

2022

Joint Housing Opinion Survey

Growth Management Policy Board

February 2, 2023



Puget Sound Regional Council



Washington State
Department of
Commerce

Background

Purpose and Approach

The Puget Sound Regional Council and the Washington State Department of Commerce conducted a survey to assess housing needs across the state.

Purpose

Commerce estimates Washington state will need one million homes over the next two decades to meet current and future needs. To better inform plans to accommodate that growth, PSRC and Commerce surveyed respondents to inform current and future housing needs across diverse communities.

Approach

PSRC and Commerce hired Seattle-based research firm, PRR, to conduct a statistically valid, multi-mode (online, phone, panel) public opinion survey in 12 Washington counties within three regions.

Western Washington

- Clark County
- Clallam County
- Jefferson County

Central Puget Sound

- King County
- Pierce County
- Snohomish County
- Kitsap County

Eastern Washington

- Spokane County
- Yakima County
- Chelan County
- Kittitas County
- Stevens County



Research objectives

- Explore attitudes about Washington State's housing needs.
- Outline housing desires, needs, and priorities of the general public.
- Provide regional decision makers with input from a broad cross-section of the public.

The survey was to:

- Assess Washington state residents' priority issues and quality of life.
- Identify housing problems in communities across Washington State.
- Gather information about needed housing provisions for future planning.
- Explore residents' opinions and attitudes regarding types of housing, affordability, and availability.
- Learn what the public sees as the top priorities for the future regional housing system.

Survey Methods

Survey languages and data collection

Respondents could choose to complete the survey online or by phone (toll-free) in the following languages: English, Spanish, simplified Chinese, and Vietnamese. Programmed the online survey in Qualtrics, a professional survey platform optimized for easy use on computers and mobile devices.

Final sample size and weighting

Overall, the sample was close to representative. Our analysis weighted data on key demographic factors at both the county and regional levels. Weighting ensured the sample remained representative at both levels of analysis and maintained consistent analysis procedures for each county and the region as a whole. Additionally, our analysis weighted the data on the population within each county for the regional and statewide calculations.

SURVEY PERIOD

**October 15 to
November 6,
2022**

SURVEY COMPLETION

4,329
People completed
the survey
(all recruitment
methods)

4%

response rate
(mail invitation)

+/- 1%

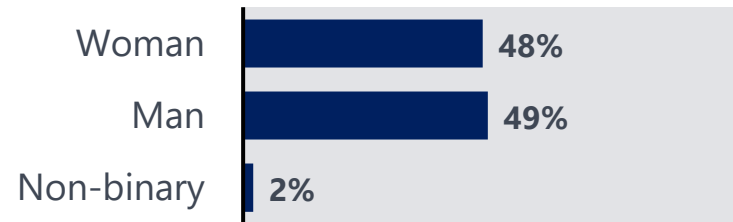
margin of error

53,950 randomly-selected households invited
~**1,500** invites returned undeliverable
Response rate = $2,251 / (53,950 - 1,500)$

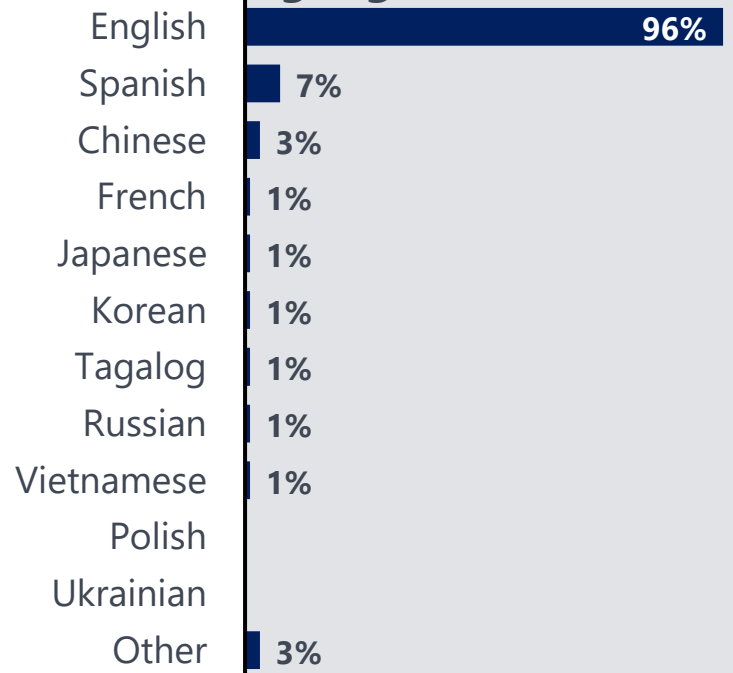
Survey languages: English, simplified Chinese, Spanish, and Vietnamese.

Demographics: Statewide

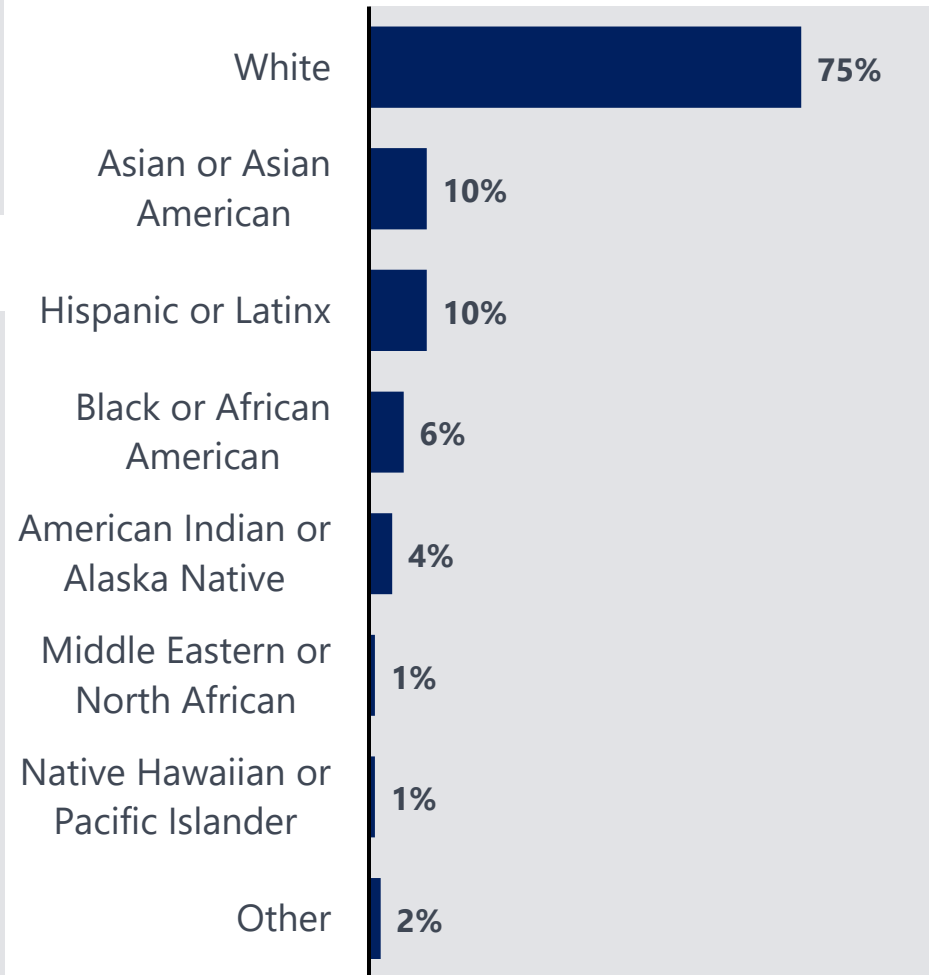
Gender (n = 4,515)



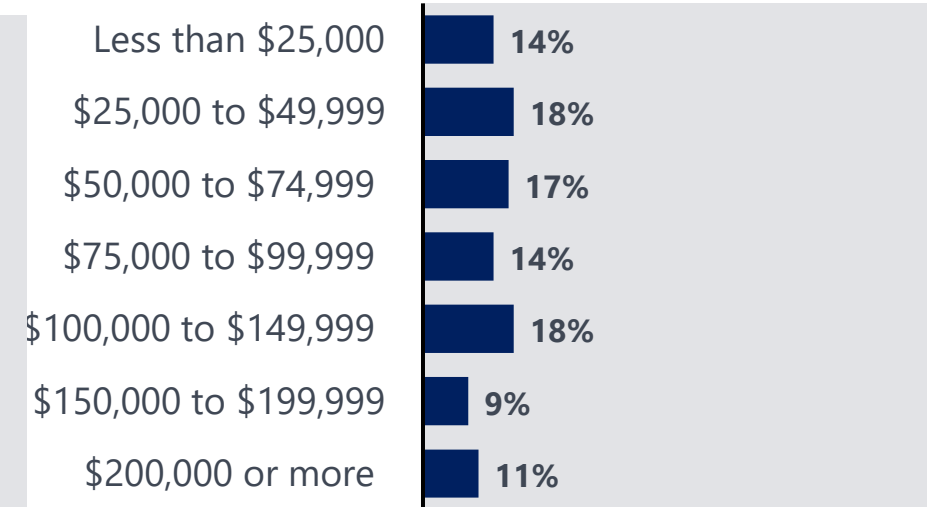
Language (n = 4,468)



