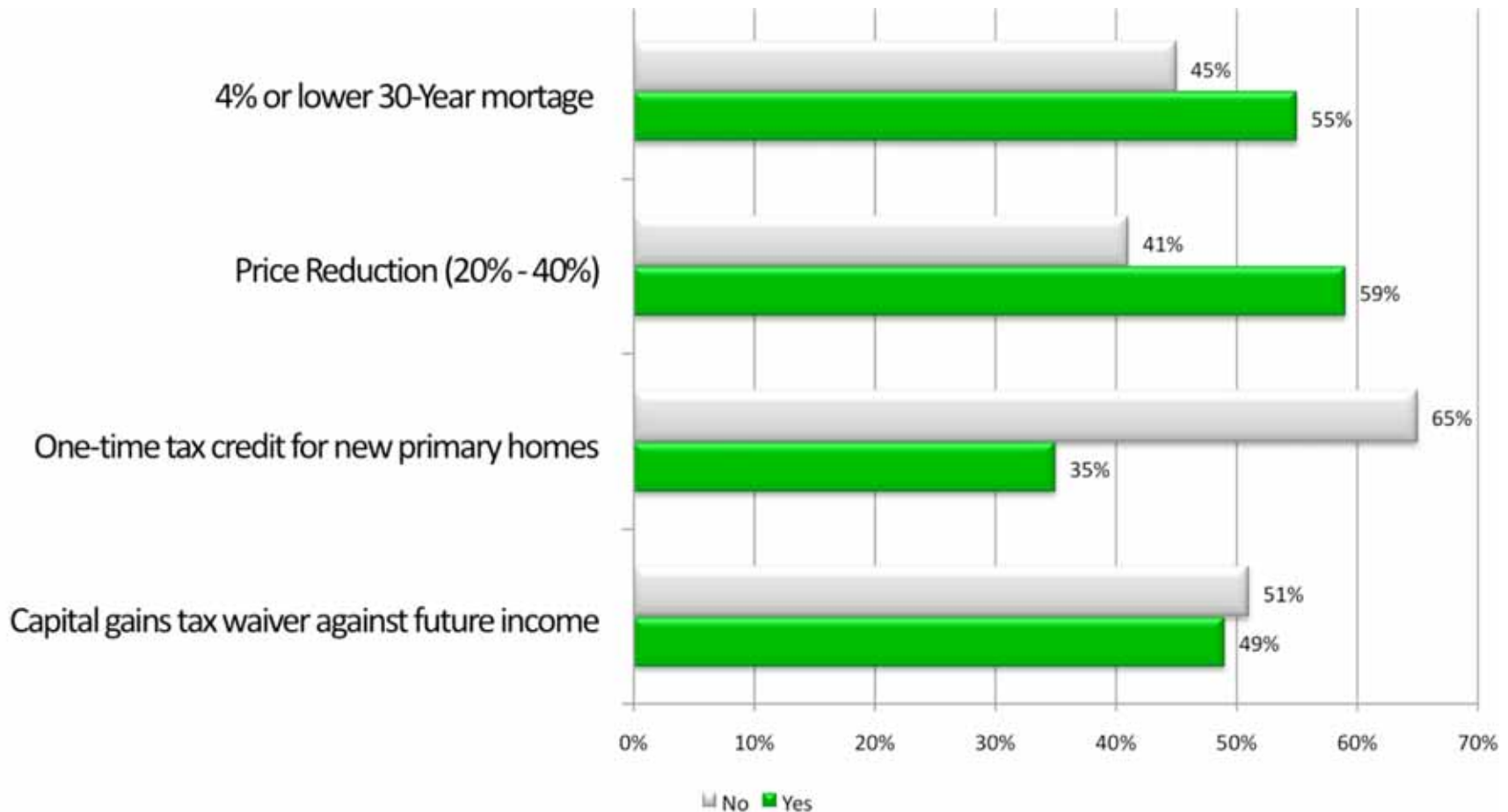


NOTE:  
34% WITHIN  
6 MONTHS

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

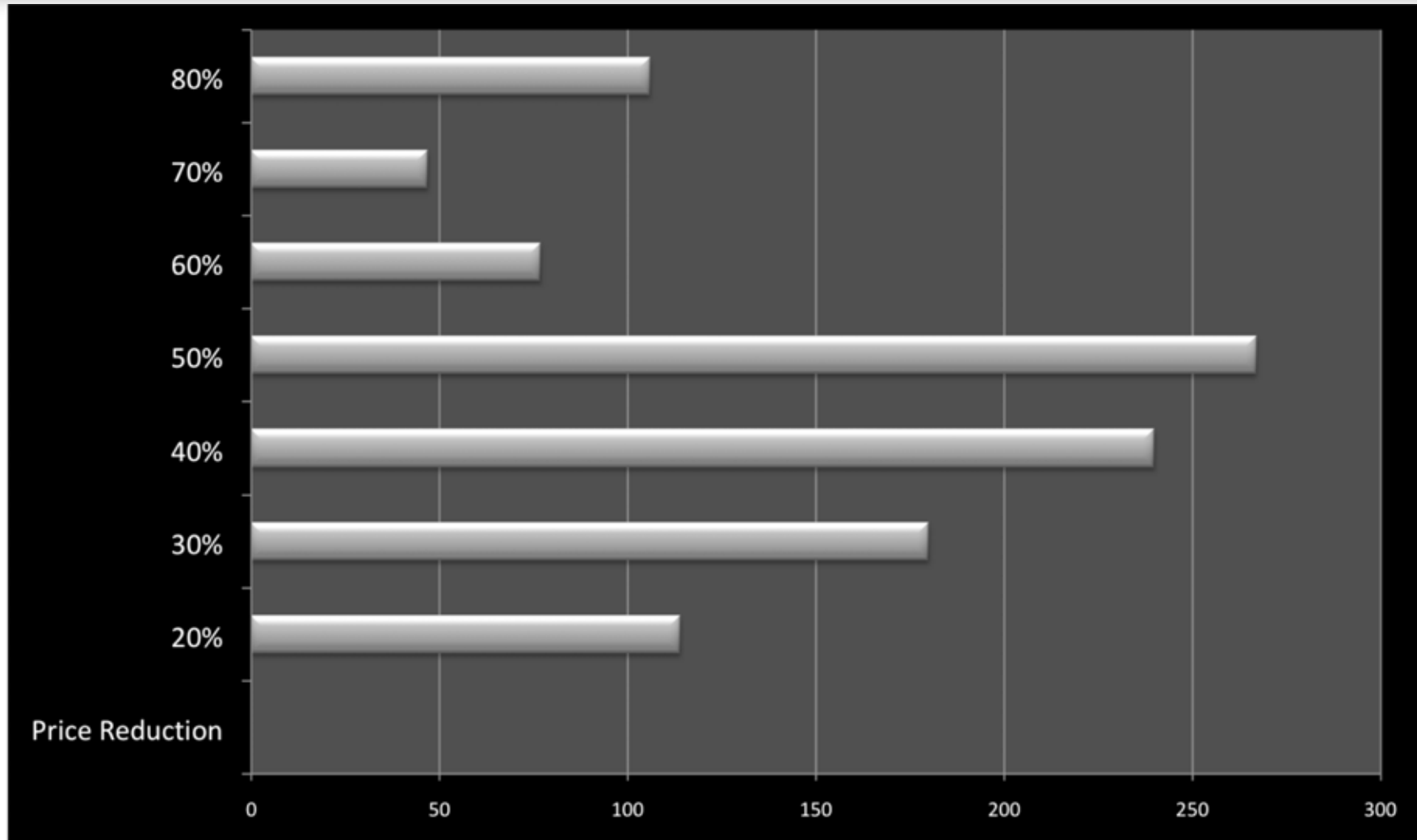


