



**2020 State REALTOR® Association  
Legislative Priorities Survey**  
Local Association Legislative Priorities Survey

November 2019

Conducted by Research and the REALTOR® Party



May 30 - June 17, 2019

247 Online Respondents

Margin of error:  $\pm 6.2$  percentage points

## National Association of REALTORS® Local Association Legislative Priorities Survey Frequencies

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Thank you for taking the time to participate in the National Association of REALTORS® survey for local Association Executives and Government Affairs Directors.

Please be assured that your answers are anonymous. Results from this survey will only be viewed in total.

Click the right arrow below to begin the survey.

Q.3 How large is your association's membership?

	<b>Total</b>
Less than 500	36
500 to 1,999	35
2,000 to 6,999	16
Over 7,000	13

Q.4 What is your function at your REALTOR® association?

	<b>Total</b>
Chief Executive Officer/Association Executive	60
Government Affairs Director	28
Serve as both Chief Executive Officer and GAD	9
Other (Specify):	3

Q.5 Please think about the top two (2) legislative issues your local association faces in the next 12 months. We will ask you about each issue separately. For each issue, please summarize it in three words or less and then, if necessary, provide a brief description about the issue in the "More details space" area below.

Priority 1:

	<b>Total</b>
Affordable/workforce housing	14
Real estate regulations/local ordinances	11
Flood insurance	10
Land use/smart growth/development/ construction/zoning	9
Short term rentals	9
Health insurance	6
Tax increases (general)/tax reform	6
Infrastructure/transportation/roads/ water/sewer	6
Property taxes	5
Housing inventory/supply	4
Local government/elections	3
Rent control	3
Education/schools	2
Landlord/tenant/eviction regulations	2
First time home buyers	1
Transfer taxes	1
Homeowner association	1
(Other)	9
(None)	1

Priority 2:

	<b>Total</b>
Real estate regulations/local ordinances	14
Infrastructure/transportation/roads/ water/sewer	10
Land use/smart growth/development/ construction/zoning	10
Affordable/workforce housing	9
Tax increases (general)/tax reform	8
Flood insurance	5
Property taxes	5
Rent control	5
Short term rentals	5
First time home buyers	4
Education/schools	3
Local government/elections	3
Health insurance	2
Housing inventory/supply	1
Landlord/tenant/eviction regulations	1
Transfer taxes	1
Homeowner association	1
(Other)	14
(None)	3

Q.9 Do you support or oppose [PIPE IN PRIORITY 1]?

	<b>Total</b>
Support	57
Oppose	25
Undecided (please explain):	18
<b>Support - Oppose</b>	<b>33</b>

Q.10 Which ONE of the following best describes what your association is planning to do on the issue of [PIPE IN PRIORITY 1]?

	<b>Total</b>
Take action	61
Monitor	39
<b>Take action - Monitor</b>	<b>22</b>

Q.11 Do you anticipate using any REALTOR® Party programs or resources to help address [PIPE IN PRIORITY 1]?

	<b>Total</b>
Yes	43
No	20
Not sure (please explain):	37

**(106 respondents)**

Q.12 (IF YES IN Q.11) Which NAR service/s or program/s do you intend to use?

(ALLOW MULTIPLE RESPONSES, RANDOMIZE)

	<b>Total</b>
Issues Mobilization Grant	43
Consumer Advocacy Outreach Program	31
Advocacy Everywhere	30
Land Use Initiative	25
State and Local Growth Polling	22
Housing Opportunity Grant	21
Smart Growth Action Grant	18
Broker Involvement	18
Placemaking Grant	14
REALTOR® Party Plus	6
Diversity Grant	5
(Not sure)	16

Q.13 Do you support or oppose [PIPE IN PRIORITY 2]?

	<b>Total</b>
Support	53
Oppose	29
Undecided (please explain):	18
<b>Support - Oppose</b>	<b>24</b>

Q.14 Which ONE of the following best describes what your association is planning to do on the issue of [PIPE IN PRIORITY 2]?

	<b>Total</b>
Take action	53
Monitor	47
<b>Take action - Monitor</b>	<b>6</b>

Q.15 Do you anticipate using any REALTOR® Party programs or resources to help address [PIPE IN PRIORITY 2]?

	<b>Total</b>
Yes	40
No	28
Not sure (please explain):	32
<b>Yes - No</b>	<b>12</b>

**(99 respondents)**

Q.16 (IF YES IN Q.12) Which NAR service/s or program/s do you intend to use?

(ALLOW MULTIPLE RESPONSES, RANDOMIZE)

	<b>Total</b>
Smart Growth Action Grant	28
Consumer Advocacy Outreach Program	26
Issues Mobilization Grant	23
Advocacy Everywhere	20
Broker Involvement	19
Land Use Initiative	19
State and Local Growth Polling	17
Housing Opportunity Grant	16
REALTOR® Party Plus	11
Placemaking Grant	8
Diversity Grant	5
(Not sure)	23

Q.17 Please indicate how high a priority each issue area is for your local REALTOR® association on a scale of zero to ten, with zero meaning the issue is not a priority at all and ten meaning the issue is of the highest priority for your Association of REALTORS®.