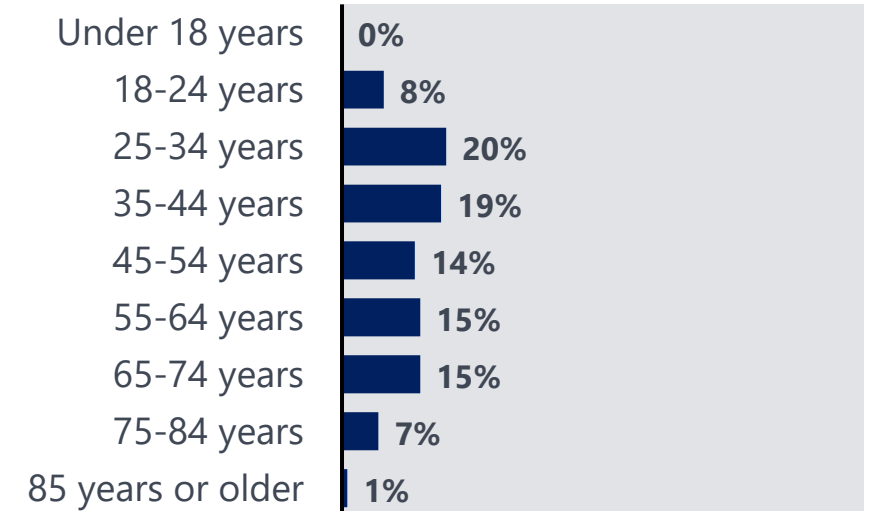
Race/Ethnicity (n = 4,416)



Income (n = 4,179)

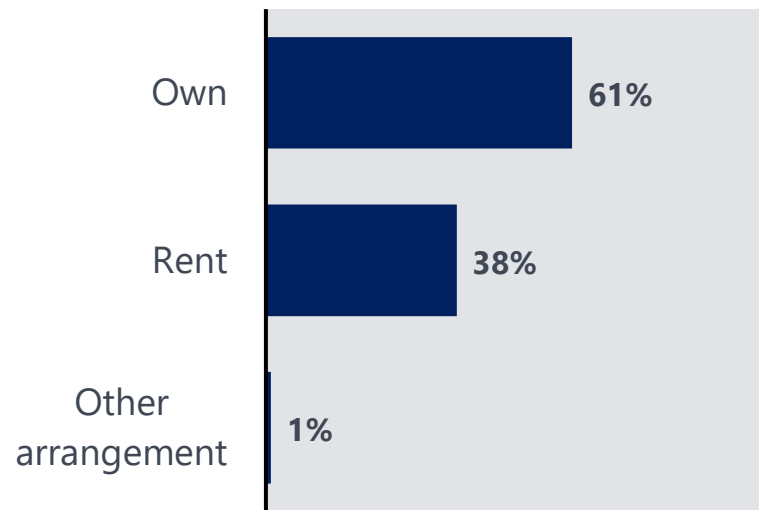


Age (n = 4,508)

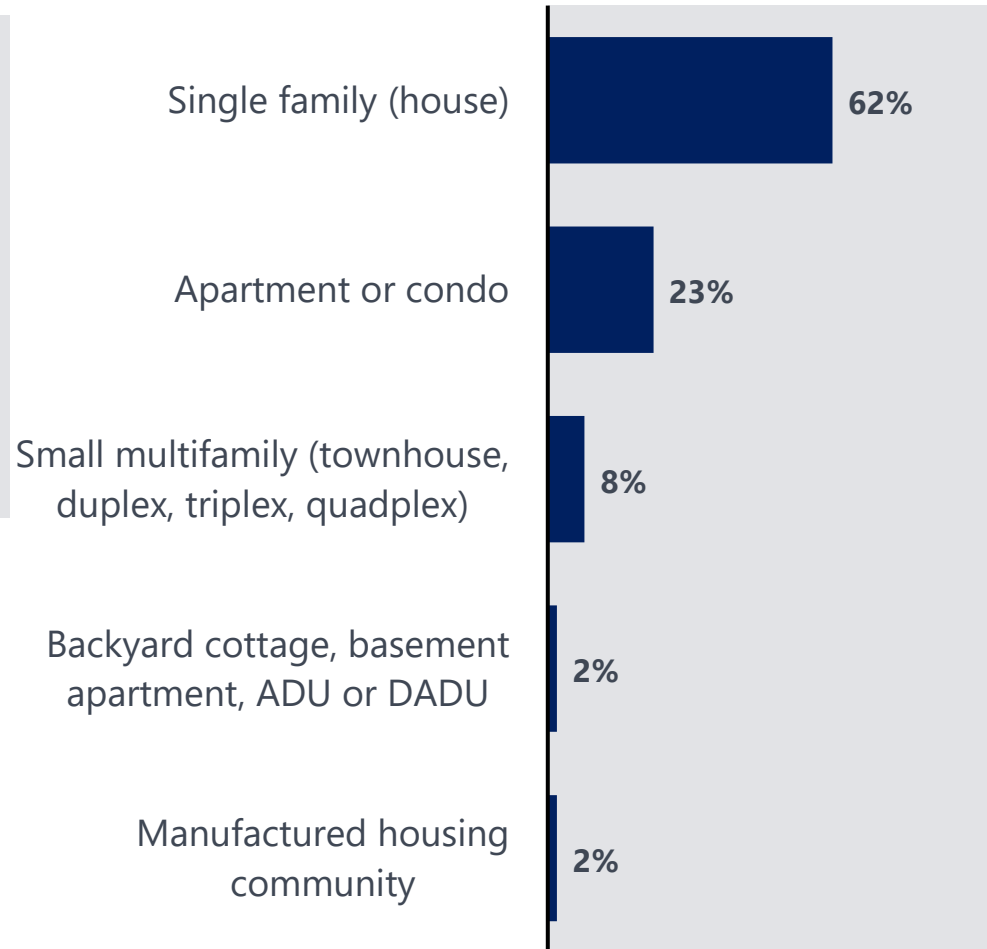


Demographics: Statewide

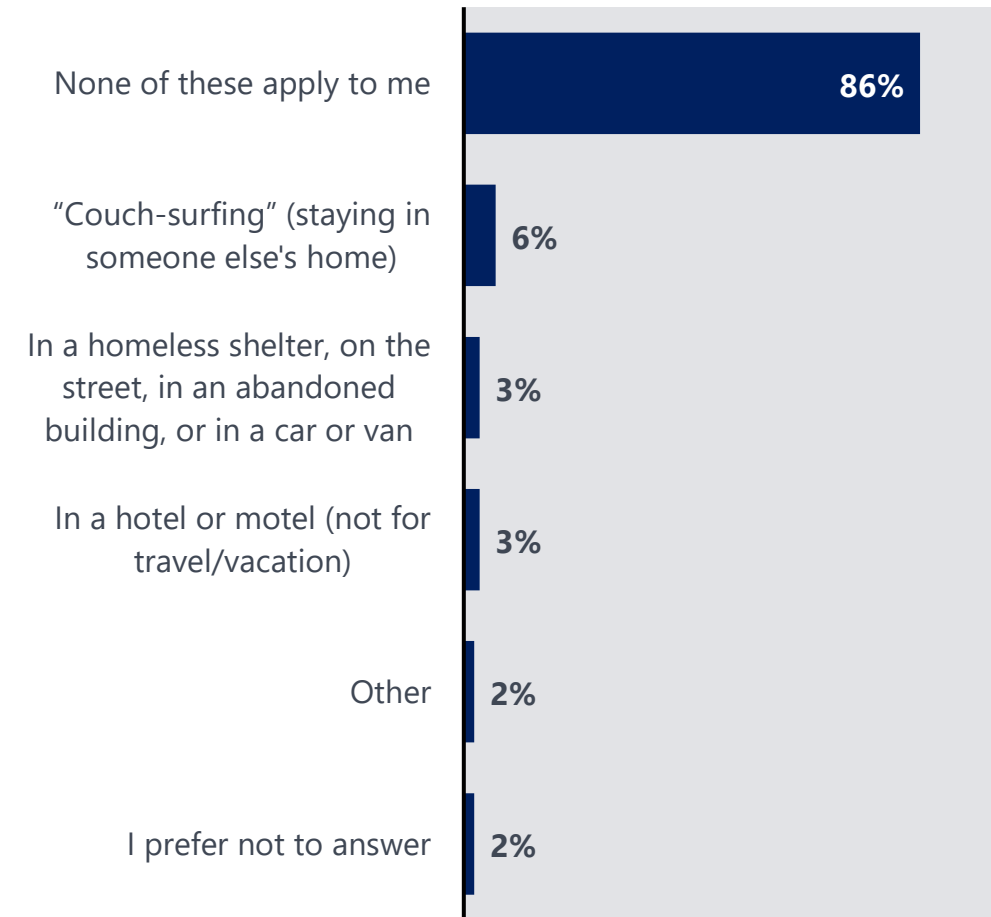
Home Arrangement (n = 4,508)



Housing Type (n = 4,511)



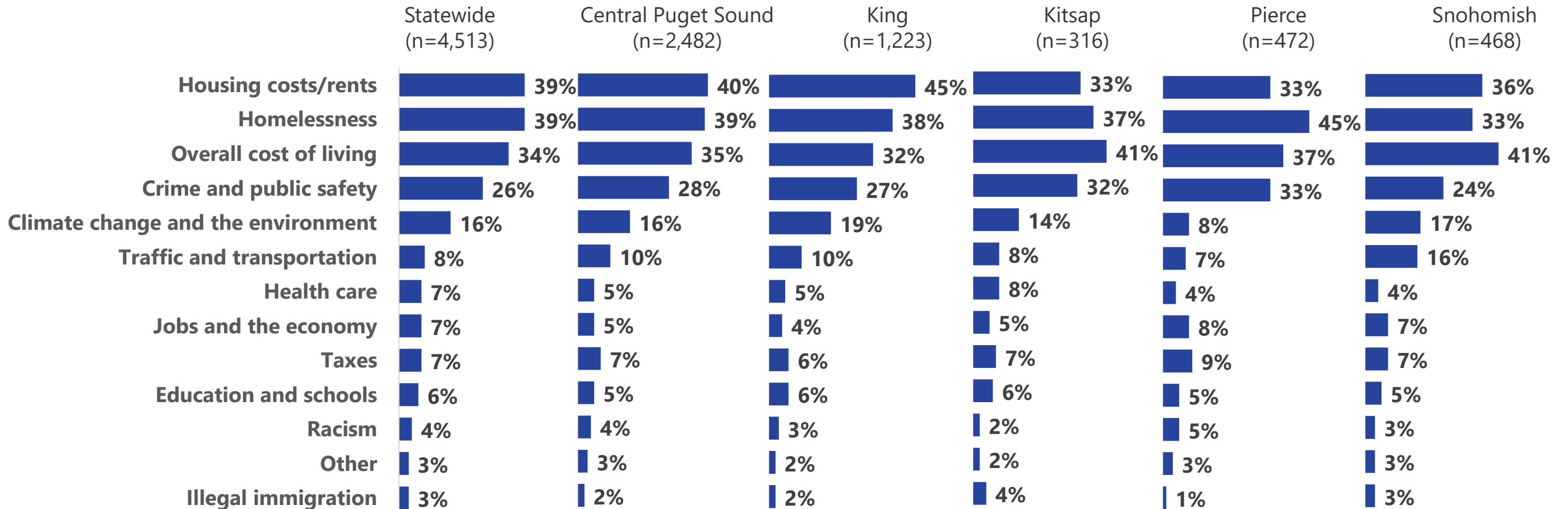
In the last month, did you spend any nights? (n = 4,489)



Detailed Findings

High costs/rent of housing, homelessness, and overall cost of living were ranked as the most important problems in Central Puget Sound.