# In Today's Economic Climate, Would Any of the Following Motivate You to Purchase Immediately?

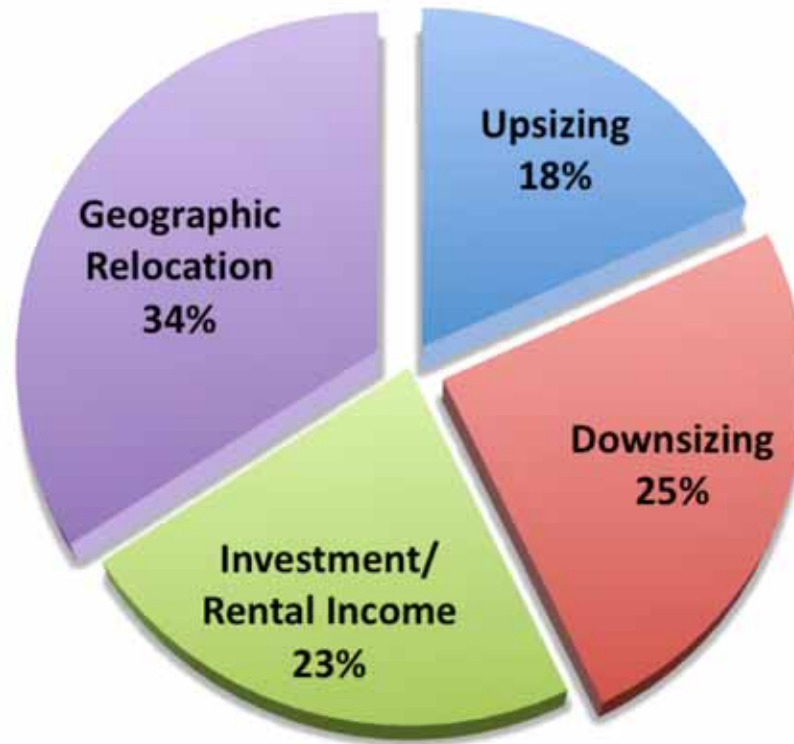




