



2024 Housing Research

Understanding how Utahns think about the housing crisis

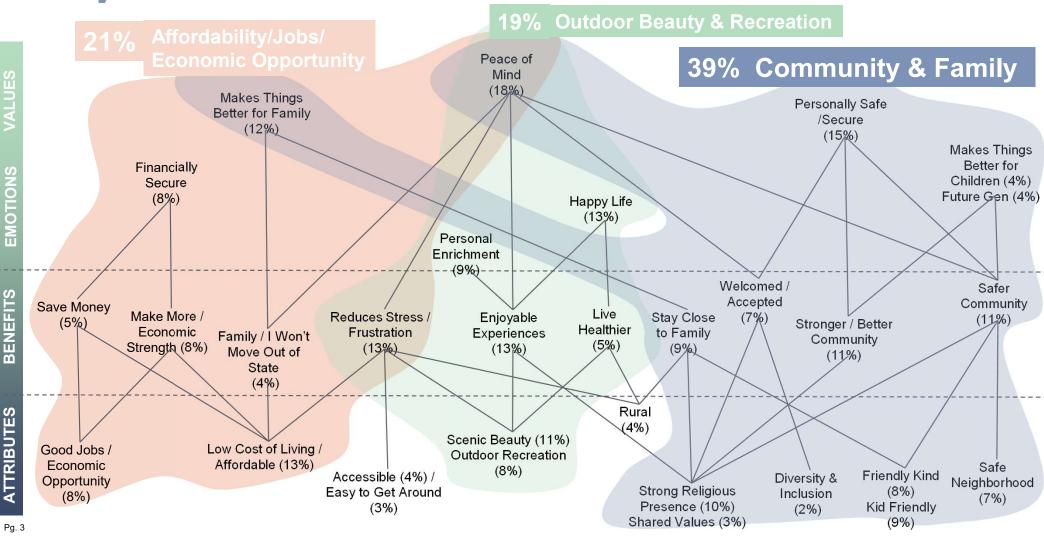
Research Process

Online Survey

- n=601 participants
- Wasatch Front, Wasatch Back, Southwest counties
- Representative of age, sex, ethnicity within counties
- September 2024

Multi-Day Online Focus Groups

- n=36 participants
- 20–40 minutes/day for 4 days
- Variety of backgrounds and viewpoints around the state
- October 2024

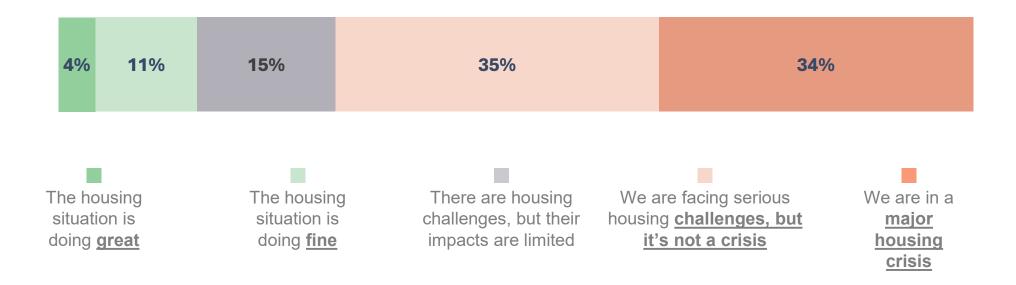


Key Finding 1:

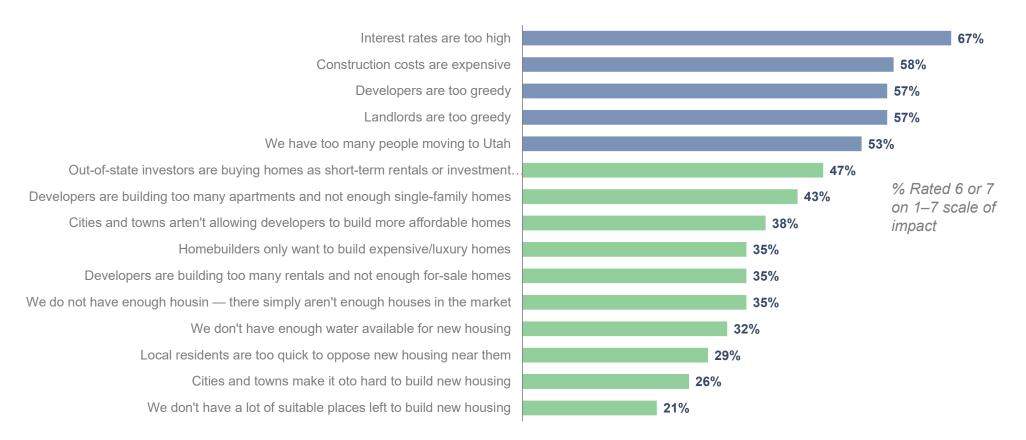
Utahns understand that we have a housing problem but they underappreciate the housing shortage or the role that building homes plays in reducing housing costs.

