

Oregon REALTORS®

*OR – Statewide Housing Supply
January 2024*

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 phones or landlines. Fifty-three percent of respondents were reached online. Quotas were assigned to reflect the demographic distribution of registered voters in Maryland, and the data were weighted to ensure an accurate reflection of the population. The sample was drawn from a third party vendor voter 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.



Survey Methodology



Online (371)
Wireless (240)
Not Wireless (83)



694 Registered voters in
Oregon



Interviews
conducted
January 16th – 21st

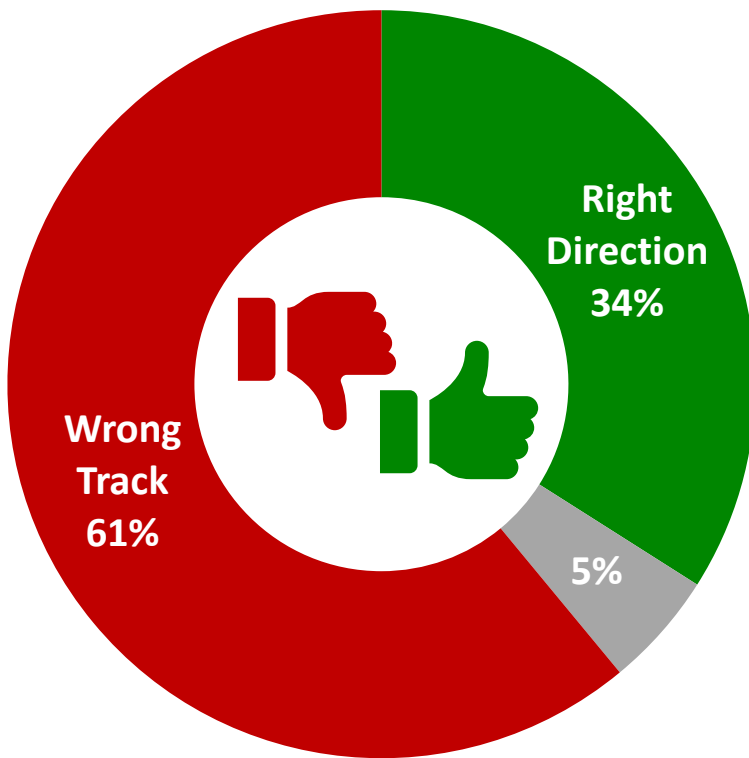
The sample was drawn from a third-party vendor voter file and based on vote history. The overall margin of error is +/- 3.7%. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding

Mood



Oregon Voters Feel State is Off on the Wrong Track

Direction of Oregon

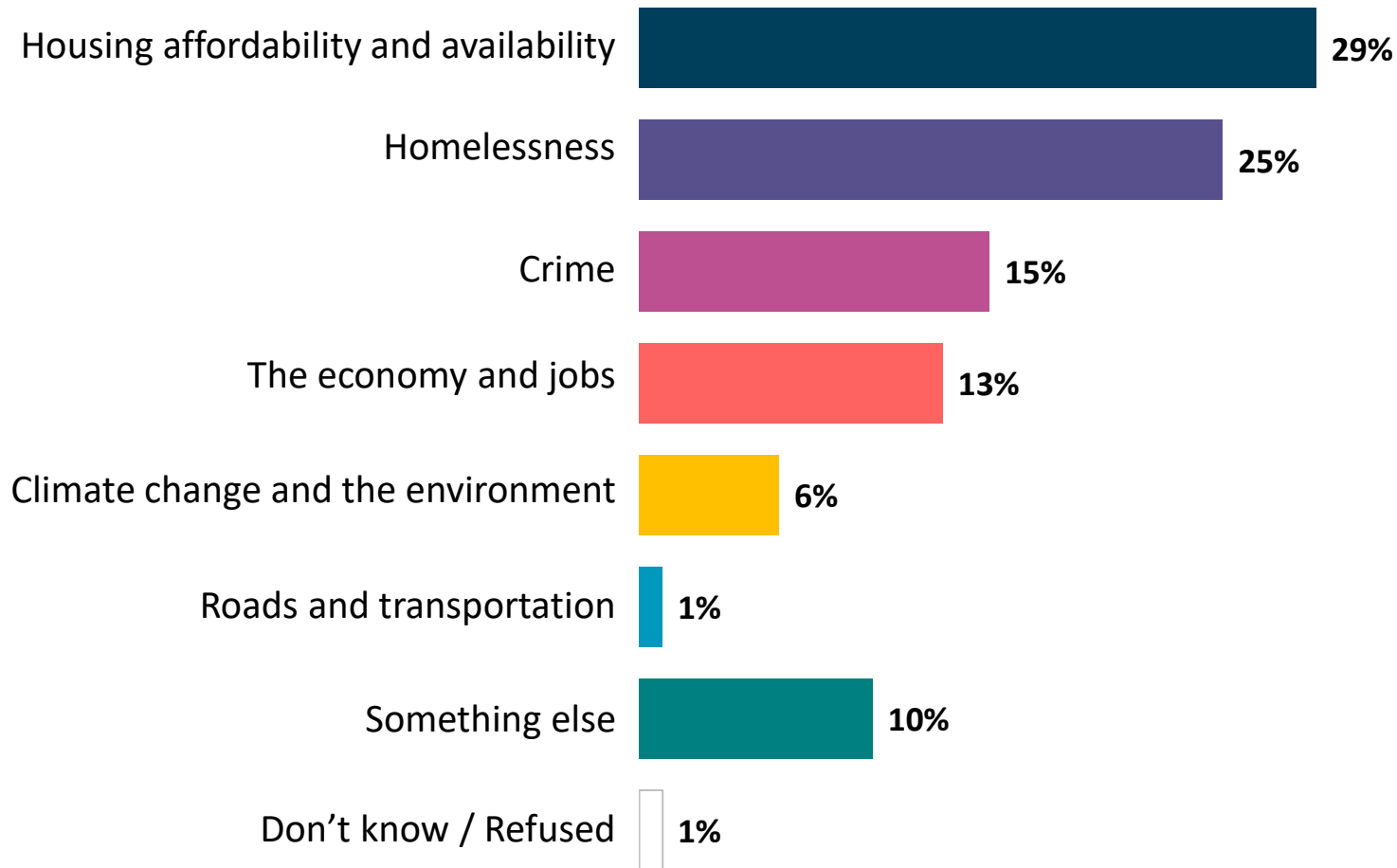


Census Tract	Right Direction Wrong Track
Total	34% 61%
Urban	40% 54%
Suburban	34% 60%
Rural	30% 67%

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?

Which ONE of These Concerns is Most Important For the Governor and Oregon State Legislature to Focus on?

