

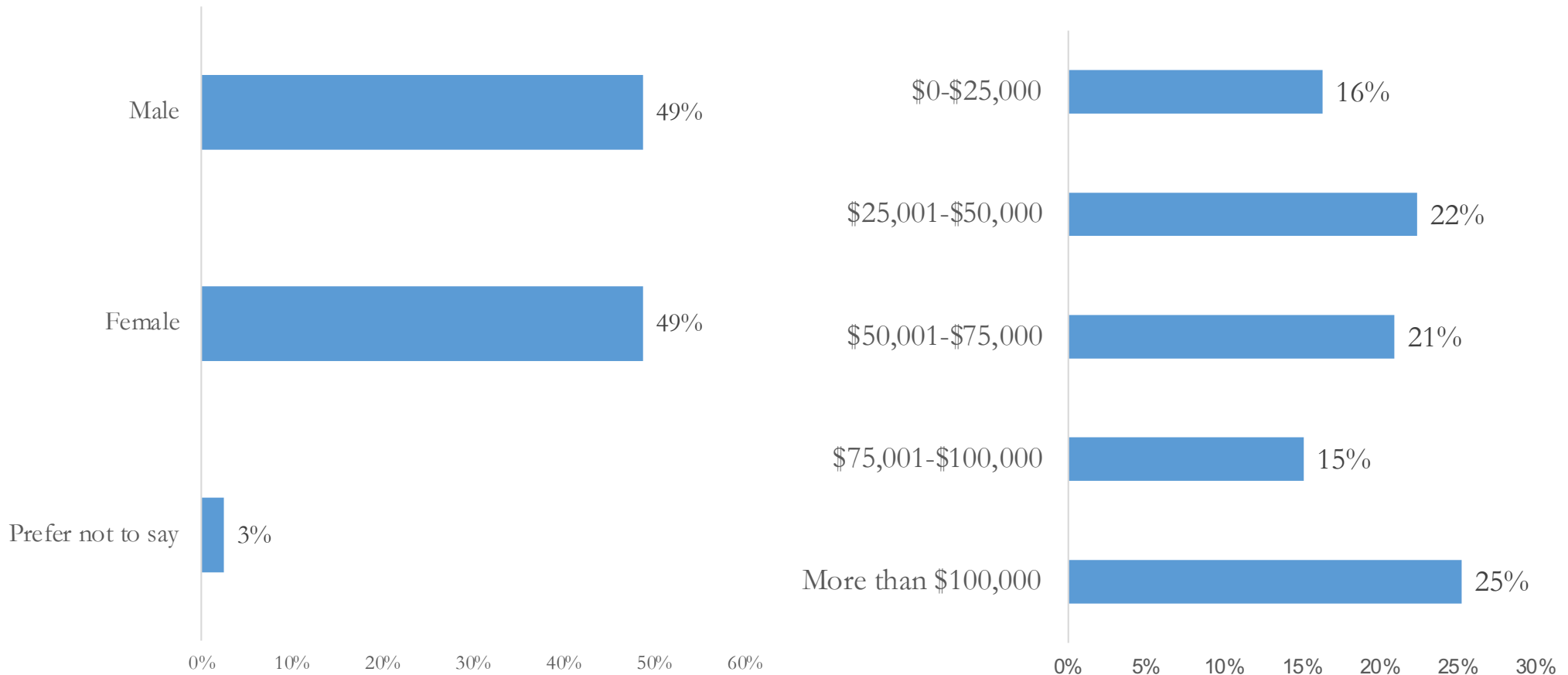
Free to Build

Housing Survey Results



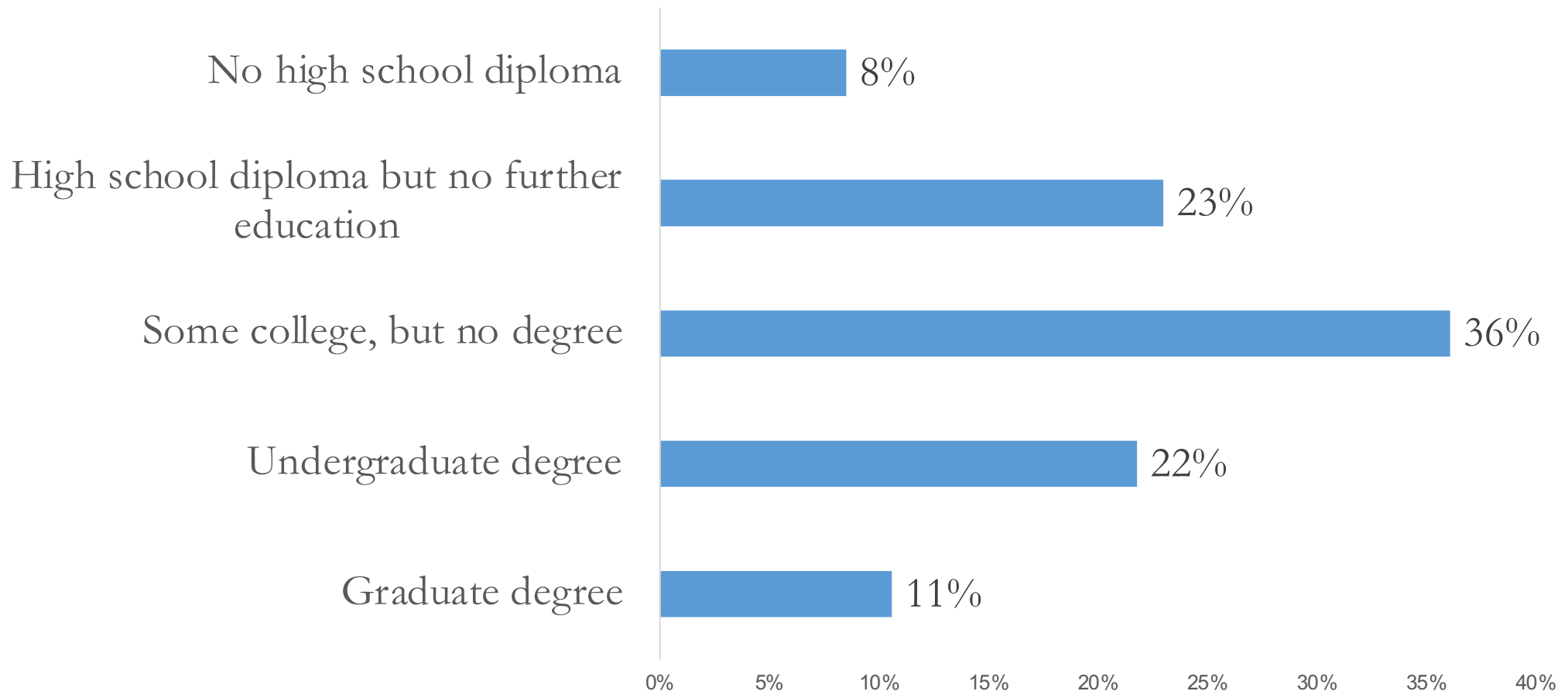
Demographics

Gender and Income Group



