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# Attorneys' Title Insurance Fund 2007 Homeownership Survey

August 13, 2007  
(Part I of II)



## Overview

### RATIONALE

The annual survey, commissioned by Florida-based Attorneys' Title Insurance Fund's Consumer Education Campaign, was conducted to assess Florida homeowner's opinions on specific Florida real estate topics. The survey was also created in response to National Homeownership Month, which occurs each June and was established by the Department of Housing and Urban Development (HUD) in 2002 to help bring attention to efforts to expand homeownership opportunities to more Americans, including low and moderate-income families and individuals.

This report is the first part of two reports summarizing the findings from the Attorneys' Title Insurance Fund 2007 Homeownership Survey. The second report will follow in late August 2007. Please note that the survey used for both reports was conducted at the same time and the two separate reports were created to expedite the process of releasing the results to the public. The first report includes survey data specific to homeowner's views on the overall real estate market in Florida, while the second report includes survey data specific to homeowner's views on real estate attorneys, the real estate buying and selling process and mortgage fraud/foreclosures.

### ABOUT THE FUND CONSUMER EDUCATION CAMPAIGN

Launched in 2001, The Fund Consumer Education Campaign was designed to educate Florida consumers on the home buying and selling process. The Education Campaign includes an informational Web site in English ([www.myrealestatestory.com](http://www.myrealestatestory.com)) and Spanish ([www.inforhogar.com](http://www.inforhogar.com)) and toll-free numbers in English (1-866-FUND HOME) and Spanish (1-800-688-7599) with operators offering assistance.

### ABOUT THE FUND

Attorneys' Title Insurance Fund, Inc., Florida's leading title insurance underwriter and title information provider, is in business to preserve and facilitate the real estate practices of its members in their protection of the public. For more information, visit [www.thefund.com](http://www.thefund.com).

### ADDITIONAL SURVEY INFORMATION

<b>FIELD DATES:</b>	6/11/07-6/25/07
<b>SAMPLE SIZE:</b>	1,415 Florida homeowners (ages 18+)
<b>MARGIN OF ERROR FOR TOTAL SAMPLE:</b>	± 2.6
<b>HIGHLIGHTED MARKETS:</b>	Broward, Fort Myers-Naples, Gainesville, Miami-Dade County, Orlando, Sarasota County, Tallahassee, Tampa and West Palm Beach

This survey was conducted online by Harris Interactive on behalf of Attorneys' Title Insurance Fund, Inc. between June 11 and June 25, 2007 among 1,415 homeowners throughout Florida and focused on markets, including: Broward County, Fort Myers-Naples, Gainesville, Miami-Dade County, Orlando, Sarasota County, Tallahassee, Tampa and West Palm Beach (ages 18+). Figures for age, gender, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online. With a pure probability sample of 1,415 adults one could say with a ninety-five percent probability that the overall results have a sampling error of +/- 2.6 percentage points. However that does not take other sources of error into account. This online survey is not based on a probability sample and therefore no theoretical sampling error can be calculated.

*\*Please note that percent totals shown in the following tables do not always add up to 100 percent due to rounding.*



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## Demographics

### GENDER & RESPONDENTS PER MARKET

Table 1

Market	Respondents	% Male	% Female
Broward County	177	44%	56%
Ft. Myers-Naples	144	51%	49%
Gainesville	97	37%	63%
Miami-Dade County	225	60%	40%
Orlando	199	54%	46%
Sarasota County	120	48%	52%
Tallahassee	99	45%	55%
Tampa	200	47%	53%
West Palm Beach	154	47%	53%
All of Florida	1415	50%	50%

### MARITAL STATUS

Table 2

Market	Respondents	% Single/Never Married	% Married	% Divorced	% Separated	% Widowed	% Living with Partner	% Unknown/No Answer
Broward County	177	11%	38%	8%	1%	12%	6%	24%
Ft. Myers-Naples	144	14%	56%	11%	NA	9%	7%	3%
Gainesville	97	8%	53%	10%	7%	9%	1%	12%
Miami-Dade County	225	11%	31%	8%	NA	2%	5%	42%
Orlando	199	9%	54%	7%	3%	8%	5%	15%
Sarasota County	120	5%	51%	11%	5%	14%	6%	8%
Tallahassee	99	8%	63%	11%	NA	NA	2%	15%
Tampa	200	15%	47%	16%	NA	8%	4%	10%
West Palm Beach	154	13%	56%	8%	NA	11%	7%	4%
All of Florida	1415	12%	47%	10%	1%	8%	5%	16%