A majority of respondents believe Utah has serious housing challenges or a crisis.

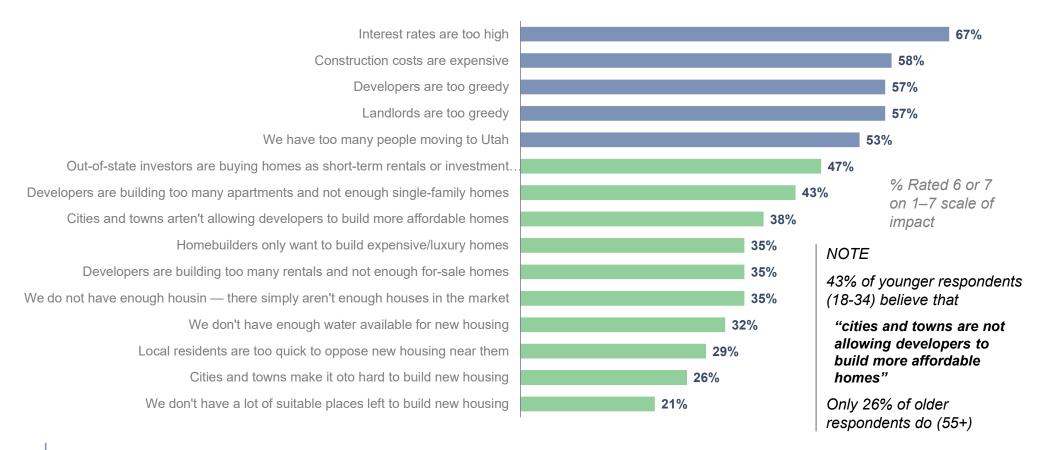
Respondents were divided into thirds: Those who think things are at least okay, those who think there are challenges, and those who think there's a crisis.



Respondents blame interest rates, construction costs, greed, and growth as the reasons for housing challenges.

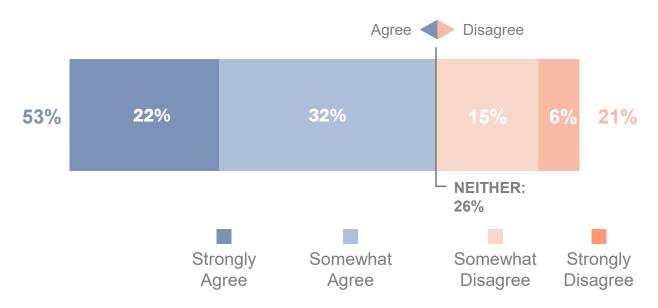


Respondents blame interest rates, construction costs, greed, and growth as the reasons for housing challenges.



A slight majority of respondents agree that there is a need for increased supply of homes.

"We need to build more homes and increase the overall number and availability of homes and apartments in the state"



Other important findings

Many participants see affordable housing as a unique kind of home.

- They believe we need more *affordable housing*, not just more housing.
- Affordable ≠ subsidized / low-income. Affordable = not luxury

Key Finding 2:

Utahns are motivated to create economic opportunity for individuals and families.

Respondents prioritize goals that are focused on people in need

Ensure low-income families can afford to live in neighborhoods with good 49% schools/economic opportunity Provide affordable homes for very low-income, extremely low-income, 45% and homeless families Ensure affordable housing for seniors, veterans, and persons with 38% disabilities Provide "starter" housing options for young people/families starting out in 32% % Ranked as Top 3 Housing Simply increase the number of homes of all kinds in order to keep home 28% Goals prices down Provide enough housing for the next generation to be able to stay in Utah 27% Convert vacant lots and blighted properties into housing to revitalize 26% declining areas Provide housing young people can afford that's not too far from their 22% parents and family Provide workforce housing to sustain the economy 17%

When thinking about their own communities, respondents prioritize economic opportunities for others

The people who work inmy community—llike teachers, firefighters, and police officers—should have housing they can afford in my community.