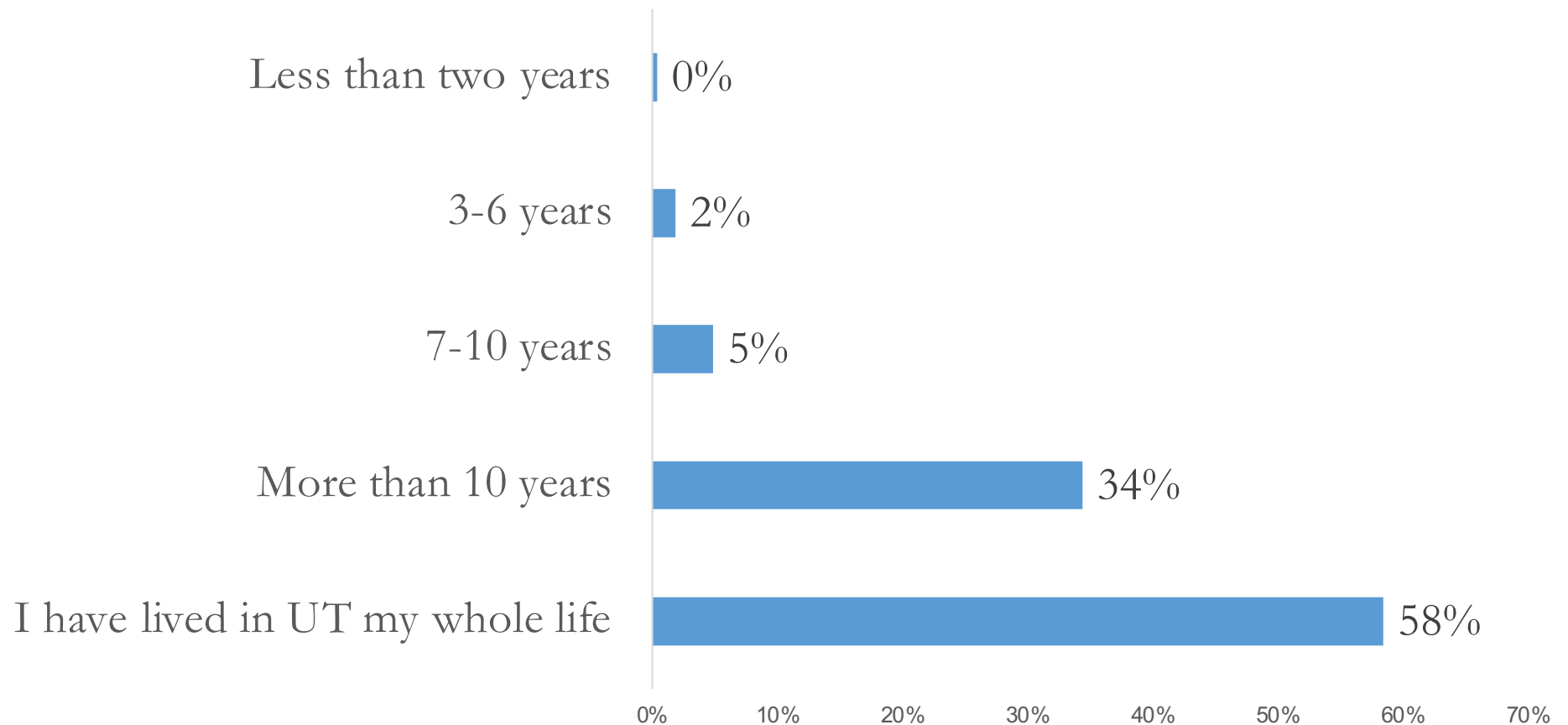
Demographics

Education

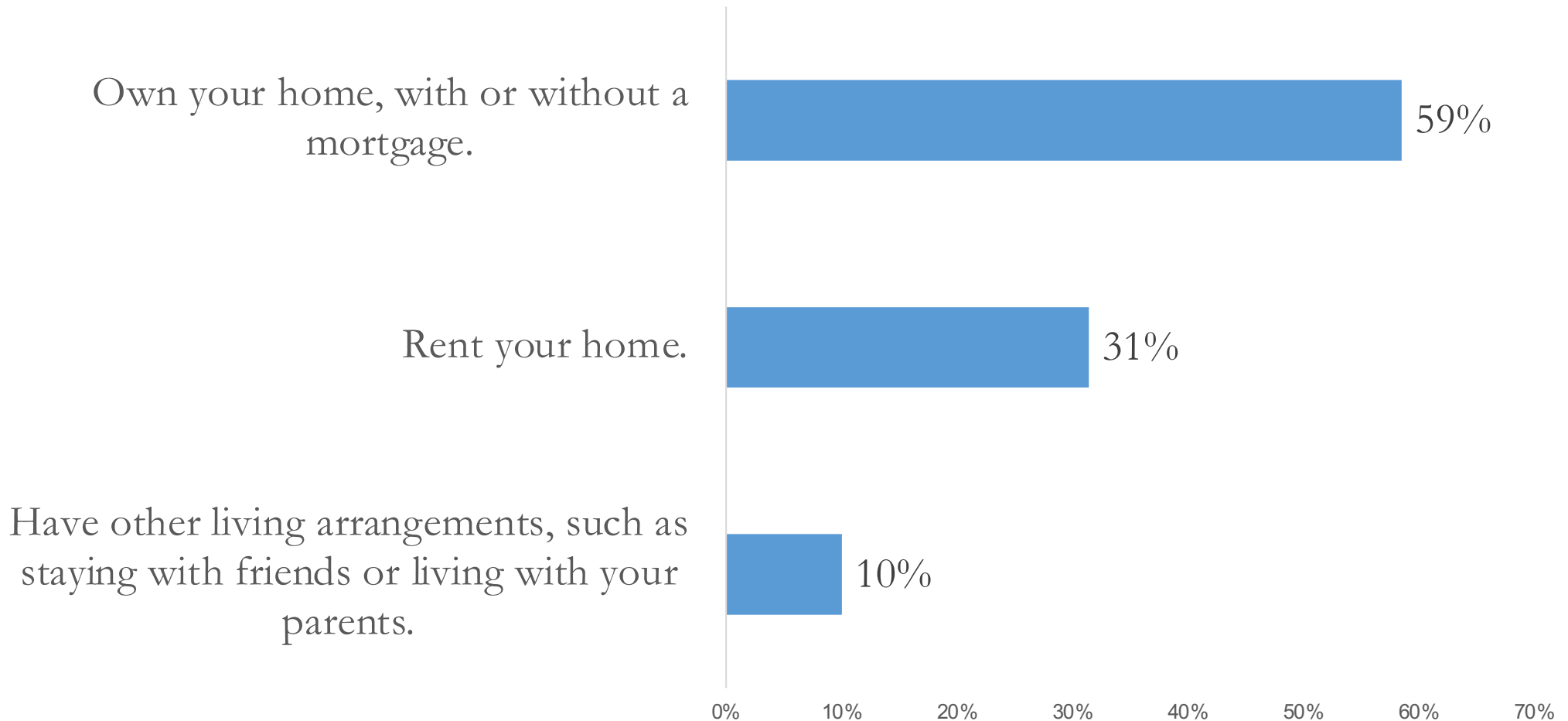


Demographics