### RACE

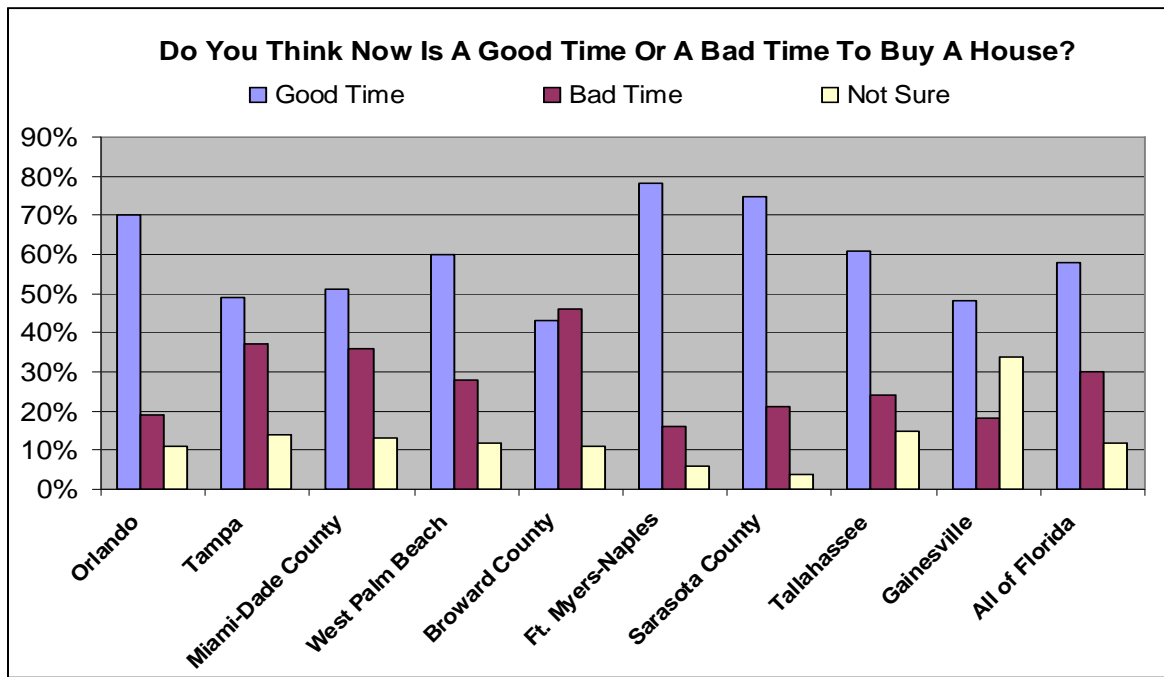
Table 3

Market	Respondents	% White	% Black/AA	% Hispanic	% Other
Broward County	177	67%	3%	28%	2%
Ft. Myers-Naples	144	88%	3%	7%	2%
Gainesville	97	85%	12%	1%	2%
Miami-Dade County	225	24%	8%	64%	4%
Orlando	199	73%	2%	24%	1%
Sarasota County	120	96%	1%	1%	2%
Tallahassee	99	82%	5%	3%	10%
Tampa	200	70%	NA	26%	4%
West Palm Beach	154	74%	1%	21%	4%
All of Florida	1415	67%	3%	28%	2%



Determining whether it's a good time to buy in Florida

Graph 1



N = 1,415 Florida homeowners

DETAILED RESULTS

Table 4

Market	2007 Good Time	2006 Results Good Time	2007 Bad Time	2006 Results Bad Time	2007 Not Sure	2006 Results Not Sure
Broward County	43%	39%	46%	51%	11%	10%
Ft. Myers-Naples	78%	45%	16%	45%	6%	10%
Gainesville	48%	NA*	18%	NA*	34%	NA*
Miami-Dade County	51%	34%	36%	51%	13%	15%
Orlando	70%	43%	19%	37%	11%	20%
Sarasota County	75%	53%	21%	31%	4%	16%
Tallahassee	61%	NA*	24%	NA*	15%	NA*
Tampa	49%	42%	37%	45%	14%	13%
West Palm Beach	60%	49%	28%	39%	12%	12%
All of Florida	58%	42%	30%	42%	12%	16%
Hispanic	57%	20%	32%	49%	11%	31%
Income <\$50K	50%	35%	35%	45%	15%	20%
Income \$50K-\$100K	65%	47%	28%	39%	7%	13%
Income \$100K+	74%	48%	20%	44%	6%	8%

\* Market/County data is new to 2007 survey

(Question: Do you think now is a good time or a bad time to buy a house or condo?)

