

OREGON REALTORS®

STATEWIDE HOUSING SURVEY



In 2024, Oregon REALTORS® commissioned a poll through American Strategies to better understand Oregonians, preferences when it comes to buying, renting, and planning for housing in their communities.

Key Takeaways:

Regardless of political affiliation, most Oregonians who were polled agreed that:

1. Housing affordability and homelessness are serious problems that must be addressed by the Legislature.
2. There is simply not enough housing of all types to meet their preferences and income levels.
3. Attaining homeownership is a significant priority in their lives.
4. They overwhelmingly would prefer to live in a detached-single family home over an apartment or condominium, even if that means they have to drive to amenities.
5. Creating more housing options that meet the preferences and budgets of Oregonians is a higher priority than preserving land and reducing carbon emissions from driving.
6. An alarming number of prospective home buyers were not sure whether they would stay in Oregon or move out of state.

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Oregon Voter Housing Preferences

84%

Believe housing affordability is a very big problem (57%) or fairly big problem (27%).

76%

Believe that there is not enough housing for Oregonians with moderate incomes. This is the housing we need for teachers, nurses, firefighters, and civil servants.

79%

Percentage who would prefer to live in a single-family home as opposed to a townhouse, low-rise apartment or condo, or mid- to high-rise apartment or condo.

67%

Percentage of Oregonians who identify with the statement “we need more affordable housing options that meet the budget and preferences of consumers, even if that uses more land and creates more carbon emissions.”

75%

Percentage who would prefer a detached single-family house that requires driving to amenities.

23%

Oregonians who prefer an apartment or townhouse with an easy walk to amenities.



2024 Statewide Housing Preference Poll Summary Results

Poll by American Strategies | January 16-21, 2024, | 694 Respondents | 3.7% Margin of Error

Oregon voters see a pronounced housing crisis: not only do they rate housing and homelessness as their top issue concerns, but they identify several areas of the housing market where affordability and availability are serious problems. Most feel some degree of personal strain in covering their monthly housing costs, and overwhelming majorities believe that there are too few housing options for people with low or moderate incomes. While voters prefer to live in different kinds of communities (urban, suburban, small town or rural), there is a clear preference for living in a single-family home: almost nine-in-ten say that living in a detached single-family home is either very important (63 percent) or somewhat important (22 percent) to them. When forced to choose, a majority place greater importance on building additional homes that are affordable, versus protecting the environment and fighting climate change. Voters are otherwise negative toward the direction of the state, and they do not view either party in the state legislature favorably.

SUMMARY RESULTS:

- **Voters are unhappy with the state of the state.** Sixty-one percent say that Oregon is on the wrong track, versus 34 percent who say it is headed in the right direction. While voters are split over their approval of Governor Tina Kotek (43 percent approve; 42 percent disapprove), they disapprove of both Democrats in the state legislature (39 percent approve; 47 percent disapprove) and their Republican counterparts (29 percent approve; 53 percent disapprove).
- **Sizeable majority say housing affordability is an acute problem.** Eighty-four percent say that housing affordability in Oregon is either a very big problem (57 percent) or a big problem (27 percent), with just four percent who say affordability is a slight problem (three percent) or not a problem at all (one percent). Twenty-nine percent also say that housing affordability and availability is their top issue priority for the Oregon state government, followed by homelessness (25 percent).
 - Over three-quarters (77 percent) define “affordable” as less than \$2,000 per month in the cost of rent or mortgage payments.
- **Majorities say there is too little housing of various types.** Eighty-one percent say that there is too little housing for people with low incomes; 76 percent say the same of housing for people with moderate incomes; 71 percent for older people who are looking to downsize; 65 percent for single-family homes available to purchase; and 61 percent say the same of places to rent. A plurality (42 percent) also says there are not enough new houses and apartments being built.
- **Community-type preferences are varied.** Twenty-one percent say they would choose to live in the downtown area (seven percent) or a more residential neighborhood of a city (21 percent), while 29 percent say they would prefer to live in a suburban neighborhood with a mix of houses, shops, and

businesses (20 percent) or a suburban neighborhood with houses only (nine percent). Forty-nine percent say they would choose to live in either a small town (21 percent) or a rural area (28 percent).

