

## 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). We are conducting a survey of new apartment buildings.*

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, HUD, other government entities, and private industry have expressed an urgent need for information about the demand for apartment living. They are interested in the length of time it takes owners to rent or sell apartments of various sizes and characteristics, and whether the timing for initial occupancy is increasing or decreasing. Such data are valuable in that they indicate any fluctuation in the demand for apartment units of various types. Researchers are also interested in the availability of utilities, services, and amenities such as parking and swimming pools in the renting and selling rate.*

*Builders planning future operations, bankers considering current and future needs for mortgage funds, and government officials measuring the needs for federal, state and local programs are all vitally interested in the current data that SOMA collects for the multi-unit housing market.*