



North Carolina Public Opinion about the Housing Market

Produced in partnership with
The Charlotte Observer, The Durham Herald-Sun & The Raleigh News & Observer

Survey of North Carolina Adults
October 15th- 17th, 2021

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About This Survey

The Elon University Poll conducted a representative online survey of 1,234 residents in North Carolina from October 15th-17th, 2021.

The overall results have a credibility interval of +/- 3 percentage points. Unless otherwise noted, results reported below are percentages (%) and sample sizes (N).

Part I of this survey's questionnaire examined attitudes and experiences related to housing in North Carolina.

Part II of this survey explored views related to COVID-19. Many of these items were previously polled. Where possible, the numbers for repeated items are included in the report below as a point of comparison, shaded in grey.

For highlights and interpretation of the key findings from this survey, please see the press release associated with this report.

Toplines: Housing in North Carolina

Which of these options best describes your current residence?

Owned by you or someone in the household with a mortgage or loan.	39%	482
Owned by you or someone in the household free and clear	21%	264
Rented	36%	439
Occupied without payment of rent.....	3%	36
Other	1%	13
Total	100%	1234

Have you considered moving in the last year?

Yes	48%	593
No.....	52%	640
Total	100%	1233

How often do you look at listings of places for sale or rent in your area?

Less than once per year	28%	348
A few times per year	31%	378
About monthly	21%	257
Weekly	14%	171
Daily.....	6%	78
Total	100%	1233

Thinking about where you currently live, how many of the people who work nearby are able to afford to live nearby?

Few.....	17%	209
Some	43%	533
Most	40%	490
Total	100%	1232

If you were to buy or rent a house in your area today, do you think your household could reasonably afford one that is like your current residence?

Yes	59%	730
No.....	41%	502
Total	100%	1232



Since the start of the pandemic, have you put off a home improvement project due to construction costs?

Yes	47%	579
No.....	53%	653
Total	100%	1232

Based on what you've seen, how are housing prices in your local area different from this time two years ago?

Much higher	44%	542
Somewhat higher	37%	453
About the same	16%	199
Somewhat lower.....	3%	32
Much lower	0%	5
Total	100%	1232

Thinking only of you and your family, do you view the [piped text for above question] housing prices to be a good thing, bad thing or does it not make much difference?

Good thing	26%	318
Bad Thing.....	47%	573
Does not make much difference	28%	342
Total	100%	1232

Do [piped text] housing prices in your local community make you worry about higher taxes?

Yes	72%	874
No.....	28%	344
Total	100%	1218

Do [piped text] housing prices in your local community motivate you to invest more money into your house?

Yes	44%	538
No.....	56%	686
Total	100%	1224

Is owning a home a good way for families in North Carolina to build wealth?

Yes	82%	1009
No.....	18%	221
Total	100%	1230



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Thinking about this time one year from now in 2022, do you expect housing prices in the area you live to increase, decrease or stay about the same?

Increase	55%	682
Decrease	13%	157
Stay about the same	32%	392
Total	100%	1231

How many minutes would you be willing to commute in a single direction to work, school or any other regular activity if it meant you could buy or rent a home you both like and can afford?
(enter maximum number of minutes)

Less than 15 minutes.....	12%	149
15 to 29 minutes.....	30%	371
30 to 44 minutes.....	35%	430
45 minutes or more	23%	284
Total	100%	1234
Mean : 32 minutes; Median: 30 minutes		

In the last 6 months, how worried have you been about about missing a rent or mortgage payment?

Not at all worried	49%	597
A little worried.....	27%	331
Somewhat worried	15%	179
Very worried.....	10%	123
Total	100%	1231

The following are several policies some have proposed to address housing issues. For each, please indicate whether you support or oppose the idea. (order randomized)