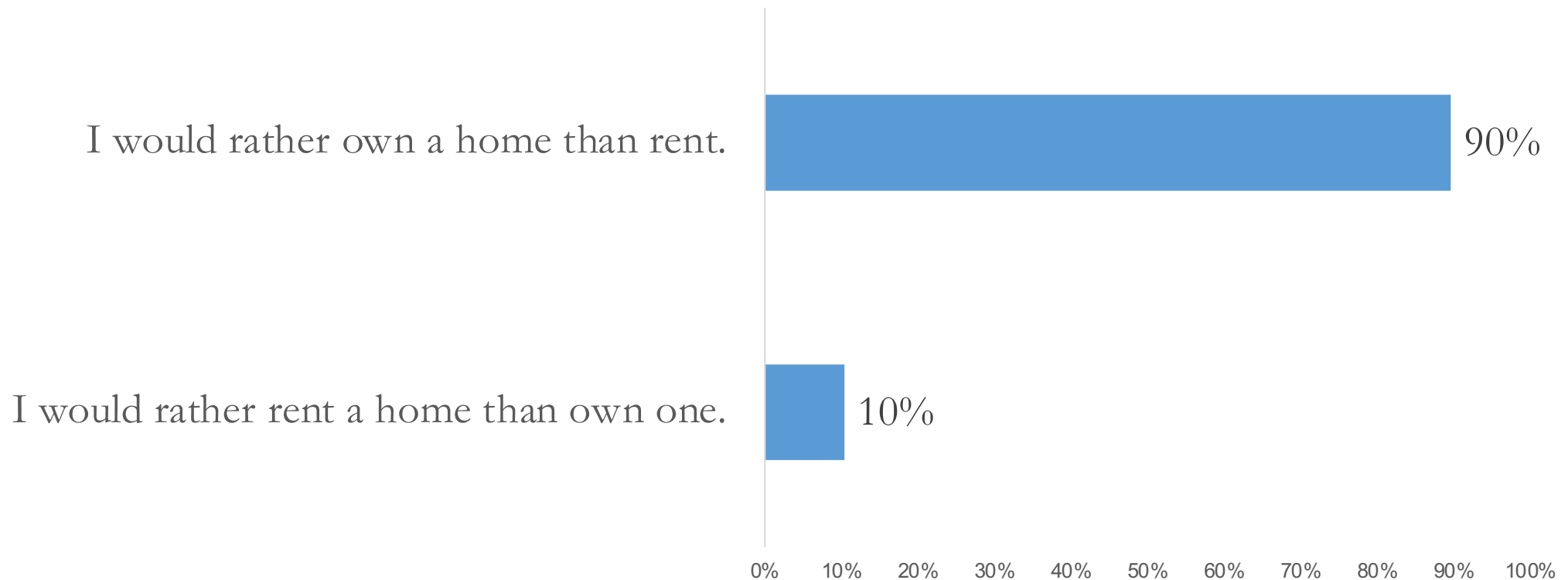
Time in Utah



Do You ~

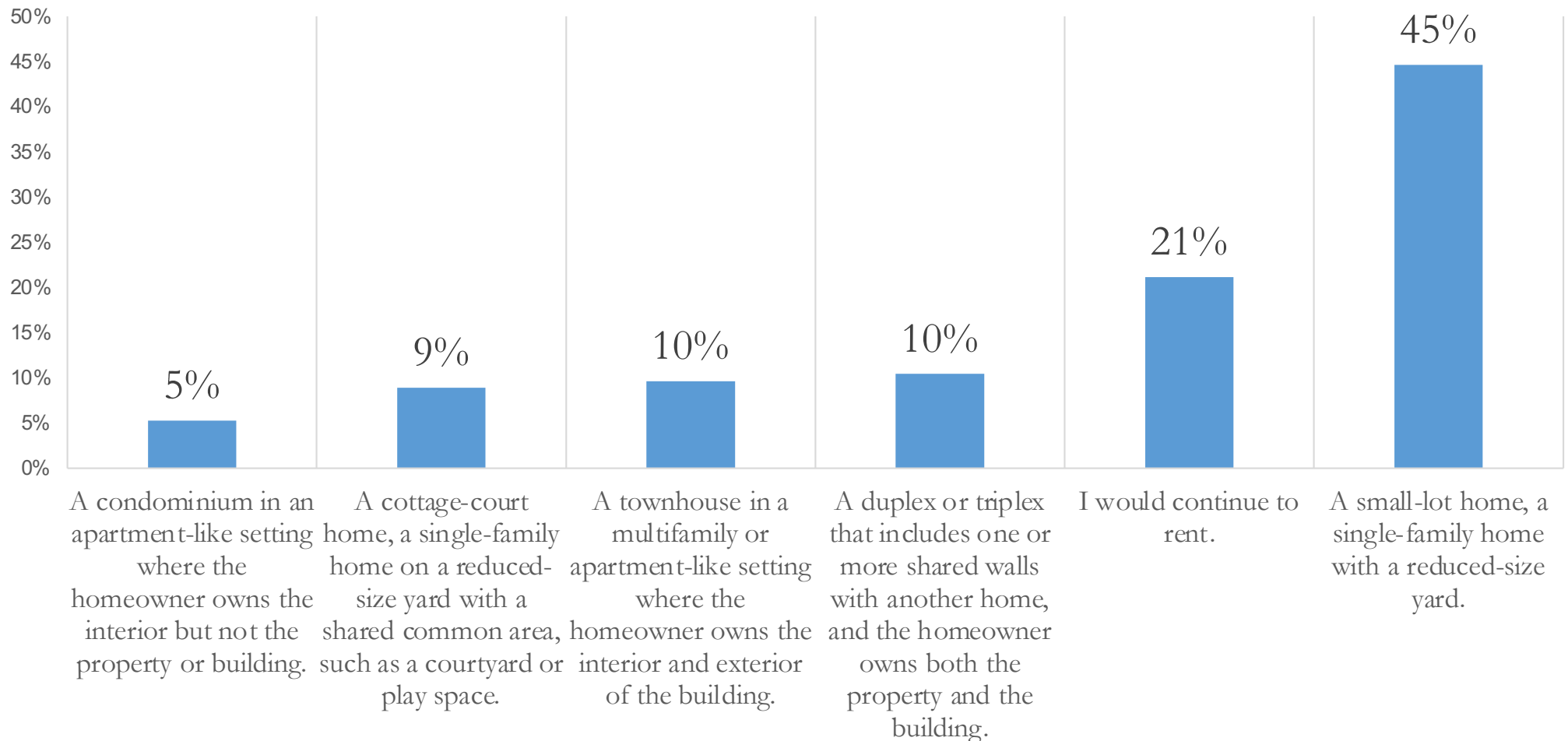


Which of the following statements best describes your feelings [ONLY NON-OWNERS]



