

MAR**Mid-America Research, Inc.**

Mr. James Mason
Mason Properties
120 North Annie Glidden Road
DeKalb IL 60115

May 16, 2008

Dear Mr. Mason:

Mason Properties engaged Mid-America Research, Inc. to conduct a survey as presented below. The results of the effort are reported below.

Background

Client, a property owner with holdings in the City of DeKalb, Illinois has concerns relative to a pending City Council ordinance that would require owners of residential property within the municipal limits to allow public employees of DeKalb to access their property for the purposes of inspecting the premises, licensing individual residential units and regulating compliance with safety codes. These incursions would occur on an annual basis and would be at the expense of the property owner.

Objective

It was the objective of the reported research to obtain residential property owner and tenant's extent of support for the pending ordinance.

Research Procedure

Population and Sample - The populations for this study were two.

- Owners of residential property within the corporate limits of the City of DeKalb.
- Renters of residential property within the corporate limits of the City of DeKalb.

Client provided listings of both populations. The lists were purchased from a data base source offering such for sale. Each listing consisted of the individual's name and telephone number

The total sample was 200. Each population consisted of 100 individuals. The samples were selected randomly from the population listings. Each population member had an equal chance as each other member to be

included in the appropriate sample. A sample of 200 was selected as it was the minimum required to obtain reliable/actionable results ($n = 200$, the maximum error in results reported was no more than ± 6.8 percentage points at the 95% level of confidence; $n = 100$, the maximum error was no more than ± 10 percentage points). To be significant, the confidence limit between the two samples would need to be 13.8 percentage points at the 95% level.

4145 owner occupied residents and 720 renter occupied houses and apartments were listed. The following table describes the disposition of those population listings to develop the samples employed.

Sample Disposition

	Owners	Renters
Total Listings	4145	720
Listings Dialed	434	323
No Answer/Voice Mail	227	163
Language Barrier	7	10
Initial Refusal	41	11
Disconnected	32	27
Busy	15	2
Wrong Number	8	7
Qualified Refusals	4	3
Completes ... % of Dialings	23%	32%
Completes	100	100

Data Collection

Data was collected by means of telephone interviews initiated by the highly trained staff at the offices of Mid-America Research, Inc. in Palatine, Illinois. Having dialed a randomly selected number from the listings, and connecting with the household, the interviewer asked to speak with the individual whose name was listed. If that person came to the phone they were told:

"Hello, my name is _____ and I am calling from Mid-America Research. We are conducting a two question survey amount residents in your area; may I include your responses?"

This introduction was followed by qualifying the respondent as an owner or renter.

"Do you own or rent your home?"

Depending on the response, there was assignment to the owner or renter sample. This assignment was followed by asking the key question:

"To what extent would you support or oppose the City of DeKalb annually licensing, inspecting the premises and regulating compliance with safety codes for your apartment or home. All of these activities would be at your expense. Would you say:

- Strongly Support
- Somewhat Support
- Neither Support nor Object
- Somewhat Object
- Strongly Object

Finally, the interviewer reconfirmed that they were speaking with the listed individual and wrote that name and phone number on the questionnaire form

Study Finding

Most residential property owners and renters (70%), were opposed to the inspecting of premises, licensing and regulating safety code compliance at the expense of the residents and/or owners. Only 11% of those interviewed supported the proposition. There was no difference in the proportion of renters and owners who opposed.

Support for DeKalb Residential Compliance Inspections

	Total	Owners	Renters
(Base)	(200)	(100)	(100)
	%	%	%
Support			
<u>Support (net)</u>	<u>11</u>	<u>8</u>	<u>14</u>
Strongly Support	3	3	2
Somewhat Support	9	5	12
<u>Neither Support nor Oppose</u>	<u>19</u>	<u>19</u>	<u>19</u>
<u>Oppose (net)</u>	<u>70</u>	<u>73</u>	<u>67</u>
Somewhat Object	15	8	22
Strongly Object	55	65	45

These findings are diametrically opposed to those reported by the National Research Center. That organization's study indicated 70% of those interviewed supported or somewhat supported increasing the enforcement of the City's property maintenance and nuisance codes and 71% strongly or somewhat supported the regulation of apartments and other rental properties.

How are these differences explained? It is difficult to say, given that there are no clear indications who it was that National Research Center interviewed, other than they were "citizens". There is no indication whether they have vested interests. Conversely, the individuals in this reported survey were all individuals who would be responsible for funding of the licensing, regulating and compliance provisions of any ordinance, as well as those required to be subject to the described activities. Further, the National Research Center questions fail to indicate who would pay for the costs. It is always easy to agree with propositions if they do not have an expense to the responder attached than if they do.

Sincerely

Marshall Ottenfeld
President, Mid-America Research, Inc.

Owners and Renters Do Not Support the Residence Ordinance

