

SOMA Survey Script

Instructions: Introduce yourself: Hello, my name is _____ from the U. S. Census Bureau, here is my identification (show badge when interviewing in person). Then ask, "We are conducting a survey of new apartment buildings, did you receive our letter?"

You should have a supply of SOMA-1(L) advance letters in case respondents have not received the letter. Provide the respondent with a copy of the SOMA letter and allow time for him or her to read it.

If the respondent asks for more explanation, paraphrase the following or use what is appropriate:

Because of the continuing interest in multi-family construction throughout the Nation, key persons in private industry and Government have expressed an urgent need for information about the nature of the demand for apartment living. Of particular need is information on the length of time it takes owners to rent or sell apartments of various sizes and characteristics, and the extent to which this period of time of initial occupancy is increasing or diminishing. Such data are valuable in that they indicate any "softening" or falling off in the demand for apartment units of various types. Also of interest is the influence of the availability of free utilities, services, and such facilities as parking and swimming pools on the renting and selling rate.

Builders planning future operations, bankers considering current and future needs for mortgage funds, and government officials trying to measure needs for federal, State and local assistance in providing decent housing for all Americans - all are vitally interested in the current demand picture in the multi-unit housing market.