Restrict major corporations from buying large numbers of properties

Support.....	77%	954
Oppose	23%	279
Total	100%	1233

Change zoning laws to allow more houses per acre

Support.....	40%	491
Oppose	60%	740
Total	100%	1231

Encourage employers to provide financial support for employees to live locally



ELON POLL

Support.....	81%	994
Oppose	20%	240
Total	100%	1234

Increase government spending to support housing costs

Support.....	61%	752
Oppose	39%	481
Total	100%	1233

Provide incentives for developers to build affordable housing

Support.....	81%	1000
Oppose	19%	231
Total	100%	1231

Allow the free market to deal with housing costs without government involvement

Support.....	66%	814
Oppose	34%	418
Total	100%	1232

Demographics

Gender

Male	48%	592
Female.....	52%	642
Total	100%	1234

Age

18 to 24	13%	155
25 to 44	34%	417
45 to 64	34%	421
65+	20%	241
Total	100%	1234

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Race

White.....	67%	827
Black	21%	259
Other	12%	148
Total	100%	1234

Education

Less than Bachelors	70%	864
Bachelors or Higher	30%	370
Total	100%	1234

Party Identification¹

Republican	30%	373
Neither.....	37%	450
Democrat.....	33%	411
Total	100%	1234

County Density²

Rural.....	39%	486
Suburban	25%	310
Urban.....	36%	438
Total	100%	1234

¹ Self-identified.

² County type was determined according to classifications created by the [NC Rural Center](#).

Crosstabulations

Note: In this section of the report, the numbers reported are row percentages, and comparisons can be made within columns. Due to weights and rounding, row percentages do not always sum to 100. Caution is warranted when interpreting differences in the crosstabulations. Sub-group sample sizes are smaller, and therefore the credibility intervals for these estimates are wider.

If you were to buy or rent a house in your area today, do you think your household could reasonably afford one that is like your current residence?

	Yes	No	Total
	%	%	%
Republican	61	39	100
Neither	57	43	100
Democrat	61	39	100
	%	%	%
18 to 24	77	23	100
25 to 44	64	36	100
45 to 64	54	46	100
65+	48	52	100
	%	%	%
White	55	45	100
Black	71	29	100
Other	63	37	100
	%	%	%
Male	64	36	100
Female	54	46	100
	%	%	%
Rural	63	37	100
Suburban	62	38	100
Urban	53	47	100
	%	%	%
Owned	60	40	100
Rented	60	40	100
Total	60	40	100



The following are several policies some have proposed to address housing issues. For each, please indicate whether you support or oppose the idea. (order randomized)

Restrict major corporations from buying large numbers of properties			
	Support	Oppose	Total
	%	%	%
Republican	75	25	100
Neither	75	25	100
Democrat	82	18	100
Total	77	23	100
Change zoning laws to allow more houses per acre			
	Support	Oppose	Total
	%	%	%
Republican	31	69	100
Neither	35	65	100
Democrat	54	46	100
Total	40	60	100
Encourage employers to provide financial support for employees to live locally			
	Support	Oppose	Total
	%	%	%
Republican	73	27	100
Neither	77	23	100
Democrat	91	9	100
Total	81	19	100
Increase government spending to support housing costs			
	Support	Oppose	Total
	%	%	%
Republican	41	59	100
Neither	59	41	100
Democrat	81	19	100
Total	61	39	100
Provide incentives for developers to build affordable housing			
	Support	Oppose	Total
	%	%	%
Republican	73	27	100
Neither	80	20	100
Democrat	90	10	100
Total	81	19	100
Allow the free market to deal with housing costs without government involvement			
	Support	Oppose	Total
	%	%	%
Republican	77	23	100
Neither	65	35	100
Democrat	57	43	100
Total	66	34	100