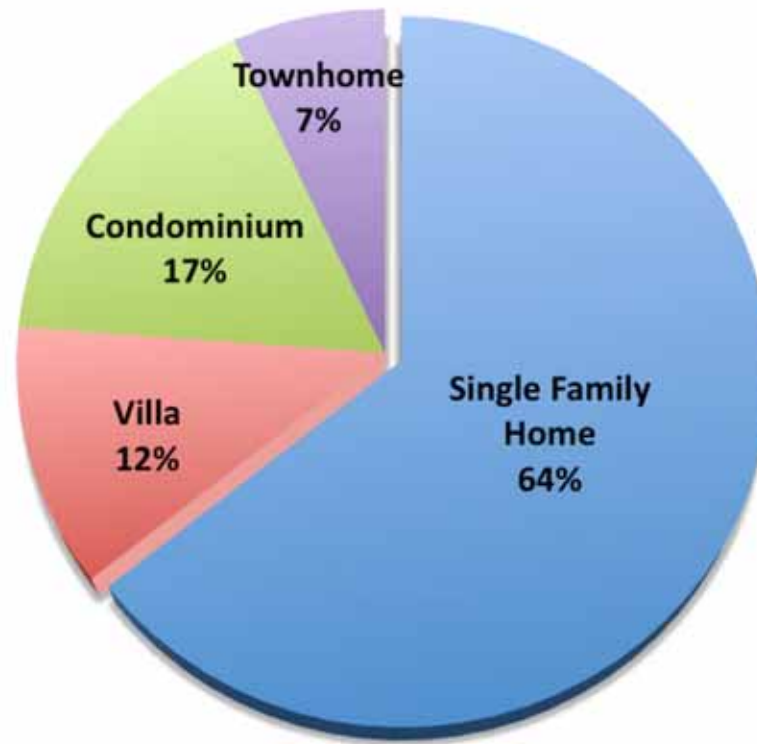
# At What Level of Price Reduction Would You Re-enter the Market, Regardless of Other Economic Conditions?



