



2024 Housing Research

Understanding how Utahns think about the housing crisis



Research Process

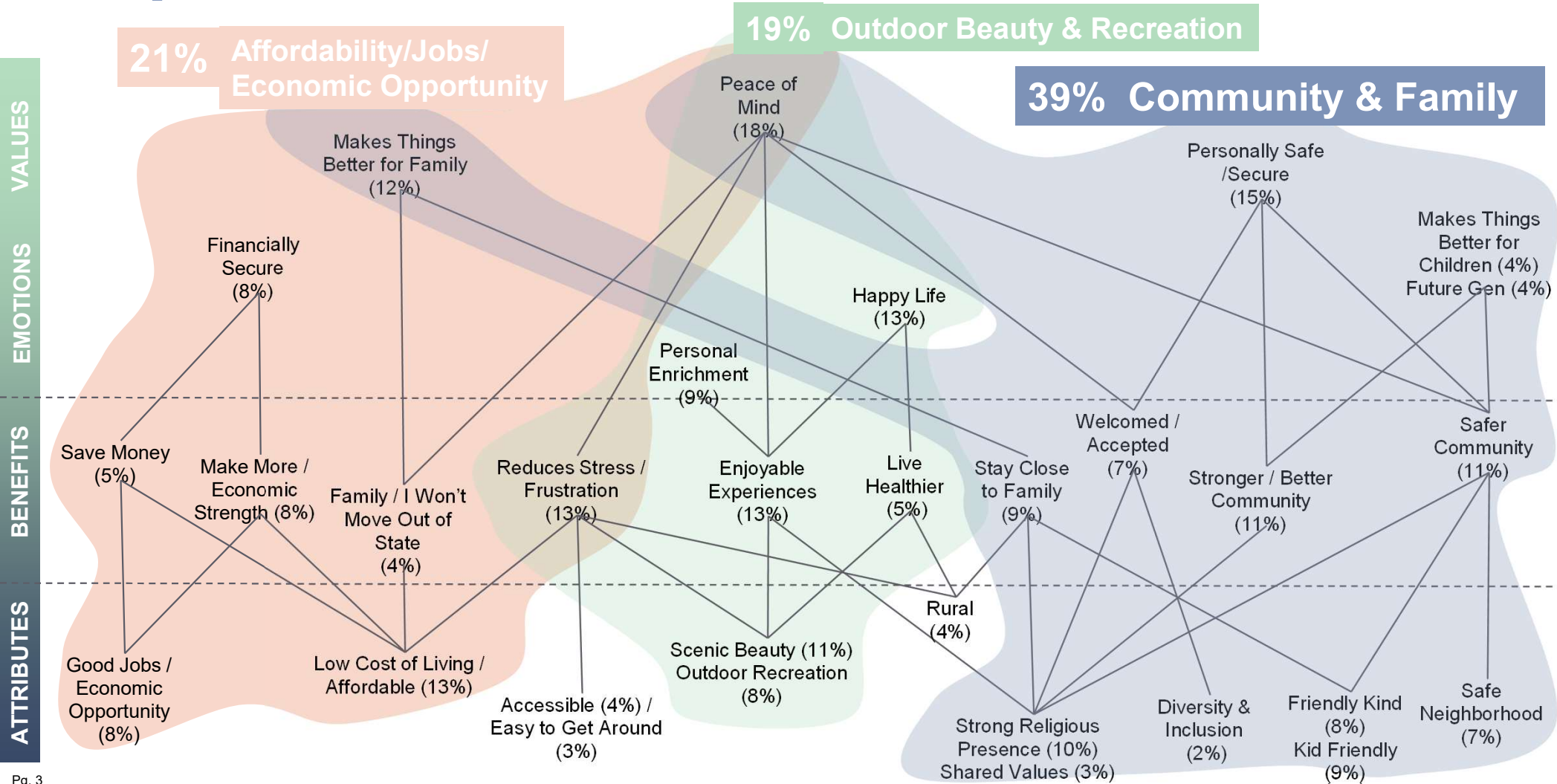
Online Survey

- 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

Why do Utahns love Utah?