Biggest Issue in Oregon

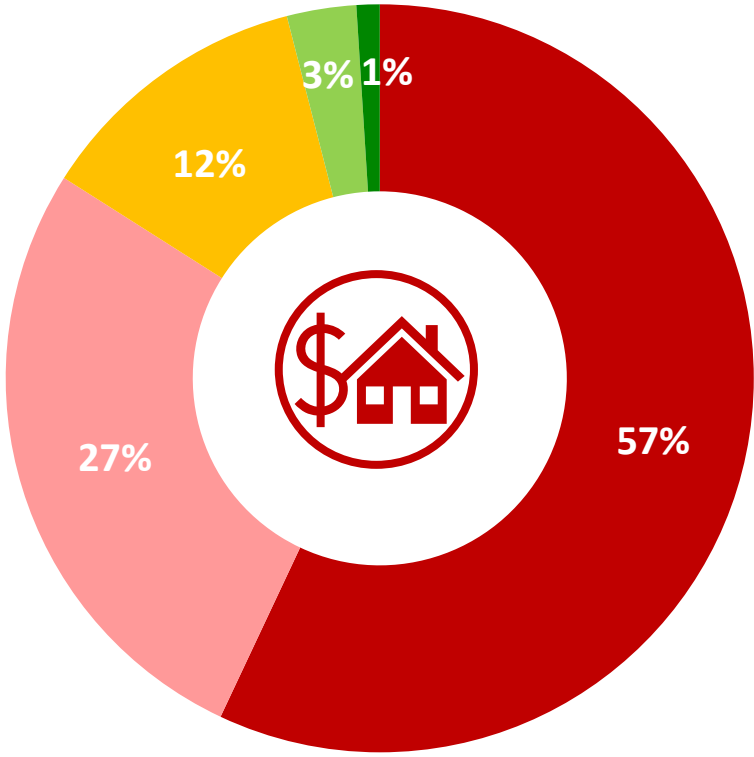


Housing Affordability and Supply



Majority See Housing Affordability as a Big Problem

Housing Affordability in Oregon

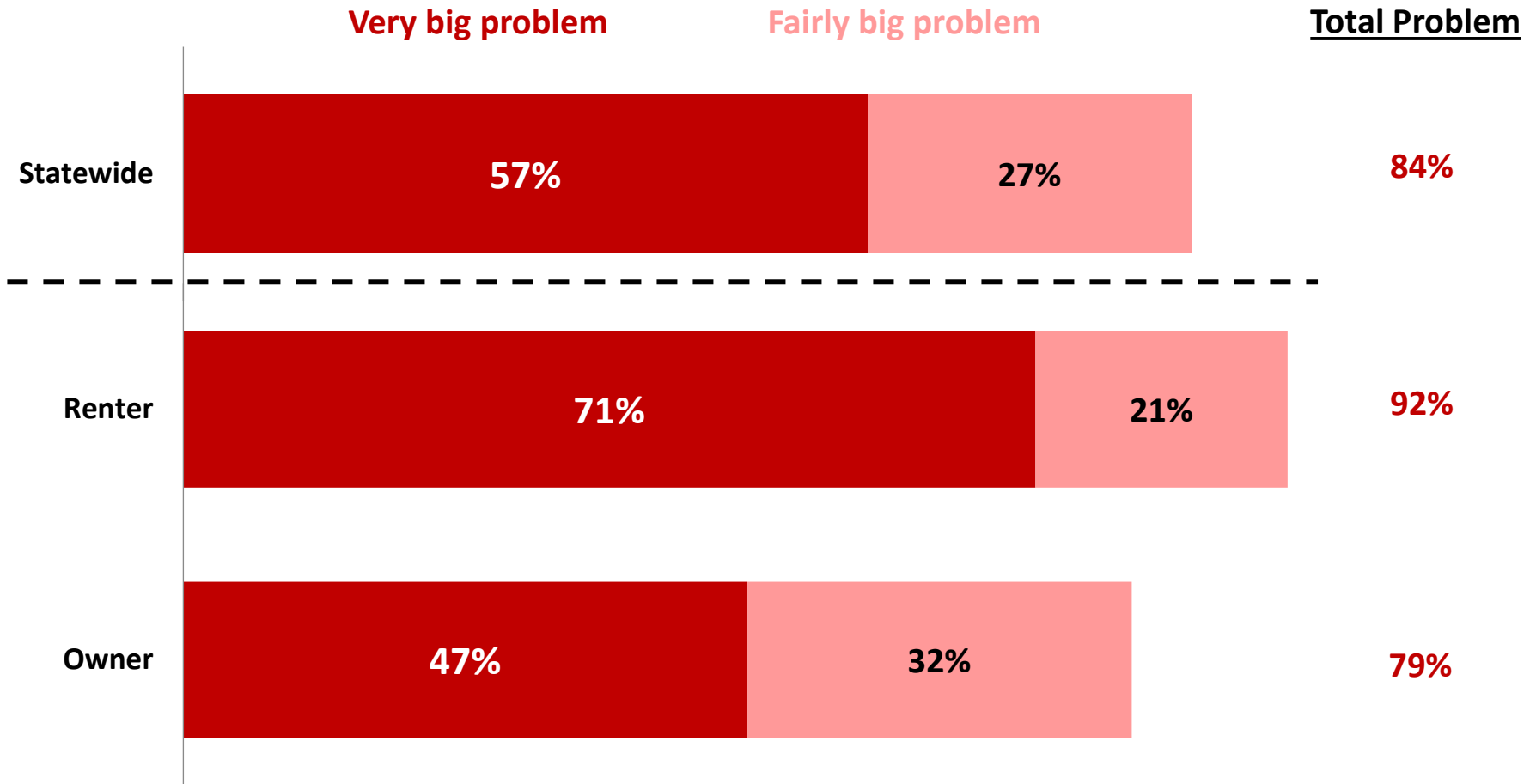


Very big problem	Fairly big problem	Moderate problem	Slight problem	Not a problem at all
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Q.7 Thinking now about the issue of housing: how much of a problem is housing affordability in Oregon, that is to say, how much it costs to buy or rent a home? Is housing affordability a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all?