It's important for my community to have a variety of housing options so Utahns of any income can find a polace to live here.

It's important for my community to have a variety of housing options so families in different stages of life can live in the same community.

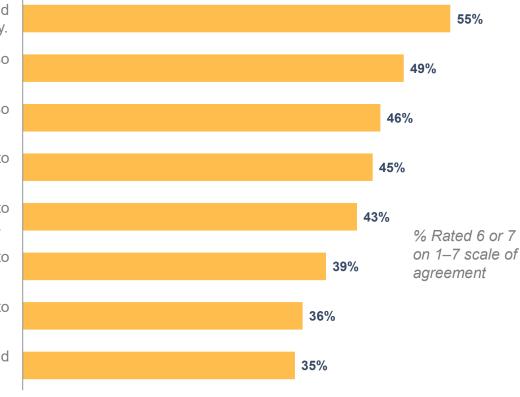
It's important for my community to have a variety of housing options to accommodate Utah's growth.

It's important for my community to have a variety of housing options to allow lower-income families to live in areas with more economic...

It's important for my community to have a vareity of housing options to support restaurants, stores, and amenities.

It's important for my community to have a vareity of housing options to maintain the variety of people needed to help prevent schools,...

More housing variety will make my community more vibrant and interesting.



Other important findings

Respondents respond particularly well to ideas like

Break the cycle of poverty Economic opportunity

They do not show much interest in

Workforce housing More housing for the sake of economic growth

Key Finding 3:

Many Utahns hold anti-housing attitudes, but few are opposed to housing altogether.

Different housing camps:

- 24% Selfless housing supporters
 Support more/new housing even if it impacts "my neighborhood"
- 10% Additional housing supporters

 Support more/new housing and have concerns, but don't oppose changes in their neighborhoods.
- 11% Housing neutral, local housing opponents

 Neutral about more/new housing overall, oppose housing in "my neighborhood."
- 8% Neutral

 Neither support/oppose housing overall and indifferent on housing location
- **20%** Non-local Housing Supporters

 Support more/new housing, but not in "my neighborhood"
- 13% Housing opponents
- 15% Housing opponents, but neutral on local housing

Different housing camps:

Demographic Differences

- <\$50K HH income (35%)
- Single (32%)
- No kids in HH (32%)
- Renters (31%)

24% — Selfless housing supporters

Support more/new housing even if it impacts "my neighborhood"

10% — Additional housing supporters

Support more/new housing and have concerns, but don't oppose changes in their neighborhoods.

11% — Housing neutral, local housing opponents

Neutral about more/new housing overall, oppose housing in "my neighborhood."

8% — Neutral

Neither support/oppose housing overall and indifferent on housing location

- > \$100K HH income (27%)
- 20% Non-local Housing Supporters

Support more/new housing, but not in "my neighborhood

- Age 55+ (18%)
- Non-religious (18%)

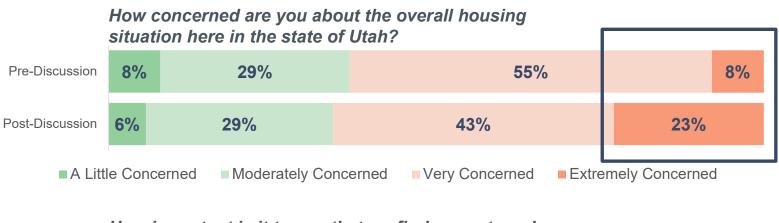
13% — Housing opponents

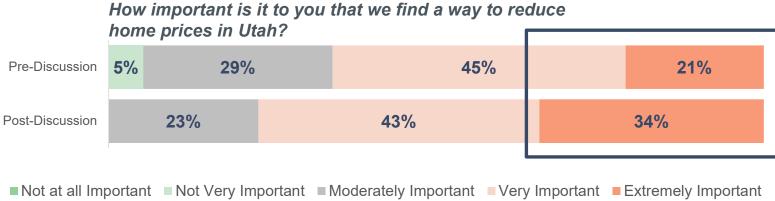
15% — Housing opponents, but neutral on local housing

Key Finding 4:

When people learn and engage in discussions, their views of housing change.

Both **concern** about the housing crisis, and perceived **importance** increased with more discussion.