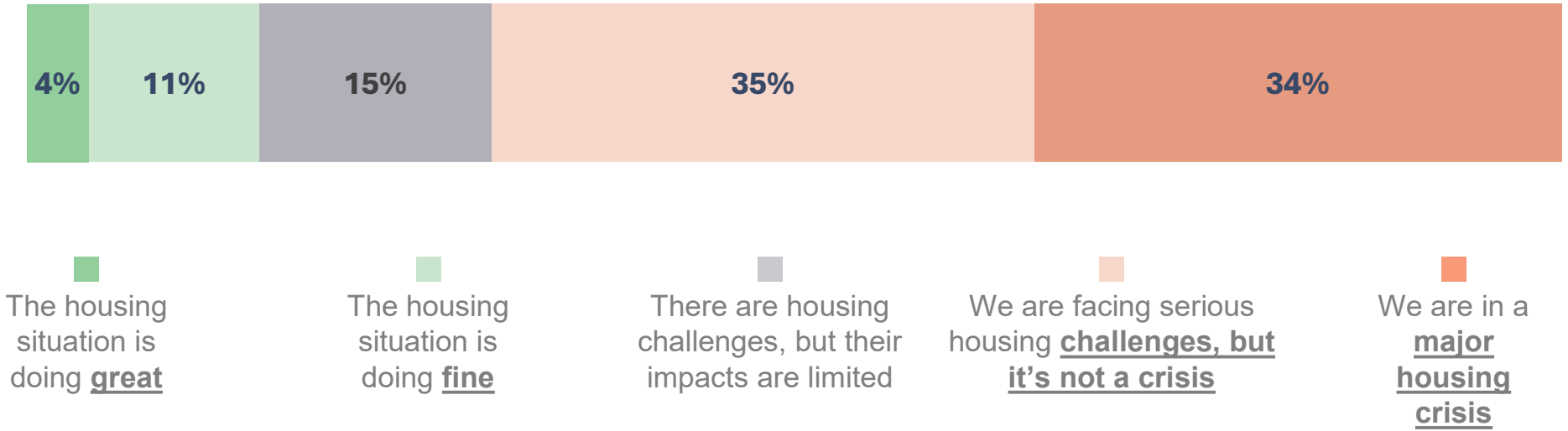


Key Finding 1:

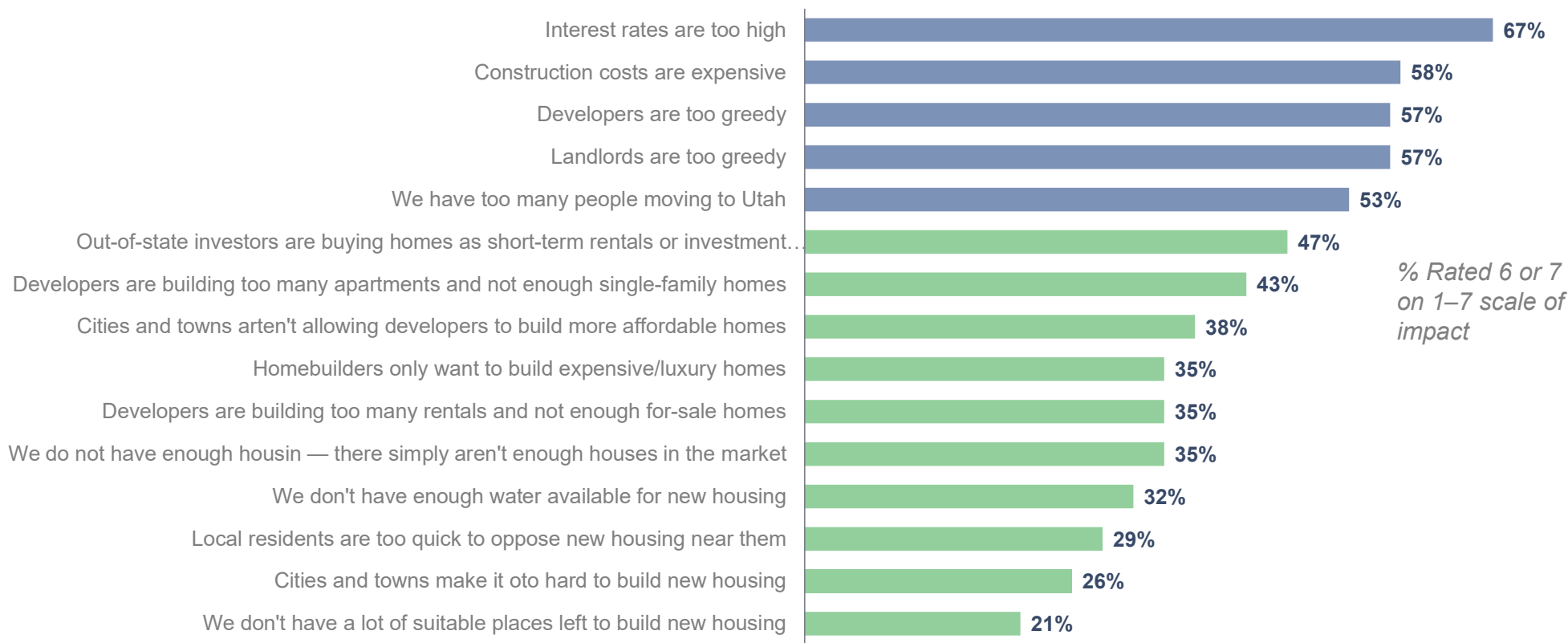
Utahns understand that we have a housing problem but they underappreciate the housing shortage or the role that building homes plays in reducing housing costs.