(RANDOMIZE WITHIN TOPIC GROUPINGS)

	0	1	2	3	4	5	6	7	8	9	10	Mean	0-3	4-7	8-10
A. Housing affordability	1	1	1	2	2	4	4	9	10	28	38	8.3	5	19	76
B. Short term rentals	8	3	4	6	4	12	14	10	12	14	14	6.2	20	40	40
C. Rent control	15	10	6	4	4	13	7	9	9	10	15	5.2	34	32	33
D. Housing stock and inventory	1	1	1	1	1	3	6	10	15	23	39	8.4	3	20	76
E. Landlord and Tenant's rights	4	3	2	2	4	12	9	18	16	15	16	6.9	11	42	47
F. Workforce housing	5	2	2	4	3	10	9	11	15	20	21	7.1	12	32	56
G. Property taxes	3	2	2	3	5	7	4	9	15	20	31	7.6	10	25	66
H. Real estate transfer taxes	9	3	3	2	4	11	6	10	11	14	26	6.7	17	32	51
I. Other taxes and fees having to do with real estate (please specify)	22	2	4	3	2	9	4	8	10	14	22	5.8	31	23	47
J. Water quality and sewer	6	2	4	3	4	14	7	15	14	19	13	6.7	14	40	46
K. Public transportation, like bus or rail	10	6	9	5	6	18	8	13	11	6	8	5.1	31	45	24
L. Road maintenance and repair	3	2	2	3	5	13	9	14	18	18	14	6.9	10	40	50
M. Public school funding	6	2	2	3	4	15	10	16	10	15	18	6.7	13	45	43
N. Traffic and congestion	10	6	8	6	5	11	7	12	12	12	11	5.6	30	35	35
O. Point of sale mandates	12	8	5	4	5	17	9	8	12	10	11	5.4	28	40	3;2
P. Planning and zoning issues	2	1	2	2	3	11	9	13	16	19	22	7.4	7	36	58
Q. Sign ordinances	8	5	9	5	7	14	8	14	12	10	8	5.5	27	43	30
R. Internet access/ Broadband	8	4	8	4	8	16	6	9	17	8	12	5.7	24	39	37
S. Emotional support animals and service animals	7	6	5	2	5	16	9	15	12	15	9	5.9	20	45	35
T. Opportunity Zones	16	13	10	7	10	15	7	10	6	4	5	4.0	45	41	14

	0	1	2	3	4	5	6	7	8	9	10	Mean	0-3	4-7	8-10
U. Resiliency efforts related to increased fires, floods, storms, sea level rise	10	5	7	5	4	14	5	12	11	14	14	5.8	27	35	39
V. Residential/commercial energy efficiency	11	8	7	8	10	22	10	12	7	4	2	4.5	33	54	13

Q.18 Now, thinking specifically about the issue of short-term rentals. As you probably know, a short-term rental, or vacation rental, is the renting out of a furnished home, apartment, cabin or condominium for a short-term stay, usually for a week or less, but often times for longer than that. Short-term rentals are often facilitated by companies like Airbnb, HomeToGo or HomeAway.

Does your local government have regulations that are specific to short-term rentals, or has your local government made any efforts to create regulations that are specific to short-term rentals?

	Total
Yes, regulations in place	39
Yes, has tried to regulate	17
No	28
Not sure	17

**(137 respondents)**

Q.19 (IF YES IN Q.18) Which of the following has your local government done or tried to do with regard to short-term rentals?

Please select all that apply.

(RANDOMIZE)

	Total
Require registration or a license	79
Imposed a local tax on the use of short-term rentals	48
Changed zoning requirements	42
Require minimum stays	37
Banned short-term rentals	34
Nuisance ordinances	33
Require inspections	33
(Other)	15



**(108 respondents)**

Q.20 (IF SELECT "REQUIRE REGISTRATION OR LICENSE" IN Q.19) How much is the short-term license or rental fee in your area?

	<b>Total</b>
\$1- \$50	8
\$51- \$100	15
\$101- \$250	21
\$251- \$500	6
\$501 or higher	4
Not sure	45

Q.21 On a different topic, how would you describe the overall quality of life in the area represented by your local association -- (ROTATE FIRST TO LAST, LAST TO FIRST)?

	<b>Total</b>
Excellent	41
Good	54
Just fair	5
Poor	-
<b>Excellent/Good</b>	<b>95</b>
<b>Just Fair/Poor</b>	<b>5</b>
<b>Excellent/Good - Just Fair/Poor</b>	<b>90</b>

Q.22 And do you think the quality of life in your community has (ROTATE) gotten better, worse or has it stayed about the same over the last three years?

	<b>Total</b>
Gotten better	39
Gotten worse	13
Stayed the same	48
<b>Gotten better - Gotten worse</b>	<b>26</b>

Q.23 Below is a list of features, amenities and activities that some people have said are important in determining quality of life in a neighborhood or community. IN GENERAL, how would you rate each one as they relate to your association's jurisdiction? We understand that there can be great variance within a jurisdiction, but in general how would you rate each one in your area?