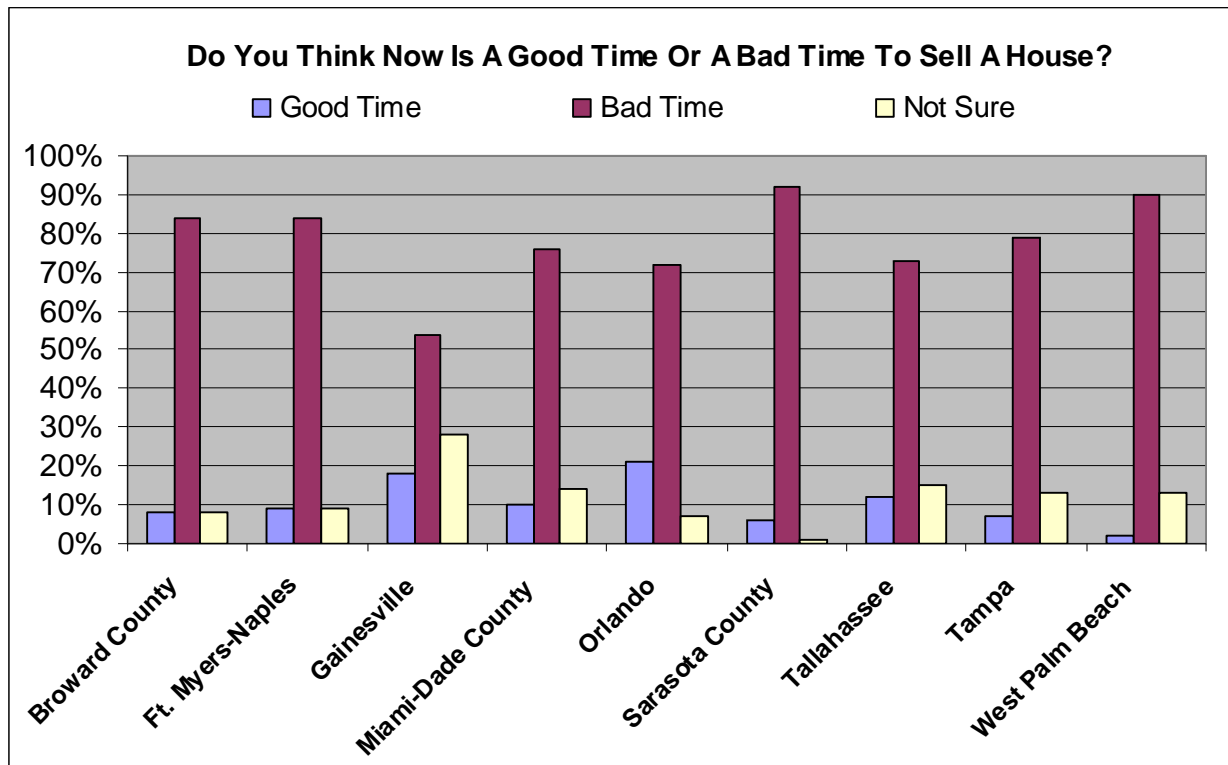
ADDITIONAL COMMENTARY

- A majority of Florida homeowners believe now is a good time for them to buy a home or condo; this number has increased from 42 percent in 2006 to 58 percent in 2007.
- Homeowners in Ft. Myers-Naples (78 percent), Sarasota County (75 percent) and Orlando (70 percent) are more likely to believe now is a good time to buy a home compared to others in Florida.
- Homeowners in Broward (46 percent) are more likely to believe now is a bad time to buy a home compared to other areas.
- Nearly three out of four (74 percent) Florida homeowners with an income of \$100K+ believe that now is a good time to buy a house or condo; this is a huge jump when compared to 2006 survey results (48 percent).



Determining whether it's a good time to sell in Florida

Graph 2



N = 1,415 Florida homeowners

DETAILED RESULTS

Table 5

Market	Good Time	Bad Time	Not Sure
Broward County	8%	84%	8%
Ft. Myers-Naples	9%	84%	9%
Gainesville	18%	54%	28%
Miami-Dade County	10%	76%	14%
Orlando	21%	72%	7%
Sarasota County	6%	92%	1%
Tallahassee	12%	73%	15%
Tampa	7%	79%	13%
West Palm Beach	2%	90%	13%
All of Florida	11%	79%	10%
Hispanic	8%	80%	12%
Income <\$50K	12%	76%	6%
Income \$50K-\$100K	9%	83%	6%
Income \$100K+	9%	83%	8%

Note: This is a new question in 2007 and does not have comparison data from 2006 (Question: Do you think now is a good time or a bad time to sell a house or condo?)

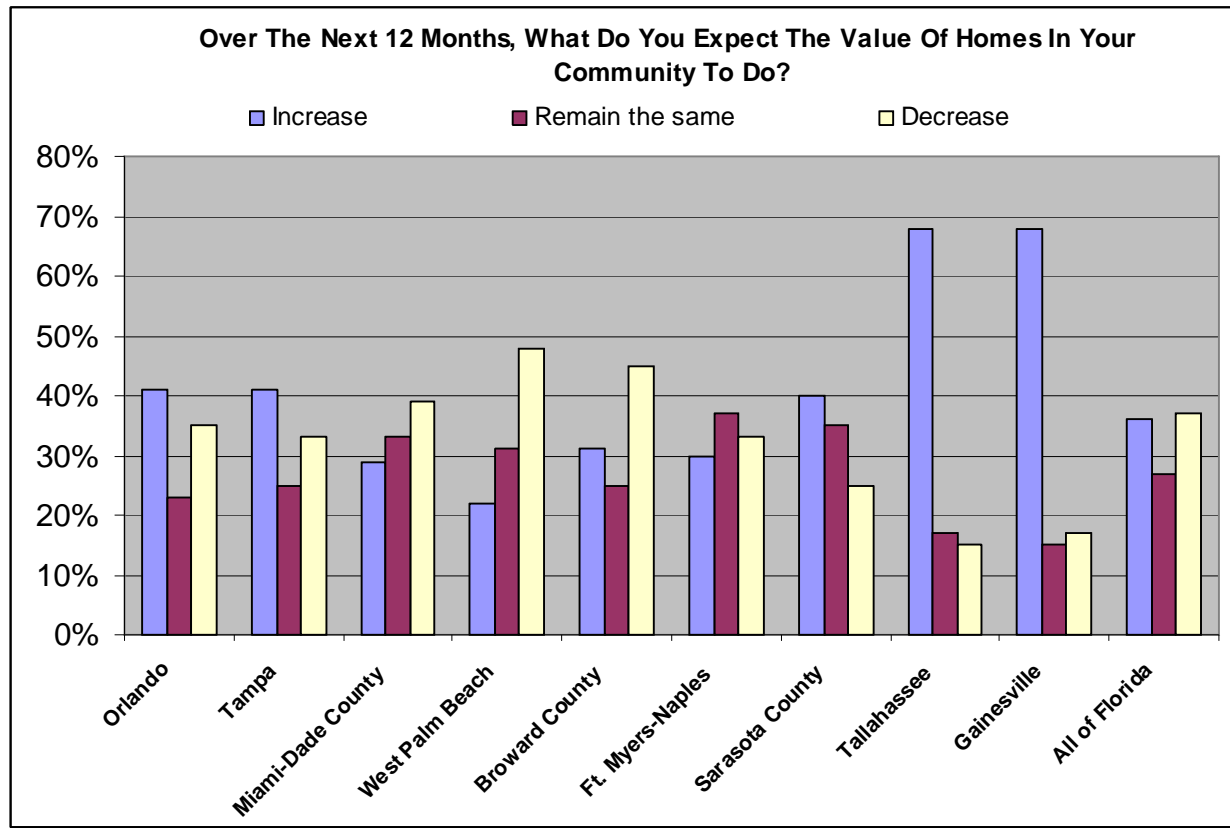
ADDITIONAL COMMENTARY

- More than three out of four (79 percent) Florida homeowners think now is a bad time to sell a home or condo.
- Homeowners in Sarasota County (92 percent) and West Palm Beach (90 percent) are much more likely to believe that now is a bad time to sell a home than other areas throughout Florida.
- Homeowners in Orlando (21 percent) are more likely to believe that now is a good time to sell a home than others in Florida.