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

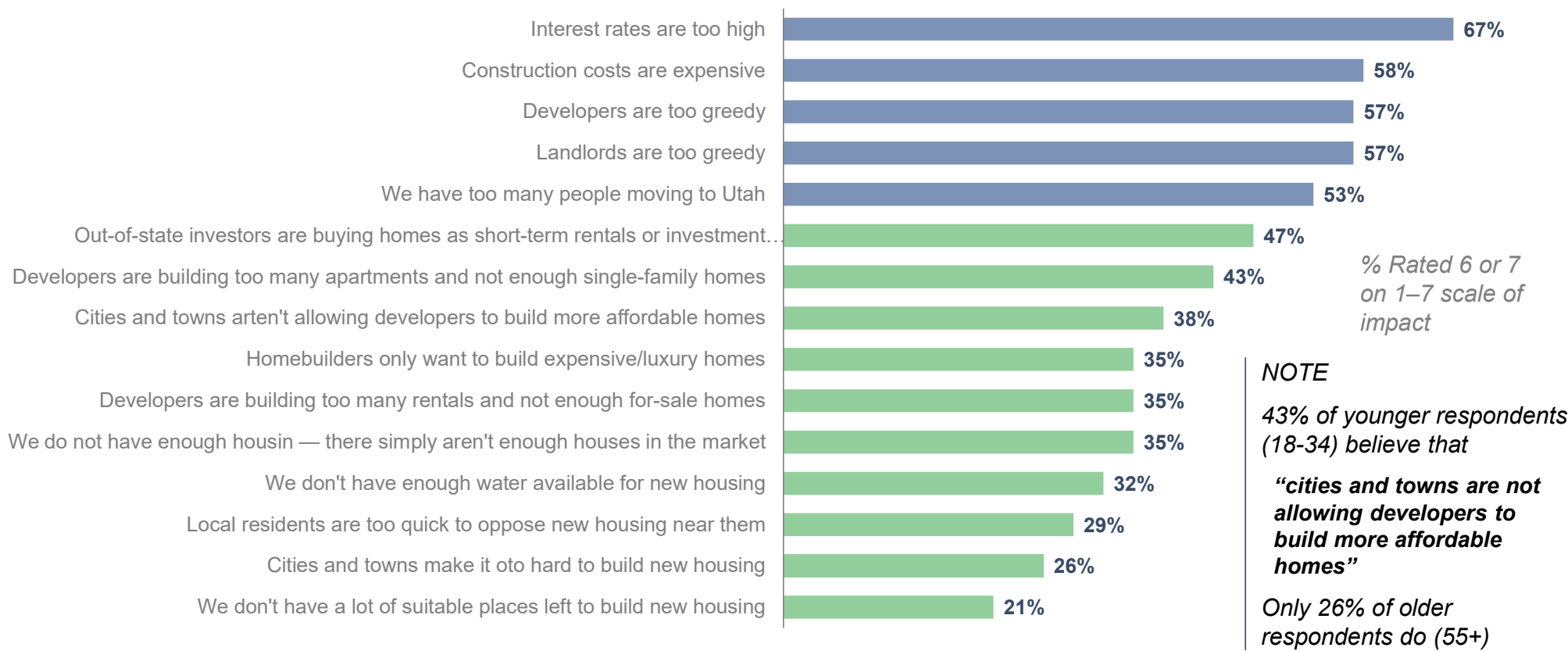
Respondents were divided into thirds: Those who think things are at least okay, those who think there are challenges, and those who think there's a crisis.