Strong Majority of Renters See Housing Affordability as a Very Big Problem

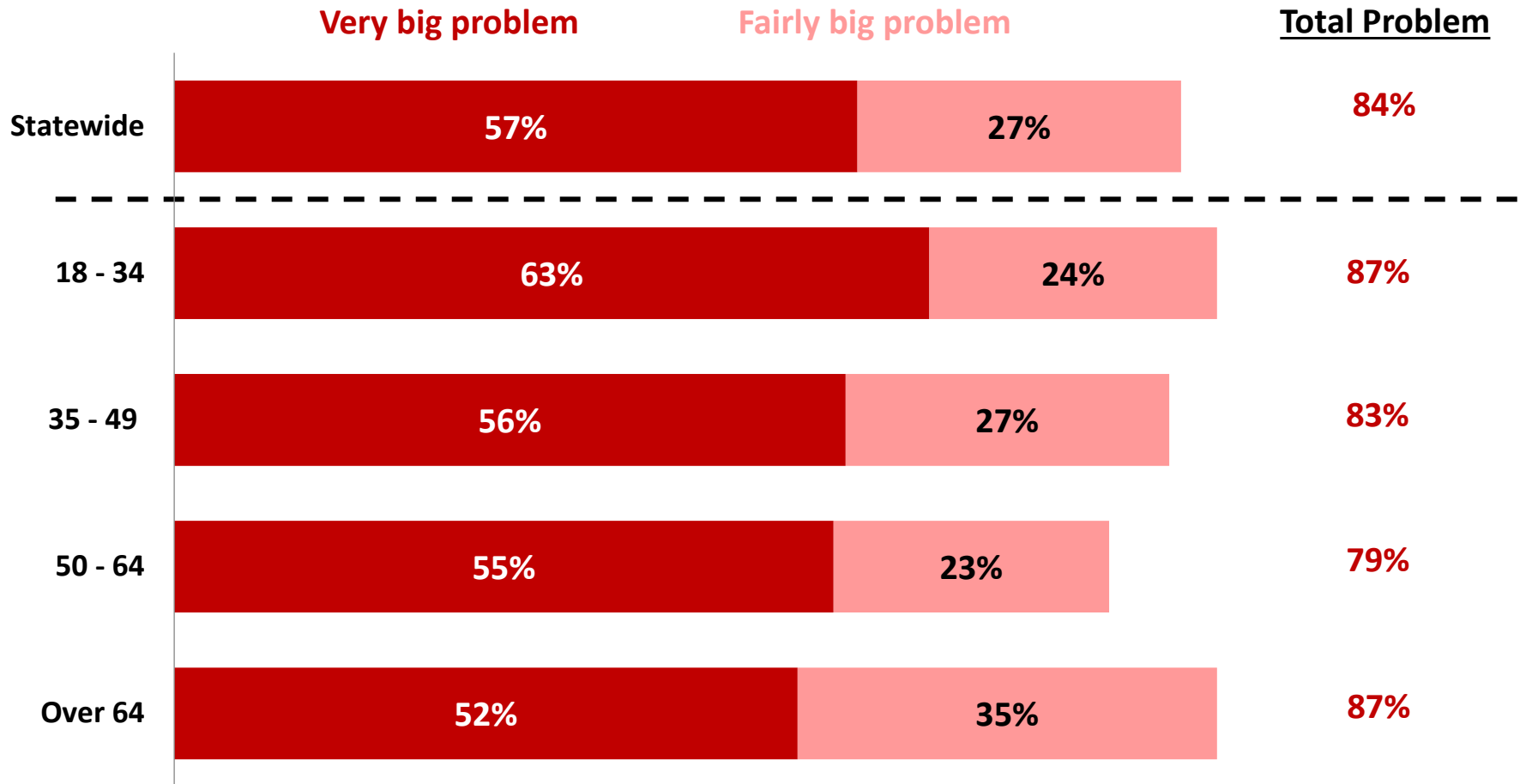
Housing Affordability By Homeowner Status



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 a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all?

Housing Affordability Seen as a Problem Among All Age Groups

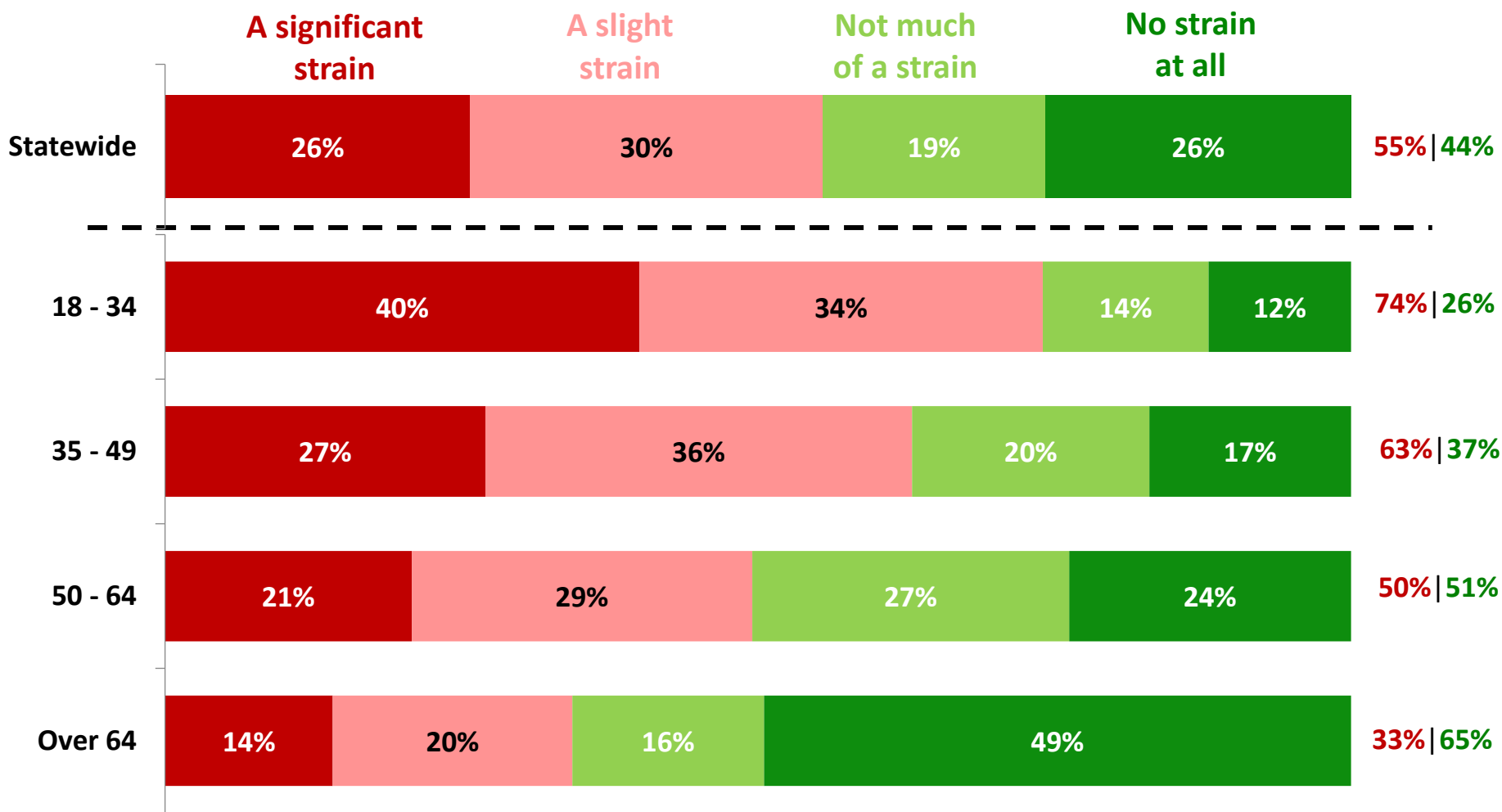
Housing Affordability by Age



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 a very big problem, a fairly big problem, a moderate problem, a slight problem, or not a problem at all?