- **Over three-quarters prefer a single-family home.** Seventy-nine percent say if they had the choice, they would live in a detached single-family home, while five percent would prefer an attached townhouse, and seven percent would prefer a low-rise or high-rise condominium/apartment building.
- **Home type and size are top considerations.** Eighty-five percent say that living in a detached, single-family home is either a very important (63 percent) or somewhat important (22 percent) consideration when deciding to purchase a home. Eighty-two percent say the size of the home is a very important (30 percent) or somewhat important (52 percent) factor, while 71 percent say the same of community amenities, like schools and parks (37 percent very important; 35 percent somewhat important). Majorities also say that having a home office (67 percent), being within a short commute to work (62 percent), and having three or more bedrooms (59 percent) are very or somewhat important factors.
- **Clear preferences for suburban-style neighborhoods, increasing housing over environmental concerns.** When asked to choose between living in an apartment/townhome with increased walkability, versus a detached single-family home that requires a car for most errands, 75 percent prefer the latter, either much more (46 percent) or somewhat more (29 percent). When asked whether they agree more with a statement that argues for more affordable housing options at the expense of land use and carbon emissions, or with a statement that argues for the protection of Oregon's open spaces and fighting climate change at the expense of greater housing costs, 67 percent agree either much more (33 percent) or somewhat more (34 percent) with the former statement.
- **Majority say they strain to pay for housing.** Fifty-five percent of voters say they experience either a significant strain (26 percent) or a slight strain (30 percent) in paying their rent or mortgage each month.
- **Most want to own a home.** Among non-homeowners (39 percent of total), 74 percent say that owning a home is either one of their highest priorities (48 percent) or a moderate priority (26 percent). Just 14 percent say homeownership is not a priority at all.
- **Many residents are likely to move soon.** Just over one-quarter are extremely likely (and 17 percent) or very likely (11 percent) to move to a new home or apartment within the next three years. An additional 16 percent say they are somewhat likely to move.
 - Among those who say they are extremely, very, or somewhat likely (44 percent) to move within the next three years, 53 percent plan to stay in Oregon, while 25 percent say they would move out of state.
- **Plurality would not spend more than \$300,000 on a home.** When asked to name their price range for a home if they were in the market for one today, 39 percent say they would spend less than \$300,000, while 21 percent say they would spend between \$300,000 and \$399,999. Just 12 percent say they would spend \$600,000 or more.

Date: January 30, 2024

To: Interested Parties

Re: **Oregon Voters See Pronounced Housing Crisis, Prefer Single-Family Homes**

Oregon voters give a dire assessment of the state's housing affordability and availability crisis in a new statewide poll by national research and consulting firm American Strategies: 84 percent say that housing affordability in Oregon is either a very big problem (57 percent) or a fairly big problem (27 percent). Just four percent say affordability is a slight problem (three percent) or not a problem at all (one percent).

In terms of inventory, 81 percent say that there is too little housing for people with low incomes; 76 percent say the same of housing for people with moderate incomes; and 65 percent say there are too few single-family homes available to purchase. A plurality (42 percent) also says there are not enough new houses and apartments being built.

Joe Goode, CEO of American Strategies notes "Oregonians are in a sour mood, due in large part to housing issues. Their top priorities for the Governor and state legislature are housing affordability, housing availability, and homelessness, and they cite housing shortages across an array of housing types. There is a clear desire for more housing broadly, and specifically for single-family homes, which are strongly preferred over other housing types."

When asked what type of home they would prefer to live in if given the choice, 79 percent say they would choose to live in a detached single-family home. If they were in the housing market today, eighty-five percent say that living in a detached single-family home is either a very important (63 percent) or somewhat important (22 percent) factor in choosing a home – by far the top attribute in a series of items tested in the poll.