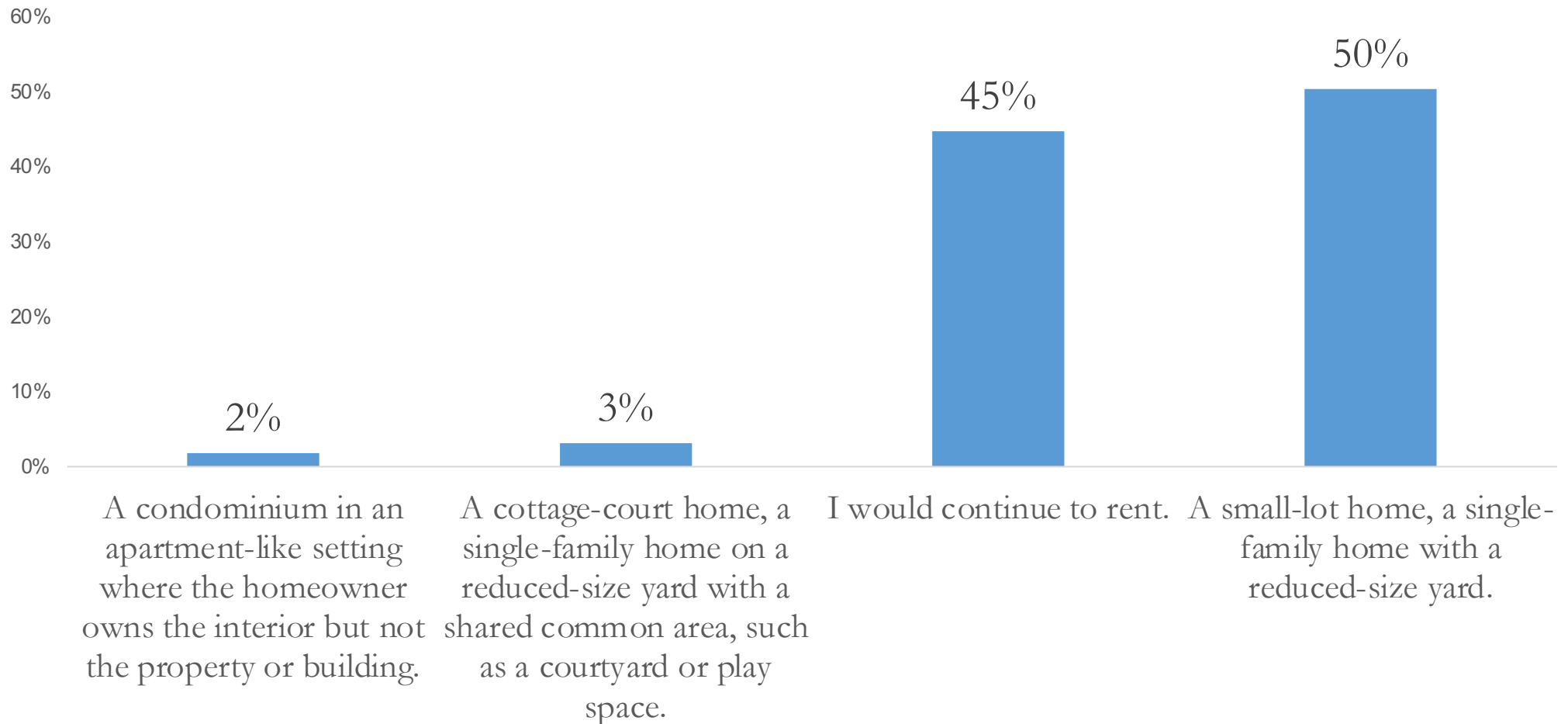
If you could not afford a single-family home, what alternatives would you consider buying?