How much of a Financial Strain is Paying Your Rent or Mortgage Each Month?

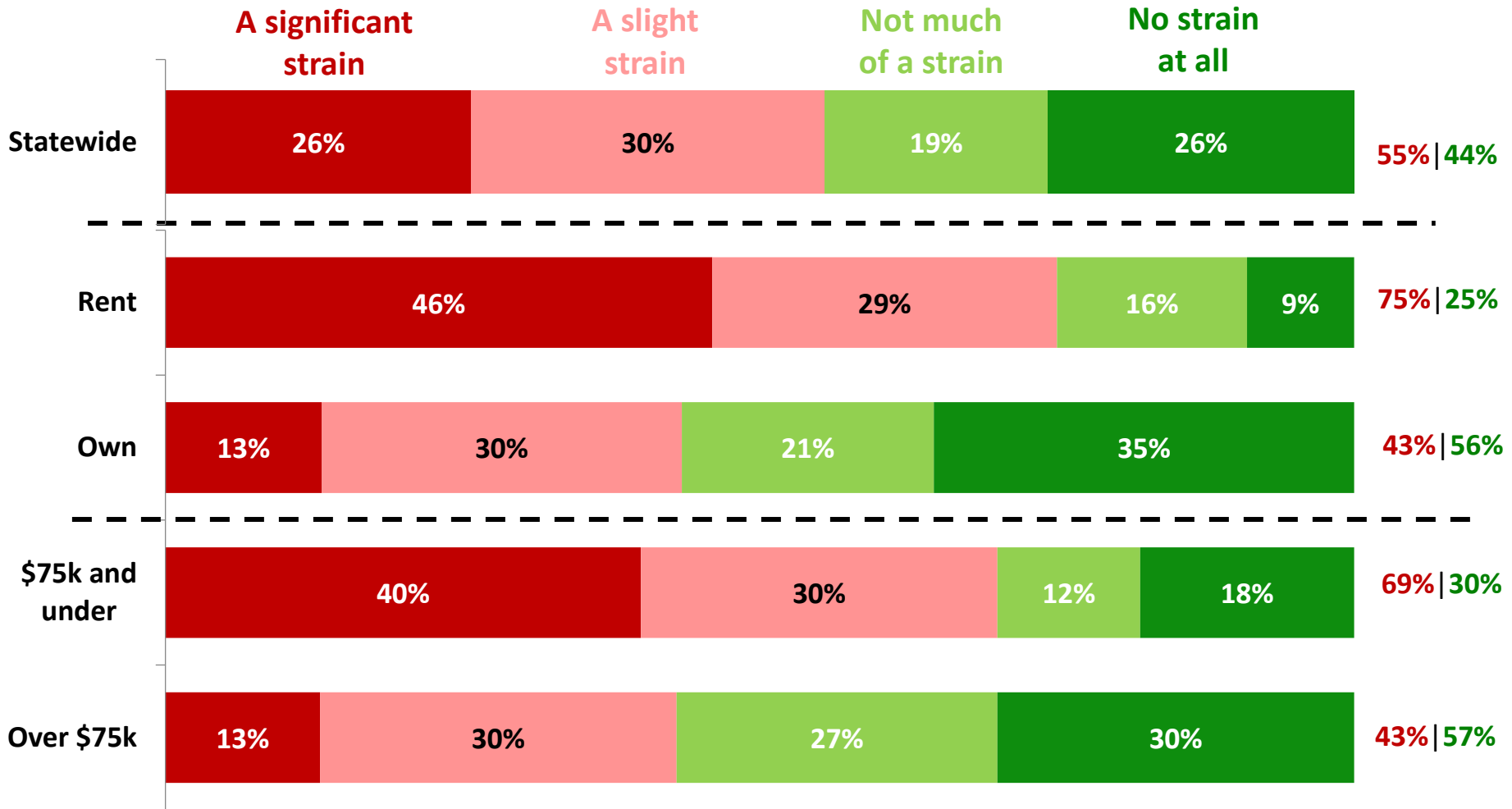
Financial Strain by Age



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?

Rent and Mortgage a Significant Strain For Renters and Those Making under \$75k / Year