Homeownership is an important goal for Oregonians who currently rent or live with friends or family: 74 percent of these voters say that owning their own home is at least a moderate priority, with 49 percent saying it is a top priority. Goode adds, "While three-quarters of non-homeowners say that owning a home is a priority for them, it is clear that many anticipate looking elsewhere to purchase: 25 percent of these voters say they plan to move outside of Oregon in the next three years, and an additional 19 percent are unsure whether they will stay in-state."

"When it comes to community preference, one size does not fit all in Oregon," Goode said. When asked in which type of community in Oregon they would prefer to live in, 21 percent said they would like to live in a city, 29 percent prefer a suburban neighborhood, 21 percent a small town, and 28 percent a rural area.

Similarly, Oregonians value neighborhoods with single-family homes over those with walkability: If forced to choose between living in a community of apartments and townhomes where they can walk to most amenities, versus a community of single-family homes that requires driving for common errands and outings, 75 percent of voters say they would prefer to live in the latter community of single-family homes, either much more (46 percent) or somewhat more (29 percent).

A majority also believe that Oregon should prioritize expanding the housing stock above environmental considerations: When asked to choose between a statement that argues for more affordable housing options to meet the budget and preferences for consumers at the expense of land use and carbon emissions, versus a statement that argues in favor of protecting Oregon's open spaces and fighting climate change at the expense of greater housing costs and fewer housing options, 67 percent agree more with the former position that favors more housing, either much more (33 percent) or somewhat more (34 percent).

Goode concludes, "Oregon voters hold diverse views of housing, but majorities of Democrats, Republicans, and unaffiliated voters agree: Oregon needs to build more homes, and more types of homes, to bring down the cost of housing."

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Press contact:

info@amstrat.com

January 16-21, 2024

694 Respondents

82 Landline Respondents (83 Weighted), 218 Wireless Respondents (240 Weighted)

394 Online Respondents (371 Weighted)

Margin of error: ± 3.7 percentage points

National Association of REALTORS® OR - Statewide Housing Supply Frequencies (% responding)

Q.2 First of all, are you registered to vote in Oregon?
(IF NO) I'm sorry. Is there a registered Oregon voter available I can speak to?

	Total
Yes	100
No (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	49
Female	49
Non-binary	2
(Don't know/refused)	0

Q.4 Generally speaking, do you think that things in Oregon are going in the right direction, or do you feel things have gotten off on the wrong track?

	Total
Right direction	34
Wrong track	61
(Don't know/refused)	5

Q.5 Next, I am going to read you a list of concerns that many people have. Please tell me which ONE of these concerns you believe is the most important for the Governor and Oregon state legislature to focus on.

(READ LIST) (RANDOMIZE)

(IF MORE THAN ONE) Well which one is the most important for the Governor and Oregon state legislature to focus on?

	Total
Housing affordability and availability	29
Homelessness	25
Crime	15
The economy and jobs	13
Something else (please specify):	10
Climate change and the environment	6
Roads and transportation	1
(Don't know/refused)	1

Q.6 Now I am going to read you a list of elected officials. Please tell me whether you (ROTATE) approve or disapprove of the job being done by each one.

(PROMPT) Do you (ROTATE) approve or disapprove of the job being done by (READ NAME)?

(FOLLOW UP) Is that strongly APPROVE/DISAPPROVE or somewhat APPROVE/DISAPPROVE?

(ROTATE NAMES)

	App strongly	App smwt	Disapp smwt	Disapp strongly	(No Opin/ Ntrl)	(Dk/ Ref)	Total App	Total Disapp	Net
A. Governor Tina Kotek	12	31	12	30	11	4	43	42	1
B. Democrats in the state legislature	12	28	12	36	9	4	39	47	-8
C. Republicans in the state legislature	9	20	20	33	13	5	29	53	-23

Q.7 Thinking now about the issue of housing: how much of a problem is housing affordability in Oregon, that is to say, how much it costs to buy or rent a home?