Rising and falling home values

Graph 3



N = 1,415 Florida homeowners

DETAILED RESULTS

Table 6

Market	Increase	2006 Results Increase	Remain the same	2006 Results Remain the same	Decrease	2006 Results Decrease
Broward County	31%	48%	25%	21%	45%	31%
Ft. Myers-Naples	30%	52%	37%	21%	33%	27%
Gainesville	68%	NA*	15%	NA*	17%	NA*
Miami-Dade County	29%	64%	33%	13%	39%	23%
Orlando	41%	56%	23%	18%	35%	26%
Sarasota County	40%	38%	35%	23%	25%	39%
Tallahassee	68%	NA*	17%	NA*	15%	NA*
Tampa	41%	61%	25%	19%	33%	20%
West Palm Beach	22%	58%	31%	20%	48%	22%
All of Florida	36%	58%	27%	19%	37%	23%
Hispanic	31%	31%	30%	48%	39%	23%
Income <\$50K	31%	59%	29%	16%	39%	25%
Income \$50K-\$100K	39%	59%	24%	21%	37%	20%
Income \$100K+	42%	57%	22%	16%	36%	27%

\* Market/County data is new to 2007 survey

(Question: Over the next 12 months, what do you expect the value of homes in your community to do?)

(continued)



## ADDITIONAL COMMENTARY

- Across Florida, homeowner's views are split about whether the values of their homes will increase (36 percent) or decrease (37 percent) during the next 12 months; this shows more uncertainty when compared to a survey sample in 2006 when a majority of homeowners thought the value of their homes would increase (58 percent).
- More Florida homeowners anticipate that the value of their homes will increase a little in value (30 percent) compared to increasing by five percent or more in the next twelve months (six percent) – this number may reflect the gradual decline in home pricing throughout Florida.
- Homeowners in Tallahassee and Gainesville show the most optimism towards home values; more than half of Tallahassee (53 percent) and Gainesville (55 percent) homeowners expect that the value of their homes will increase by up to four percent in the next twelve months.
- Homeowners in West Palm Beach show the most pessimistic towards home values; nearly one in five homeowners in West Palm Beach (19 percent) anticipate a significant decrease of more than five percent in the next year.
- Florida homeowners with an income of \$100K+ believe that the value of home in their community will increase in the next 12 months (42 percent) while homeowners with an income below \$50K are a little more pessimistic (only 31 percent believe the value of their homes will increase).

## ADDITIONAL DETAILED RESULTS

Table 7

Market	Significantly increase (5%+)	Increase a little (1-4 %)	Remain the same	Decrease a little (1-4%)	Significantly decrease (5%+)
Broward County	6%	25%	25%	32%	13%
Ft. Myers-Naples	1%	29%	37%	25%	8%
Gainesville	13%	55%	15%	12%	5%
Miami-Dade County	5%	23%	33%	22%	17%
Orlando	6%	35%	23%	20%	15%
Sarasota County	7%	33%	35%	20%	5%
Tallahassee	15%	53%	17%	12%	3%
Tampa	8%	33%	25%	22%	11%
West Palm Beach	2%	20%	31%	29%	19%
All of Florida	6%	30%	27%	23%	13%
Hispanic	3%	28%	30%	22%	16%
Income <\$50K	6%	25%	29%	26%	14%
Income \$50K-\$100K	7%	31%	24%	25%	12%
Income \$100K+	5%	38%	22%	18%	17%

(Question: Over the next 12 months what do you expect the value of homes in your community to do?)

## 2006 Results

Table 7b

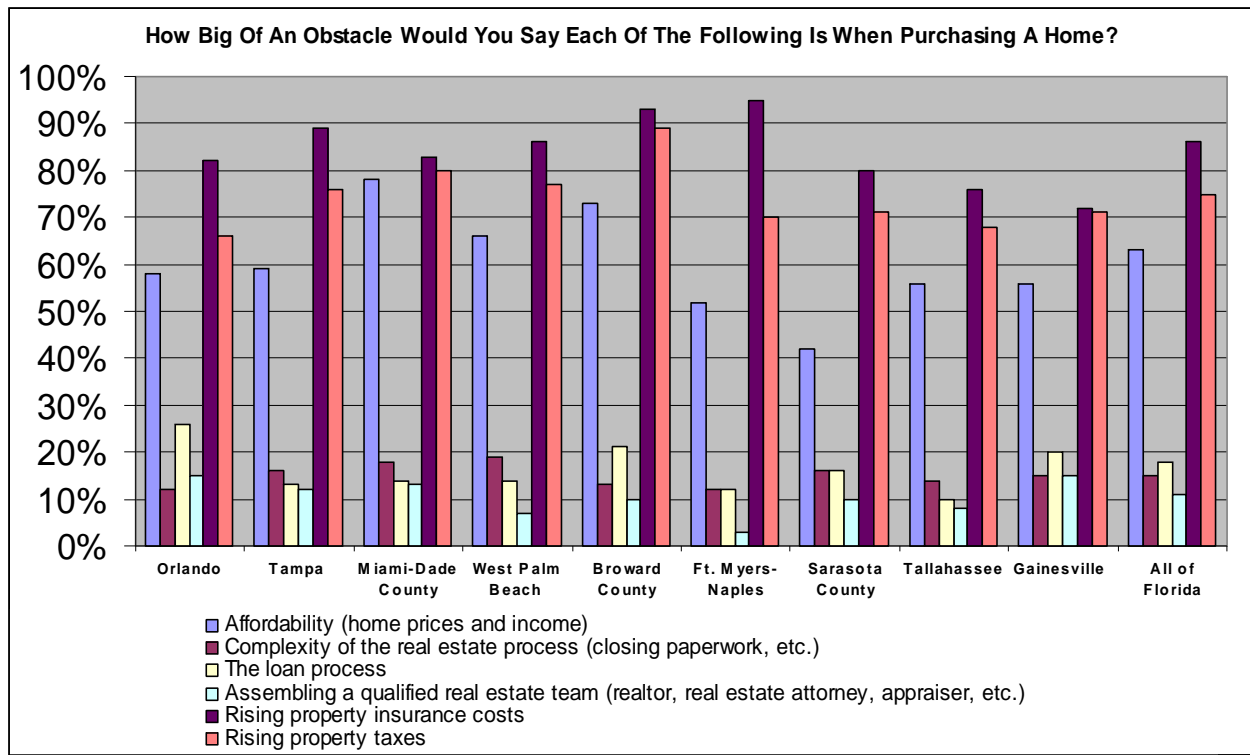
Market	Significantly Increase (5%+)	Increase a little (1-4 %)	Remain the same	Decrease a little (1-4%)	Significantly decrease (5%+)
Broward	12%	36%	21%	25%	6%
Fort Myers-Naples	15%	37%	21%	22%	5%
Miami-Dade County	30%	34%	13%	16%	7%
Orlando	20%	36%	18%	20%	6%
Sarasota County	10%	28%	23%	24%	15%
Tampa	24%	37%	19%	16%	4%
West Palm Beach	20%	38%	20%	19%	3%
Rest of Florida	33%	35%	18%	11%	3%
All of Florida	22%	36%	19%	18%	5%
Hispanic	12%	19%	46%	6%	17%
Income <\$50K	24%	35%	16%	21%	4%
Income \$50K-\$100K	22%	37%	21%	13%	7%
Income \$100K+	24%	33%	16%	21%	6%