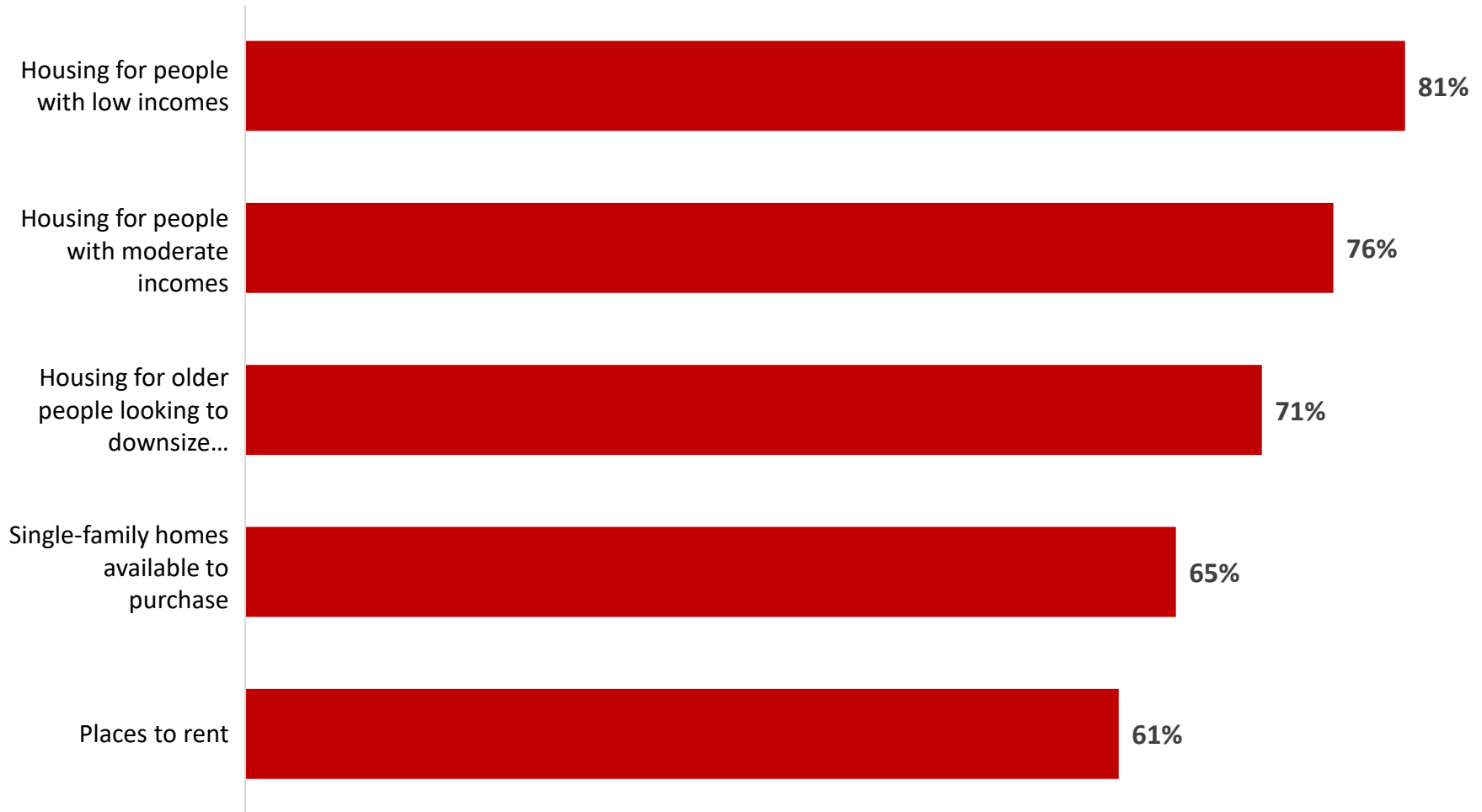
Financial Strain by Homeowner Status and Income



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?

Is There Too Much, Too Little, or the Right Amount of Each of the Following in Your Part of Oregon?

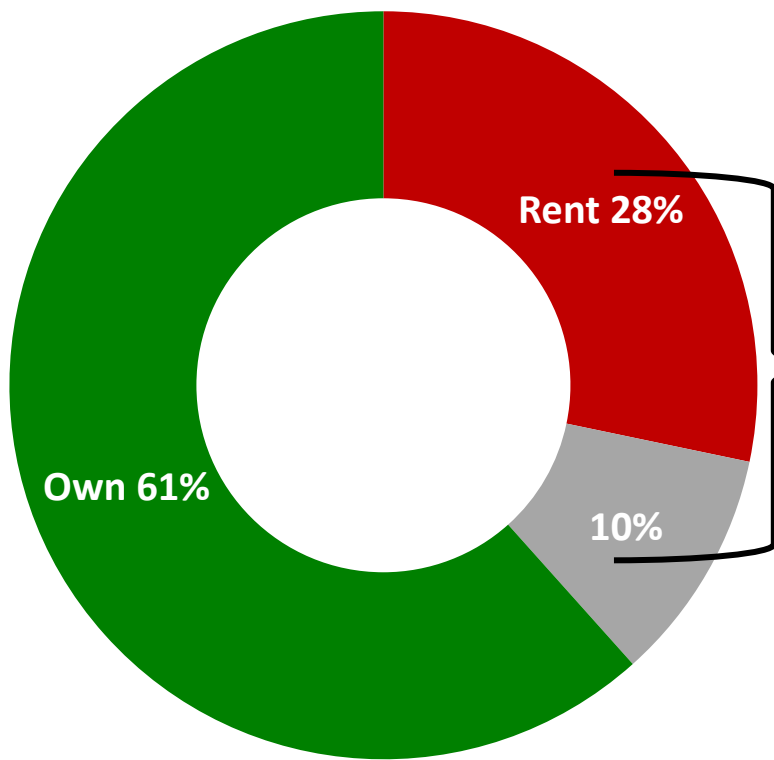
Percent Too Little Housing Available



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.

Nearly Half of Non-Homeowners Say Owning a Home is One of Their Highest Priorities

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



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?