Please pick the two (2) most important problems facing Washington state today



"Other" includes women's rights, gay rights, income inequality, threats to democracy, political disinformation, mental health systems, COVID-19, substance abuse, and lack of senior housing communities.

Housing Problems

Most respondents in Central Puget Sound agree that **rents are too high** and it **costs too much to buy a home**.

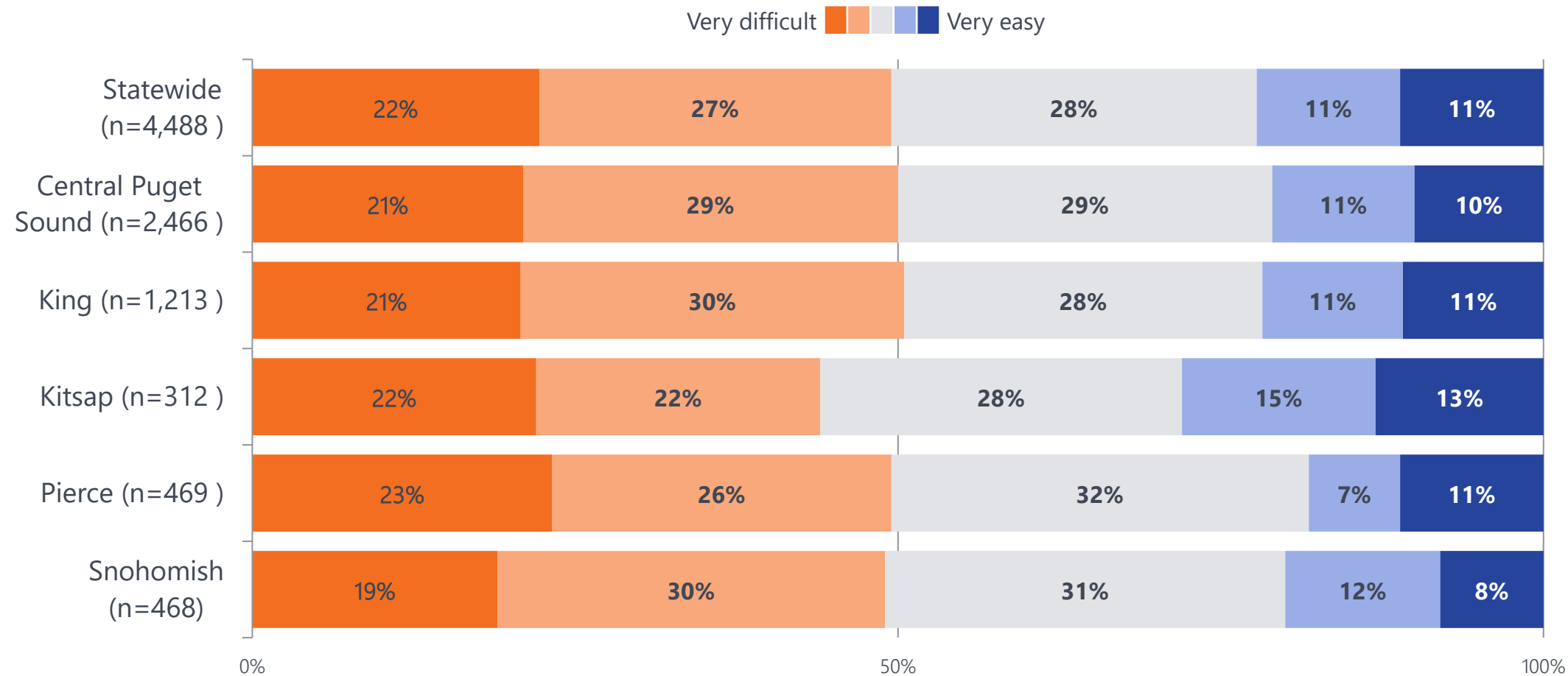
Thinking about your community, please select all of the statements you agree with:

	Statewide (n=4,513)	Central Puget Sound (n=2,482)	King (n=1,223)	Kitsap (n=316)	Pierce (n=472)	Snohomish (n=468)
Rents are too high and increasing too much.	77%	79%	78%	79%	79%	80%
It costs too much to buy a home.	75%	79%	81%	72%	75%	79%
There is not enough housing available.	46%	44%	48%	42%	38%	40%
The lack of available housing is a key reason for our region's homeless crisis	45%	46%	51%	39%	41%	39%
The lack of available housing is the reason for high housing costs.	44%	43%	47%	38%	37%	42%
Government is not doing enough for housing.	40%	43%	47%	31%	42%	38%

Correlations:
Non-Hispanic Whites are more likely to select that there is not enough housing available.

Half of the Central Puget Sound respondents say it is **difficult to find affordable housing**.

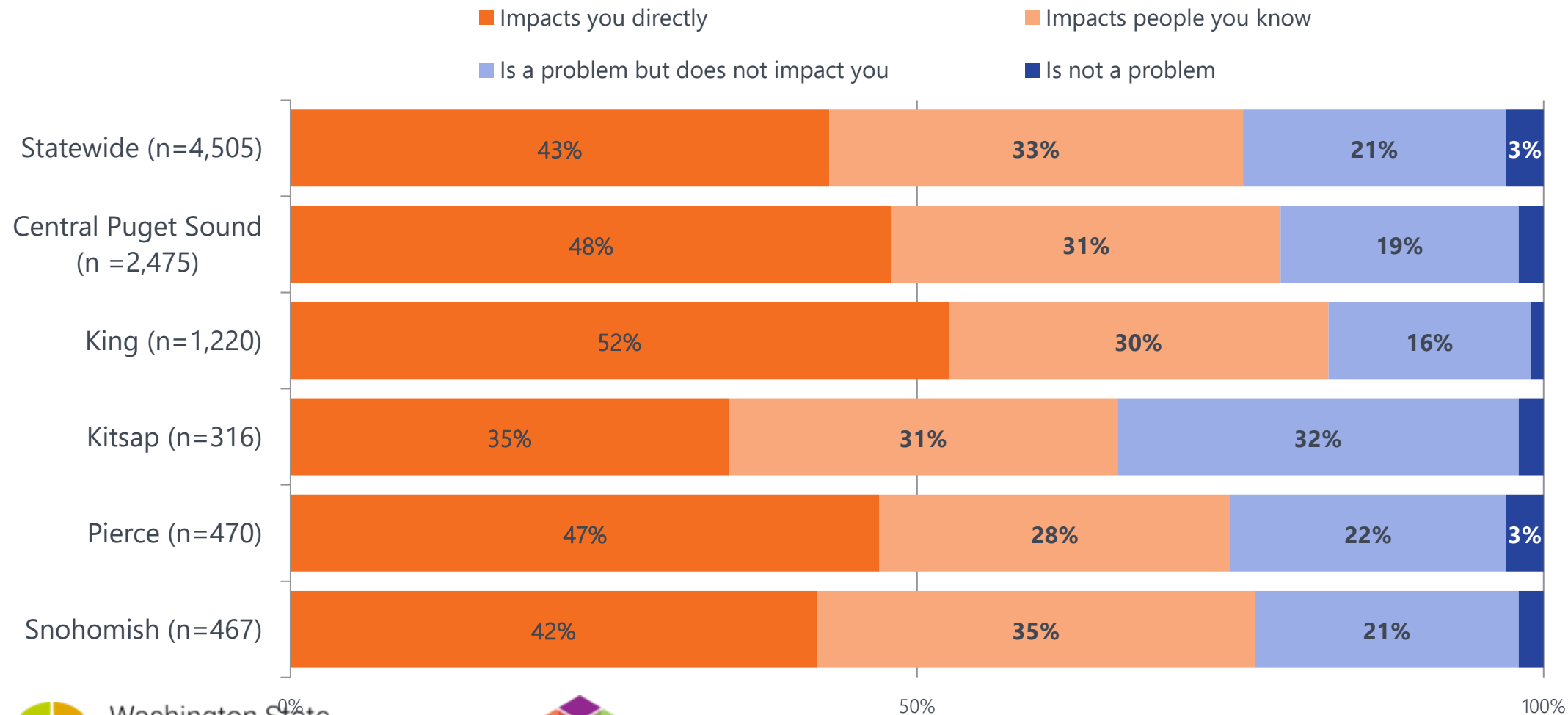
For you personally, how easy or difficult is it for you to find affordable housing that meets your needs?