[ONLY NON-OWNERS WHO'D PREFER OWNING]



If you could not afford a single-family home, what alternatives would you consider buying?

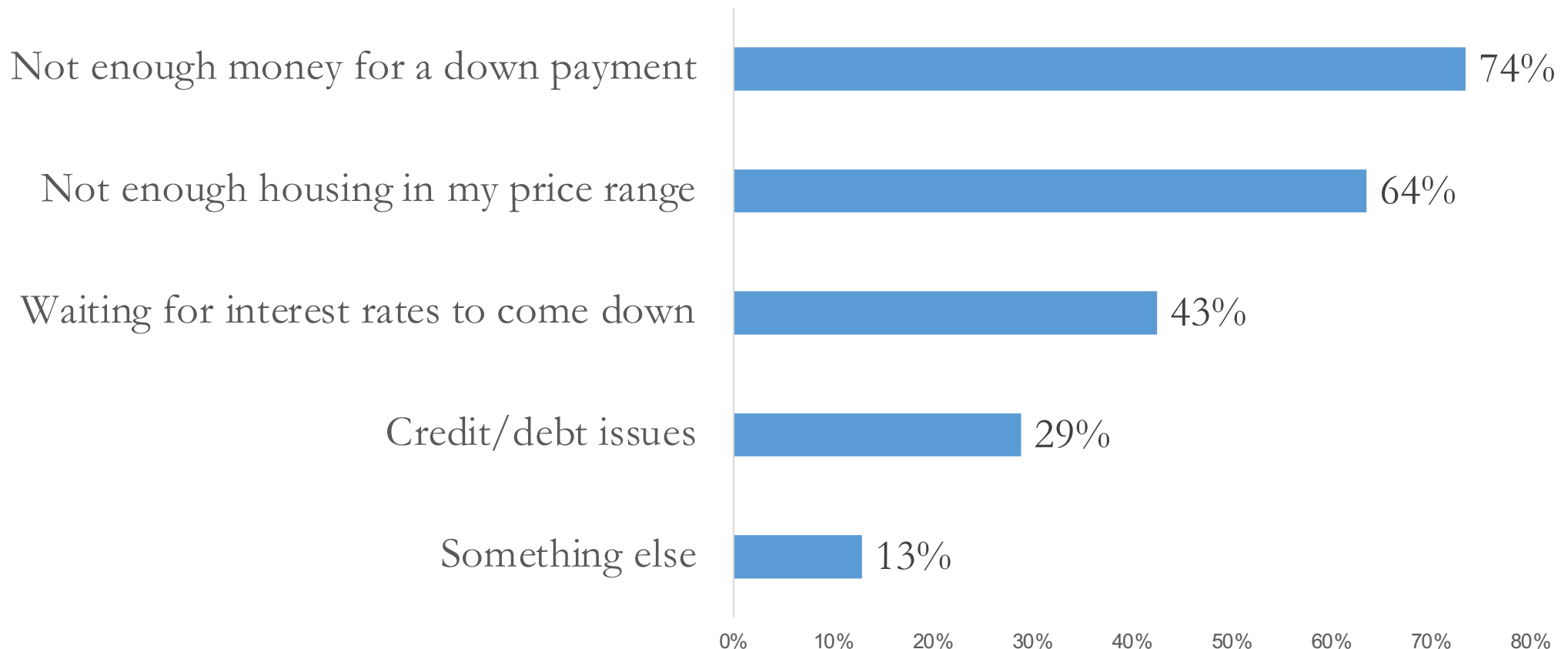
[ONLY NON-OWNERS WHO'D PREFER TO RENT]



Top three reasons you have not bought a home?