One of your highest priorities



48%

A moderate priority

26%

Not a very big priority

10%

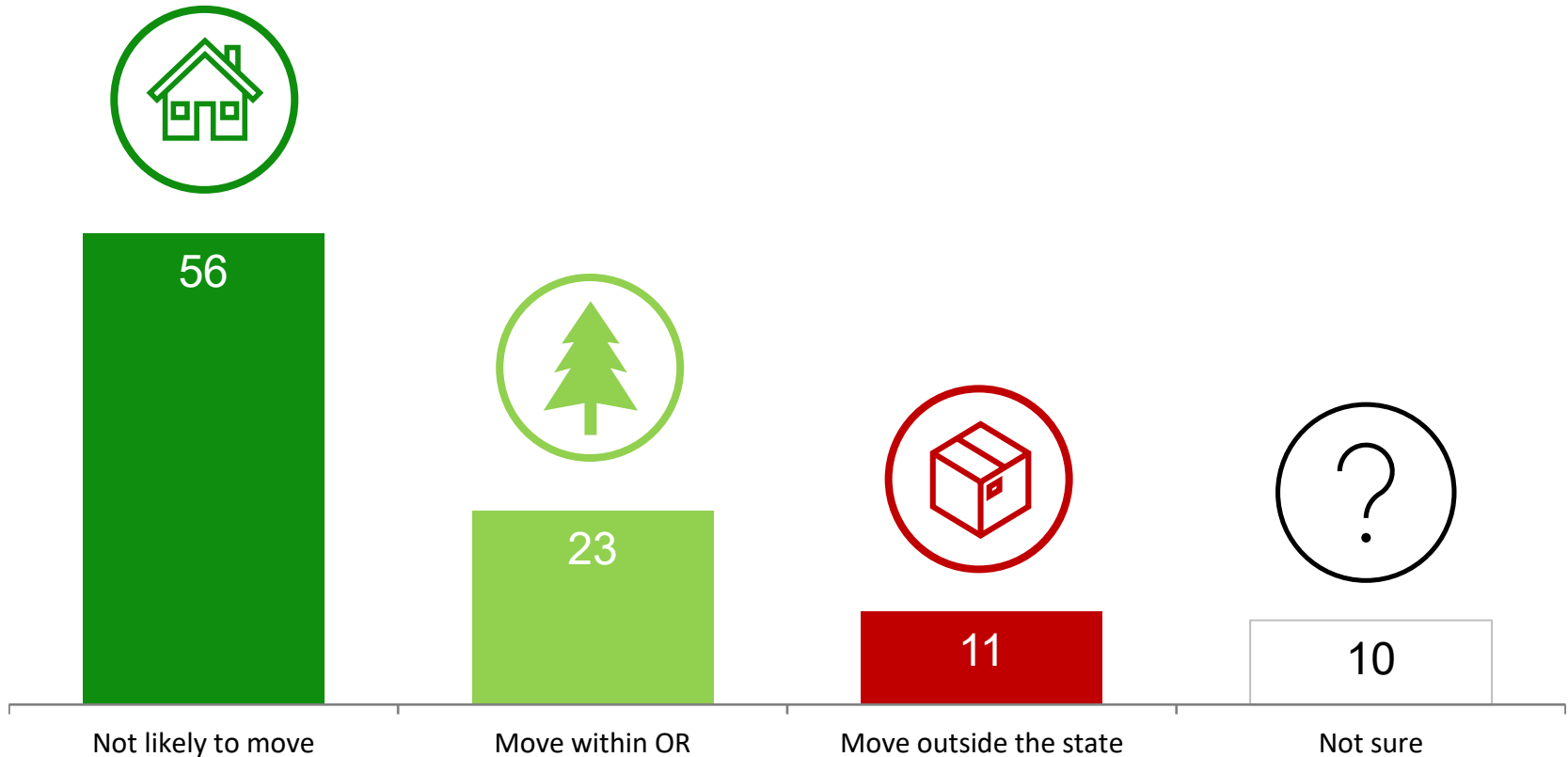
Not a priority at all

14%

One-Third Expect to Move At Some Point in Next 3 Years

One-in-ten plan to move out of the state

How likely are you to move to a new home or apartment at some point in the next three years?
Do you expect to stay in Oregon, or move outside the state?



