

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.29 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.30 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.31 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.32 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.33 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.34 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 rounding.