(RANDOMIZE)

	<b>Poor</b>	<b>Just fair</b>	<b>Good</b>	<b>Exc</b>	<b>Fr/Pr</b>	<b>Exc/Gd</b>	<b>Ex/Gd - Fr/Pr</b>
A. Safety of the community and level of crime	5	22	51	23	<b>27</b>	<b>74</b>	<b>47</b>
B. Availability of public transportation	27	44	23	7	<b>71</b>	<b>29</b>	<b>-41</b>
C. The quality of public schools	7	21	46	26	<b>28</b>	<b>72</b>	<b>44</b>
D. Opportunities to participate in religious or spiritual events and activities	1	5	45	50	<b>5</b>	<b>95</b>	<b>89</b>
E. Employment opportunities	7	30	42	22	<b>37</b>	<b>63</b>	<b>27</b>
F. Openness and acceptance of the community toward people of diverse backgrounds	4	24	45	27	<b>28</b>	<b>72</b>	<b>44</b>
G. Overall ease of getting to the places you need to go	5	19	53	22	<b>24</b>	<b>76</b>	<b>51</b>
H. Availability of public parks, bike and jogging trails	2	9	38	51	<b>11</b>	<b>89</b>	<b>78</b>

Q.24 Is your association actively working on any of the issues below to improve the attractiveness and quality of life in your jurisdiction?

(RANDOMIZE)

			<b>Yes</b>
	<b>No</b>	<b>Yes</b>	<b>No</b>
A. Improving public schools	57	43	<b>-14</b>
B. Reducing the tax load on individuals or families	55	45	<b>-10</b>
C. Reducing the tax load on corporations or businesses	77	24	<b>-53</b>
D. Increasing employment opportunities	65	35	<b>-31</b>
E. Reducing crime	82	19	<b>-63</b>
F. Improving and expanding public transit	77	23	<b>-54</b>
G. Addressing traffic and congestion	73	27	<b>-46</b>
H. Increasing incentives for homeownership	39	61	<b>23</b>

Q.25 Finally, we have just a few questions for demographic purposes. Are you:

	<b>Total</b>
Male	40
Female	58
Prefer not to answer	3

Q.26 In what year were you born?

	<b>Total</b>
18-29	6
30-39	15
40-49	17
50-64	48
65+	14

**(149 respondents)**

Q.27 (ASK AE/CEO RESPONDENTS ONLY) How many years experience do you have as an Association Executive or Executive Officer for a REALTOR® association?

	<b>Total</b>
0 - 9.9	53
10 - 19.9	29
20 - 29.9	12
30 - 39.9	5
40 - 50	1
Unknown	1
<b>Mean</b>	<b>11.0</b>

**(68 respondents)**

Q.28 (ASK GAD RESPONDENTS ONLY) How many years have you served as a GAD for a REALTOR® association?

	<b>Total</b>
0 - 9.9	69
10 - 19.9	22
20 - 29.9	6
30 - 39.9	3
40 - 50	-
Unknown	-
<b>Mean</b>	<b>8.1</b>

NAR Region

	<b>Total</b>
Mid-Atlantic and South	31
Midwest	19
Northeast	10
South Central	13
West	26

Region

	<b>Total</b>
Region 1	3
Region 2	7
Region 3	6
Region 4	12
Region 5	13
Region 6	8
Region 7	7
Region 8	5
Region 9	7
Region 10	6
Region 11	9
Region 12	7
Region 13	11

Q.2 In which state or U.S. territory is your association located? (DROPDOWN MENU)

	<b>Total</b>
Alabama	4
Arizona	2
Arkansas	2
California	8
Colorado	3
Connecticut	1
Delaware	0
District of Columbia	0
Florida	6
Georgia	2
Hawaii	1
Idaho	1
Illinois	3
Indiana	2
Iowa	2
Kansas	1
Kentucky	3
Louisiana	1
Maine	1
Maryland	3
Massachusetts	1
Michigan	2
Minnesota	2
Mississippi	2
Missouri	2
Montana	1
Nebraska	1

New Hampshire	1
New Jersey	1
New Mexico	1
New York	3
North Carolina	4
North Dakota	1
Ohio	5
Oklahoma	2
Oregon	1
Other U.S. Territory	1
Pennsylvania	4
South Carolina	2
Tennessee	3
Texas	5
Utah	1
Vermont	1
Virginia	3
Washington	3
Wisconsin	2
Wyoming	1

## Survey Methodology

American Strategies designed and administered this online survey distributed to 1,115 local association Chief Executive Officers, Association Executives, and Government Affairs Directors. The survey reached 247 local association Chief Executive Officers, Association Executives, and Government Affairs Directors. The survey was conducted from May 30 to June 17, 2019.

Quotas were assigned to reflect the geographic distribution of local association Chief Executive Officers, Association Executives, and Government Affairs Directors, and the data were weighted to ensure an accurate reflection of the population. The overall margin of error is +/- 6.2%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.