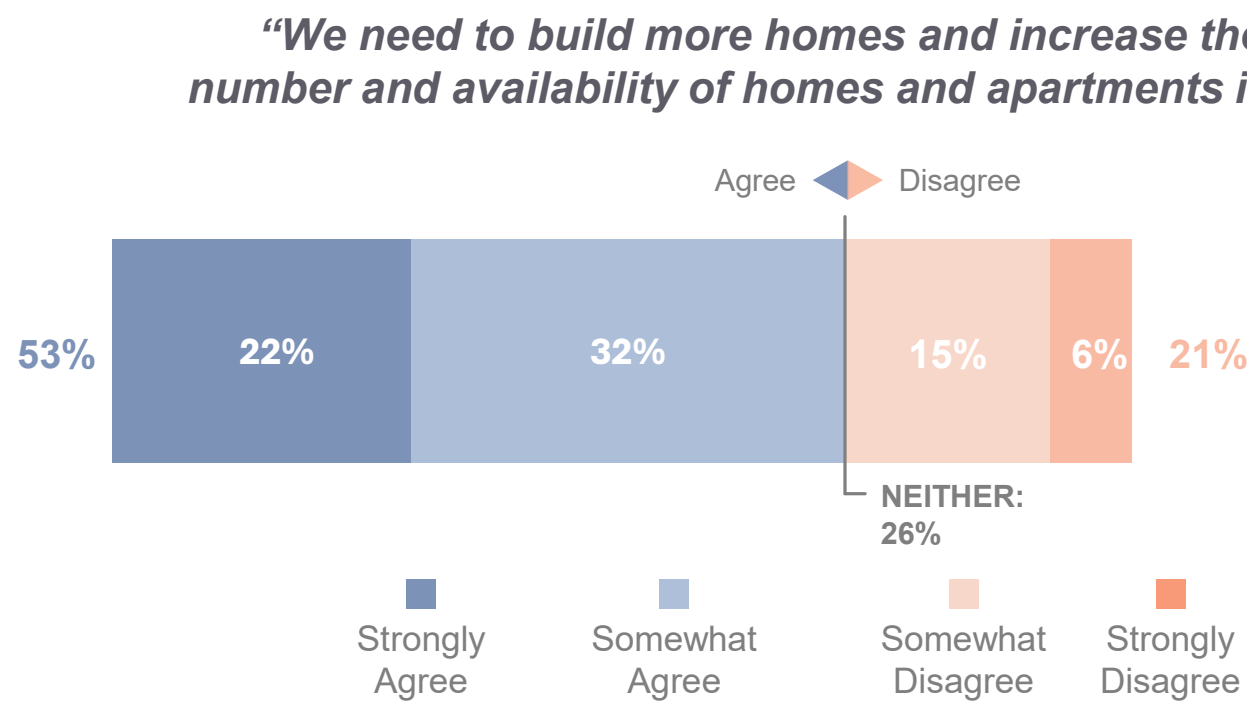
Respondents blame interest rates, construction costs, greed, and growth as the reasons for housing challenges.



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.



Other important findings

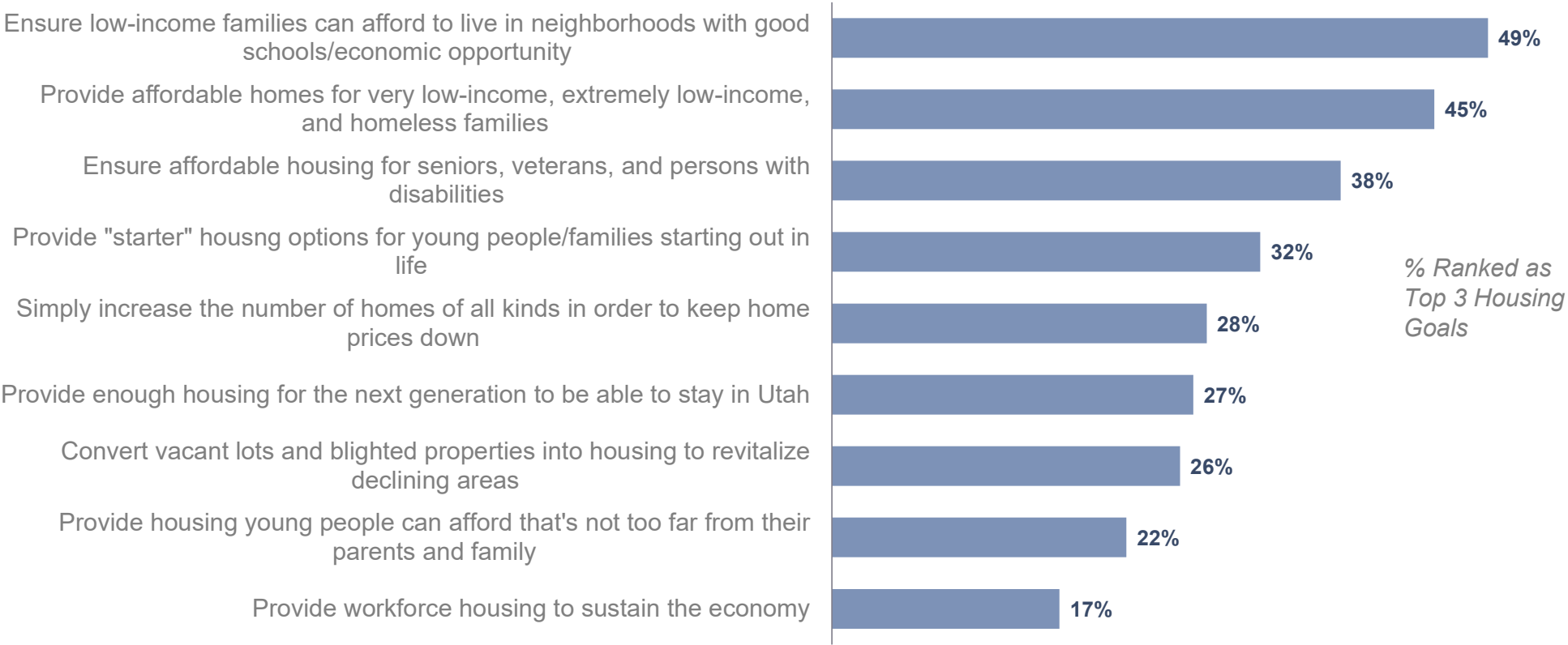
Many participants see *affordable housing* as a unique kind of home.