Correlations: Respondents who have **higher incomes** or are **older** are more likely to think it is easy to find affordable housing.

Most respondents (79%) in Central Puget Sound are **directly impacted by housing costs and availability** or know someone who is.

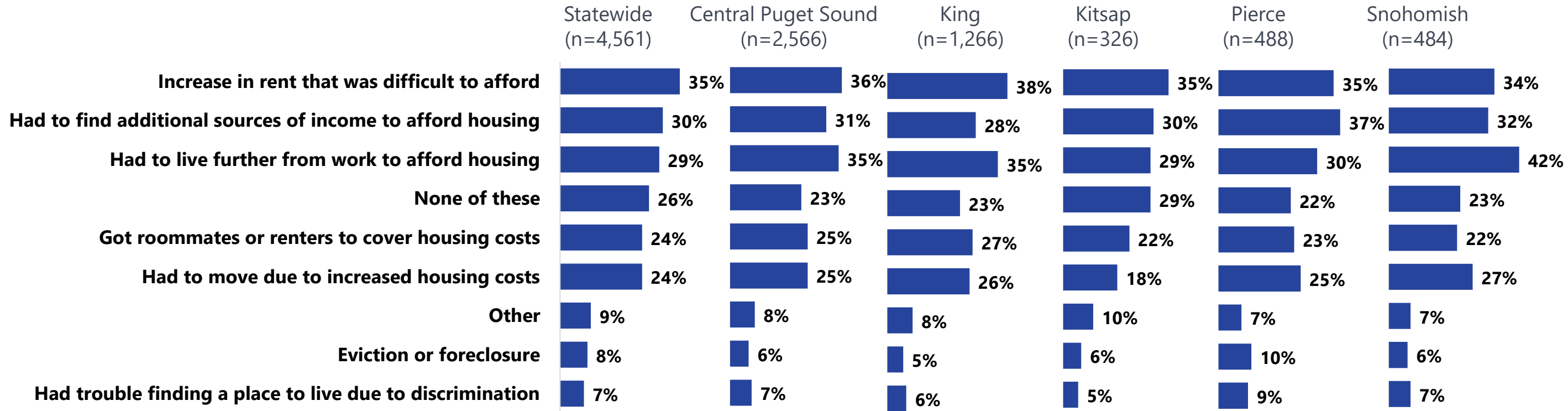
When it comes to housing costs and availability in Washington, do you feel that this is an issue that:



Correlations: Respondents who are **younger** or **have lower incomes** are more likely to be impacted directly by housing costs and availability in Washington.

Most respondents (77%) in Central Puget Sound have **experienced one or more difficulties finding or affording housing.**

Which of the following concerns about housing and affordability have you ever experienced?



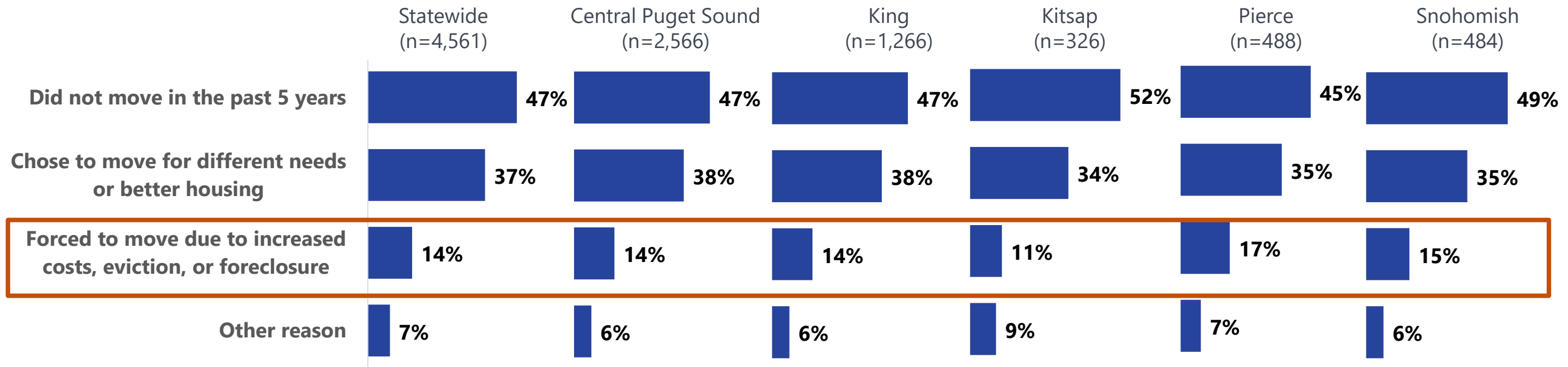
Correlations:

- Respondents who are **younger** or **have lower incomes** are more likely to select increase in rent that was difficult to afford or had to find additional sources of income to afford housing.
- **Younger** respondents are more likely to select had to moved due to increased housing costs, lived further from work to afford housing, or found roommates or renters to cover housing costs.
- Respondents with **lower incomes** are more likely to select eviction or foreclosure.
- **Black or African American respondents** are more likely to select had trouble finding a place to live due to discrimination.

“Other” includes: housing available does not match current needs, extreme rental requirements, property taxes are too high, waitlist for affordable housing are too long, had to move back in with parents, and bad credit.

Some respondents (14%) in Central Puget Sound were **forced to move** in the last five years due to **costs, eviction, or foreclosure**.

If you have moved within the past five years, did you choose to move or were you forced to move from your prior residence?



“Other” includes: Displaced by natural disaster/fire, military commitments, experienced racism and discrimination from landlord and community, demolition, housing was sold without prior knowledge.

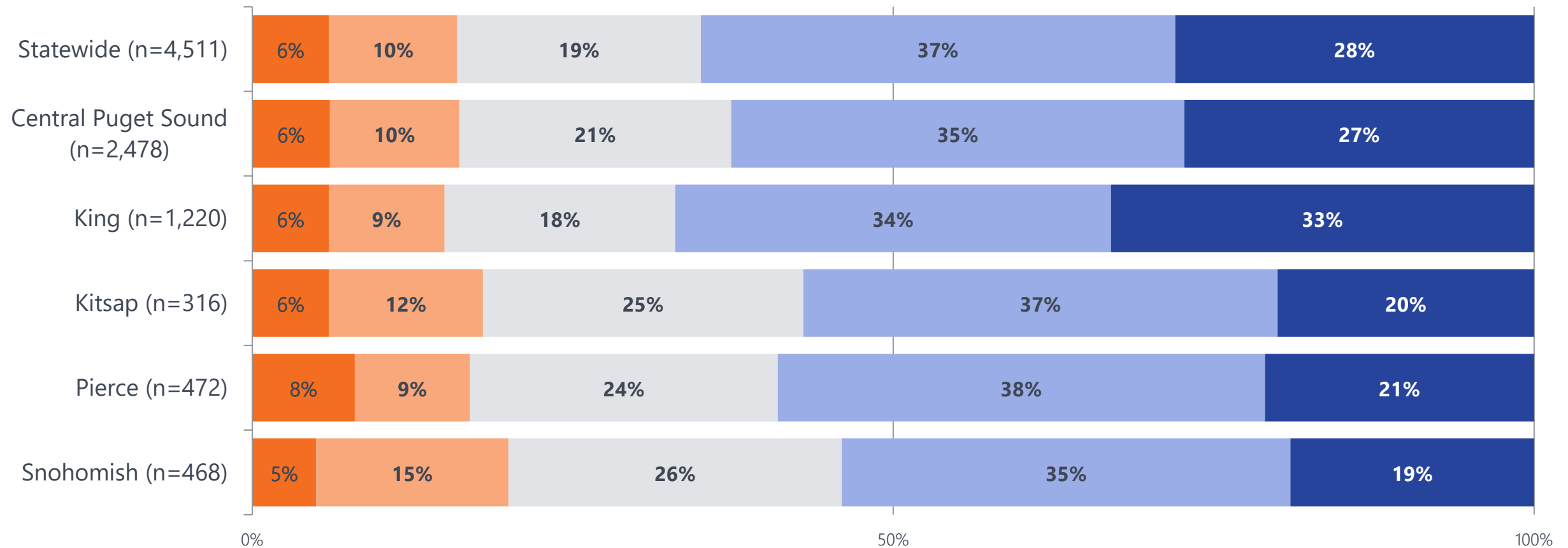
Correlations: Respondents with **lower incomes** are more likely to **select** forced to move due to increased costs, eviction, or foreclosure.

Opinions about Housing

Most Central Puget Sound respondents (62%) agree that **their community needs more housing**, with King County (67%) agreeing the most.