Is housing affordability (ROTATE FIRST TO LAST AND LAST TO FIRST) a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all?

	Total
A very big problem	57
A fairly big problem	27
A moderate problem	12
A slight problem	3
Not a problem at all	1
(Don't know/refused)	1
Very/Fairly big problem	84
Slight/Not a problem	4

Q.8 Please tell me if you think there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of each of the following in your part of Oregon.

(RANDOMIZE)

(PROMPT) Would you say there is (ROTATE TOO MUCH/TOO LITTLE) too much, too little, or the right amount of [READ ITEM] in your part of Oregon?

	Too much	Too little	Right amount (Dk/Ref)	
A. New houses and apartments being built	21	42	34	3
B. Housing for people with moderate incomes	2	76	19	3
C. Housing for people with low incomes	5	81	12	3
D. Housing for older people who are looking to downsize or have special needs	3	71	20	7
E. Single-family homes available to purchase	3	65	28	3
F. Places to rent	6	61	29	3

Q.9 In general, what would you say is the monthly cost for housing that is affordable for most families in your part of Oregon? In other words, what do you think most families in your community can afford to pay for their rent or mortgage each month? Just stop me when I get to the right amount. (READ OPTIONS TOP TO BOTTOM)

	Total
\$750 per month or less	13
\$1,000	21
\$1,250	18
\$1,500	25
\$2,000 per month	12
\$2,500	2
\$3,000	1
More than \$3,000 per month	1
(Don't know/refused)	7
Under \$2K	77
\$2K and over	16

Q.10 Do you currently own your home, rent your home, or are you living with friends or family?

	Total
Own	61
Rent	28
Living with friends or family	10
(Don't know/refused)	0

(272 respondents)

Q.11 (IF NOT OWN IN Q.10) Compared to other things you want to do, how high a priority is it for you to own your own home at some point in your future - would you say owning your own home is one of your highest priorities, a moderate priority, not a very big priority, or not a priority at all?

	Total
One of your highest priorities	48
A moderate priority	26
Not a very big priority	10
Not a priority at all	14
(Don't know/refused)	1
Highest/Moderate priority	74
Not very big/Not at all priority	24

(202 respondents)

Q.12 (IF HIGH OR MODERATE PRIORITY IN Q.11) In your own words, what is the biggest reason why you want to own a home?

	Total
Independence/Ownership/Equity	45
Financial security and stability	24
Space for family	15
Mortgage cheaper than rent	12
Investment for retirement	10
Don't want to pay rent (don't want to waste money paying someone else's rent)	10
Other	2
None	5
Don't know/refused	2

(421 respondents)

Q.13 (IF OWN IN Q.10) In your own words, what is the biggest reason why you decided to buy a home?

	Total
Gain wealth/investment	24
Cheaper than renting	23
No landlord/Ownership/Equity	21
Stability/Security	16
Don't want to pay rent (don't want to waste money paying someone else's mortgage)	9
Opportunity came/built it/inherited it/could afford it/was able at the time	8
Space for family	7
Other	3
None	4
Don't know/refused	1

Q.14 (ALL RESPONDENTS) Which of the following best describes the place where you currently live?

	Total
City - downtown with a mix of offices, apartments, and shops	8
City - more residential neighborhood	21
Suburban neighborhood with a mix of houses, shops, and businesses	19
Suburban neighborhood with houses only	17
Small town	16
Rural area	19
(Don't know/refused)	0
Total City	29
Total Suburban	36
Small town/Rural	35

Q.15 About how long have you lived at your current address?

	Total
Less than a year	10
1 to 3 years	28
4 to 6 years	16
7 to 10 years	15
10 years or longer	31
(Don't know/refused)	0

Q.16 Which of the following best describes your current residence? (READ ITEMS)

	Total
A detached, single family home	70
An attached home, like a town-home or row-house	10
A low-rise building, up to four stories with apartments or condominiums	10
A mid to high rise building, five stories or more, with apartments or condominiums	3
Something else (please specify)	8
(Don't know/refused)	0

Q.17 How much of a financial strain on your budget is paying your rent or mortgage each month? Is it (ROTATE FIRST TO LAST AND LAST TO FIRST) a significant strain, a slight strain, not much of a strain, or no strain at all?

