



The Saint Index[®]

Executive Brief 2010

The only survey focused exclusively on the politics of real estate development

Economy Influencing Attitudes on Development

The longer the economy lags, the more Americans say they are likely to support new commercial projects in their community.

Of 1,000 adults interviewed nationwide for the 2010 Saint Index, 68 percent said they are more likely to support new projects in their hometown in light of the current economic situation. That is up nearly 10 percent from 2009.

Opposition to several types of big retail projects continued to fall in 2010, especially when compared to attitudes measured five years ago. Opposition fell and support increased for a local Wal-Mart, a large department store

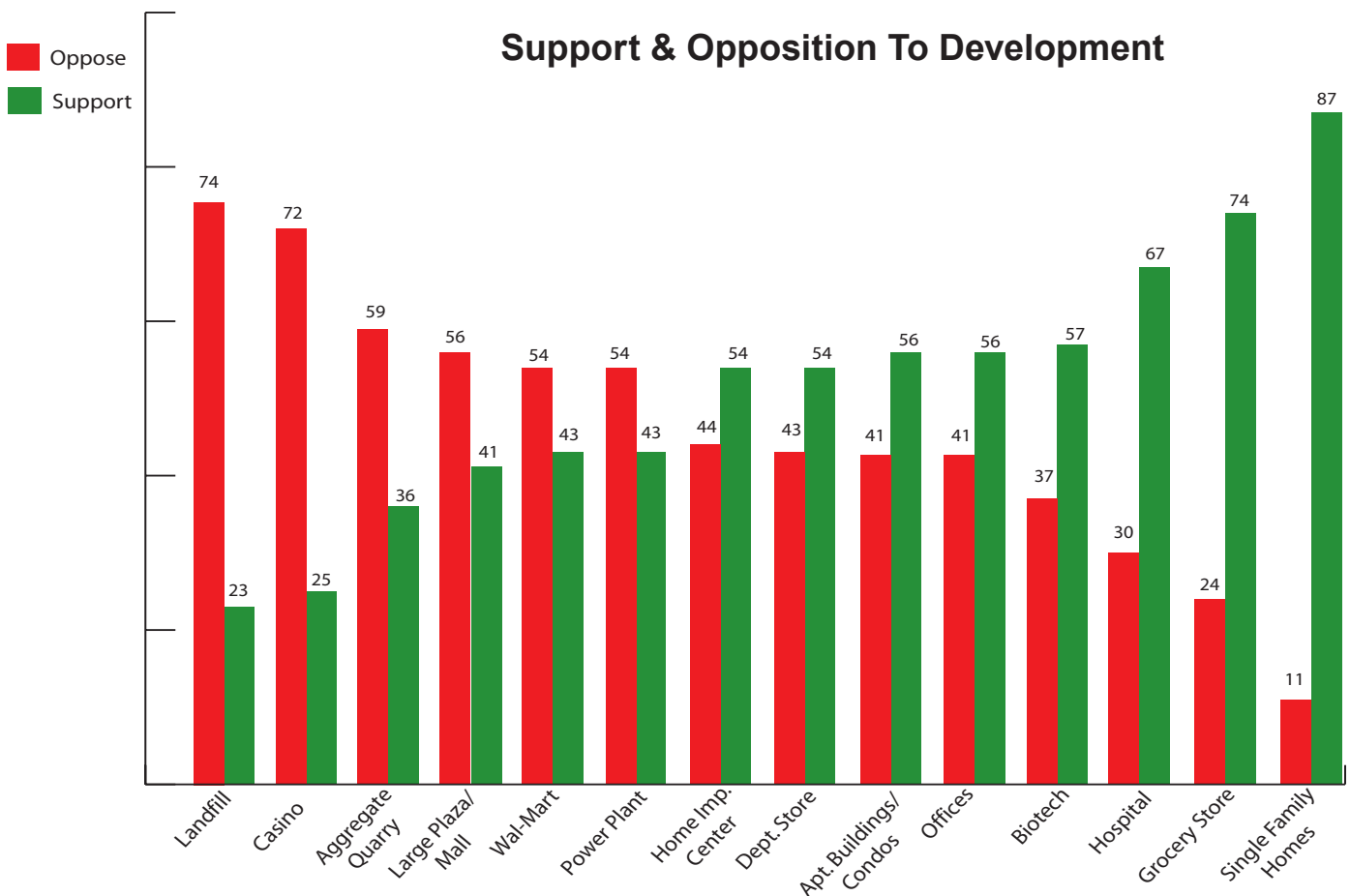
like Target or K-mart and a home improvement center such as Home Depot or Lowe's.