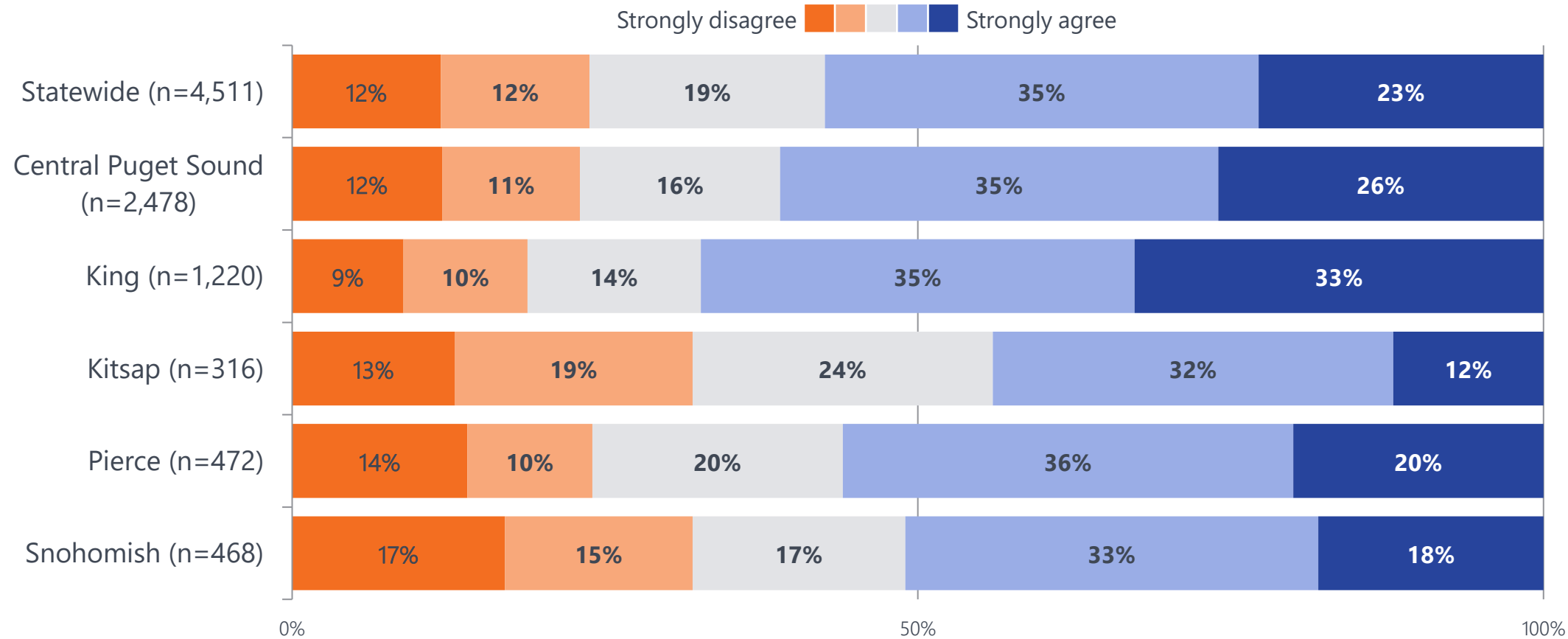
My community needs more housing in general.

Strongly disagree Strongly agree



Many respondents (58%) agree that **triplex housing should be allowed in single-family zones**, with King County (68%) agreeing the most.

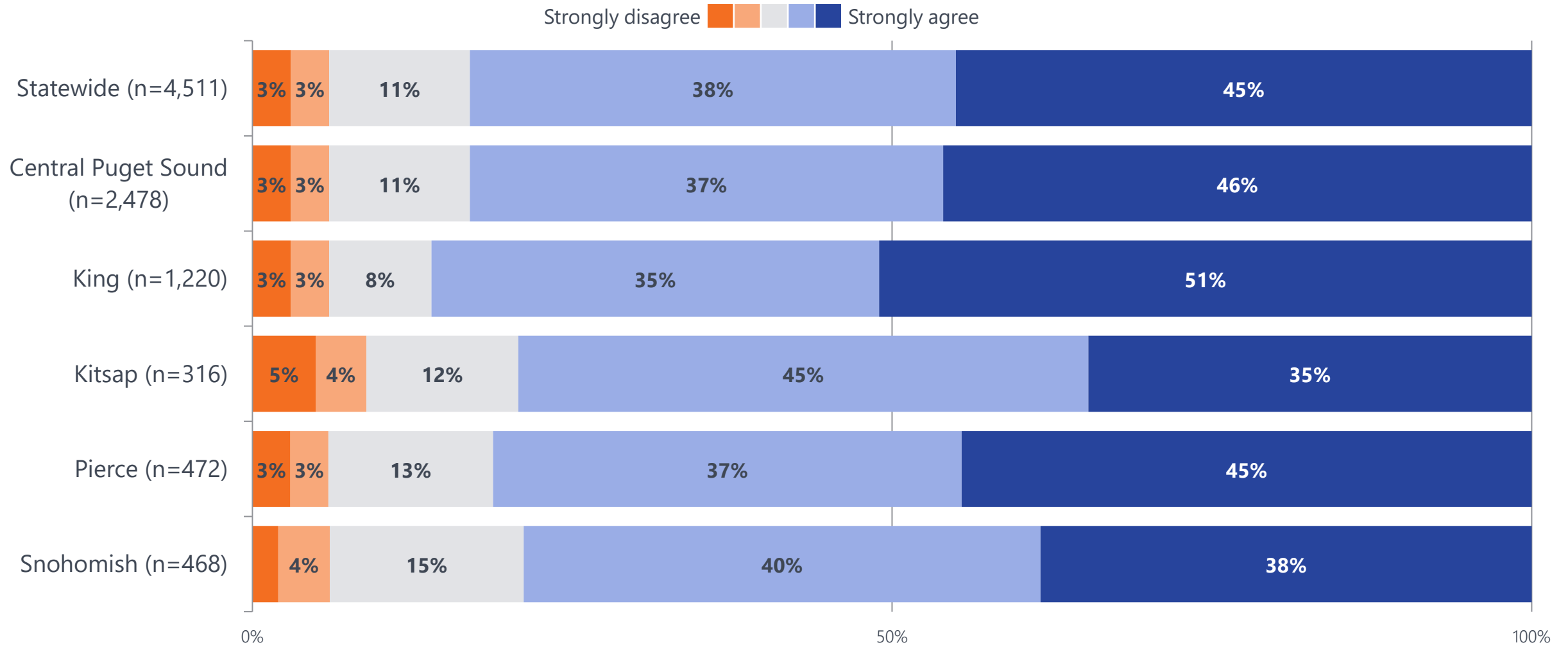
Multi-family housing like triplexes should be allowed in single-family zones if they meet all of the standards of the zone, such as heights, setbacks, and parking.



Correlations: Younger respondents are more likely to agree that multi-family homes should be allowed in single-family zones.

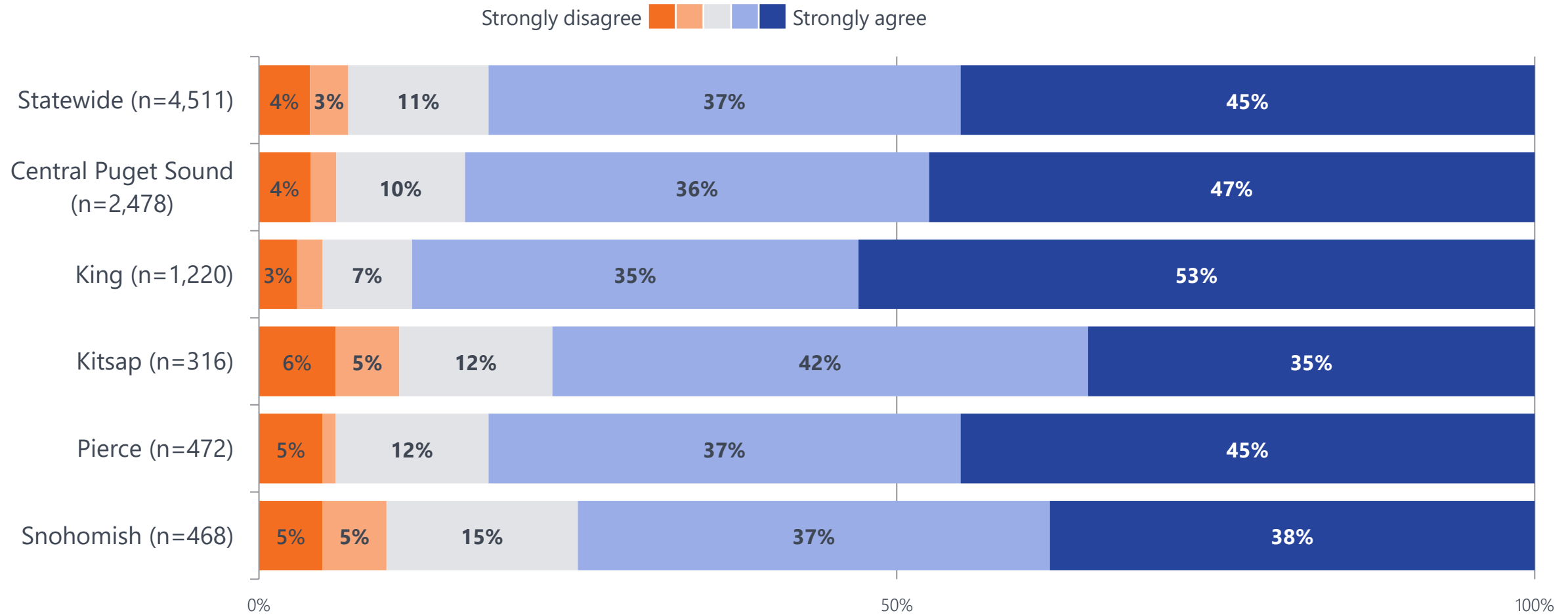
Almost all respondents (83%) in Central Puget Sound agree that **their community needs reasonably priced homes**.

My community needs more reasonably priced houses to make it easier for people to buy a home.