(Question: Over the next 12 months what do you expect the value of homes in your community to do?)



Obstacles to homeownership

Graph 4



N = 1,415 Florida homeowners

**DETAILED RESULTS – Listed as “BIG OBSTACLES”**

Table 8

Market	Rising property insurance costs	Rising property taxes	Affordability (home prices and income)	The loan process	Complexity of the real estate process (closing paperwork, etc.)	Assembling a qualified real estate team (realtor, real estate attorney, appraiser, etc.)
Broward County	93%	89%	73%	21%	13%	10%
Ft. Myers-Naples	95%	70%	52%	12%	12%	3%
Gainesville	72%	71%	56%	20%	15%	15%
Miami-Dade County	83%	80%	78%	14%	18%	13%
Orlando	82%	66%	58%	26%	12%	15%
Sarasota County	80%	71%	42%	16%	16%	10%
Tallahassee	76%	68%	56%	10%	14%	8%
Tampa	89%	76%	59%	13%	16%	12%
West Palm Beach	86%	77%	66%	14%	19%	7%
All of Florida	86%	75%	63%	18%	15%	11%
Hispanic	87%	76%	71%	24%	18%	16%
Income <\$50K	87%	68%	66%	20%	17%	10%
Income \$50K-\$100K	88%	81%	63%	15%	15%	13%
Income \$100K+	83%	80%	58%	14%	8%	7%

Note: This question was adjusted from 2006 and comparison data is not valid for 2007 versus 2006

(Question: How big of an obstacle would you say each of the following are when purchasing a home in Florida? Summary of Big Obstacle)

**ADDITIONAL COMMENTARY**

- Rising property insurance costs (86 percent) is by far the biggest obstacle to purchasing a home in the minds of Florida homeowners; rising property taxes (75 percent) was considered the second biggest obstacle.

# Attorneys' Title Insurance Fund 2007 Homeownership Survey



- Homeowners in Ft. Myers-Naples (95 percent) and Broward (93 percent) are even more likely to say that rising property insurance costs is a big obstacle.
  - Roughly half of all homeowners in nearly every market say that assembling a qualified real estate team appears to not be an obstacle when purchasing a home (with the exception of Gainesville – 39 percent).