	Total
A significant strain	26
A slight strain	30
Not much of a strain	19
No strain at all	26
(Don't know/refused)	1
Significant/Slight strain	55
Not much/No strain	44

Q.18 How likely are you to move to a new home or apartment at some point in the next three years?

	Total
Extremely likely	17
Very likely	11
Somewhat likely	16
Not so likely	17
Not at all likely	39
(Don't know/refused)	1
Total likely	44
Total Not likely	56

(303 respondents)

Q.19 (IF EXTREMELY, VERY OR SOMEWHAT IN Q.18) Do you expect to stay in Oregon, or move outside the state?

	Total
Stay in Oregon	53
Move outside the state	25
Not sure	22
(Don't know/refused)	-

Likely to move or stay combined:

	Total
Stay in Oregon	23
Move outside the state	11
Not sure	10
Not likely to move	56
(Don't know/refused)	1

Q.20 If you could choose where to live in Oregon, which one of the following community types would you prefer?

	Total
City - downtown with a mix of offices, apartments, and shops	7
City - more residential neighborhood	14
Suburban neighborhood with a mix of houses, shops, and businesses	20
Suburban neighborhood with houses only	9
Small town	21
Rural area	28
(Don't know/refused)	1
Total City	21
Total Suburban	29
Small town/Rural	49

Q.21 Right now, if you could choose, in which of the following housing type would you prefer to live? (ROTATE AND READ LIST, KEEPING SOMETHING ELSE LAST)

	Total
A detached, single family home	79
An attached home, like a town-home or rowhouse	5
A low rise building, up to four stories, with apartments or condominiums	4
A mid to high rise building, five stories or more, with apartments or condominiums	3
Something else (please specify)	8
(Don't know/refused)	1

Q.22 Imagine for a moment that you were going to buy a new home or property in Oregon. I am going to read to you a list of things that people have said are important to them when buying a home. For each one, I'd like you to tell me whether for you personally it is a (ROTATE) very important, somewhat important, not very important, or not at all important factor in choosing a home.

(RANDOMIZE AND READ ITEMS)

(PROMPT) Is that a very important, somewhat important, not very important, or not at all important factor?

	Very import	Smwt import	Not very import	Not at all import	(Dk/ Ref)	Very/Smwt import	Not very/ Not all import
A. The size of the home	30	52	14	4	1	82	17
B. Living in a detached, single- family home	63	22	8	6	1	85	14
C. Community amenities, like schools and parks	37	35	17	11	0	71	28
D. The ability to walk to restaurants, entertainment, and other amenities	19	26	31	25	0	44	55
E. Being within a short commute to work	27	35	17	21	1	62	38
F. Having a home office or private workspace	31	36	18	15	0	67	33
G. Having three or more bedrooms	33	26	26	15	1	59	41

Q.23 And still imagining that you are going to buy a new home or property, what would be your approximate price range if your financial situation were the same as it is today?

	Total
Less than \$300,000	39
\$300,000-\$399,000	21
\$400,000-\$499,000	15
\$500,000-\$599,000	9
\$600,000 or more	12
(Don't know/refused)	4

Q.24 Keep imagining that you are moving to another community in Oregon. In which of the following communities would you prefer to live?

(COMMUNITY A) *An apartment or townhouse, and you have an easy walk to shops, restaurants and other amenities.*

(COMMUNITY B) *A detached, single-family house, and you have to drive to shops, restaurants and other amenities.*

(AFTER STATEMENT)

In which community, the first or the second, would you prefer to live?

(FOLLOW UP) Is that much more or somewhat more?