[ONLY NON-OWNERS WHO'D RATHER OWN]

% of non-owners indicating the stated reason, only those who would rather own



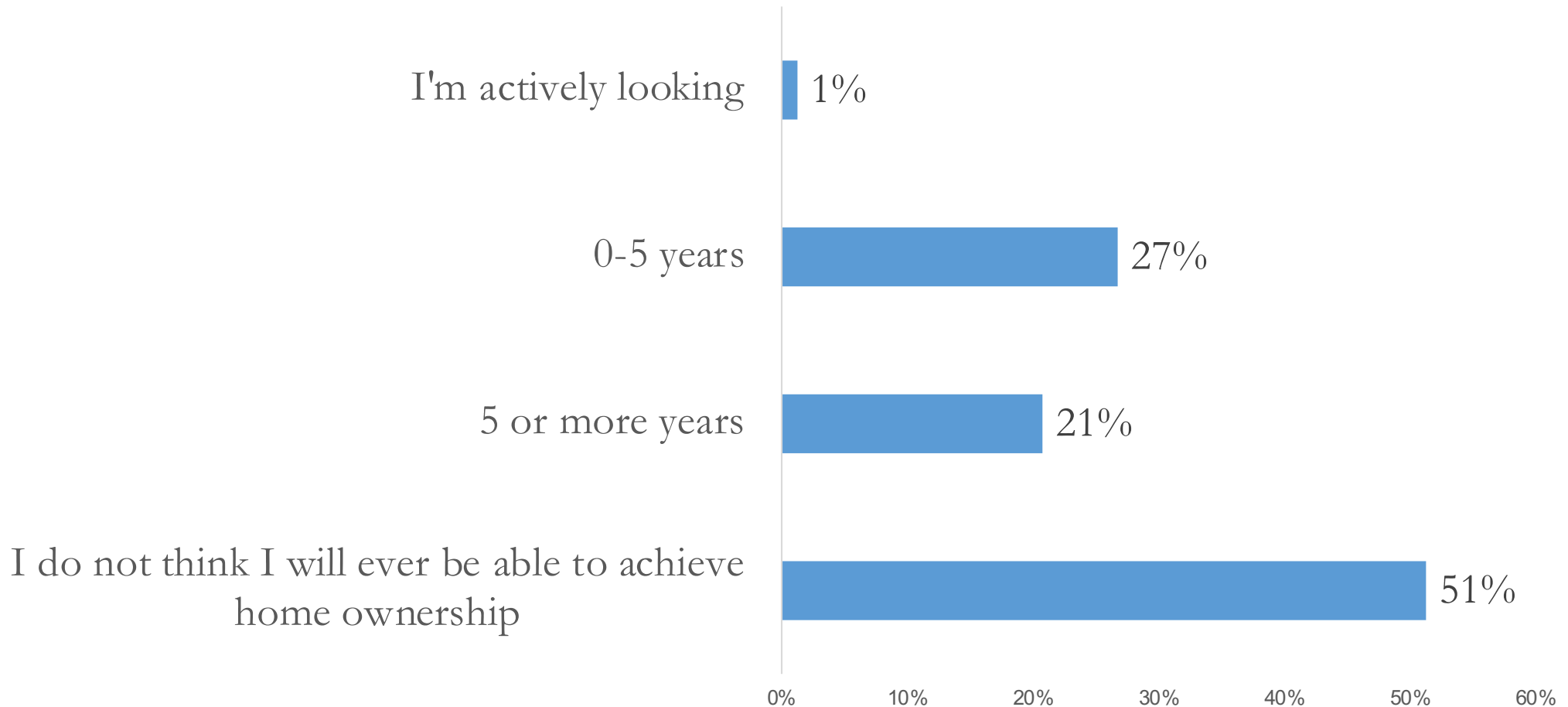
What are the top three reasons you have not bought a home?

[ONLY NON-OWNERS WHO'D RATHER OWN; these are the text responses from the "Something else" responses]

- Corporate greed and overbuying, pricing real people out of the housing market
- Don't make enough each month for mortgages these days
- Don't want something huge even a small 2 bedroom home would be fine but I have to be able to have space for a garden
- I foolishly have remained with an employer whom has misrepresented the potential of the company. once I change jobs or start my own business hopefully things will improve.
- I'm single, so I'd effectively have to be making twice what a partnered person would need to make to buy a home.
- I'm worried about the state of the older homes in my area.
- other
- The lack of high-density mixed used developments in walkable, pedestrian friendly communities
- I sold a house with the intent to purchase again, and the prices and interest rates have kept me renting for the time being.
- income a issue
- Going to school
- Price of real estate is RIDICULOUS!!! Out of f***ing control!
- the market is absolutely awful. Noone wants to buy a home that's a piece of shit for 600k when it's worth 300k which unfortunately is the case with 90% of the homes in utah. They are overpriced garbage especially with what mortgage rates are at.

When do you think you'll be able to achieve home ownership?