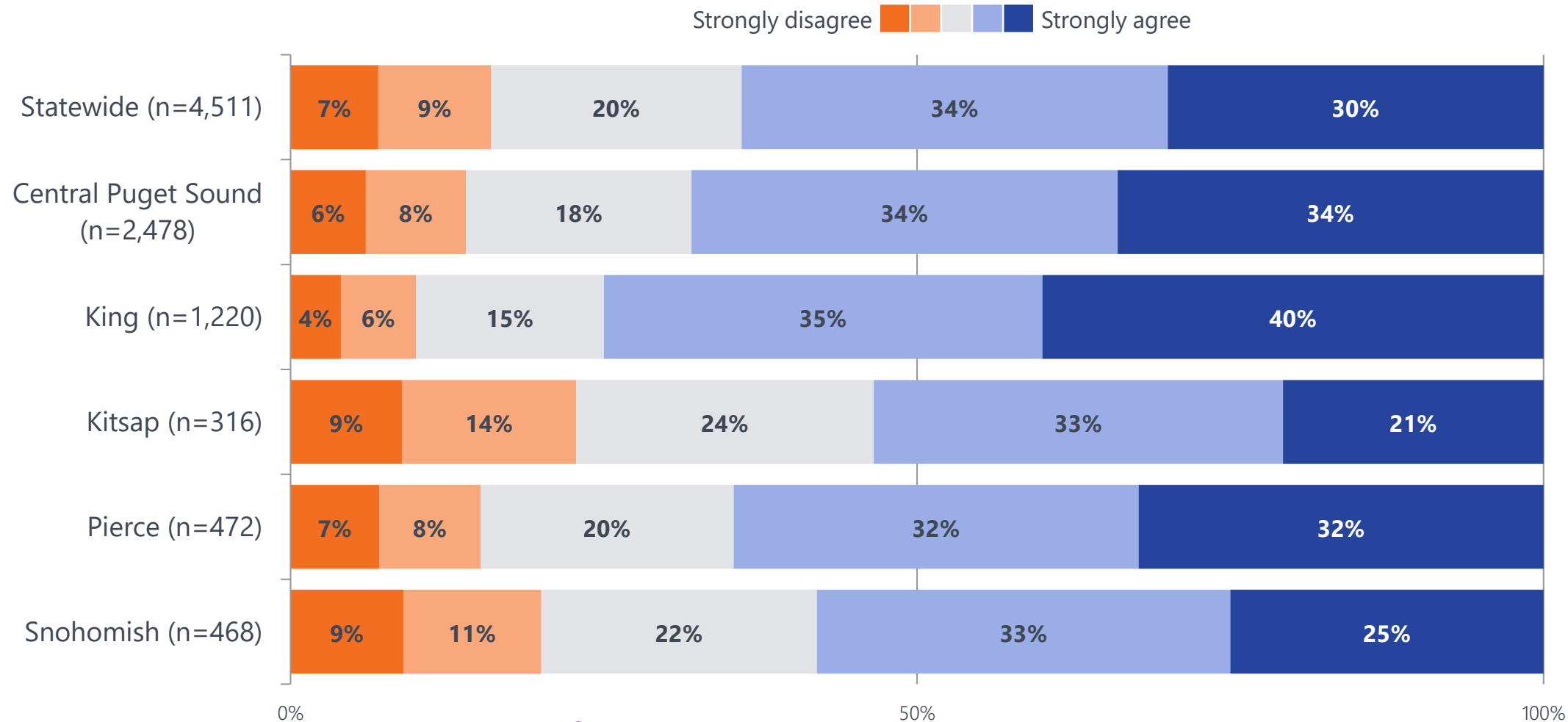
Almost all respondents (82%) in Central Puget Sound agree that **government agencies should work together to address the need for housing.**

Government agencies should work together to address the need for housing.



Most Central Puget Sound respondents (68%) agree that government agencies **should do more to provide housing not being delivered by the market**, with King County (75%) agreeing the most.

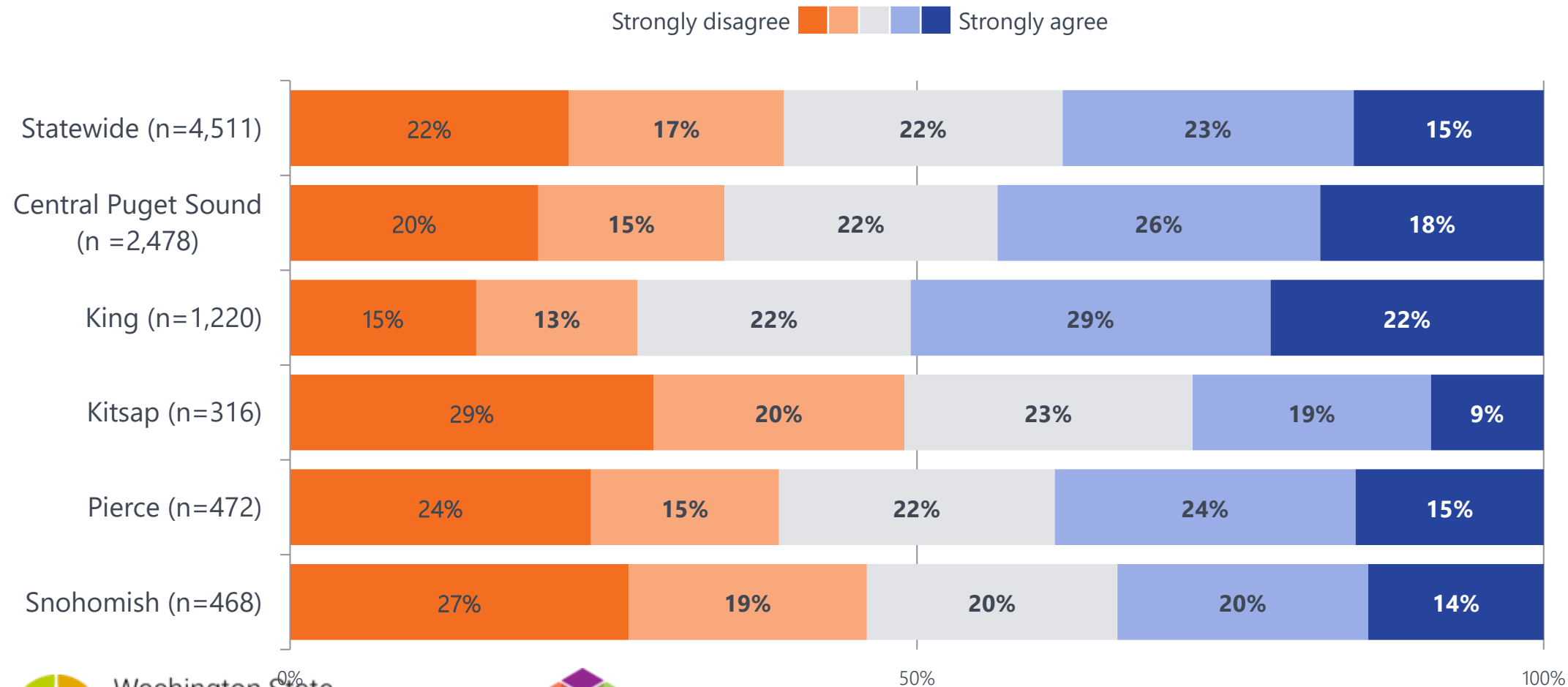
Government agencies should do more to provide housing not being delivered by the market.



Correlations: Younger respondents are more likely to agree that government agencies should do more to provide housing not being delivered by the market.

King County respondents are more likely to agree that an additional tax should help fund affordable housing than other counties.

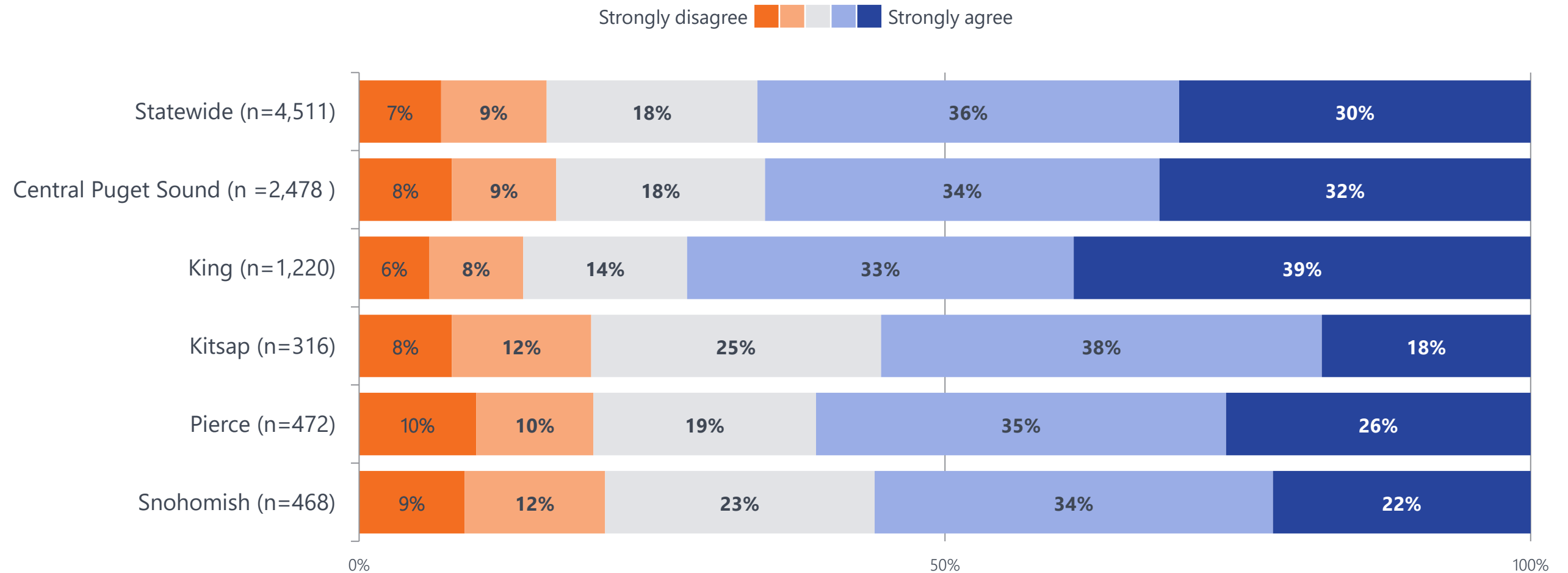
Some kind of additional tax should help fund affordable housing in your community.



Correlations: King County respondents or younger respondents are more likely to agree that some kind of additional tax should help fund affordable housing in their community.