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

Key Finding 2:

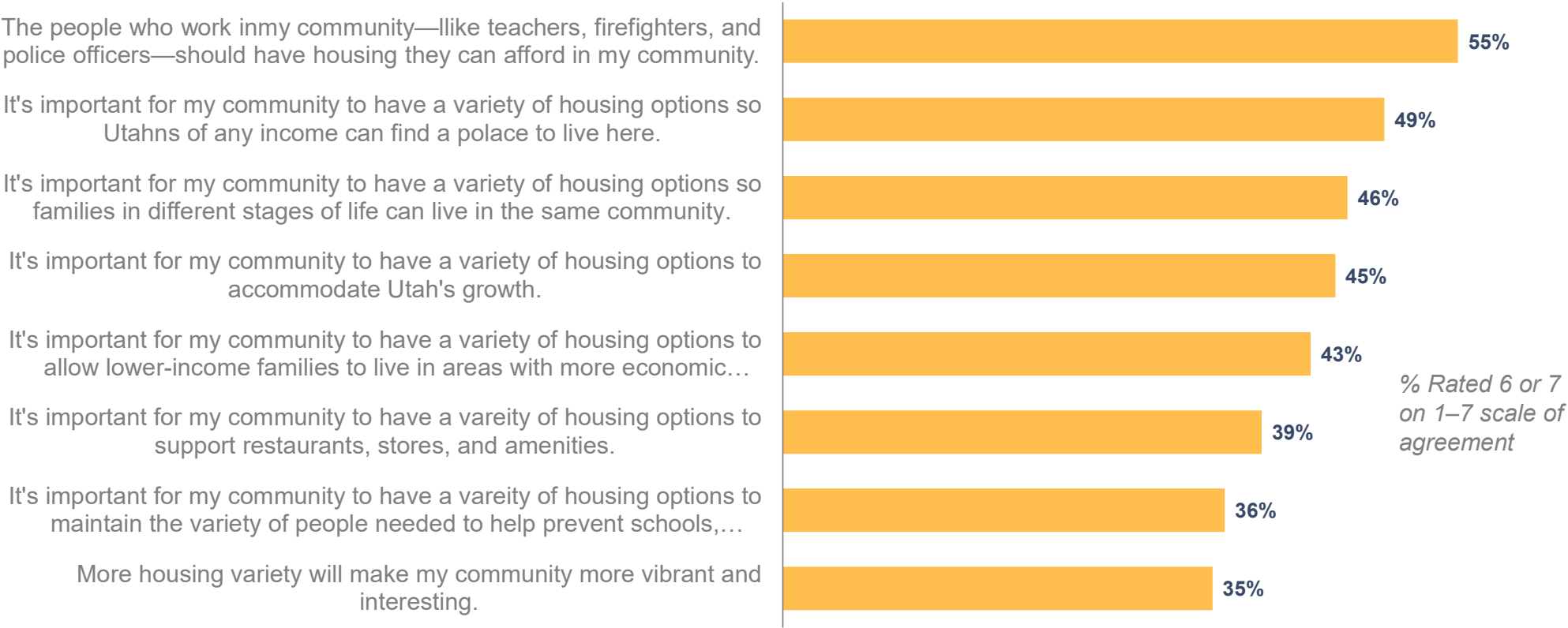
Utahns are motivated to create economic opportunity for individuals and families.