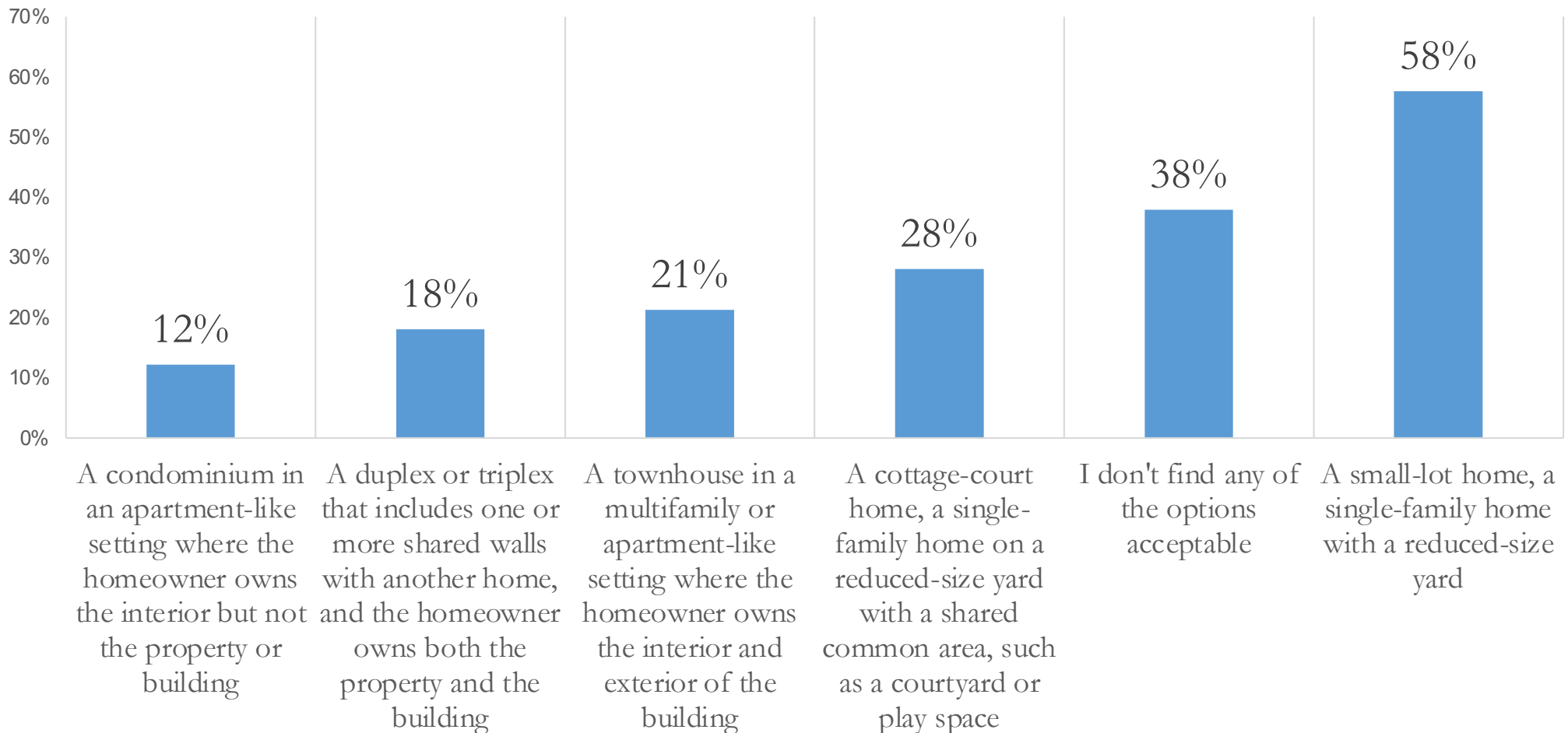
[ONLY NON-OWNERS WHO'D RATHER OWN]



Over the next few years, your neighborhood will have a few of the following constructed. Which are acceptable to you?

[ONLY OWNERS]

% of owners indicating the option was acceptable



Please indicate whether you agree or disagree with each of the following statements

[ONLY NON-OWNERS]

I am worried I will never be able to own a home

78%

I would need to be gifted or inherit money to own a home anytime soon

75%

I am worried that the housing market will only worsen in the future

74%

There is not enough housing available on the market for middle-class people

69%

I would sacrifice some front yard space to have more space in the backyard

52%

I pay more rent than I would for a mortgage yet I still don't qualify to become a homeowner

51%

My rent or mortgage is the number one reason I can't get ahead

49%

Utah communities should do more to prevent development and keep the state the way it is

40%

I feel like I understand why housing prices are so high

29%

Rural towns should have mostly just single-family homes; apartments, duplexes and townhomes should only be built in cities

28%

Utah towns and cities should allow more housing to be built

26%

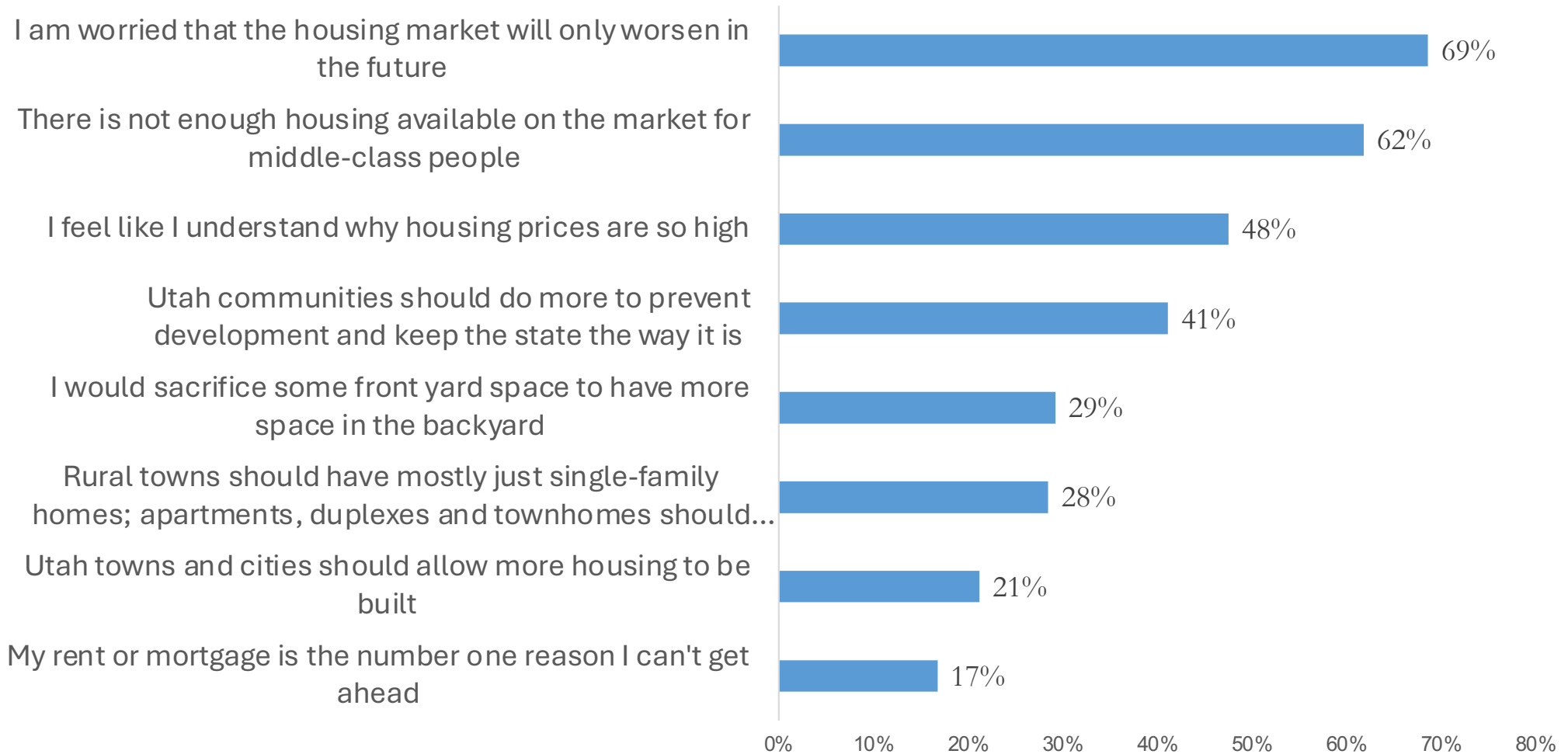
I'd rather spend my money on travel and activities than worrying about affording a home later