	Total
Much more Community A	11
Somewhat more Community A	12
Somewhat more Community B	29
Much more Community B	46
(Don't know/refused)	2
Total Community A	23
Total Community B	75
Total Community A - Total Community B	-52

Q.25 Now I am going to read you a pair of statements that people have made about housing development in Oregon, and I want you to tell me which statement comes closer to your own view, even if neither is exactly right. (ROTATE STATEMENTS)

(STATEMENT A) *We need more affordable housing options that meet the budget and preferences of consumers, even if that uses more land and creates more carbon emissions.*

(STATEMENT B) *We need to do more to protect Oregon's open spaces and fight climate change, even if that means higher housing costs and fewer housing options.*

(AFTER STATEMENTS) Which statement, the first or second, comes closer to your own view.

(FOLLOW UP) Is that much more or somewhat more?

	Total
A much more	33
A somewhat more	34
B somewhat more	18
B much more	10
(Don't know/refused)	5
Total A	67
Total B	28
Total A - Total B	39

Q.26 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as a (ROTATE) Democrat, Republican, or what?

	Total
Strong Democrat	24
Weak Democrat	10
Independent-lean Democrat	15
Independent	15
Independent-lean Republican	14
Weak Republican	8
Strong Republican	15
(Don't know/refused)	1
Democrat	33
Independent with Leaners	43
Republican	23
Democrat - Republican	11
Democrat and Ind. Lean Dem	48
Pure Independent	15
Republican and Ind. Lean Rep	37
Democrat and Ind. Lean Dem - Republican and Ind. Lean Rep	11

Party registration

	Total
Democrat	33
Unaffiliated/Other	43
Republican	24

Q.27 In what year were you born? (DON'T KNOW/REFUSED = 0000)

	Total
18-29	17
30-39	18
40-49	16
50-64	22
65+	26
(Don't know/refused)	1

Q.28 What is the last year of schooling that you have completed? (DO NOT READ LIST)

	Total
1st - 11th grade	1
High school graduate	13
Non-college post H.S.	5
Some college	34
College graduate	29
Post-graduate school	18
(Don't know/refused)	1
H.S. or less	14
Post H.S.	39
College Graduate	47
Not College	53

Q.29 In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

	Total
Employed	61
Unemployed but looking for work	5
Retired	29
Student	2
Stay at home parent or Homemaker	3
(Don't know/refused)	1

Q.30 Do you have any children under the age of 18 that live either part-time or full-time in your household?

	Total
Yes	28
No	72
(Don't know/refused)	0

Q.31 And do you consider yourself to be White, African American or Black, Hispanic or Latino, Asian, multiracial, or another race not listed here?

	Total
White	89
African American or Black	1
Hispanic or Latino	4
Asian	2
Multiracial	3
Another race not listed	1
(Don't know/refused)	0

Q.32 What is your annual household income? Just stop me when I get to the right amount. (READ OPTIONS TOP TO BOTTOM)

	Total
Less than \$25,000	11
\$25,000 to \$50,000	19
\$50,001 to \$75,000	20
\$75,001 to \$100,000	13
\$100,001 to \$125,000	10
More than \$125,000	23
(Don't know/refused)	5
\$75K and under	49
Over \$75K	46

(FOLLOWING VARIABLES NOT ASKED OF RESPONDENT)

Region by DMA/County

	Total
Multnomah County	19
Washington and Clackamas Counties	23
Rest of Portland Media Market	22
Eugene OR	15
Medford-Klamath Falls OR	10
Spill Markets	8
Other/Unknown	3

(324 respondents)

Line type

	Total
Landline	26
Wireless	74

Mode

	Total
Phone	47
Online	53

Mode Detail

	Total
Landline	12
Wireless	35
Online	53

Survey Methodology

American Strategies designed and administered this multi-modal survey conducted by professional interviewers and via Qualtrics. The survey reached 694 adults, age 18 or older, who indicated they were registered to vote in Oregon. The survey was conducted January 16-21, 2024.

Thirty-five percent of respondents were reached on wireless phones and twelve percent on VOIP/landlines. Fifty-three percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of Oregon, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third-party vendor file. The overall margin of error is +/- 3.7%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to round.