## ADDITIONAL DETAILED RESULTS FOR 2007 (Big obstacle vs. Small obstacle)

Table 9

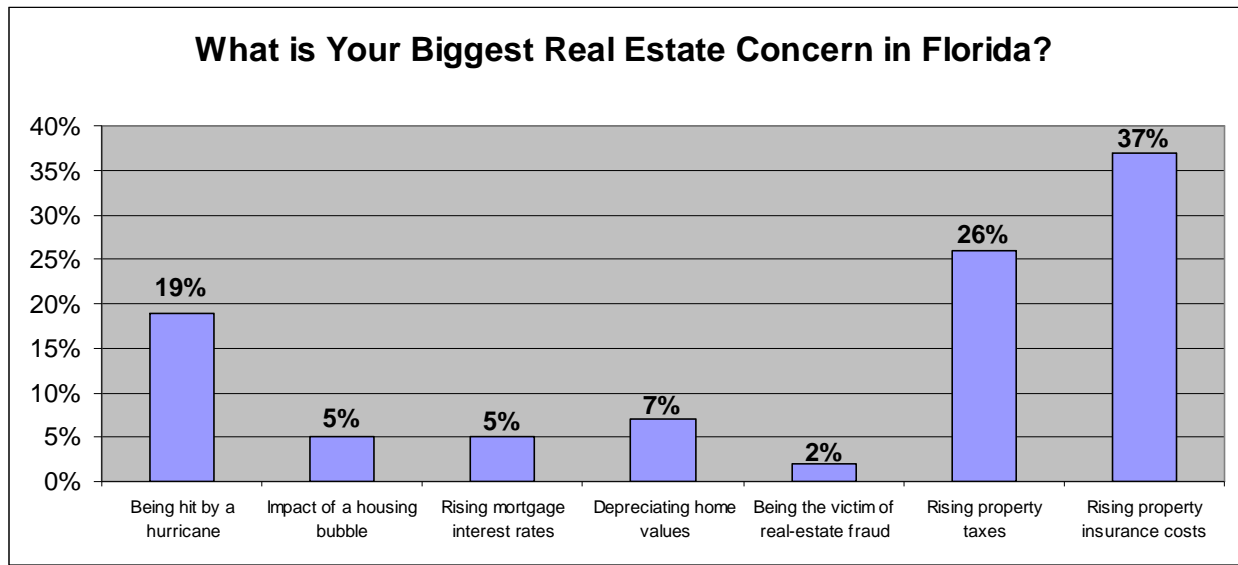
Market	Affordability	Complexity of the real estate process (closing paperwork, etc.)	The loan process	Rising property insurance costs	Rising property taxes	Assembling a qualified real estate team (realtor, real estate attorney, appraiser, etc.)
<b>Broward</b>						
Big Obstacle	73%	13%	21%	93%	89%	10%
Small Obstacle	23%	49%	42%	7%	10%	36%
Not an Obstacle	4%	38%	37%	0%	1%	53%
<b>Ft. Myers-Naples</b>						
Big Obstacle	52%	12%	12%	95%	70%	3%
Small Obstacle	37%	52%	60%	5%	24%	43%
Not an Obstacle	11%	36%	28%	0%	6%	54%
<b>Gainesville</b>						
Big Obstacle	56%	15%	20%	72%	71%	15%
Small Obstacle	38%	56%	48%	22%	24%	46%
Not an Obstacle	6%	29%	32%	6%	5%	39%
<b>Miami-Dade County</b>						
Big Obstacle	78%	18%	14%	83%	80%	13%
Small Obstacle	17%	51%	57%	16%	18%	41%
Not an Obstacle	5%	31%	29%	1%	2%	46%
<b>Orlando</b>						
Big Obstacle	58%	12%	26%	82%	66%	15%
Small Obstacle	33%	58%	48%	15%	23%	41%
Not an Obstacle	9%	30%	25%	3%	11%	44%
<b>Sarasota County</b>						
Big Obstacle	42%	16%	16%	80%	71%	10%
Small Obstacle	38%	35%	47%	14%	16%	36%
Not an Obstacle	20%	48%	37%	6%	12%	54%
<b>Tallahassee</b>						
Big Obstacle	56%	14%	10%	76%	68%	8%
Small Obstacle	35%	45%	54%	21%	29%	37%
Not an Obstacle	9%	41%	36%	3%	4%	55%
<b>Tampa</b>						
Big Obstacle	59%	16%	13%	89%	76%	12%
Small Obstacle	28%	44%	51%	7%	20%	42%
Not an Obstacle	13%	40%	36%	5%	4%	47%
<b>West Palm Beach</b>						
Big Obstacle	66%	19%	14%	86%	77%	7%
Small Obstacle	26%	42%	50%	12%	19%	43%
Not an Obstacle	8%	39%	35%	3%	4%	50%
<b>All of Florida</b>						
Big Obstacle	63%	15%	18%	86%	75%	11%
Small Obstacle	28%	50%	51%	11%	20%	41%
Not an Obstacle	9%	36%	32%	3%	5%	48%

(Question: How big of an obstacle would you say each of the following is when purchasing a home?)



Florida homeowner's biggest concerns

Graph 5



N = 1,378 Florida homeowners noting a concern

**DETAILED RESULTS – Listed as “BIGGEST CONCERN”**

Table 10

Market	Rising property insurance costs	Rising property taxes	Being hit by a hurricane	Depreciating home values	Impact of a housing bubble	Rising mortgage interest rates	Being the victim of real-estate fraud
Broward County	30%	30%	23%	9%	6%	2%	NA
Ft. Myers-Naples	60%	14%	11%	6%	2%	5%	1%
Gainesville	20%	32%	21%	8%	11%	5%	3%
Miami-Dade County	33%	30%	15%	8%	9%	4%	1%
Orlando	36%	20%	19%	9%	6%	4%	4%
Sarasota County	42%	26%	15%	7%	10%	NA	NA
Tallahassee	47%	23%	12%	7%	5%	5%	NA
Tampa	43%	28%	14%	3%	3%	7%	1%
West Palm Beach	25%	32%	32%	3%	2%	5%	2%
All of Florida	37%	26%	19%	7%	5%	5%	2%
Hispanic	22%	34%	19%	9%	5%	7%	3%
Income <\$50K	38%	27%	20%	4%	4%	6%	3%
Income \$50K-\$100K	37%	30%	15%	7%	5%	4%	1%
Income \$100K+	31%	25%	12%	14%	12%	5%	1%

Note: This question was adjusted from 2006 and comparison data is not valid for 2007 versus 2006

(Question: What is your biggest real estate concern in Florida? Statement Ranked 1)