Respondents prioritize goals that are focused on people in need



*% Ranked as
Top 3 Housing
Goals*

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



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%)

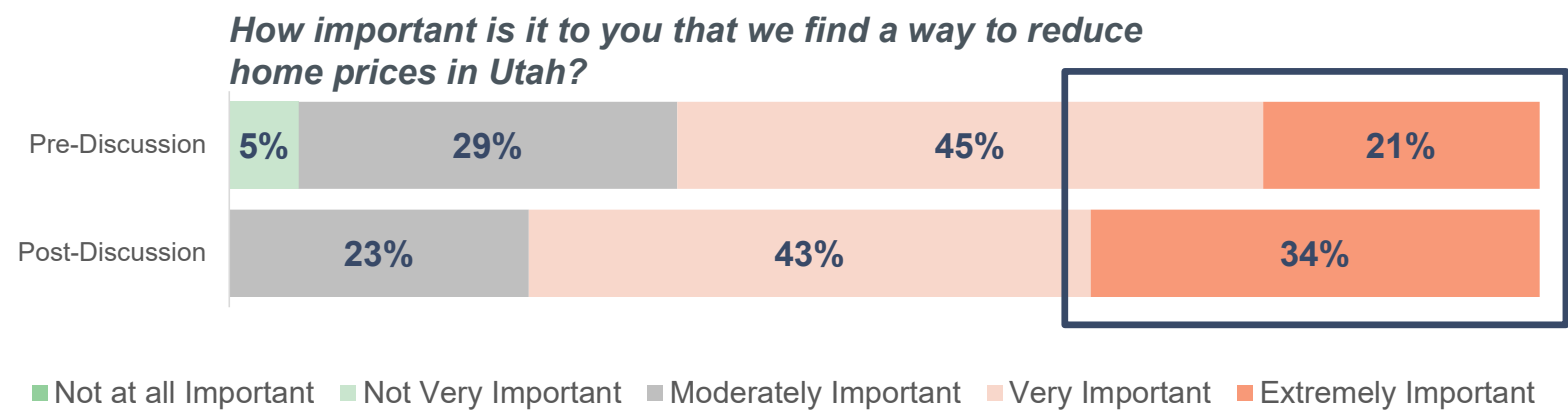
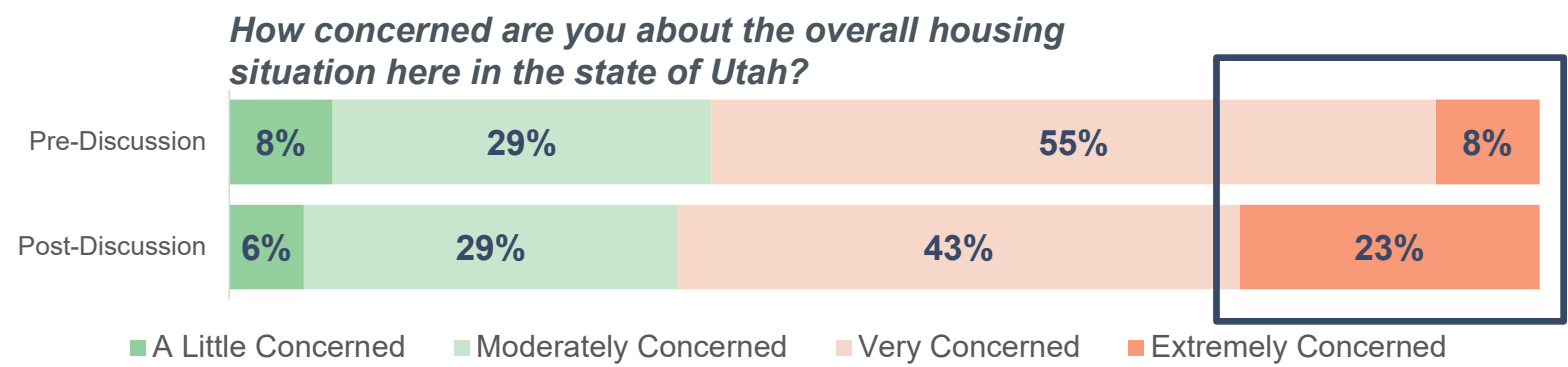
13% — Housing opponents

15% — Housing opponents, but neutral on local housing

Key Finding 4:

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

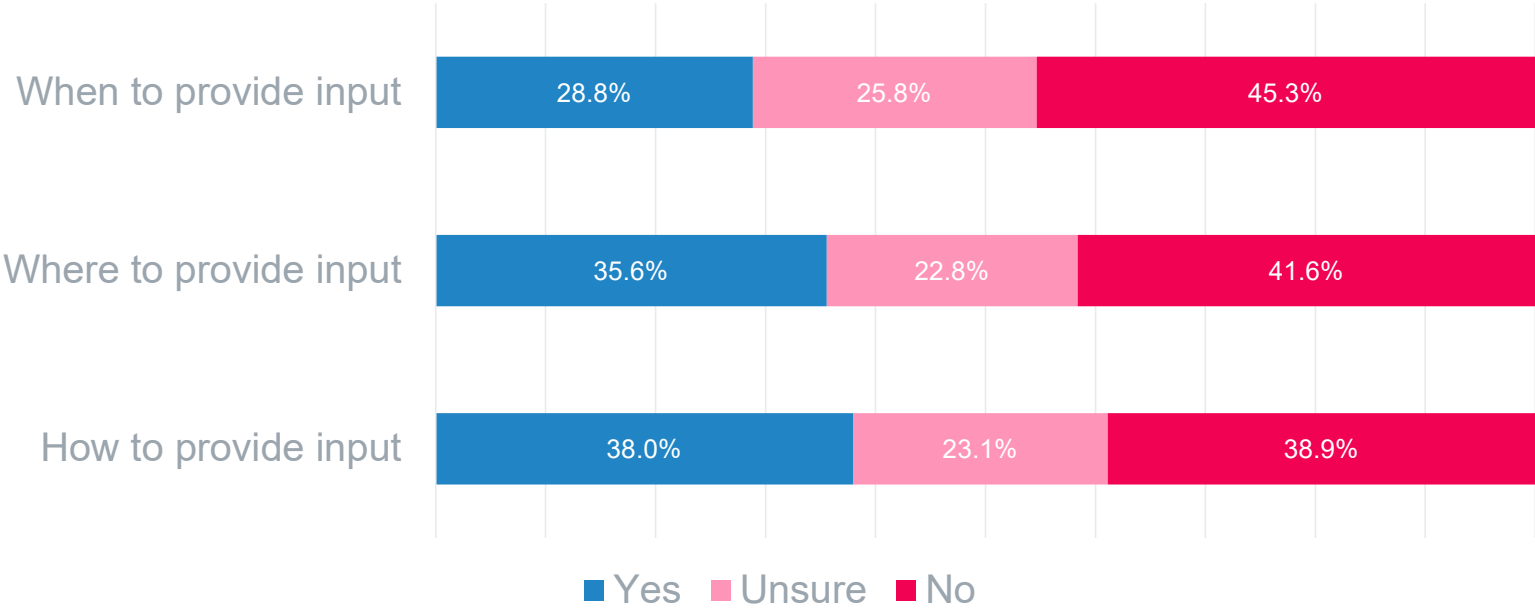
Both **concern** about the housing crisis, and perceived **importance** increased with more discussion.



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.

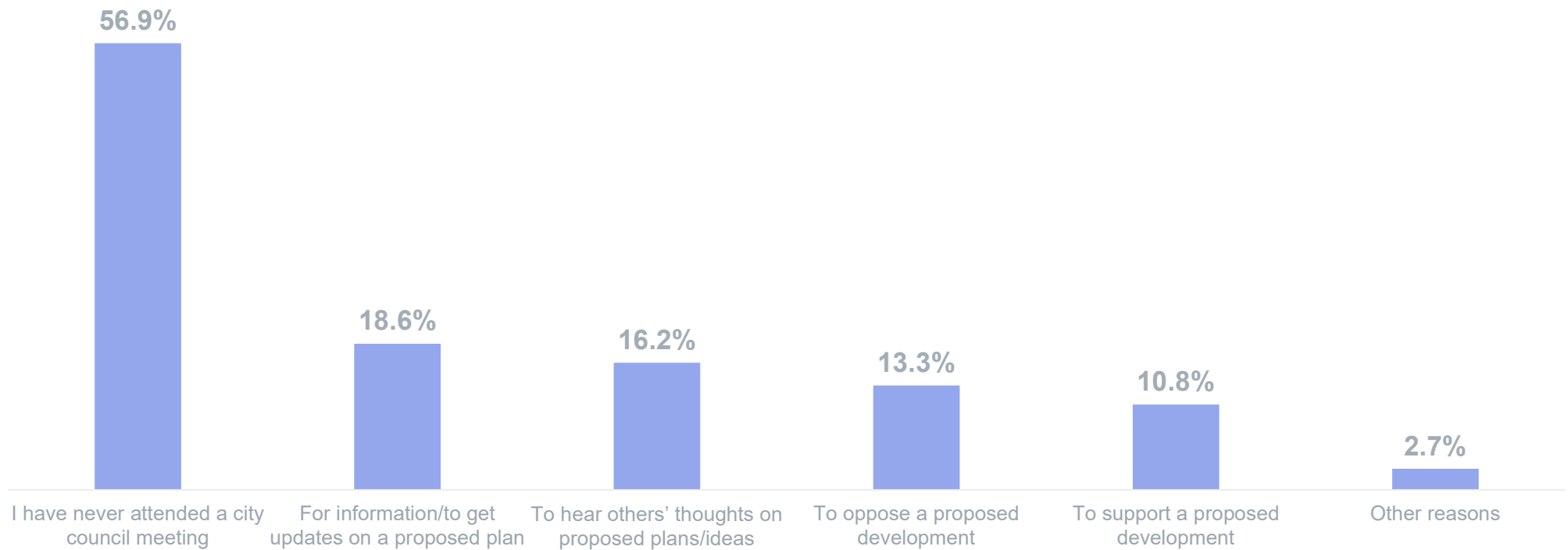
Only about ⅓ of respondents know how (38%), where (35.6%), or when (28.8%) to provide input on their communities.



