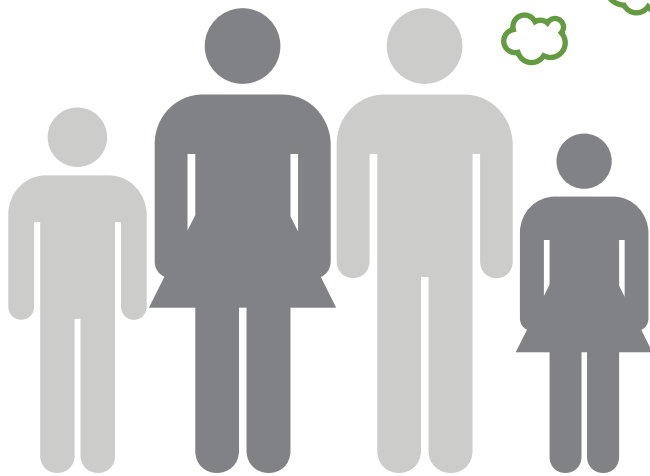
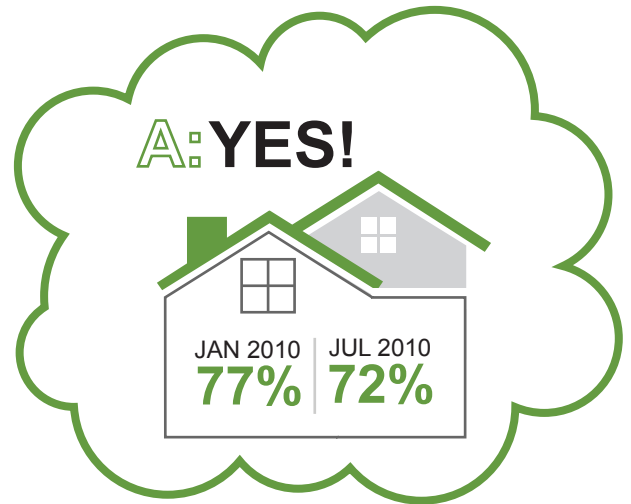


**Q:** Is homeownership a part of your American dream?



**A:** YES!



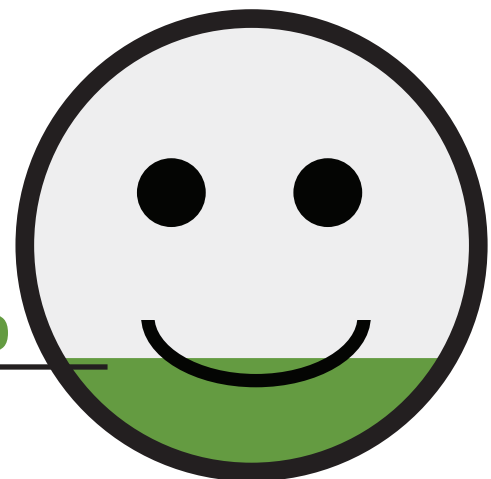
## How Has Your Attitude Toward Homeownership Changed Over The Last 6 Months?



More Negative

19%

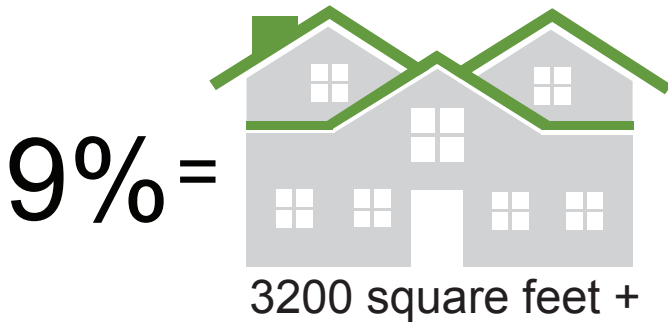
23%



More Positive

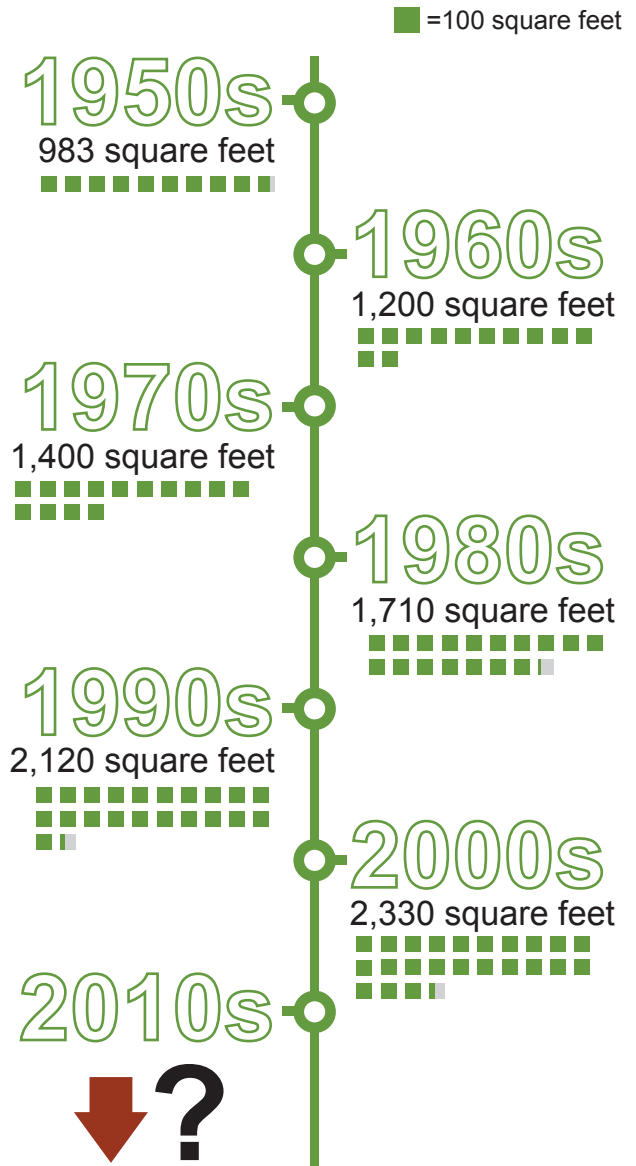
# Is the McMansion Era Over?