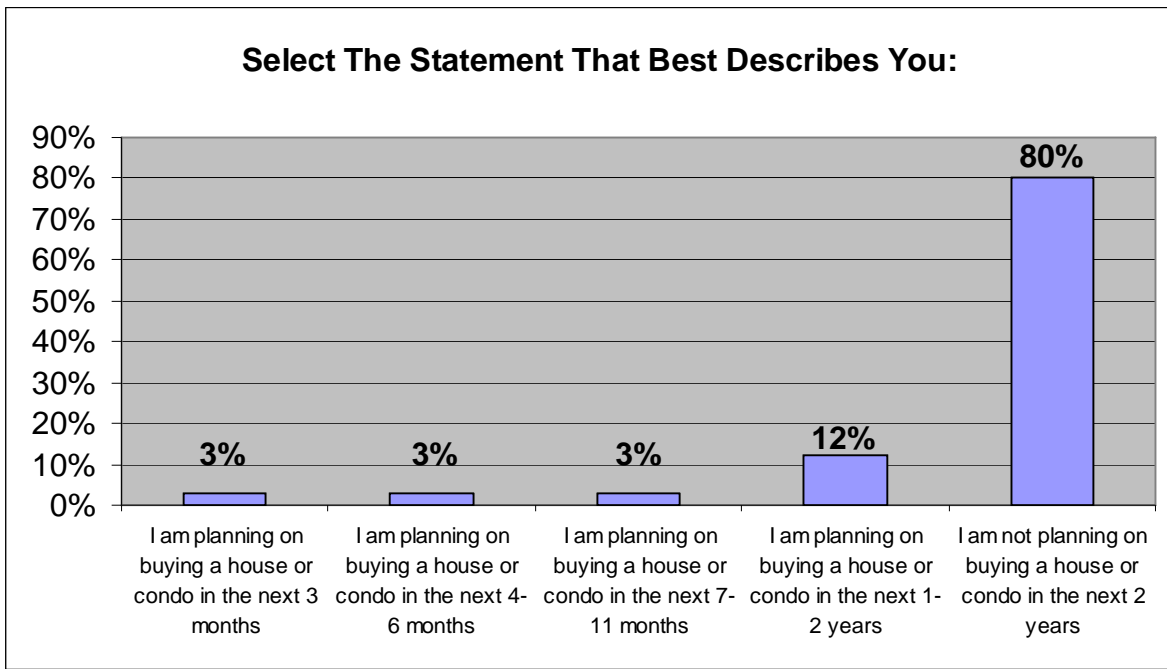
**ADDITIONAL COMMENTARY**

- The biggest real estate concern among Florida homeowners is the impact of rising property insurance costs (37 percent), followed by the impact of rising property taxes (26 percent).
- Only two percent cite being the victim of real estate fraud as their biggest real estate concern in Florida, despite Florida consistently ranking in the top three states in the nation for reported mortgage fraud cases (According to the Mortgage Asset Research Institute and the Federal Bureau of Investigation).
- Thirty-two percent of homeowners in West Palm Beach list “being hit by a hurricane” and “rising property taxes” as their biggest concerns.
- Three out of five homeowners in Ft. Myers-Naples list “rising property insurance costs” as their biggest concern.



Future buying behavior

Graph 6



N = 1,415 Florida homeowners

DETAILED RESULTS

Table 11

Market	I am planning on buying a house or condo in the next 3 months	I am planning on buying a house or condo in the next 4-6 months	I am planning on buying a house or condo in the next 7-11 months	I am planning on buying a house or condo in the next 1-2 years	I am not planning on buying a house or condo in the next 2 years
Broward County	2%	2%	2%	14%	80%
Ft. Myers-Naples	3%	2%	3%	10%	82%
Gainesville	NA	3%	3%	19%	75%
Miami-Dade County	4%	3%	6%	16%	70%
Orlando	1%	2%	3%	8%	86%
Sarasota County	1%	NA	4%	7%	88%
Tallahassee	3%	NA	1%	7%	90%
Tampa	4%	5%	1%	15%	74%
West Palm Beach	3%	1%	3%	10%	84%
All of Florida	3%	3%	3%	12%	80%
Hispanics	4%	5%	6%	17%	68%
Income <\$50K	3%	4%	1%	11%	81%
Income \$50K-\$100K	2%	1%	3%	13%	80%
Income \$100K+	3%	4%	7%	16%	69%

Note: This question was adjusted from 2006 and comparison data is not valid for 2007 versus 2006 (Question: Please select the statement that best describes you...)

ADDITIONAL COMMENTARY

- The majority of Florida homeowners (80 percent) are not planning on purchasing a house or condo in the next two years – Florida homeowners are staying put for the immediate future.
- Nearly one in five homeowners in Gainesville are planning on buying a house or condo in the next one to two years.



Moving in Florida

**If You Could Move To Another Metropolitan Area in Florida, Where Would You Move?**

DETAILED RESULTS

(Table 12-25)

**Table 12**

All of Florida		
Market	Rank	%
Gainesville/Ocala	1	14%
Tampa	2	12%
Orlando	3	10%
Sarasota/Bradenton	4	10%
Fort Myers/Naples	5	10%
Broward/Ft. Lauderdale	6	7%
Miami-Dade County	7	7%
West Palm Beach	8	6%
Jacksonville	9	6%
Treasure Coast	10	5%
Daytona Beach	11	5%
Pensacola	12	4%
Tallahassee	13	3%

**Table 13**

Hispanic		
Market	Rank	%
Miami-Dade	1	14%
Orlando	2	14%
Broward/Ft. Lauderdale	3	14%
Sarasota/Bradenton	4	9%
Tampa	4	9%
Ft. Myers/Naples	6	7%
West Palm Beach	7	7%
Jacksonville	8	7%
Gainesville/Ocala	9	6%
Treasure Coast	10	5%
Pensacola	11	3%
Daytona Beach	12	3%
Tallahassee	13	1%

**Table 14**

Broward County		
Market	Rank	%
Broward/Ft. Lauderdale	1	16%
Ft. Myers/Naples	2	15%
Gainesville/Ocala	3	14%
West Palm Beach	4	12%
Orlando	5	9%
Jacksonville	6	9%
Tampa	7	5%
Treasure Coast	8	4%
Daytona Beach	9	4%
Miami-Dade	9	4%
Sarasota/Bradenton	9	4%
Tallahassee	12	3%
Pensacola	13	1%