Community and Housing Preference



Oregonians Prefer Different Kinds of Community Types

Location Preference



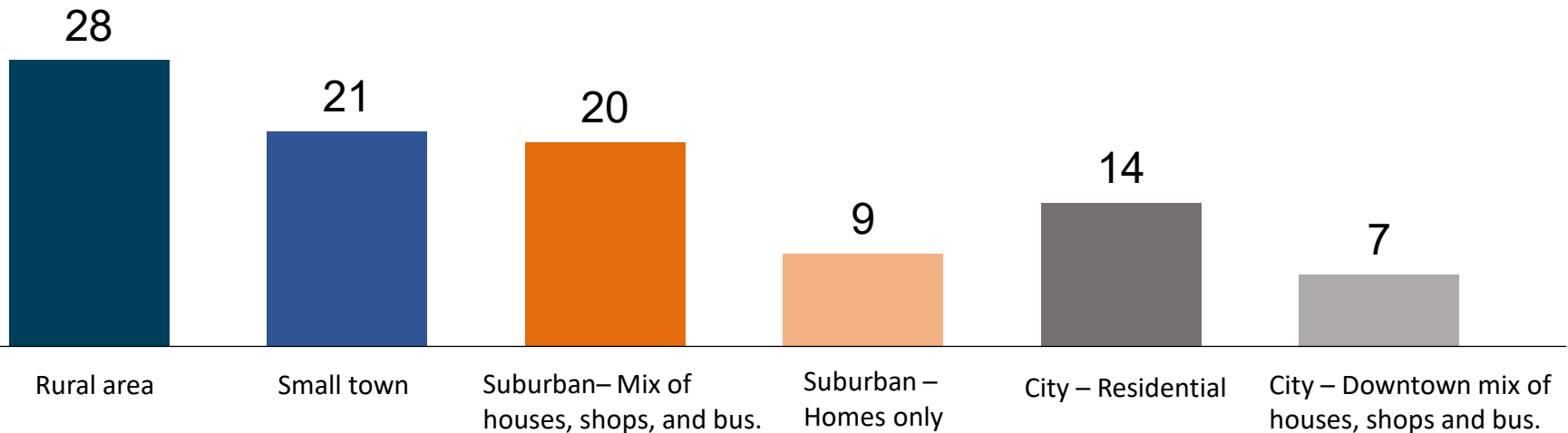
Rural: 28%
Small Town: 21%



Total Suburban:
29%



Total City:
21%

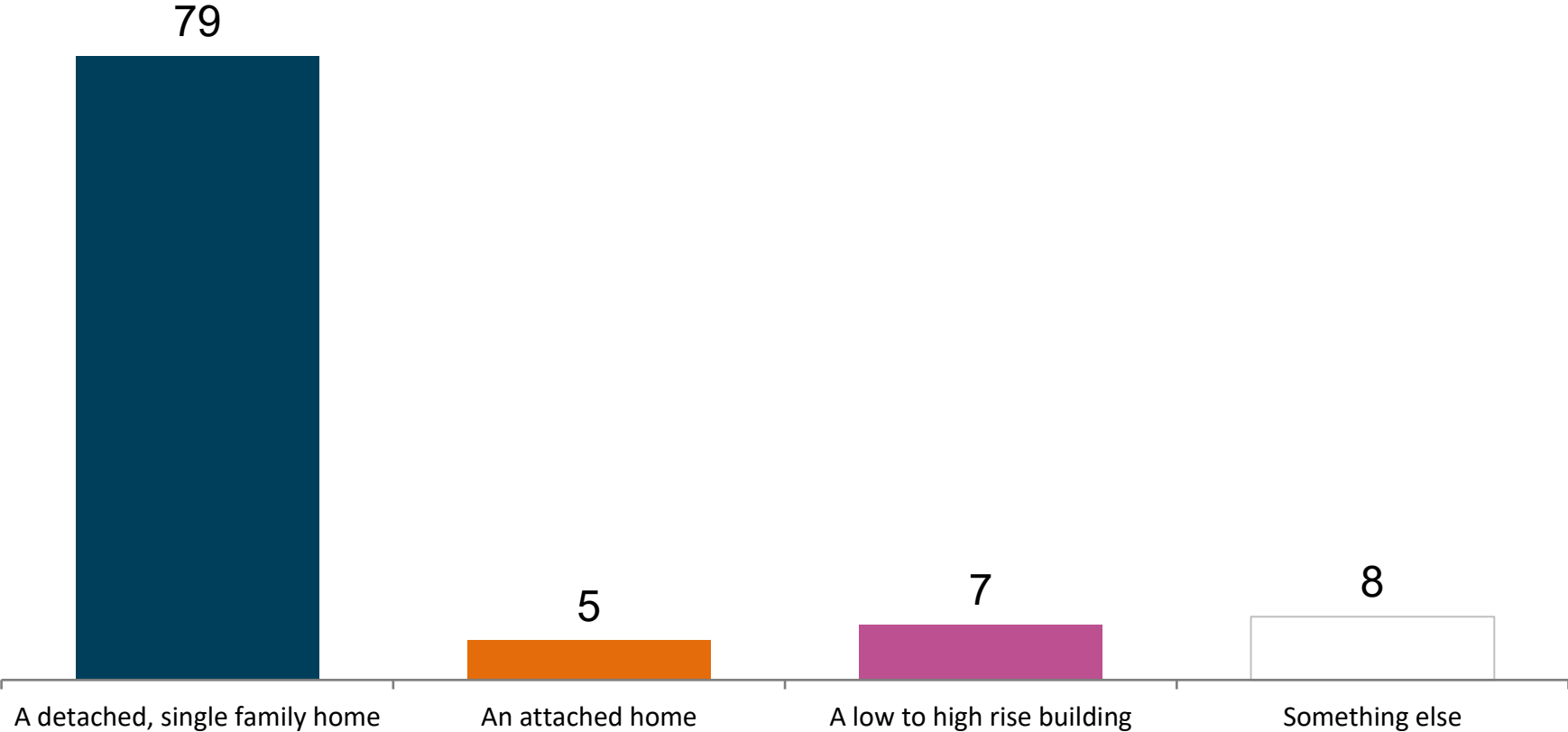


Q.20 If you could choose where to live in Oregon, which one of the following community types would you prefer?

Nearly 8 in 10 Would Prefer a Detached Single Family Home

Home Type Preference

Right now, if you could choose, in which of the following housing type would you prefer to live?



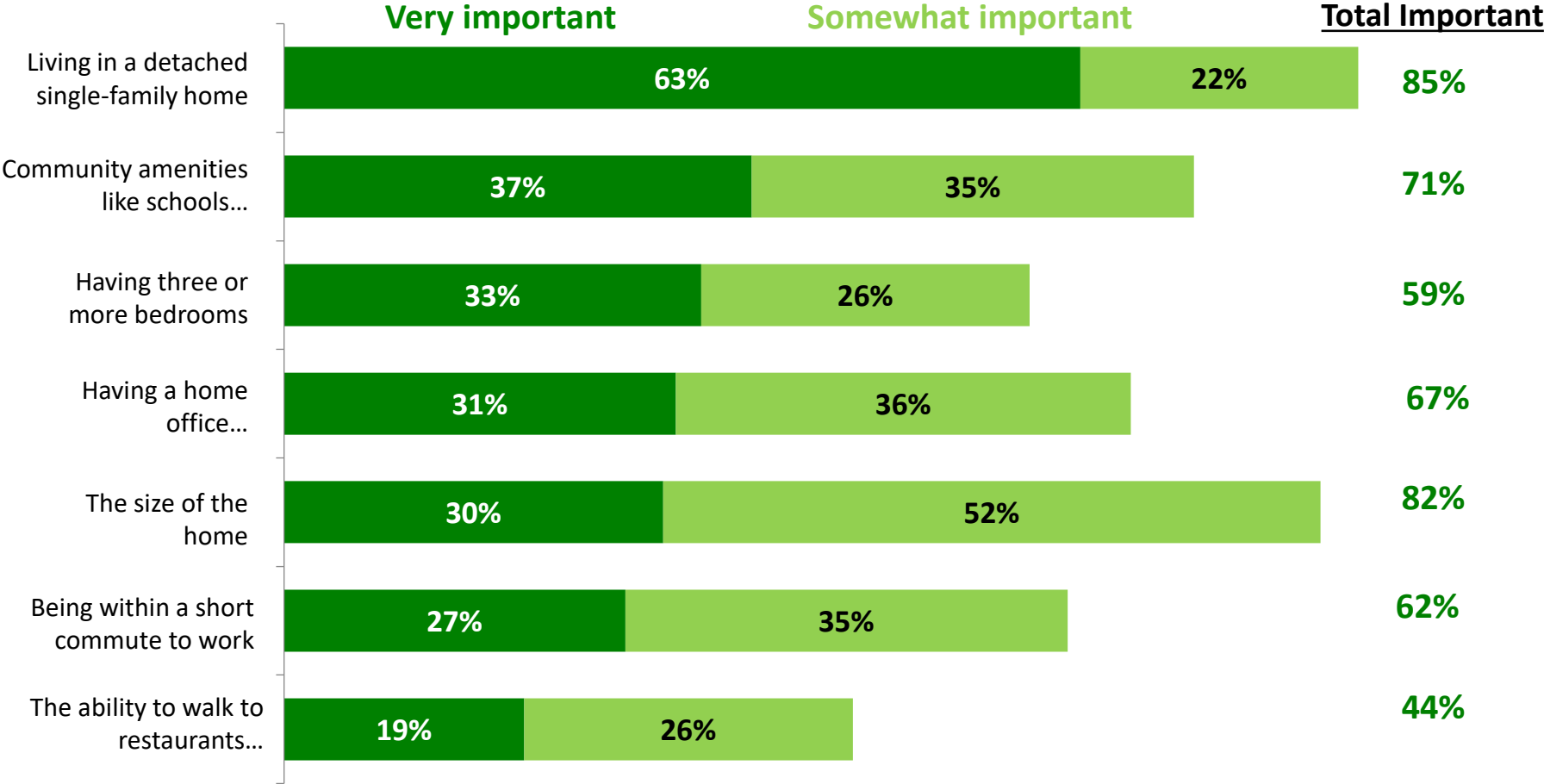


Imagine for a moment that you were going to buy a new home or property in Oregon. I am going to read to you a list of things that people have said are important to them when buying a home. For each one, I'd like you to tell me whether for you personally it is a very important, somewhat important, not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