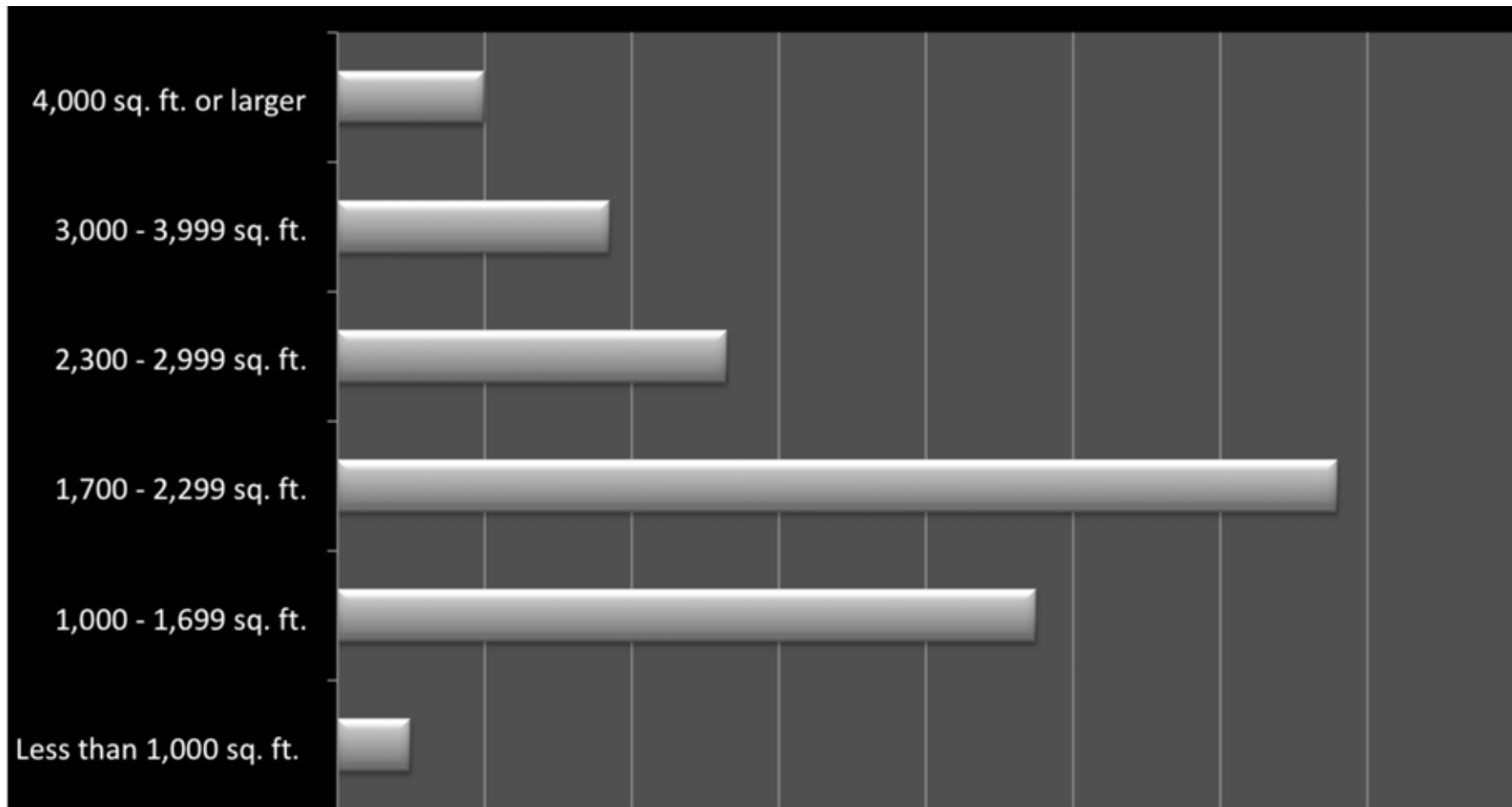
# If You Were to Purchase a New Home, What Would Best Describe Your Transaction?



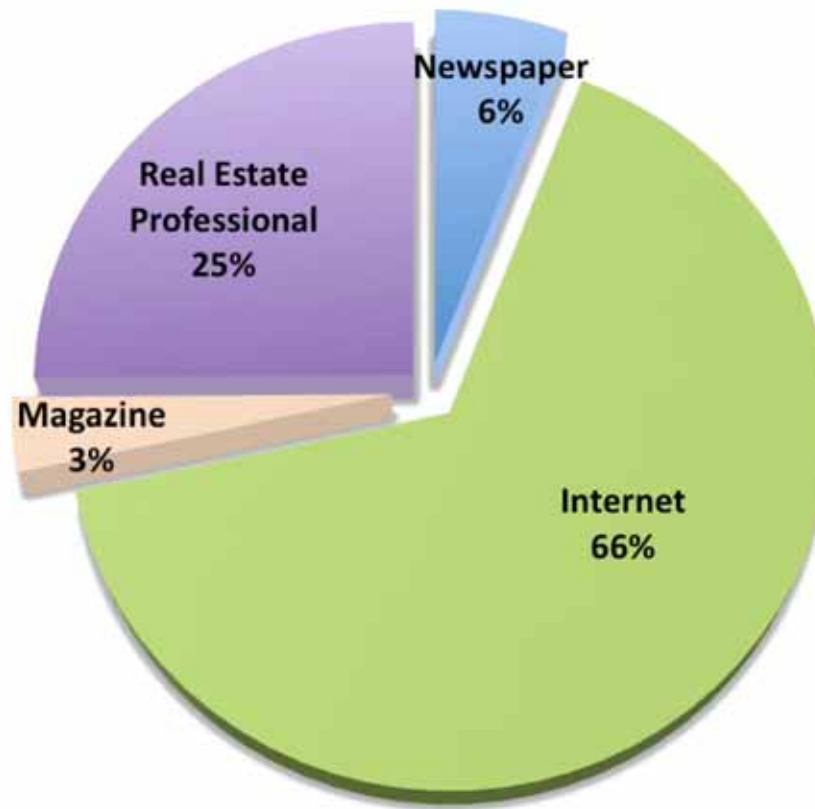
# What Type of Residence are You Most Interested In Purchasing?



