Q 1. Please identify your primary Fresno real estate activity. (Please select one)

Primary Fresno Real Estate Activity
Spring 2014
n = 150

- Professional - broker / sales
- Professional - appraiser
- Consumer - homeowner
- None of the above. Please explain below.
- Investing
- Professional - law
- Governing
- Professional - property management
- Professional - architect
- Lending
- Entrepreneurial (Developing)
- Successor entrepreneurial
- Professional - consultant
- Professional - civil engineer
- Consumer - commercial property
- Consumer - agriculture property
- Consumer - industrial property
Q 2. Please identify your primary market affiliation.

Primary Market Affiliation
Spring 2014
n = 150

- Single-family residential
- Agricultural
- Land
- Office
- Retail
- Multi-family residential
- Industrial
Overall Sentiment Index Change
Spring 2012, Spring 2013, and Spring 2014

Positive

Mild Positive

Neutral

Mild Neutral

Negative

Spring 2012
Spring 2013
Spring 2014
Q 3 & 4. Please rate your current and 6 month projected sentiment levels for the following Fresno real estate market segments.

Present and 6 Month Projection Sentiment Indices
Spring 2014
n = 150

- Overall
- Agricultural
- Industrial
- Land
- Multi-family residential
- Office
- Retail
- Single-family residential

Legend:
- Present
- 6 Month Projection
Q 5. Over the next 6 months, which Fresno real estate property type has the best investment potential?

Best Investment Potential
Spring 2014
n = 150

- No Opinion
- Multi-family residential
- Single-family residential
- Land
- Agricultural
- Retail
- Industrial
- Office
Q 6a. Please indicate if you lease or own your space.

Lease or Own Real Estate Space
Spring 2014
n = 150

- Single-family residential
- Retail
- Office
- Multi-family residential
- Land
- Industrial
- Agricultural

% Own
% Lease
Q 6b. Indicate if you plan to expand or contract your real estate space.

Real Estate Space Usage Changes
Spring 2014
n = 150

- Single-family residential
- Retail
- Office
- Multi-family residential
- Land
- Industrial
- Agricultural

- % Expand
- % Contract
- % No Change
7. Over the next six months, what is your expectation for the change in single-family residential mortgage interest rates?

Expectation of Residential Mortgage Interest Rates
2013 and 2014