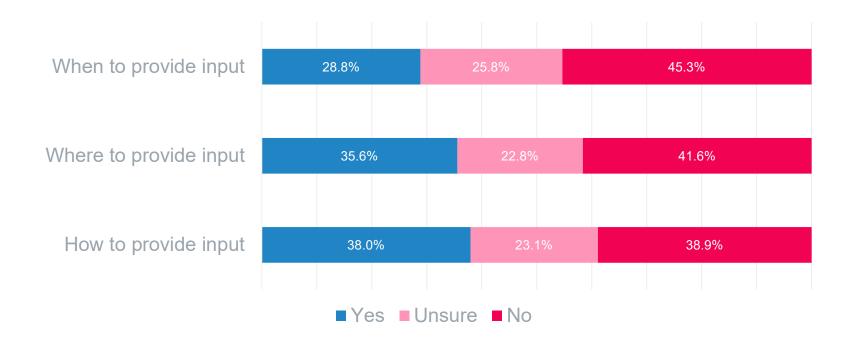




Additional Findings from 2021 Survey of Community Engagement

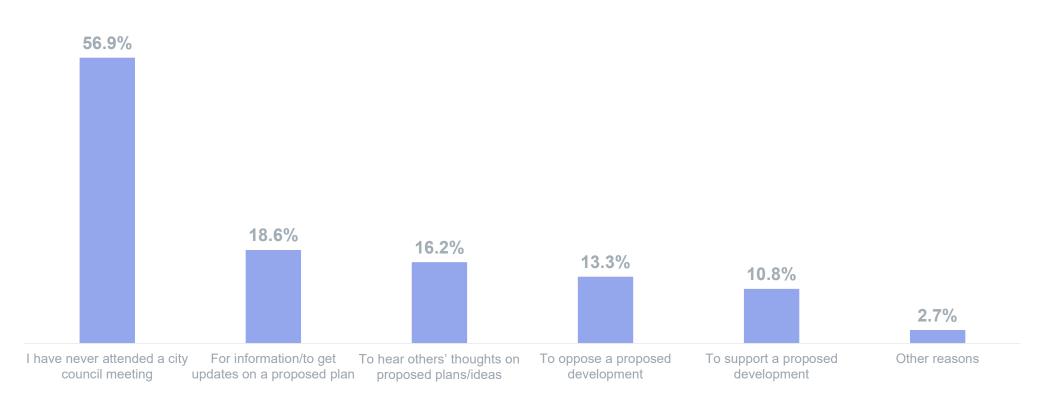
Most Utah residents are not actively involved in housing policy discussions in their communities—but people opposed to housing are more involved.

Only about $\frac{1}{3}$ of respondents know how (38%), where (35.6%), or when (28.8%) to provide input on their communities.



More than half of residents have never attended a city council meeting. Only 13% have attended to oppose a proposed development.

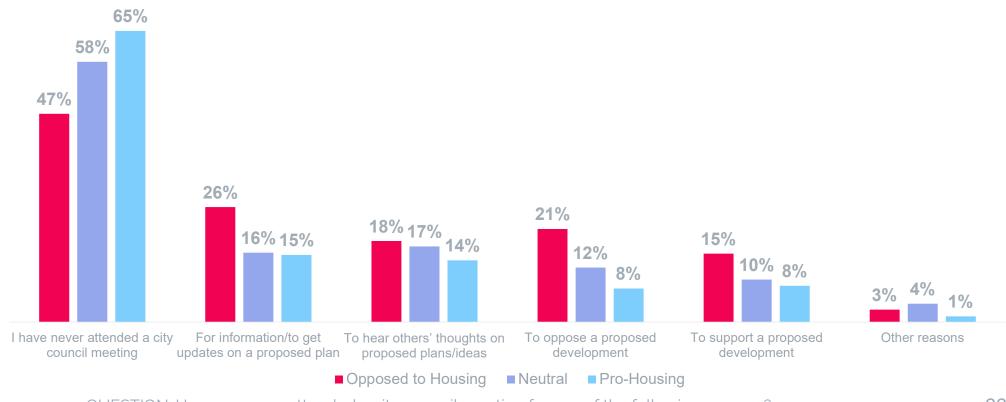
Residents who have Attended City Council Meeting by Reason



Residents who are opposed to housing in their communities are more likely to have attended a city council meeting.

Only 21% have done so to oppose a proposed development.





QUESTION: Have you ever attended a city council meeting for any of the following reasons?

Questions? Discussion?