69.7% prefer to be informed by the city via email

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

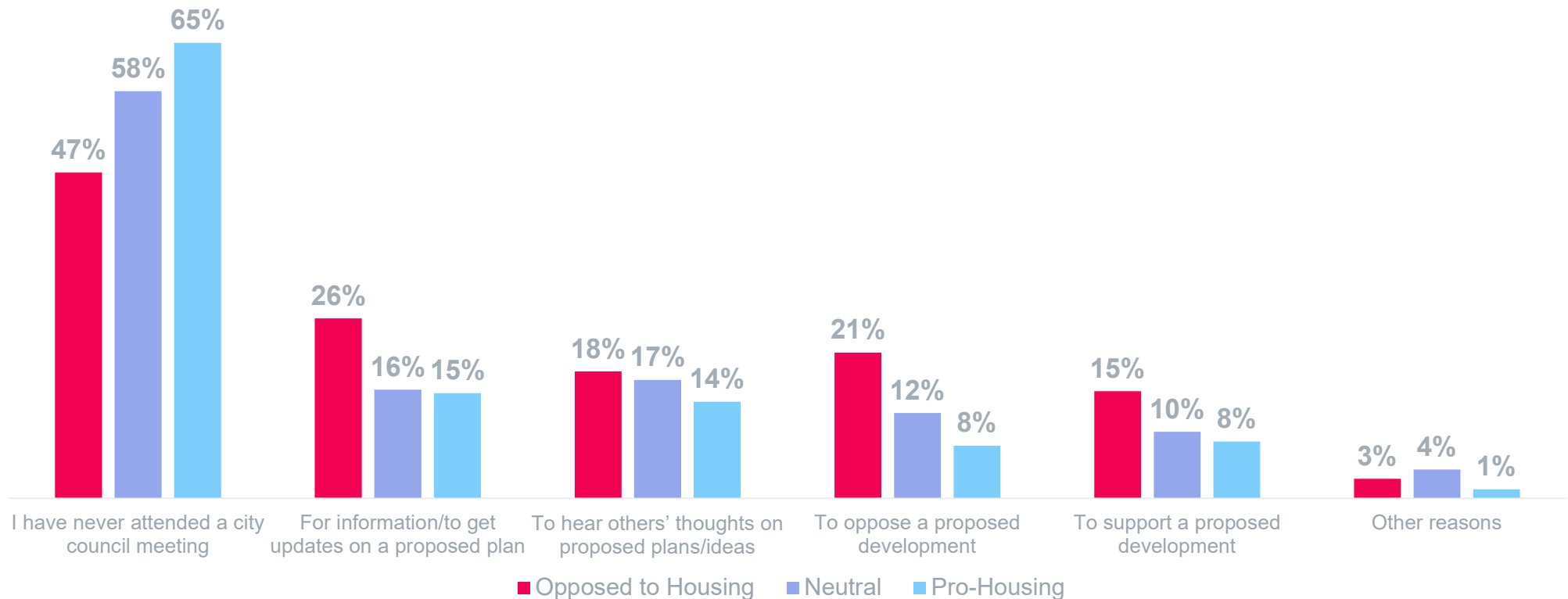
Residents who have Attended City Council Meeting by Reason



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

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.

Residents who have Attended City Council Meeting by Reason



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

Questions?
Discussion?