

Date: January 30, 2024

To: Interested Parties

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

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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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### 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.