Question Order

1. Our first set of questions are about the housing market in North Carolina.
2. Which of these options best describes your current residence?
3. Have you considered moving in the last year?
4. How often do you look at listings of places for sale or rent in your area?
5. Thinking about where you currently live, how many of the people who work nearby are able to afford to live nearby?
6. If you were to buy or rent a house in your area today, do you think your household could reasonably afford one that is like your current residence?
7. Since the start of the pandemic, have you put off a home improvement project due to construction costs?
8. Based on what you've seen, how are housing prices in your local area different from this time two years ago?
9. Thinking only of you and your family, do you view the [piped text] housing prices to be a good thing, bad thing or does it not make much difference?
10. Do [piped text] housing prices in your local community make you worry about higher taxes?
11. Do [piped text] housing prices in your local community motivate you to invest more money into your house?
12. Is owning a home a good way for families in North Carolina to build wealth?
13. Thinking about this time one year from now in 2022, do you expect housing prices in the area you live to increase, decrease or stay about the same?
14. How many minutes would you be willing to commute in a single direction to work, school or any other regular activity if it meant you could buy or rent a home you both like and can afford? (enter maximum number of minutes)
15. In the last 6 months, how worried have you been about missing a rent or mortgage payment?
16. The following are several policies some have proposed to address housing issues. For each, please indicate whether you support or oppose the idea. (order randomized)
 - a. Restrict major corporations from buying large numbers of properties
 - b. Change zoning laws to allow more houses per acre
 - c. Encourage employers to provide financial support for employees to live locally
 - d. Increase government spending to support housing costs
 - e. Provide incentives for developers to build affordable housing
 - f. Allow the free market to deal with housing costs without government involvement
17. Our next set of questions are about the COVID-19 pandemic in North Carolina
18. Have you already taken a COVID-19 vaccine?
19. How likely are you to take a COVID-19 vaccine within the next three months?
20. What are the most important reasons why you have not taken a COVID-19 vaccine? [open-ended; note: order of this question and vaccine intention question was randomly rotated]
21. Overall, are you glad you took the vaccine or do you wish you had not taken it?
22. Do you plan to take a COVID-19 booster shot when it is available to you?

23. By Christmas of this year, how do you think life in North Carolina will be in terms of the
24. Some organizations are considering requiring a COVID-19 vaccine for people in their organizations unless a person has a medical or religious exemption. <div> </div>
<div>Please indicate whether you approve or disapprove of vaccine requirements in the situations below.
 - a. Private employers requiring employees to be vaccinated.
 - b. Universities requiring students to be vaccinated.
 - c. K-12 schools requiring students to be vaccinated.
 - d. Hospitals requiring medical workers to be vaccinated.
25. Do you approve or disapprove of the federal government making it a rule for all organizations employing over 100 people either to require COVID-19 vaccines for all employees or to test all employees weekly?
26. What letter grade would you give President Joe Biden for his handling of the coronavirus pandemic in the United States?
27. What letter grade would you give Governor Roy Cooper for his handling of the coronavirus pandemic in North Carolina?
28. Overall, would you say the state of North Carolina's rules and restrictions around coronavirus have been too restrictive, not restrictive enough or about right?
29. In which North Carolina county do you reside?
30. What is your zip code?
31. How old are you?
32. What is your gender
33. What is your race? Select all that apply.
34. Are you Hispanic or Latino?
35. What is your annual household income?
36. What is the highest level of education you have completed?
37. Do you consider yourself a Democrat, Republican, Independent or something else?
38. Do you lean more towards the Democratic party or the Republican party? [to independent or something else]
39. Would you consider yourself a strong Democrat? [to Democrats]
40. Would you consider yourself a strong Republican? [to Republicans]
41. That's all the questions we have for today. Thank you for taking the time to complete this survey.
42. If you'd like to share anything about this survey with Elon University researchers, feel free to do so below.

Methodological Information

Mode:	Online
Population:	North Carolina Adult Residents
Dates in the field:	October 15-17, 2021
Sample Size:	1,234
Credibility Interval	+/- 3
Weighting Variables (NC):	Education, Age, Sex, Race, County Density,

Procedure

The Elon University Poll used an online sample provided by Lucid, LLC. Respondents were recruited for this sample from many sample providers in the Lucid marketplace and received small amounts of compensation in exchange for their opinions. The survey was not an open-linked posted on social media, but rather was by direct invitation to a very large national pool of people who agree to take online surveys. More information about the Lucid marketplace and quality tests are available [here](#). Quotas on race, Hispanic ethnicity, sex, and age were applied prior to online survey commencement.

Online interviews were included in the final dataset if respondents spent a minimum length of time on the interview and particular sections, and if a respondent progressed through the entire survey. Open-ended online responses were individually inspected by the poll directors, who then deleted ten cases that implied lack of attention. Respondents were recruited to the survey with a generic description about issues in North Carolina.