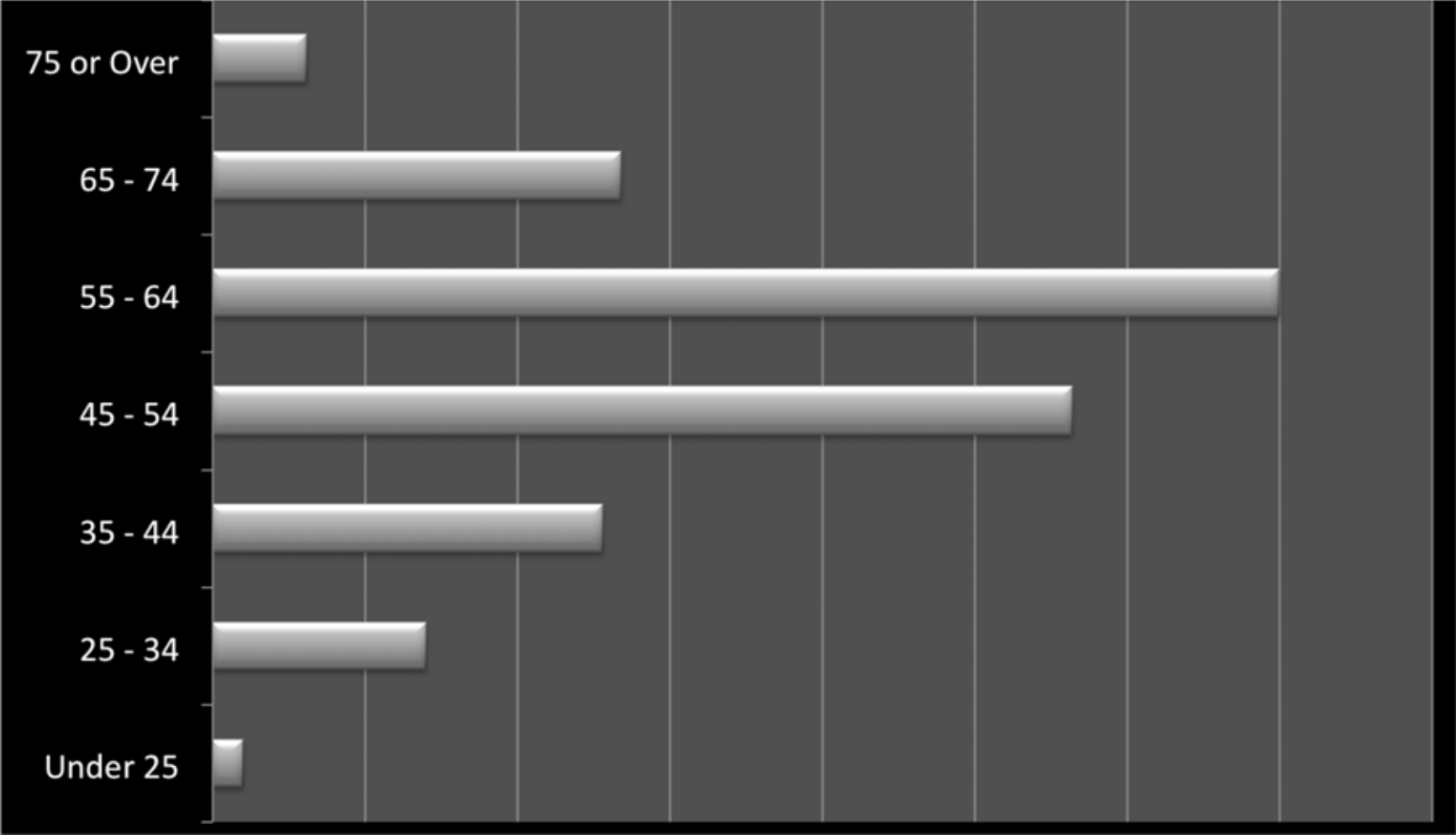
# How Large of a Home Do You Require?



# 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?

