



## 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 *fairly 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 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 say 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.