***Fill-in-the-Blank News Release Advertising NAR Community & Transportation Preferences Survey***

*The following “fill-in-the-blank” news release is designed to help you gain local publicity highlighting NAR’s latest “Community and Transportation Preference Survey.”*

*Place it on your company or local board/association letterhead with the blanks filled in as indicated.*

* *Include a contact name and phone number at the top of the release.*
* *Send the release to the appropriate editor/reporter at the outlet.*
* *Edit the quote from your spokesperson however you see fit.*

News Release

|  |  |
| --- | --- |
| [Insert Association Logo] | MEDIA COMMUNICATIONSFor further information contact:Xxxxxx Xxxxx, (XXX)-XXX-XXXXxxxxxxx@xxxxx.xxx |

**Realtor® Survey Shows Strong Demand for Housing in Walkable Communities**

[CITY, STATE] [(Date)] – Research produced by the National Association of Realtors® shows a persistent demand for walkable communities, including the following findings:

When asked if deciding today where to live:

* 79% said being within an easy walk of other places and things, such as shops and parks, is very/somewhat important. 78% of those indicated that they would be willing to pay more for a dwelling in a walkable community.
* 85% said sidewalks and places to walk are very/somewhat important.
* 65% said having public transport nearby is very/somewhat important.
* 56% said they would prefer a house with a small yard and be able to walk to places vs. 44% who would prefer a large yard and would need to drive to most places.
* 53% would prefer an attached dwelling (own or rent a townhouse/condo/apartment) and be able to walk to shops, restaurants, and a short commute to work vs. 47% who would prefer a single-family home (own or rent) and have to drive to shops, restaurants and a longer commute.

“In [region], like across the country, we’ve seen continued interest for housing located in walkable communities,” said [President/Spokesperson State/Local Association of Realtors®]. “The availability of data like this will give valuable insight to real estate professionals, and it will help local lawmakers make decisions about land use and transportation policies that can help our region meet this demand.”

According to NAR’s study, Americans living in walkable communities are more likely to be very satisfied with their quality of life. This study shows that a substantial demand for walkability persists for Americans of all ages.

The biannual [NAR Community & Transportation Preferences Survey](https://www.nar.realtor/reports/nar-community-and-transportation-preference-surveys) polls residents in the 50 largest metropolitan areas of the United States.

[State/Local Realtor® Association Boilerplate here]

# # #