While the new results suggest the prolonged economic downturn is undermining America's Not In My Back Yard attitude, the survey interviews also found an underlying resistance to development persists when Americans look at their own community.

Asked what type of development project they'd most like to see in their community, one in four Americans said, "none" — by far the most common response.

One in five families have actively opposed a development project. The most active NIMBYs are age 46-65, suburban, college or post-grad educated, live in the Western region of the U.S., and have an annual household income of \$50,000 to 75,000 or over \$100,000.

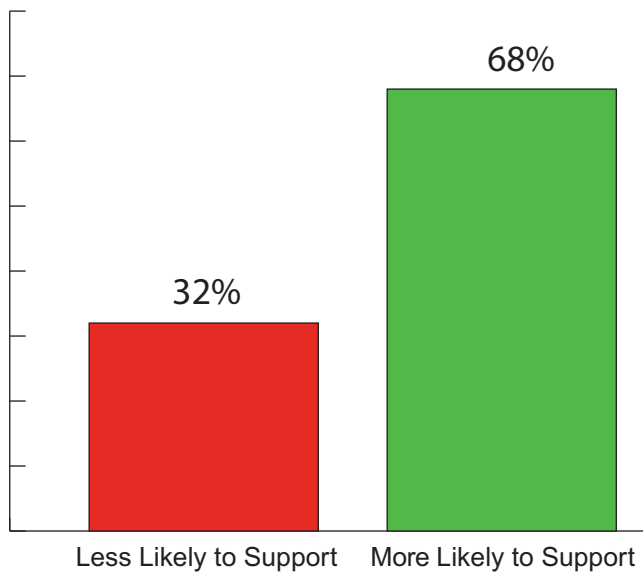
The politicization of the development process has led to cynicism among many Americans, with 67 percent believing the relationship between developers and elected officials makes the land use approval process unfair. Eighty-seven percent say a candidate's position on growth is important at election time.



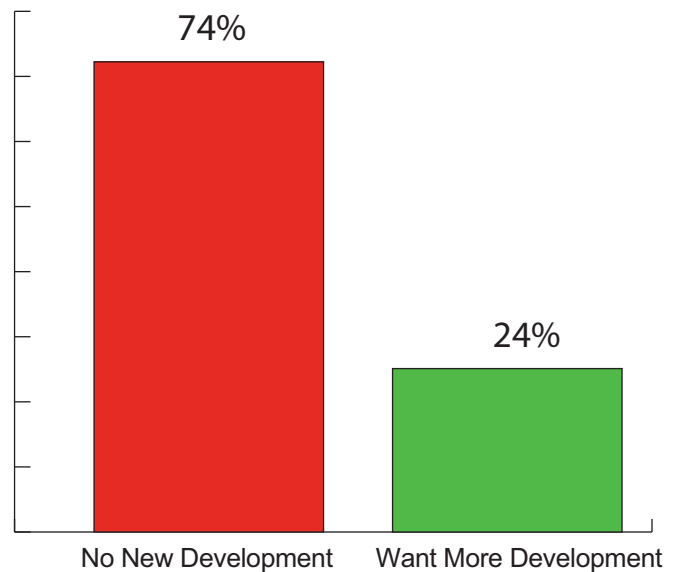
The NIMBY Dilemma

Americans say they're more willing to support new commercial projects, but also say their hometown doesn't need new development.

In light of the economic situation, are you more or less likely to support new commercial development in your community?



74% of Americans Oppose Any New Development In Their Communities



Why are Americans Opposing Development in their Communities?