**Table 15**

Ft. Myers/Naples		
Market	Rank	%
Ft. Myers/Naples	1	26%
Sarasota/Bradenton	2	19%
Gainesville/Ocala	3	17%
Orlando	4	11%
Tampa	5	7%
Jacksonville	6	6%
Miami-Dade County	7	4%
Daytona Beach	8	2%
Pensacola	8	2%
Tallahassee	8	2%
Treasure Coast	8	2%
West Palm Beach	8	2%
Broward/Ft. Lauderdale	NA	NA

*Note: This is a new question in 2007, thus does not have comparison data from 2006*

*(continued)*



Table 16

Gainesville		
Market	Rank	%
Gainesville/Ocala	1	43%
Orlando	2	15%
Jacksonville	3	11%
Sarasota/Bradenton	4	7%
Miami-Dade	5	4%
Pensacola	5	4%
Tampa	5	4%
Daytona Beach	8	3%
Ft. Myers/Naples	8	3%
Tallahassee	8	3%
West Palm Beach	11	1%
Broward/Ft. Lauderdale	NA	NA
Treasure Coast	NA	NA

Table 17

Miami-Dade		
Market	Rank	%
Broward/Ft. Lauderdale	1	22%
Miami-Dade	2	15%
Orlando	3	14%
Gainesville/Ocala	4	12%
Ft. Myers/Naples	5	9%
West Palm Beach	6	6%
Sarasota/Bradenton	7	6%
Tampa	8	5%
Pensacola	9	3%
Tallahassee	9	3%
Treasure Coast	9	3%
Jacksonville	12	2%
Daytona Beach	13	1%

Table 18

Orlando		
Market	Rank	%
Tampa	1	17%
Daytona Beach	2	15%
Gainesville/Ocala	3	13%
Sarasota/Bradenton	4	11%
Orlando	5	10%
Miami-Dade	6	7%
Broward/Ft. Lauderdale	7	6%
Jacksonville	7	6%
Pensacola	9	4%
Treasure Coast	9	4%
Ft. Myers/Naples	11	3%
West Palm Beach	12	3%
Tallahassee	13	1%

Table 19

Sarasota		
Market	Rank	%
Sarasota/Bradenton	1	30%
Ft. Myers/Naples	2	23%
Gainesville/Ocala	3	16%
Tampa	4	8%
Orlando	5	7%
Miami-Dade	6	5%
Pensacola	7	3%
Treasure Coast	7	3%
West Palm Beach	9	2%
Daytona	10	1%
Jacksonville	10	1%
Tallahassee	10	1%
Broward/Ft. Lauderdale	NA	NA

Table 20

Tallahassee		
Market	Rank	%
Tallahassee	1	18%
Jacksonville	2	17%
Pensacola	3	15%
Gainesville/Ocala	4	12%
Orlando	5	10%
Tampa	6	9%
Treasure Coast	7	6%
Sarasota/Bradenton	8	5%
West Palm Beach	9	4%
Ft. Myers/Naples	10	3%
Broward/Ft. Lauderdale	NA	NA
Daytona Beach	NA	NA
Miami-Dade	NA	NA

Table 21

Tampa		
Market	Rank	%
Tampa	1	20%
Sarasota/Bradenton	2	15%
Gainesville/Ocala	3	14%
Orlando	4	10%
Ft. Myers/Naples	5	9%
Miami-Dade	6	6%
Tallahassee	6	6%
Jacksonville	8	6%
Pensacola	9	6%
Treasure Coast	10	3%
West Palm Beach	11	3%
Broward/Ft. Lauderdale	12	1%
Daytona Beach	12	1%

(continued)



Table 22

West Palm Beach		
Market	Rank	%
Treasure Coast	1	18%
West Palm Beach	1	18%
Gainesville/Ocala	3	15%
Ft. Myers/Naples	4	9%
Orlando	5	8%
Broward/Ft. Lauderdale	6	5%
Daytona Beach	6	5%
Sarasota/Bradenton	6	5%
Tampa	6	5%
Jacksonville	10	5%
Tallahassee	11	3%
Miami-Dade	12	2%
Pensacola	13	1%

Table 23

<\$50K		
Market	Rank	%
Gainesville/Ocala	1	18%
Sarasota/Bradenton	2	11%
Tampa	3	10%
Daytona Beach	4	9%
Fort Myers/Naples	5	8%
Miami-Dade	6	8%
Orlando	7	8%
Broward/Ft. Lauderdale	8	7%
West Palm Beach	9	6%
Treasure Coast	10	5%
Tallahassee	11	4%
Jacksonville	12	4%
Pensacola	13	3%

Table 24

\$50K-\$100K		
Market	Rank	%
Tampa	1	14%
Gainesville/Ocala	2	13%
Orlando	3	11%
Broward/Ft. Lauderdale	4	9%
Fort Myers/Naples	5	9%
Jacksonville	6	8%
Sarasota/Bradenton	7	8%
Pensacola	8	6%
Treasure Coast	8	6%
West Palm Beach	10	6%
Miami-Dade	11	3%
Tallahassee	11	3%
Daytona Beach	13	2%

Table 25

\$100K+		
Market	Rank	%
Sarasota/Bradenton	1	14%
Tampa	2	13%
Fort Myers/Naples	3	12%
Orlando	4	12%
Gainesville/Ocala	5	10%
Miami-Dade	6	9%
Broward/Ft. Lauderdale	7	7%
West Palm Beach	7	7%
Jacksonville	9	4%
Tallahassee	10	4%
Treasure Coast	10	4%
Daytona Beach	12	2%
Pensacola	13	2%

**ADDITIONAL COMMENTARY**

- The highest percentage of Florida homeowners selected Gainesville/Ocala and Tampa (14 percent and 12 percent respectively).
- Among Hispanics, the most popular place to relocate is Miami-Dade, Orlando and Broward/Fort Lauderdale (all at 14 percent).
- All markets showed that homeowners would move to another metropolitan area in their current or neighboring market before looking elsewhere.