12%

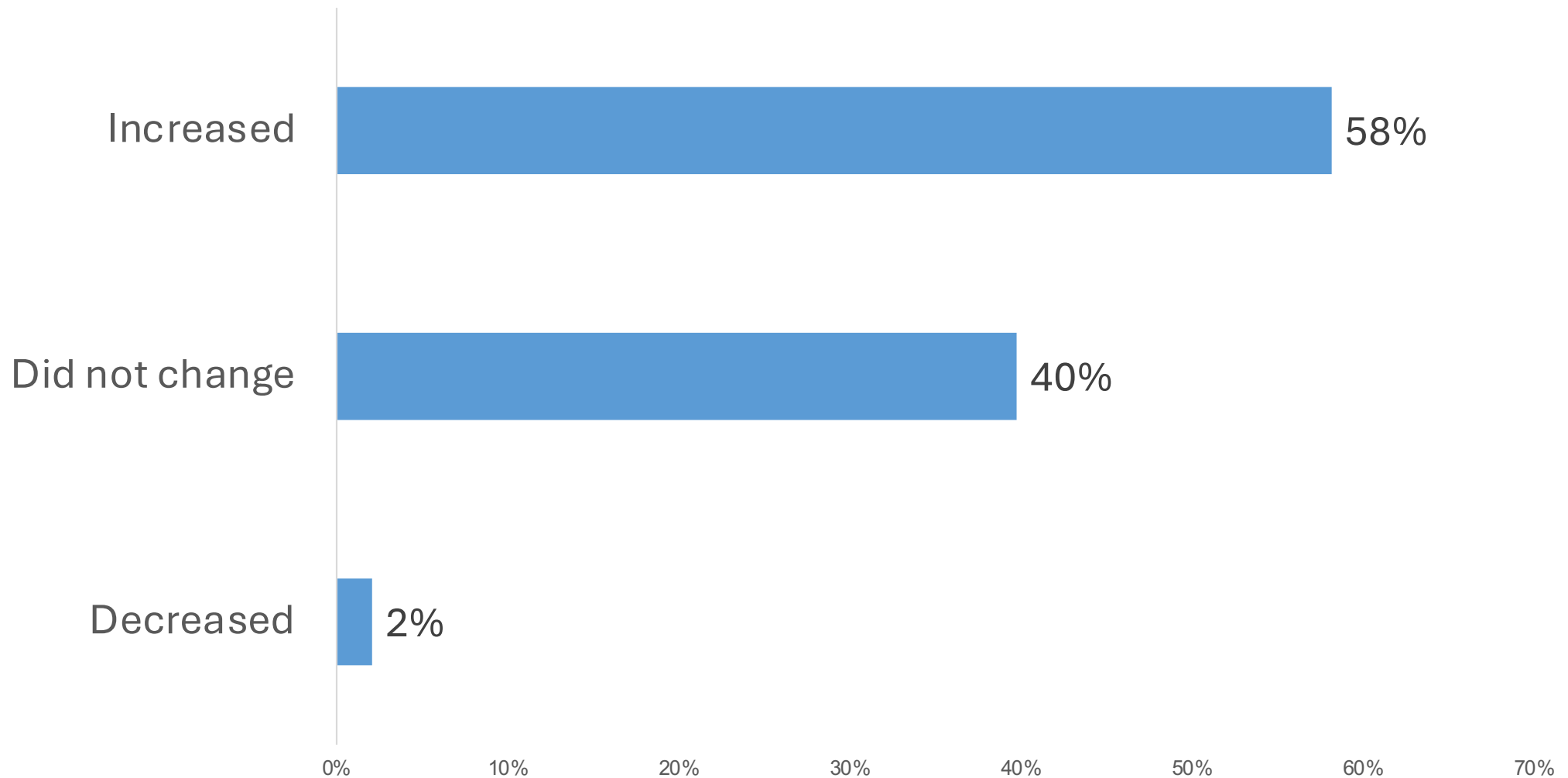
0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

Please indicate whether you agree or disagree with each of the following statements

[ONLY OWNERS]



Did your housing cost change in the past 12 months?



Methodology

The selection of respondents was conducted randomly from a comprehensive list of registered voters across Utah using L2 data. We also extracted household locations from this list. Our poll reached out to 38,269 individuals, resulting in 485 respondents that completed every question. We employed peer-to-peer text messaging as a contact method to ensure a more representative sample. This approach helps mitigate potential social desirability bias and enables us to engage with a broader range of average voters who typically do not respond to political surveys. The text messages were dispatched on the evenings of May 22nd and May 25th, 2024.

Survey results underwent a rigorous weighting process to align the sample with population demographics. The final results are based on these weights to address any non-response bias.