## Americans' Ideal Home Size would be at least this large:



## Average Size of American Homes – Through the Decades

**Fact:** The average American home swelled from 983 square feet in 1950 to 2,349 square feet in 2004 -- a 140% increase in size.



**Fact:** Nine of 10 builders surveyed by NAHB in 2009 say they're building or planning smaller, lower-priced homes than in the past.



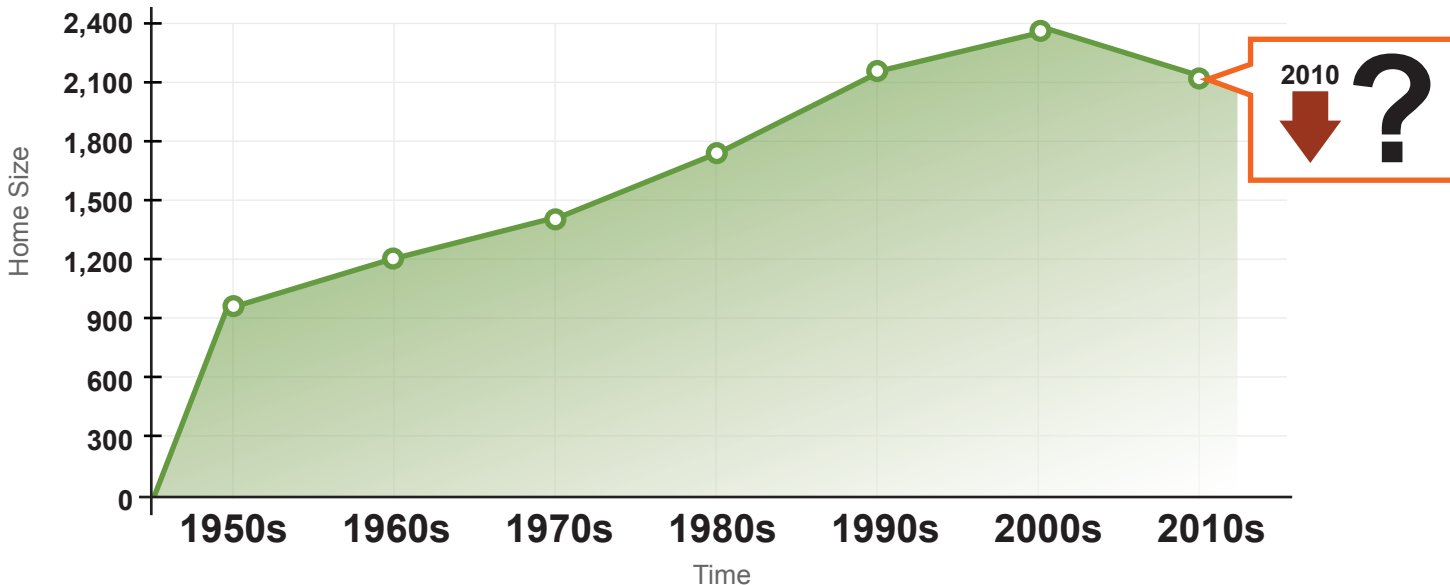
# Is the McMansion Era Over?

Americans' Ideal Home Size would be this large:



# Is the McMansion Era Over?

## Americans' Ideal Home Size



Source: Trulia-Harris Interactive Survey conducted July 22-26, 2010.



# Is the McMansion Era Over?

Americans' Ideal Home Size would be this large:

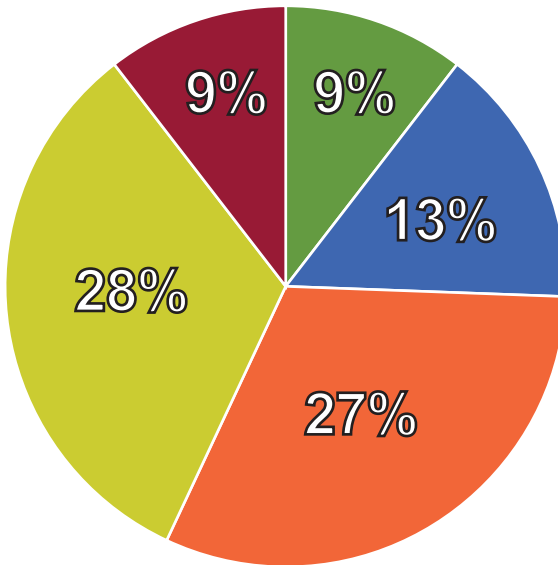
■ 3,200 sq. ft.

■ 2,600 - 3,200 sq. ft.

■ 2,000 - 2,600 sq. ft.

■ 1,400 - 2,000 sq. ft.

■ 800 - 1,400 sq. ft.



Source: Trulia-Harris Interactive Survey conducted July 22-26, 2010.

# Unemployment Rate vs. New Home Sales