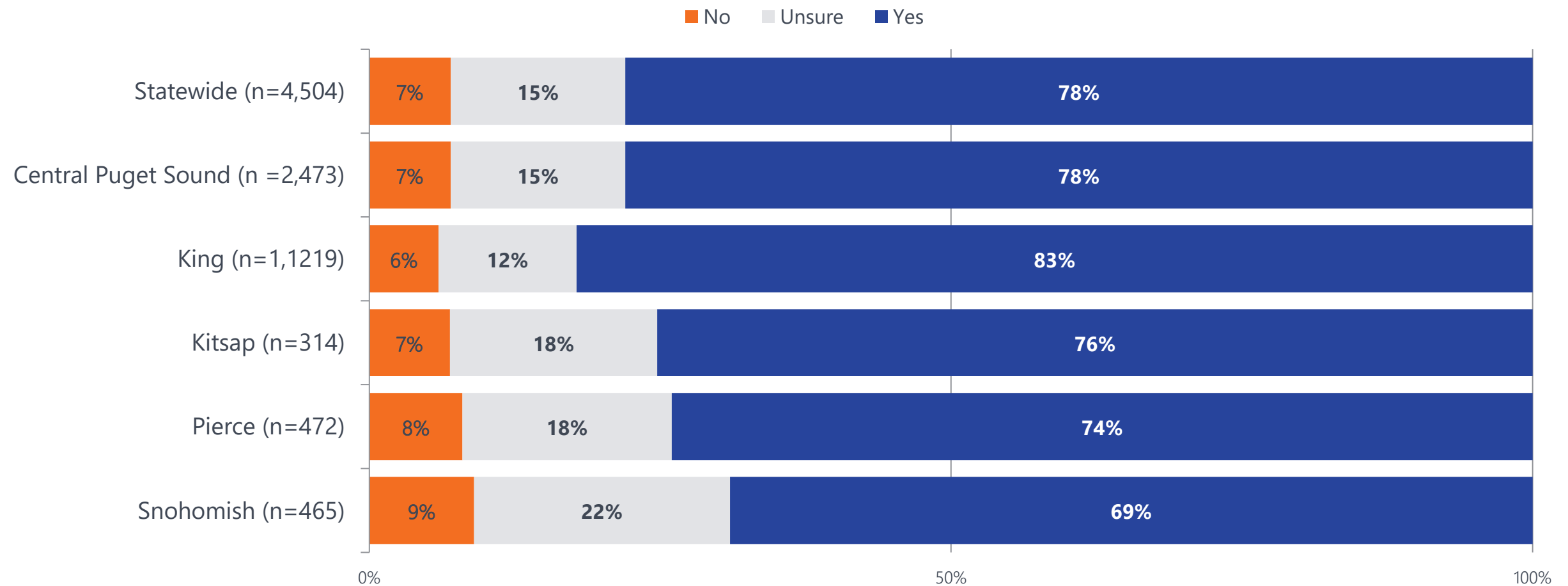
Most Central Puget Sound respondents (66%) **agree** that their community needs **more diverse and affordable** housing types, with King County (72%) agreeing the most.

My community needs more diverse and affordable housing types, such as duplexes, cottages, courtyard apartments, townhomes, and mixed developments.



Most respondents (78%) **want more housing options** available for people in their community, with the highest support in King County (83%).

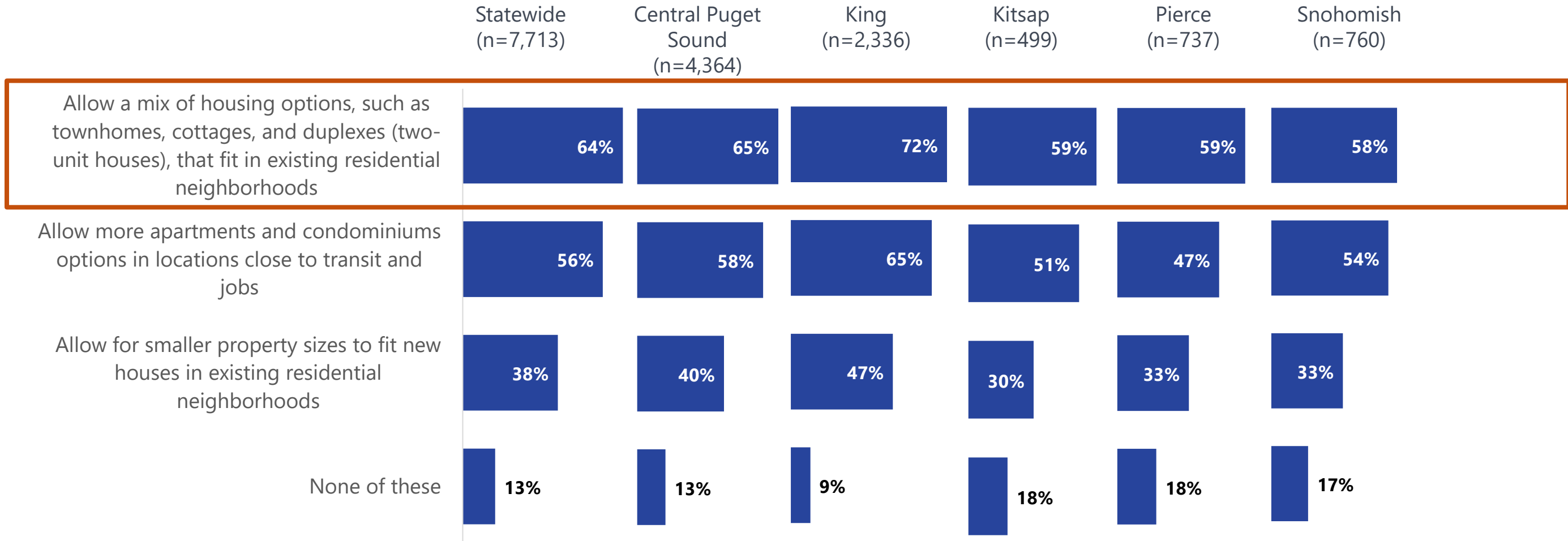
Do you want there to be more housing options available for the people in your community, including seniors, teachers, firefighters, childcare workers, and health care workers?



Solutions: Housing Types and Locations

Central Puget Sound respondents (65%) support **more housing options in residential neighborhoods**.

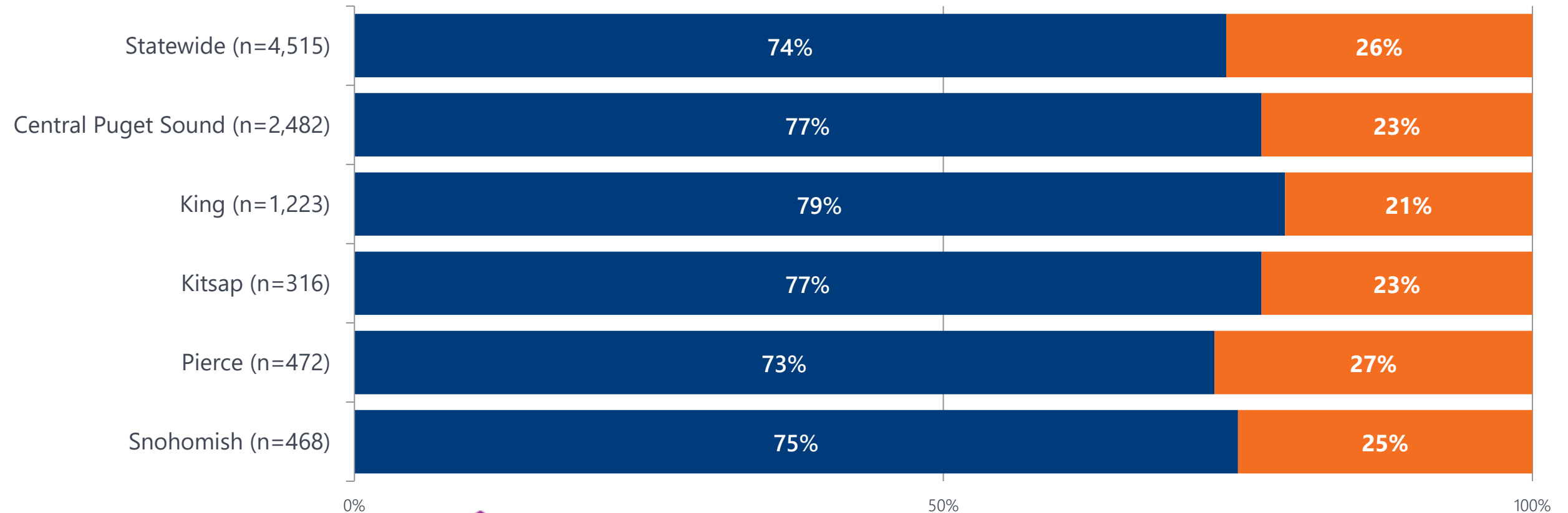
Which, if any, of the following techniques to address housing needs in your community do you generally support?