Detached Single-Family Home is the Most Important Factor in Choosing a Home

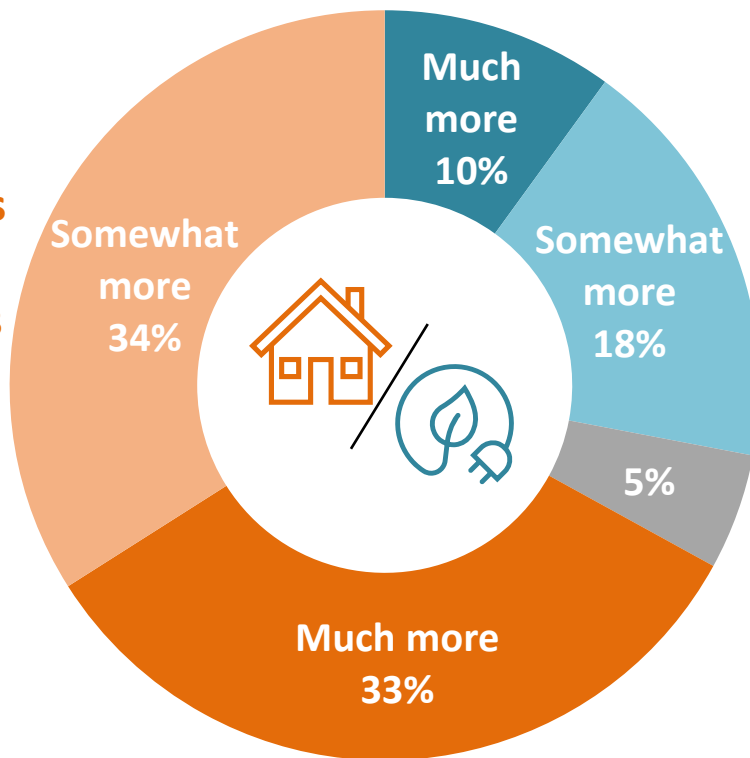
Most Important Factor When Buying a Home



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.

Which statement comes closer to your own view, even if neither is exactly right?

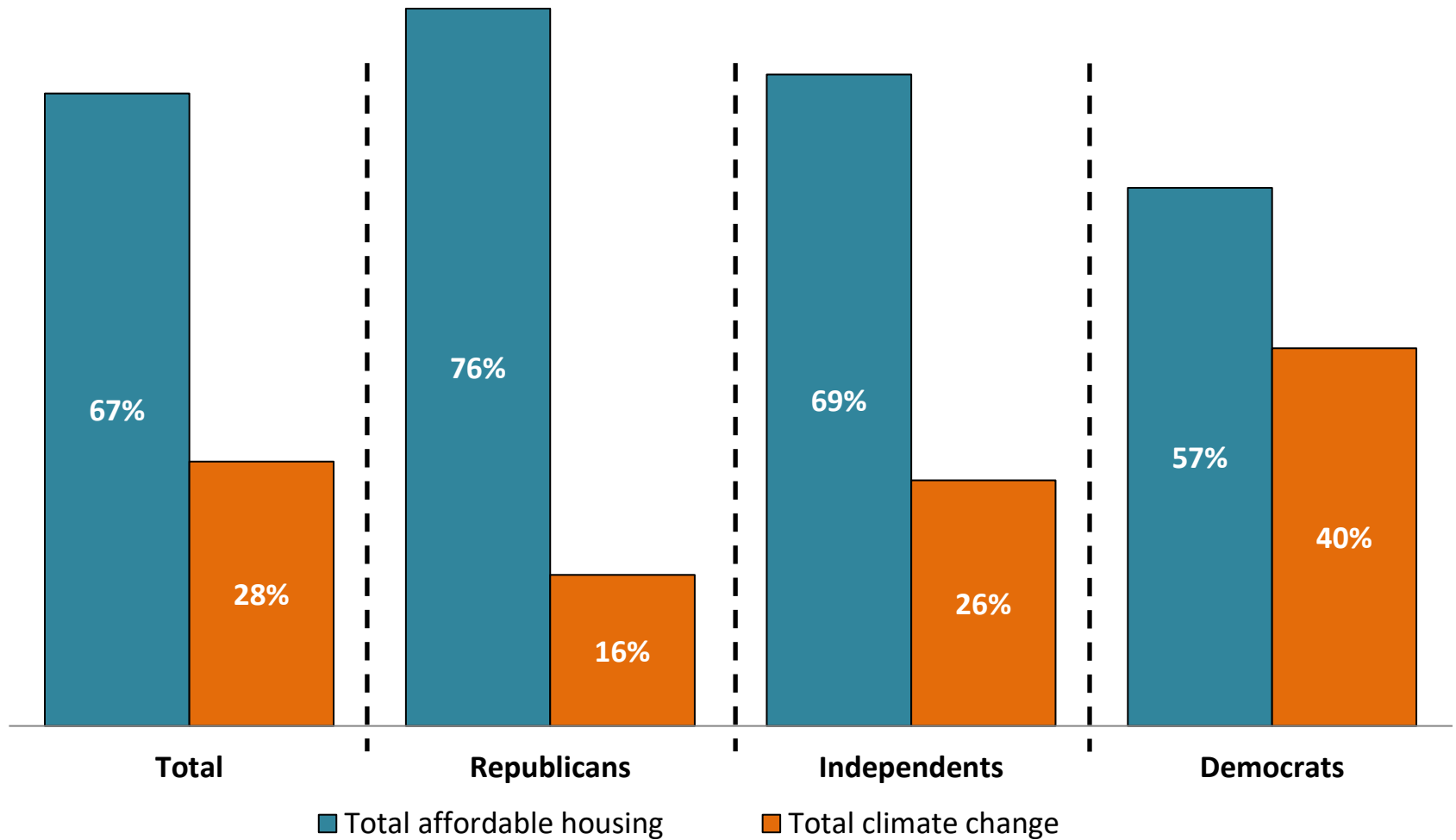
We need more affordable housing options that meet the budget and preferences of consumers, even if that uses more land and creates more carbon emissions.



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.

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. (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.

Even Most Democrats Choose More Affordable Housing Options Over Doing More to Fight Climate Change



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. (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.

Key Findings: Political and Housing Environment

- Voters are generally dissatisfied with the direction of the state.
- They want the legislature to focus on housing affordability, availability and homelessness.
- Housing affordability is seen a big problem statewide and by all demographic groups.
- Voters feel that there is too little housing available for low and moderate income families and seniors looking to downsize.
- Voters also believe that there are too few single-family homes available to purchase and places available to rent.

Key Findings: Community and Housing Preference

- There is no single community type that Oregonians prefer; urban, suburban, small town and rural communities all have their enthusiasts.
- Regardless of their preferred community type, Oregonians by far prefer to live in single-family, detached homes.
- If they were in the housing market today, living in a single-family detached home is the most important factor for Oregonians as they consider where to live.

Survey Demographics

Gender



Women
49%



Men
49%

Party ID

Democrat: 33%
Independent: 43%
Republican: 23%

Race

White: 89%
Hispanic or Latino: 4%
Asian: 3%
Multiracial: 3%
African American or Black: 1%

Owner/Renter

Homeowner: 61%
Renter: 28%
Lives with Friends/Family: 10%

Region

Washington and Clackamas: 23%
Rest of Portland Media Market: 22%
Multnomah County: 19%
Eugene OR: 15%
Medford-Klamath Falls OR: 10%
Spill Markets: 8%

Age

18-29: 17%
30-39: 18%
40-49: 16%
50-64: 22%
65+: 26%

Education

High School or Less: 14%
Post High School: 39%
College Graduate: 47%

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