Credibility Interval

Unlike a traditional random digit-dial telephone survey, online surveys do not have traditional margin of errors. Nonprobability quota samples like these do not adhere to assumptions of random selection. To account for uncertainty inherent in any sample-based research design, we provide a credibility interval. More information about this technique can be found [here](#). The credibility interval was calculated by inflating traditional confidence intervals by a design effect calculated using the squared sum of weights. For this North Carolina sample, this means: $(1.029 * 2.79 = 2.87)$. We round these values up for presentation of results. As with all surveys, total survey error often exceeds sampling error.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a charter member of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we release to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Weighting Information

Weights were generated in Stata using a technique known as iterative proportional fitting, also known as raking. The weight variable was calculated based on all of the variables in the table below.

	Population	Unweighted	Weighted
	%	%	%
18-24	13	12	13
25-44	34	40	34
45-64	34	29	34
65+	20	19	20
Male	48	46	48
Female	52	54	52
White	67	65	67
Black	21	20	21
Other	12	15	12
Hispanic	9	7.4	9
Not Hispanic	91	93.6	91
< Bachelor's	70	71	70
Bachelor's or more	30	29	30
Rural County	39	44	39
Suburban	25	25	25
Urban	36	31	36

Frequently Asked Questions

1. Who pays for the Elon University Poll?

Elon University fully funds the Elon University Poll. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Gabie Smith. The Elon University administration, led by Dr. Connie Ledoux Book, president of the university, fully supports the Elon University Poll as part of its service to the community. Because of this generous support, the Elon University Poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

2. Does the Elon University Poll favor a certain party?

The Elon University Poll is an academic, non-partisan survey research organization. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

3. Did you weight the data?

Yes. We apply weights to the data. For this survey, we generated results using raking based on U.S. Census data. For more details, see the Weighting Information above.

4. What are the advantages and disadvantages of online surveys over traditional random-dial surveys?

Traditional telephone surveys have a clear advantage over online surveys such as this in that assumptions of equal probability of selection are more appropriate. Furthermore, online surveys do not capture opinions of respondents who lack internet access.

However, our opinion is that [declining telephone response rates](#) and the growth in online sample pool sizes have narrowed quality differences between the two modes. In the case of this survey, we hoped to capture opinions related to a breaking news item. An online survey enabled us to quickly gather a large enough sample size to make inferences about the U.S. population. Additionally, like many college students, our student survey interviewers are not on campus at this time.

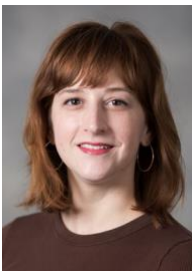
Additional information about opt-in surveys in general is available from AAPOR and the [Pew Research Center](#).

About the Elon University Poll

The Elon University Poll conducts statewide, regional, and national surveys on issues of importance to North Carolinians as well as other states. Information from these polls is shared with media, citizens and public officials to facilitate informed public policy making through the better understanding of citizens' opinions and attitudes.



[Jason Husser](#) is Director of the Elon University Poll and Associate Professor of Political Science & Policy Studies at Elon University. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. He researches American political behavior and survey methodology.



[Kaye Usry](#) is Assistant Director of the Elon University Poll and Assistant Professor of Political Science & Policy Studies at Elon University. She received her Ph.D. from the University of Illinois at Urbana-Champaign. Her research interests are in American politics and political psychology.



[Owen Covington](#) is Director of the Elon University News Bureau. A native North Carolinian, Owen Covington joined the staff of Elon University in 2016 after spending 17 years in the field of journalism as a reporter and editor for daily and weekly news outlets in North Carolina and Kentucky. As director of the Elon University News Bureau, Covington oversees the promotion of Elon and its students, faculty and staff both through stories told across Elon's media channels as well as through interactions with state, national and international media. He is involved in media relations, including responding to requests from print, digital and broadcast media outlets, and works to promote content generated by a variety of Elon news sources.

For more information on the Elon University Poll, visit elon.edu/elonpoll

If you have specific questions about this poll, you can reach the directors of the poll via email (jhusser at elon dot edu & kusry at elon dot edu).

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