Most respondents (74%) in Central Puget Sound **prefer new housing to be in walkable neighborhoods near town centers.**

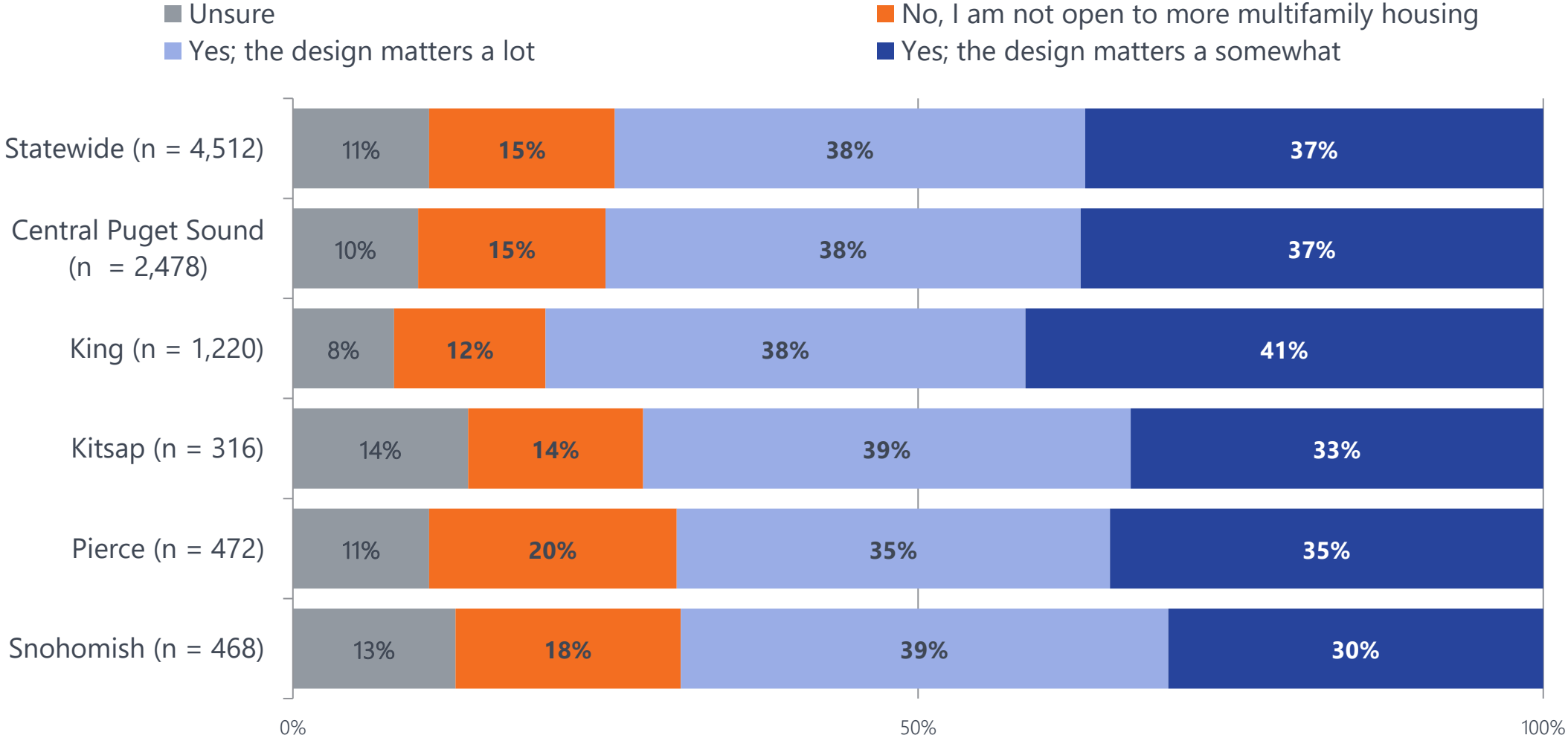
If you had to choose, where would you prefer there to be more new housing?

■ In walkable neighborhoods near town centers ■ In areas further from existing centers



Most Central Puget Sound respondents, especially in King County (77%), say that **design matters** when considering adding more multifamily housing to their community.

Are you more open to adding more multifamily housing in your community if you like how it looks and feels?

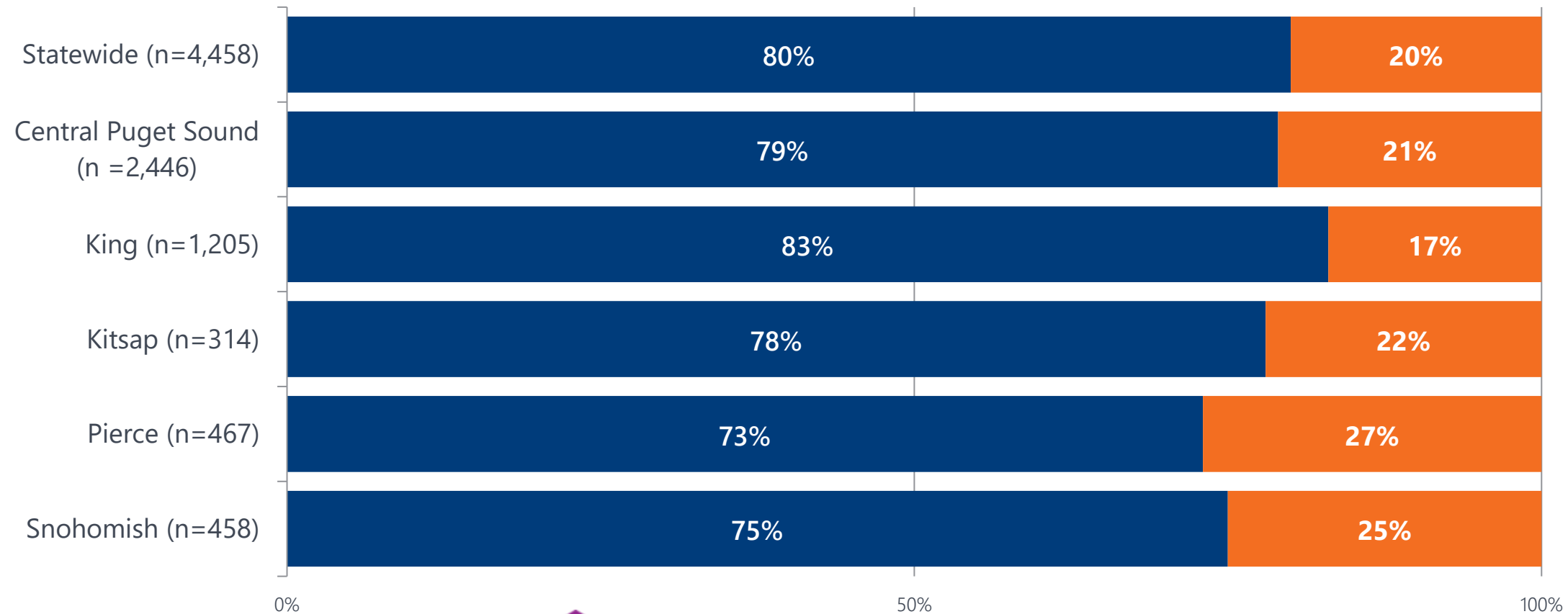


Correlations: Younger respondents are more open to adding more multifamily housing in your community, and the design matters somewhat.

Most Central Puget Sound respondents (79%) believe that **more housing, if done well, will make their community better.**

Addressing the need for housing in the state will result in changes over time to most communities. How do you see housing affecting your community?

- More housing, if done well, is likely to make my community better.
- More housing, even if done well, is likely to make my community worse off.



Many are interested in rent control and more affordable housing

What else do you want the Washington State Department of Commerce and Puget Sound Regional Council to consider when working on housing issues?

Western WA	Central Puget Sound	Eastern WA
<ul style="list-style-type: none"> • Rent control • Affordability vs. availability <p><i>“There are very little rent assistance resources in my area/Vancouver/Clark County. There needs to be more long-term rent assistance stability programs for single parents, people really putting forth the effort to better their situation (i.e.: going back to school, trade school, certificate) to increase income. I believe that even after someone who is homeless is housed they need wrap around services for at least a year to stabilize... every person and situation will differ.” - Clark County, Female, 35-44, American Indian or Alaska Native, \$25k-\$49k</i></p>	<ul style="list-style-type: none"> • Rent control (especially for those on minimum wage) • Affordability vs availability • Address homelessness • High property taxes <p><i>“There seems to be a lot of housing/apartments available in Seattle, but the rent is far too high to be affordable. - Non-binary, King, 25-34, Black or African American, \$100k-\$149k</i></p>	<ul style="list-style-type: none"> • Rent control • Affordable housing (especially around community resources like grocery stores) • Consider various living conditions and circumstances <p><i>“We need more funding for more affordable, small-scale family-sized housing near schools, public transit, grocery stores, and other amenities...People are going to continue to move to suburban areas where they can afford housing if new housing is not designed in a way that meets the needs of families. We need more support for community land trusts, and state law that allows for by right division of lot divisions to allow for more housing that preserves existing housing stock as well.” - Female, Pierce, 35-44, Black or African American, \$25k-\$49k</i></p>

Many are interested in improving the infrastructure and neighborhoods around housing

What else do you want the Washington State Department of Commerce and Puget Sound Regional Council to consider when working on housing issues? (continued)

Western WA	Central Puget Sound	Eastern WA
<ul style="list-style-type: none"> • Transit-oriented development • Bolster infrastructure (school, roads, power, internet, water) • Low-income housing near jobs and transportation • Walkability • Safe outdoor spaces • Open spaces for quality of life <p><i>“People need safe, affordable housing near their work, schools, and community resources (shopping, schools, parks, medical care, libraries, government offices). Government's main role is to help promote the general welfare, to make citizen's lives more tenable. Business will not do this, they don't have a stake in our happiness or quality of life. Government must step up.” - Clark County, Female, 55-64, White, \$75k-\$99k</i></p>	<ul style="list-style-type: none"> • Address parking, people are unable to park in front of their homes • Understand traffic and transportation needs • Quality of life <p><i>“Mixed business and residential areas. A walkable community is incredibly important to quality of life.”</i></p> <p><i>- King County, Male, 18-24, White, \$50k-\$79k</i></p>	<ul style="list-style-type: none"> • Infrastructure being able to sustain increased population • Better and reliable mass transit options • Focus on sustainability • Zoning should include rec areas for children • Walkability • Green spaces (community gardens) and picnic tables <p><i>“Each community can be equipped with a good shopping environment. I hope to ensure the greening rate of a community, which is good for everyone”</i></p> <p><i>- Yakima County, Male, 45-54, Hispanic, \$100k-\$149k</i></p>



Question for the Board:
How can the survey responses best help
local housing actions?

[Full survey report](#)
[Responses About Problems](#)
[Responses About Solutions](#)



Puget Sound Regional Council

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